

Operating Fund Gets Extra 10¢

There will not be a dues increase.

Instead, the convention mandated that 10 cents per member per month be transferred from ANG's defense or strike fund to the general fund to offset the increased costs of running the Guild on a day to day basis.

The decision came in the wake of an intensive debate which triggered the only majority and minority report of the week-long session.

After the two hour exchange, punctuated by verbal flareups, the delegates voted down—by a roll call vote—a minority report of the Finance Committee which proposed a 10 cent per capita increase.

They then proceeded to endorse the majority report.

The outcome was a compromise between what the International Executive Board had recommended at the outset of the convention and the forces, headed by the New York delegation, who came to the convention determined to block a dues increase.

Touched off by a small but hardy group within the 65-member Finance Committee, the battle produced many surprises as delegates switched sharply from one position to another.

There was a wide split among IEB members, the majority of them reversing their original position and moving to the camp of the anti-dues-increase proponents. On the other hand many jumped from the majority to the minority position as the fight spearheaded by only seven delegates gained momentum.

The sharp division narrowed down to two major points.

1—Opponents of a dues increase concluded that the Defense Fund was more able to afford the needed revenue than Guild locals.

2—Dissidents asserted under no condition should the Defense Fund growth be impaired except in aid of Guildsmen idled by a strike or lockout.

Directing the attention of the delegates to two major areas of finance—the day-to-day operations and the reserve funds—David Schick of Philadelphia, Finance Committee chairman, said that both had been problems since 1933 and both remain so.

"But for the first time in its history, the Guild can look on its reserves with some confidence,"

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Portland Aid Terminated By Vancouver Delegates



Unforgettable: Ideal weather teamed up with a charming setting to make memorable the opening cocktail party at the Vancouver convention. Frank C. McMahon, pipe line magnate, who described himself as a friend of the Vancouver Guild, opened his home and spectacularly colorful flower garden terraces

for the reception. Here is a part of the throng that enjoyed the festivities. Chartered buses took the 300-member convention group from the headquarters hotel to the McMahon home on the west end of the city, near the University campus. The hospitable gesture proved a forerunner of the entertainment planned by the local for the week.

The Vancouver convention approved the recommendation of the International Executive Board that Defense Fund benefits to 44 Guildsmen now employed by the Portland (Ore.) Reporter be extended to August 11 and terminated as of that date.

Subsequently, there were these other developments relating to the Portland situation:

► Purchase of the Oregon Journal by S. I. Newhouse, owner of the Oregonian, giving him complete control over both struck dailies (story on page 3).

► A letter from Labor Secretary Arthur Goldberg stating that it is futile to intervene in the Portland situation because the possibilities of an amicable settlement "are exhausted for all practical purposes."

► The decision by another union representing Portland strikers—the Photo Engravers—also to terminate benefits as of August 11. Striking members of two other unions, the Pressmen and the Teamsters, went off their unions' benefit rolls some months ago and are employed by the Reporter under union contracts providing going rates for the area.

► Announcement by some 45 delegates who were in the minority on the convention vote that they intend to initiate a referendum on the question of extending benefit payments to the Portland Guildsmen to December 1 (text of statement on page 4).

► A letter to all local presidents, signed by a majority of the IEB, stating that the appeal for a referendum while well-intended, is ill-advised (text on page 4).

The convention action occurred in a lengthy closed-door session as a special order of business, Monday evening, on the first day

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The Convention At A Glance

► The 1961 ANG Convention at Vancouver, B. C., July 24-28:

• Allocated an extra ten cents per member per month to the Guild's operating fund, to balance an adopted annual budget of \$486,000, by reapportioning the distribution of the existing \$1.80 per capita payments. (Page 1)

• Voted discontinuance of ANG defense fund benefit payments to Portland Guild members, effective August 11. (Page 1)

• Re-elected 13 members of the International Executive Board to two-year terms, and named two new members, all through unopposed nominations. (Page 7)

• Approved a report of a special committee on strike policy, widening benefit provisions and clarifying the roles of ANG and local strike participants. (Page 5)

• Reaffirmed a vigorous approach to the continuing problems of extending organizing efforts. (Page 11)

• Revised portions of its collective bargaining

program to meet changing trends in the newspaper field. (Page 5)

• Declared its continued support for the efforts to achieve working unity among labor unions in the newspaper and related fields. (Page 4)

• Emphasized the need for continued activity by the Guild and its members in politics, at the federal, state and local levels. (Page 10)

• Noted the need for providing management-financed training for those displaced by automation devices, and the equal need for recruitment of suitable new employees. (Page 10)

• Called for whole-hearted pursuit of the ideal of equal opportunity for all, with discrimination wiped out wherever encountered. (Page 7)

• Approved a series of language changes in the constitution to implement convention decisions. (Page 13)

• Heard Carl E. Lindstrom in a thought-provoking analysis of the U. S. press, with suggestions for regaining its lost stature. (Page 1).

Let's Make Room For Meaningful News---Lindstrom

By CARL E. LINDSTROM

There have been occasions in the past when I questioned the effectiveness of the conventional news story lead that packs everything into the first paragraph. It may, however, have its uses, and I find, after much thought, that I could say about all I have to say in three sentences.

But I shall impose upon you somewhat longer because each of the sentences might require a bit of explanation and elaboration. In fact, this paper is somewhat longer than those with which I have tried the patience of listeners in the past.

Here, then, are the three sentences:

(1) Newspapers are spending too much money for

the most expensive thing they can buy: circulation and advertising bait.

(2) Newspapers are spending too little money on the cheapest thing they buy: news.

(3) An honest and indicative cost analysis would reveal much waste as well as the illusory nature of the so-called cost spiral.

Most newspaper managements can tell you to the penny what their column cost is, but that figure really tells nothing because it ignores column content—except to make a very broad and meaningless demarcation: on one side of the fence, revenue-producing content, that is advertising; on the other, ALL ELSE. In other words, everything published in space that isn't sold is called news. Nothing could be more false than that.

Since publishers and editors do not blush these

days to speak of the newspaper as a business let's reflect upon the curiosity that here is a business that does not sell what it gathers and produces: news. This it gives away. It sells, instead, something else: space and contact. But in order to keep alive, so they tell us, they sell so much of the one, that there isn't room for the other, news—which is their reason for being. The question now is: How little news can you print and still stay in the business of selling space?

The limits are being crowded. It is the art of the prestidigitator to make you look somewhere else than directly at the cause of what is happening. In order to keep us from looking at the causes of the pinch—and let us admit there is a pinch—the magicians want you to keep your eye on a curious little gadget called

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Rosenstock Urges Curb On Press Monopolies

In his opening-day keynote address to the Vancouver Convention, President Arthur Rosenstock lashed out at publishers who parade as advocates of the "free competitive system" while gobbling up competitors and establishing monopolies.

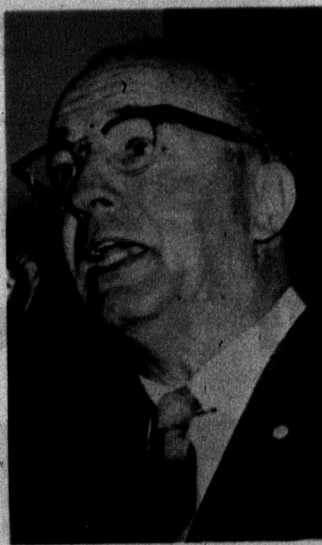
He called upon the Justice Department to put an end to the "silencing of the competitive voices" in the "free market place that molds public opinion."

"This is the urgency of the day," emphasized President Rosenstock.

He believed the courts could declare a "guardian waiting period," before a newspaper is sold.

Meanwhile the Justice Department could investigate to assure the sale to a bona-fide reasonable bidder.

"This would bar a monopoly from purchasing and murdering the paper, and assure the purpose of the remedy," President Rosenstock maintained.



ARTHUR ROSENSTOCK

"We know that precedents exist for this action and that the solons could legislate the protective power to sustain the widest spectrum of a free press."

Declaring that the "free competitive system" is but a "shib-

boleth" to some newspaper publishers whose monopolistic tentacles extend into the radio, TV and magazine fields as well as paper mills and other diversified tid-bits, President Rosenstock asked:

"Does not the sound of their cry in defense of 'free enterprise' ring hollow?"

"It is a mockery that might well lose the Lords of the Press, in their mad rush to 'collectivism', the remaining respect of the people," he declared.

"Here stands the dictatorial fiat—Don't do as we do, do as we say!"

President Rosenstock noted that the Hearst suit against the Guild and its principal officers in the sum of \$6 million dollars was dismissed last February by the U.S. Court of Appeals, supporting a lower court's opinion that "the complaint did not allege a legally cognizable claim."

The Guild again was expressing its concern on mergers, folding and their effects on the free market place of opinion, contracting and corroding the right of the

people really, "but really, to know!" he continued.

A prime example of the latter was revealed in the trust violation trials in the electrical industry in which high fines and jail sentences were meted out to a great number of men and the companies they headed.

"The news was submerged by a large segment of the press. What about your right to know?"

"The Wire Service local aired some opinion on press responsibility and performance under the signature of Richard Harnett, and desires the Guild to turn the searchlight on this area."

"If we do, let us not fail to praise that section of the press that honors its birthright and its trusteeship!"

The speaker referred to another aspect of the vanishing press.

"In London, England, a Royal Commission on the press is thoroughly examining why newspapers with circulation of 1,000,000 or more were being merged or folded. Three nationally circulated newspapers in one year in England received the death

blow. A Parliament inquiry is solely interested in the economic aspects, and not in performance, merits or quality of the press. This may yield a valuable insight into its hardening arteries."

"Who will take effective note that the sale, merger or destruction of communication citadels, racing apace, and invested with vital public weal and necessity, is a crime akin to book-burning? It is a far cry from the hawking of some innocuous product in the market place."

"At the Inter-American Federation's executive committee meeting in Quito, Ecuador, a strong resolution called upon all affiliates to seek by all legal and democratic means to prevent the concentration of ownership of the means of information."

"They were citing efforts of Canadian publisher Roy Thomson to buy a British Guiana paper."

"The resolution noted 'with concern that Roy Thomson of Canada as the world's largest publisher now owns some ninety newspapers, radio stations and TV

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Farson Lists Unfinished Business of Guild

The need for "effective unity" among unions in the printing and newspaper industry was re-emphasized by Executive Vice-President William J. Farson.

He warned that the coordinated publisher offensive against newspaper unions threatened:

• The basis of free, effective collective bargaining.

• The growth and strength of the Guild and other unions in the industry.

A special committee has been assigned the task of drafting a unity formula for seven major unions.

Farson said he recognized this committee was confronted with many problems, but stated he was encouraged by the thoughtful, imaginative and cooperative manner in which the committee was tackling its job.

When I spoke to the Chicago convention a year ago I reviewed

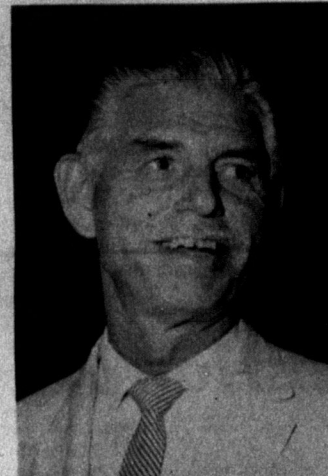
the coordinated publisher offensive against newspaper unions which already had resulted in fifteen strikes and/or lockouts involving Guild locals in two years—to which list we may now add the Chicago Defender strike so forcefully described to you by President Rosenstock.

I told the Chicago convention: "If management's offensive is permitted to continue unchecked, it will endanger the very basis of free, effective collective bargaining in the newspaper industry."

"If the Guild—and the other newspaper unions—are to continue to meet management on an equal footing, your officers believe it imperative that:

"The Guild pursue its exploration of how best to achieve a sound basis for unity with our sister unions."

"The Guild's financial resources be further strengthened, this time to provide an adequate flow of income to our general fund to insure the continuation of services and activities essential to the



WILLIAM J. FARSON

growth and strength of our union."

The Chicago convention approved our continued exploration of unity, and, as you know, we have made notable progress in this direction.

But the Chicago convention did not provide the necessary income for the general fund, with the result that we operated during the past year at a deficit of \$18,000.

This is the unfinished business before this Vancouver convention.

It is, I submit, the most important single item of business before the convention.

There is important new business before you, too, especially proposed changes in contract approval procedures and the recommendations of the Interim Strike Policy Committee.

These, it seems to me, are the key issues facing you as delegates to this convention, and I should like to talk with you briefly about each of them, in reverse order.

First, however, I should like to discuss the recommendation the International Executive Board is making to the convention respecting Portland.

After reviewing the situation in Portland again at its pre-con-

vention meeting here last Friday, the IEB is recommending that ANG benefit payments to Portland be extended to August 11 and then terminated.

It is never an easy decision to terminate payment of benefits to our members, members who in this instance left their jobs twenty-one months ago, not in pursuit of personal gain, but courageously and unselfishly in support of a sister union.

It is never easy, but it sometimes must be done nonetheless, in the best interests of all, and the IEB, after once again carefully reviewing the facts and prospects, believes that the circumstances in Portland are such that no further expenditures from the International Defense Fund should be made.

As of August 11, our Portland members will have been paid ANG benefits for six full months while devoting their full time to working for the Portland Daily Reporter, which began publica-

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Perlik Draws The ANG's Financial Picture

More money must be obtained for the general fund if the American Newspaper Guild is to maintain its present program of activities and services to its members, Secretary-Treasurer Charles A. Perlik, Jr., bluntly told the opening session of the convention.

In pressing for an increase in revenue to the general fund of 10 cents per member per month, Perlik said:

"The International Executive Board has put before you a budget which will preserve only the present ANG services and activities—will not improve them or expand them—but it will cost \$30,000 more than we can reasonably hope to take in without additional money."

On the rosy side Sec. Treas. Perlik explained that a \$465,000 level had been achieved, toward the \$1,000,000 defense fund ob-

jective of the Guild—an all-time high.

"As I was saying last year at this time . . . we have reached the year of decision in the Guild," he said in opening his address.

"It's been the unhappy fact of life for me that in all but one of the six years I've addressed you as secretary-treasurer, I've found it necessary to tell a tale of financial woe. True, the degree of our financial difficulty during that time has varied, but nonetheless in all but one of those six years our general fund has spent more money than it took in."

"A cure for this condition cannot be delayed any longer."

"Our surplus, which was the cushion we could lean on in other years, is now gone."

"We started this fiscal year with a \$9,000 deficit."

"The IEB has put before you a budget which will commit us to \$30,000 more than we can reasonably hope to take in without additional money."

"Why is this so?"

"For two years running, we've failed to achieve the regular member per capita average the convention expected of us."

"Total membership was lower at the start of this fiscal year than it was a year earlier."

"On May 1 of this year, the second portion of a major—and expensive—overhaul of ANG staff and officer salaries went into effect, at a cost of \$13,000. If we put that figure another way, to meet the cost of that salary increase alone would have required the per capita income from 1,000 new members for ten and a half months. But remember, I said earlier that we've lost, not gained new members; that we've failed to achieve our projected per capita average, not exceeded it."

"These are not facts of life which have suddenly descended upon us."

"The IEB has known them. It has said it knows them. It has



CHARLES A. PERLIK, JR.

told the convention what the prospects are, what the future holds for us in a financial way. It asked last year's convention to join in its conclusions, in its realizations and to provide sup-

plemental financing for the general fund.

"And so the financial picture is clear. The need is apparent. The general fund has difficulties that no longer can go begging."

"The International Executive Board proposes its solution. It proposes that per capita for regular members to the general fund be increased by 10 cents."

"Its proposal restores the general fund per capita to the same level it had achieved a decade ago. It was 10 years ago—\$1.30 per month. Twice, since then, five-cent diversions to the defense fund were made—in brighter more prosperous days. The IEB asks that the size of the general fund per capita be restored to the level it had achieved a decade ago."

"There are alternatives, to be sure, but only in the ways to provide help for the general fund."

"No longer can we adjourn with some vague injunction to economize. If we want to economize by cutting into services

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Newhouse Purchase Potent Development In Portland Situation

Portland, Ore. — After trying for more than ten years to acquire monopoly control of this city's newspapers, S. I. Newhouse last week bought the evening Oregon Journal as a stablemate for his morning Oregonian. The purchase brought his string of dailies to 14.

A report that the sale was imminent was broadcast over a local television station, Thursday night, August 3. Both papers denied the report in their Friday editions, declaring that the story was "unsupported." Announcement of the sale came later that day.

Newhouse, who bought the Oregonian by telephone for \$5½ million in 1950, told the New York Times that he had been negotiating to buy the Journal "for at least ten years."

Following the sale, it was learned that the trustees had rejected a \$4-million bid for the Journal property, including radio station KPOJ, submitted by an Oregon syndicate headed by former Gov. Elmo Smith, publisher of the Albany (Ore.) Democrat-Herald.

The paper—but not the radio station—instead went to the Newhouse chain without apparent regard for a codicil Mrs. Jackson added to her will following Newhouse's purchase of the Oregonian.

In the codicil, Mrs. Jackson directed her executors or trustees, in the event they should find it in the best interests of the trust estate to sell any of the stock of the Journal Publishing Co., to "exercise their discretion to make such sale in such manner that, if possible, the ownership and control of Journal Publishing Co., and the newspaper which it operates shall be retained on a local basis, preferably in the hands of persons who are then in the actual employ of the Journal Publishing Co. or who are associated with the management and operation of the paper."

"And I direct that in any disposition of such stock the purpose herein stated shall be carried out even though the amount which may be realized through such sales may be very substantially less than might be obtained if such stock or the paper owned by said Journal Publishing Co. were to be sold in a different manner or to other purchasers."

Both the Journal and the Oregonian have been losing ground since the Stereotypers walked out November 10, 1959, in a strike that subsequently involved all other unions at the plants. But the Journal, under independent ownership and the weaker of the two papers, reportedly was hit harder by the strike than the Oregonian, which is backstopped by the rest of the Newhouse chain.

Audited circulation of the Journal as of last March 31 was about 40,000 below the pre-strike high of 188,677 daily and 206,787 Sunday.

The paper's advertising for the first six months of 1961, accord-

ing to Media Records, was 691,140 lines below the total of 7,029,941 recorded in first-half 1959, the last comparable period of separate publication. Sunday lineage for the first six months of 1961 was off 919,842 lines from the 2,726,264 in first-half 1959.

The Oregonian's circulation at the end of last March was down 34,374 daily and 32,480 Sunday from pre-strike figures of 242,211 daily and 306,168 Sunday. Its advertising for the first six months of this year, both daily and Sunday, was about a half-million lines below the first-half 1959 totals of 9,896,728 daily and 5,183,557 Sunday, according to Media Records reports.

During the early months of the strike, when the publishers imported professional strikebreakers under the cash benefits derived from strike insurance, the Oregonian and the Journal combined to publish a joint edition from the Oregonian plant.

Since last February 11, the Journal has had direct daily competition in the evening field from the Portland Reporter, the new commercial daily which grew out of the weekly throwaway published by the seven unions involved in the strike.

The Reporter, with a daily circulation of around 60,000, claims it has won a larger readership in the immediate city circulation area than the Journal.

In announcing the purchase of the Journal, M. J. Frey, publisher of the Oregonian, said both papers will continue to be published from their separate plants, but that as soon as necessary installations can be completed, the Journal building will be vacated and production facilities combined at the Oregonian plant.

Frey added what has come to be recognized as standard procedure for a Newhouse acquisition. He said that the Journal "will be maintained as a daily newspaper and will be separate from and competitive with the Oregonian in the news and editorial fields, including political policies."

Readers here have for years complained that the editorial policies of the two dailies have been indistinguishable; both are conservative in their viewpoint.

ANG President Arthur Rosenstock, commenting on the latest Newhouse acquisition, said the transaction "confirms our belief that the strike was deliberately provoked by Newhouse in an attempt to gain a newspaper monopoly in Portland."

The purchase of the Journal makes the Newhouse chain second only to that of Scripps-Howard in the number of major dailies it controls. Scripps-Howard has 18 and Hearst 13.

Newhouse also has part interest in the Denver Post—15 percent—and in the Springfield, Mass., dailies—40 percent, and owns the five Conde Nast magazines and the seven Street and Smith publications, plus nine radio and television stations. Last winter he made an unsuccessful bid to buy Newsweek magazine.

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Semantics: Experts in the shadings of language were active throughout the convention week at Vancouver, as members of the committee on resolutions. In all, the committee handled 19 proposed texts for official pronouncements by the assembled delegates. Second from the left, seated, is Horst Petzall, New York, chairman. Others in the picture are, from the left, International Representative Peter Reilly, Louis Panos, Wire Services; Cathy O'Toole, SFONG; Ben Danforth, Albany; Ken Barnette, Buffalo; Ralph Jules Frantz, New York; and A. E. (Pete) Davis, Los Angeles.

Portland Aid Ceases Aug. 11; Minority Seeks Referendum

(Continued from Page 1)

of the convention week. Only the results of the roll-call vote on the IEB's recommendation—253-1/30 in favor, 150-29/30 opposed—were made a part of the official convention record.

Goldberg's comments on the Portland strike came in response to an appeal from the Presidents' Committee of Allied Printing & Related Trades urging him to use his "good office to bring about a meeting of the principals to seek a reasonable and honorable settlement of the dispute."

Referring to the efforts of the Federal Mediation and Conciliation Service in Portland, Goldberg said he had been advised "that there is little hope of a future peaceful settlement which will restore the situation as it existed before the strike began. Under the circumstances, therefore, I cannot suggest any course of action which I might take which would be of any practical value."

The results of the convention's executive session on the Portland benefit issue were entered in the record in the following statement offered by Secretary-Treasurer Charles A. Perlik Jr., on behalf of the officers:

"The 28th annual convention in executive session just concluded considered a special order of business on the International Executive Board's recommendation with respect to Portland."

"Following lengthy and full debate, the International Executive Board's recommendation to the convention that international benefits to Portland be extended to August 11, 1961, and that they be terminated on that date was adopted on a roll call vote, 253-1/30 in favor, and 150-29/30 opposed."

Vice President Robert J. Hickory of San Jose entered in the record the following statement on behalf of Paul Stout, Sacramento, chairman of the caucus of Region 4 locals:

"Region 4 has gone on record asking its member locals to continue backing the Portland strike

and has authorized me as caucus chairman, to so inform this convention and urge other locals to do the same."

West Coast locals have been among the consistent contributors to the supplementary benefit fund of the Portland Guild.

Portland had sent J. Lynn Wykoff, secretary-treasurer, and Jack Roberts as its convention delegates. Both were active in backing the local's request that the convention defeat the IEB proposal and, instead, fix next December 1 as the date for termination of ANG benefits.

Following the convention's rejection of this view, as reflected in the roll call, a group of 45 delegates signed and distributed a mimeographed statement of their intention to initiate a general membership referendum on the question. Portions of the statement also were submitted to the Guild Reporter in the form of a letter to the editor, the text of which is on page 4.

Such a referendum call requires approval by membership action from 11 locals distributed among at least five states or provinces and including at least five percent of ANG membership in good standing—one local as mover and ten others as seconders. The IEB would then issue a call for a Guild-wide referendum, to be conducted under constitutional provisions as to timing and good standing and under supervision of the International Election and Referendum Committee.

Named to that committee on the closing day of the convention were Thomas Fay, New York; Tony Ingrassia, Milwaukee; Robert Bailey, Philadelphia; Charles J. Tiano, Kingston; and Helen Minear, Pittsburgh.

Action by this year's convention on the Portland issue was in keeping with action by the Chicago convention last year, when delegates voted down a proposal to invest \$50,000 in the Portland Reporter, then a twice-weekly strike paper, to convert it into a commercial daily.

The Chicago decision was to hold to the established policy of not using ANG funds to enter the newspaper business, except where an interim strike publication could directly serve the union and the community.

After the Chicago convention, the IEB voted three times to extend the payment of benefits to Portland strikers, despite the view of some board members that the extensions were not in keeping with Guild policy as established in past conventions.

Meanwhile, the Portland Reporter project went through the issuance of stock for public purchase, remodeling and equipping a printing plant, and recruitment of a full staff of about 175. It began daily publication last February 11. Personnel was drawn largely from the ranks of unions on strike or locked out at the Oregonian and Journal, including the Guild.

The Reporter has a stock capital fund of about \$400,000 and paid circulation in excess of 50,000. It claims growing patronage from advertisers. The paper has been operating at a net loss, however.

Some 50 of the total number of employees, including a number hired into Guild jurisdiction, have been paid going wages for their work on the daily; others, Guild strikers among them, have been receiving strike benefits from their unions.

ANG benefit payments to the Portland Guildsmen, according to a schedule fixed by convention action, have been augmented by contributions from other Guild locals, district councils and individual union members totalling \$147,399.71 as of August 5.

The ANG Defense Fund had provided the Portland strikers \$227,700.22 up to the end of the last fiscal year, April 30, 1961. Since that time, weekly benefits have amounted to about \$1,500 so that by August 11 cut-off date, about \$22,500 more will have been sent to Portland in ANG funds, for an approximate total of \$250,000.



Queenly Duo: Kingston Guild's Miss Page One, Mary Chambers, left, chats with Nancy Anne Flemming, Miss America of 1961, at the New York State Pageant to which the City of Kingston was host. Finals for Miss New York State were judged at the affair.

Minority Delegates Seek Referendum On Portland

There follows the text of a letter submitted to the Guild Reporter for publication, by delegates to the Vancouver convention whose names are appended.

Editor: The undersigned convention delegates have committed themselves to support a national referendum on the following proposition:

"Resolved, that the convention action cutting off strike benefits from the Portland strikers on August 11, 1961, be revoked and that benefits be extended to December 1, 1961, as requested by the Portland Guild, at which time they will be terminated."

We believe this is an issue involving a basic tenet of trade union morality: you do not abandon a brother in the middle of a fight.

There may be criticism of the fighting methods employed by our

Convention Urges Unity

"Diligent pursuit" of the objective of unity among the labor organizations in the printing, publishing and related industries has been made by the officers of the American Newspaper Guild, the Vancouver convention declared in its adopted report on the subject, which had been considered in detail by the committee on organizing.

The convention urged that efforts continue, and that a report be made to the 1962 convention at Buffalo. The directive was similar to that of the 1960 Chicago convention, where the unity move had been given initial emphasis by developments in the Portland strike and elsewhere.

The Vancouver delegates also recommended that:

All locals continue to work for union solidarity at the local level and participate to the fullest possible extent in newspaper union councils, Allied Printing Trades Councils, and city and state central labor bodies.

Guild Officers Counsel Rejection Of 'Ill-Advised' Referendum Step

Herewith is the text of a letter sent to local presidents this week over the signatures of the following:

President Arthur Rosentock, Executive Vice President William J. Farson, Secretary-Treasurer Charles A. Perlak, Jr., ANG Vice Presidents Daniel A. McLaughlin, Richard Lane, James B. Woods, James B. Egan, Eric R. I. Cawdon, Joseph F. Collis, Frances D'Hondt, Jack Dobson and Kenneth Rieger; and Vice Presidents-elect Mike Masirullo and George Muldowney.

Two weeks ago, after a 4½-hour discussion, the Vancouver Convention voted to extend ANG benefit payments to Portland to August 11 and then terminate them.

Having lost in the Convention, some of the delegates have announced their intention of initiating a membership referendum to overrule the Convention and extend benefit payments to Portland until December.

Since the Convention, in our opinion, there have been two significant developments confirming the wisdom of the Convention's decision.

Last week, Secretary of Labor Arthur Goldberg, after a personal inquiry, wrote the Presidents' Committee of Allied Printing and Related Trades that "for all practical purposes" the possibilities of a settlement in Portland have been exhausted and there is nothing he or the Government can do about it.

And last weekend the Portland Oregonian purchased the Oregon Journal for \$8,000,000.

This put an abrupt end to any hopes that competition from the Portland Reporter might compel the Journal to make a separate settlement with unions, which the unions could then use to force a settlement from the Oregonian.

It also put an end to any hopes that competition from the Reporter might force the Journal out of business and leave the Reporter the second paper in Portland, with the evening field all to itself.

The Journal not only will continue publication, as soon as necessary arrangements can be made, it was announced, it will be published from the Oregonian plant, with all the economic advantages such a joint printing operation affords.

Goldberg wrote his letter in reply to a request from the Presidents' Committee some weeks ago that he use his good offices to try to bring about settlement in Portland.

"I know that the Federal Mediation and Conciliation Service has participated in efforts to promote an amicable settlement of your dispute."

Inter-Union Group Again Active In Boston

Boston, Mass.—The Joint Council of Boston newspaper unions was reactivated last month with the unanimous election of new officers.

Elected chairman was Don Butler, president of the local Stereotypers union. Vice chairman is Max Milstein, president of the Boston Typographical Union. Paul Cowan, San Diego; Glenn Moon, San Diego; Paul Stout, Sacramento; Peggy Lowrey, Sacramento; Arthur Gekelman, York; and Harold Conrad, York.

"However, I have been advised that these possibilities are exhausted for all practical purposes and that there is little hope of a future peaceful settlement which will restore the situation as it existed before the strike began."

"Under the circumstances, therefore, I cannot suggest any course of action which I might take which would be of any practical value."

In the light of these developments, we believe more than ever that the decision of the Convention was the right one.

In the circumstances, we believe the move to initiate a referendum, while well-intentioned, is ill-advised.

As of August 11, our Portland members will have been paid ANG benefits for six full months while devoting their full time to working for the Portland Daily Reporter, which began publication as a commercial daily newspaper last February 11.

Last October, when it was expected that the Portland Reporter would begin daily publication November 1, the IEB announced its intention to terminate benefits to Portland and made terminal payment to the local sufficient to provide benefits for a final, three-month notice period running through January.

Since then the IEB, at the request of the Portland local, twice has extended benefit payments to Portland, despite doubts expressed as to whether such extension ex-

ceeded past convention policy, and now the Vancouver Convention has extended benefits a third time, until August 11.

Two other unions—the Pressmen and the Teamsters—terminated benefit payments to Portland months ago, demanded standard contracts with the Reporter and got them. We are advised that a third union—the Engravers—will stop benefit payments August 11 also.

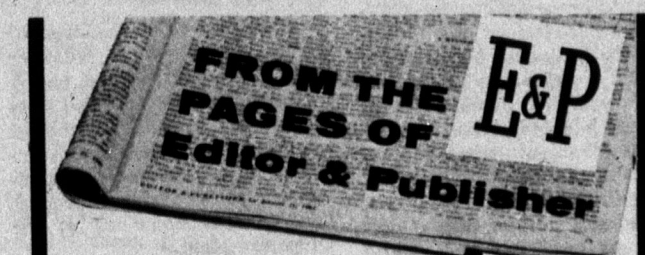
The Vancouver Convention debated the Portland matter thoroughly. Instead of sending it to committee, it discussed it as a special order of business of the Convention as a whole. The discussion lasted 4½ hours. Every delegate had a chance to speak on the issue, and to vote on it.

The vote was decisive, 253-151. The Convention, at the IEB's recommendation, chose to consider the Portland matter in executive session so that both the affairs of the Reporter and the activities of the unions could be discussed fully and frankly without prejudice or embarrassment.

The Portland delegates concurred in this decision.

We think it was a wise decision. Portland, we must always remember, involves other unions as well as our own.

A public referendum can only lead to public controversy and recriminations at a time when we are trying not only to maintain unity among the unions in Portland but to build unity elsewhere, in every city and local in the American Newspaper Guild.



FROM EDITOR AND PUBLISHER, JULY 29, 1961, PAGE 1:

NEWSPAPER 'HI-FI' PREPRINT COLOR FOUND BOON BY ADVERTISERS

Despite costs higher than R.O.P. color, newspaper preprint color is winning both praise and ad dollars from national advertisers. Quality of reproduction as well as encouraging survey reports have sold more than \$4 million of preprint color space this year, and annual expenditures of \$18 million are seen in the near future. E & P tells all about this exciting new lure to newspapers of advertising dollars.

The successful newspaperman knows his business: the newspaper business. And there's no better way to keep informed about all phases of the newspaper business than by reading E & P every week.

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Convention Ponders Contracts, Strike Policies

The Guild convention took another long hard look at its collective bargaining and strike policies and came up with a program designed to:

- Improve contracts.
- Increase strike benefits.
- Tighten strike techniques.
- Provide greater flexibility in the processing of contracts by ANG's Contracts Committee.
- Urge locals to press with renewed vigor ANG's campaign on the legislative front to outlaw strikebreakers.

In a report overwhelmingly supported by the convention, the Collective Bargaining Committee, chaired by Rollin Everett of St. Louis, stated that ANG had a sound collective bargaining program but needed refinements to insure progression in this vital area.

"During the past year the strength of the collective bargaining program was underlined in contract gains, money-wise, in 101 settlements on newspapers, wire services and news magazines, including welfare or pension contributions, of an average of \$4.66 per week in the key classifications for the first year," explained the report. "Of these settlements 83 provided built-in increases in the second year of an average of \$3.67 a week in the key classifications."

More than 80 percent of Guild members are now covered by pension and welfare programs as 11 new pension plans were established during the past year, bringing the total to 135 units with retirement programs either in operation or at the stage of working out details.

"One new strike at the Chicago Defender and a continuing one at Portland provided a dark lining to an otherwise bright collective bargaining front," continued the report.

The convention took a searching

look at a study made during the past two years by a special Strike Policy Committee, and agreed that "every able-bodied striker" must take his turn on the picket line in order to receive strike benefits.

"The amount of picket duty is largely a local decision," the convention qualified, "but in order to bolster morale in the local and give the greatest emphasis possible to picket duty, it should be on a regular basis."

In clarifying the authority vested in the IEB by constitution in strike situations, but over the recorded objections of a number of delegates, the convention said: "The IEB shall have authority to deny ANG benefits to a striking local where in its opinion ANG policy has not been complied with." On this clause, a motion from the floor to strike it from the report was defeated by a voice vote.

The Collective Bargaining report confirmed the IEB's authority to designate a representative to assist and advise in the conduct of a local strike, while taking away such authority from a District Council. Another specific duty of the IEB representative will be to "enforce ANG policy with respect to disbursement of ANG Defense Fund monies."

Turning to strike benefits, the convention directed the IEB to increase basic strike benefits by \$5 as soon as the condition of the defense fund, in the judgment of the IEB, warrants such action.

It reaffirmed the policy that total individual benefit, whether from ANG or local sources, not be in excess of 90 percent of the member's pre-strike salary from the struck employer, but relaxed its earlier position by giving a local discretionary power to permit a striking or locked-out member to earn, or receive from unemployment compensation, up to \$15 a week without affecting his ANG weekly benefit.

The new provision was made



Collective Bargaining

retroactive to last April 15, for the benefit of striking Guildsmen at the Chicago Defender.

Another contentious point that brought recorded dissents gave discretionary powers to the IEB to withhold strike approval should an affiliated local refuse to discourage job-seeking among the strikers so that greater effort can be expended towards picketing.

The convention recognized there could be circumstances where job-seeking and job-placement had a part to play in the successful execution of a strike.

The officers were vested with authority to augment local funds for a strike paper when justified, but the convention emphasized that a strike paper was only a part of the total ANG effort in winning a strike.

Should a strike paper be a financial success, the delegates de-

clined top priority should be given to increasing the benefits of the strikers. At the conclusion of the strike any remaining assets should be prorated, on a basis proportional to the total amounts of benefits paid, between ANG and the striking local.

In order to give better and more effective service to locals on handling contract settlements, and to recognize more adequately the manner in which contracts and settlements match standards set, the convention directed:

1—That there be adopted a new procedure on processing contracts as recommended by the Officers' Report, allowing separate action on specific clauses and settlements as well as on entire contracts.

2—That proposed settlements be submitted to the IEB Contracts Committee "before being presented to the local bodies involved for ratification." The IEB Contracts Committee is to have 5 working days from receipt of final settlement terms in which to inform the local as to conformity with the Constitution and the Collective Bargaining Program.

3—That special attention be given to "arresting the spread and extension of probation clauses," as during the last 10 years this "dangerous" clause has crept into many contracts, raising the total to 58 of 148 agreements.

4—That locals check closely on the operation of clauses providing benefits based on length of service as related to dismissals or newspaper suspensions. This could prevent loss of benefits when an anniversary date is passed during the time an employee is on notice of dismissal or during the two weeks he was paid in lieu of notice.

5—That locals be alerted to the fact they are falling behind other unions in the salaries for white-collar jobs in the clerical field, even where those unions are not primarily concerned with white-collar workers.

6—That the Hearst Memo, now incorporated in only four contracts, has outlived its usefulness and should be abandoned.

7—That management efforts to "expand exclusions" in contracts be scrutinized closely, and that locals be asked to seek advice and counsel of ANG in the matter since Guild strength could be

siphoned off through exemptions of positions, individuals or groups.

8—That renewed attention be given to overtime clauses and exemptions therefrom.

9—That a firm stand be made against efforts of management directed at getting employees to furnish their own equipment. This plainly is a management function and responsibility and it is imperative that locals stand by the clause placing responsibility with management.

10—That a study be made by the IEB as to negotiating escalator clauses in pension plans to provide that benefits to pensioners increase as salaries of the pensioners' former positions increase.

11—That the action of the IEB in extension of benefits to Portland members prior to the convention be approved.

The convention added to ANG's program of basic contract goals a provision urging locals to bargain for an educational-benefits clause calling on management financing of employee education with a view of improving skills and making the employee more valuable to the publisher.

Locals were also called upon to press for an agreement that employees displaced by automation be continued in employment and retrained, where necessary.

There We Go—Here We Come

Those who didn't get their fill of convention activities at Vancouver last month—and were there such?—will be pleased to be reminded that the 1962 convention will start Monday morning, July 9, at the Statler Hilton Hotel in Buffalo, N.Y. That figures out to only 331 days ahead.

And for all-out future-minded convention goers there is the news that in 1963 the ANG will meet at Philadelphia. Delegates at Vancouver accepted with enthusiasm invitations from the Mayor, convention bureau and the Greater Philadelphia Guild.

The advance choice is necessary because of block bookings required for hotel space in the city selected.

Previously acknowledged	\$7,548.66
Portland, Me., Guild	50.00
St. Louis Guild	100.00
Hedden Guild	10.00
Chicago Guild units	143.57
Wire Service Guild	100.00
John C. Gort	6.75
San Francisco-Oakland Guild	100.00
Buffalo Guild	50.00
Philadelphia Guild	50.00
Stockton Guild	25.00
Eric Guild	25.00
Puerto Guild	25.00
Denver Guild	25.00
Hammond Guild	50.00
Middle Atlantic DC	100.00
Steelworkers Local 1611	25.00
Anonymous	9.71
Salem Guild	50.00
Keweenaw Guild	25.00
Los Angeles Guild	50.00
TOTAL	\$8,668.59

Finance Roll Call

The following tabulation is of the roll call vote on the minority report of the convention's finance committee, which would have increased the per capita payments from locals to ANG from \$1.80 to \$1.90 per month.

A "Yes" vote would adopt the report and kill that of the majority of the committee. The roll call resulted in defeat of the minority position, and the majority report then carried by a voice vote.

Local	Number of Votes	Yes	No
Akron	3	3	
Albany	5	1	5
Bakersfield	1		
Boston	10	4 4/5	1 1/5
Buffalo	6		
Canadian WS*	7	7	
Chicago	5		
Cincinnati	5		
Cleveland	8		
Columbus	4		
Denver	7	3 1/2	3 1/2
Detroit	11		
Erie	3		
Gary	2		
Great Falls	2		
Hampton Roads	2		
Harrisburg	2		
Hawaii	4	2 2/3	1 1/3
Houston	3		
Hudson County	2		
Indianapolis	5		
Kenosha	2		
Knoxville	2		
Lehigh Valley	2		
Los Angeles	14	10	4
Manchester	3		
Memphis	5		
Milwaukee	5		
Montreal	1		
New York	85		85
North Jersey	4		
Ottawa	4		
Pawtucket	2		
Peoria	3		
Philadelphia	11		
Pittsburgh	6		
Portland, Me.	4		
Portland, Ore.	4		
Pueblo	2		
Rochester	3		
Rockford	2		
Sacramento	4		
St. Louis	12		
Salem	2		
San Antonio	2		
San Diego	6		
San Francisco-Oakland	20		20
San Jose	5		
Scranton	2		
Seattle-Tacoma	8		
Sheboygan	2		
Sioux City	2		
Stockton	3		
Terre Haute	3		
Toledo	6		
Toronto	21	10 1/2	10 1/2
Twin Cities	8		
Utica	2		
Vancouver-N. West.	10		
Victoria	3		
Washington	11		
Wilkes-Barre	3		
Wire Service	18		
York	2		
Youngstown	2		
TOTALS	417	123 7/15	289 8/15

* Abstained.



Finance Committee

ANG Operating Fund Bolstered By Convention Finance Action

(Continued from Page 1)

he said in behalf of the supporters of the majority report.

"They are not yet big enough, nor can they ever be. But the Guild has built some muscle. It soon should be well into the second half million enroute to its million dollar goal."

This is matched by another \$1 1/2 million strike fund of the Guild's largest local in New York, and many hundreds of thousands are in defense funds of other locals, continued the majority report.

"The Guild has shown that, internationally and locally, it can build a defense against the massive publisher wealth arrayed against its members."

A realistic view of daily requirements of the Guild indicated a need for the equivalent of a 10 cent per capita increase for the general fund.

"Nobody likes to pay more for his housekeeping," explained the report.

Turning to the defense fund, the report added: "A hard look at our growing reserve fund finds its growth satisfying. The Guild can afford to take some of that reserve growth and add it to current revenue."

"Faced with the fact that at current income our defense fund is adding more than \$200,000 a year, a cut of this growth to \$180,000 is a move which we can afford. Never before have our reserves been built at such a rate."

To rectify the problem the con-

vention put its stamp of approval on the following specifics:

1. Effective August 1, 1961, allocation of employed regular per capita of \$1.80 to be as follows: \$1.30 general fund and \$.50 defense fund.

2. Approval of estimated income of \$487,575 for the fiscal year 1961-62, with the estimated monthly average of regular-member per capita and agency fees fixed at 29,750.

3. Approval of a budget of \$486,733 for the fiscal year 1961-62.

The minority report presented by Jerry E. Rosenthal, Milwaukee, explained that its supporters endorsed unequivocally the recommendations of the IEB to the convention—basically an increase in the per capita paid to ANG by

locals from \$1.80 to \$1.90 effective August 1.

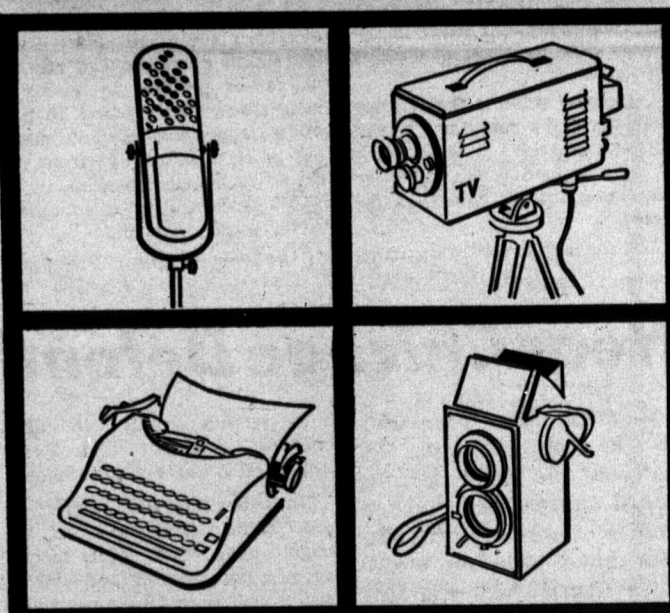
In registering objection to any reduction in the flow of revenue to the defense fund, the minority voices warned that such a move would:

1. Impair the possibility of achieving the defense fund goal (\$1,000,000) set by a previous convention—a goal which the ANG retains as a primary objective.

2. Create a dangerous precedent and a temptation to future conventions to raid the defense fund in order to redress deficits when they occur.

3. Be an evasion of ANG membership responsibilities to undertake an over-all program which can be financed only by eroding the defense fund which is an essential part of that program.

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Your picture, story, film or script about commercial aviation or air travel can bring you prestige and cash in one of 15 different categories in TWA's Writing and Picture Competition. Material published or broadcast between Sept. 15, 1960 and Sept. 15, 1961 is eligible. Entries must be postmarked by midnight of Sept. 20 and received by TWA not later than Sept. 25, 1961. For further details, write for Competition Entry Rules, TWA, 380 Madison Avenue, New York 17, N.Y.

John G. Diefenbaker
Vice President—
Public Relations



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All-Out Campaign Against Bias Urged In Human Rights Report

An all-out war on discrimination, whether encountered in industry, communities or the halls of organized labor, was called for by the Vancouver convention.

The convention committee on the subject, a subcommittee of the Research and Information group, was headed by Joseph R. Wilson, San Francisco.

It also urged that Guild attention be given to the problems faced by those who reach or near retirement age.

The report and its recommendations:

Human rights continue to absorb the attention of people throughout the world.

The Convention urges that locals continue their efforts to eliminate discrimination in the industry and in their communities.

The Convention fully supports the June 29, 1961, statement by the AFL-CIO Executive Council on Civil Rights calling for enactment of federal, state and local laws to safeguard and enforce basic civil rights of every American.

The Convention further supports the AFL-CIO in its call on organized labor to abolish all vestiges of discrimination within the trade union movement itself.

The Convention notes that 17 locals have responded to a questionnaire on human rights circulated by the new permanent IEB Human Rights Committee, showing a growing interest in the field.

The Convention urges that the Human Rights Committee continue its activities to increase the number from minority groups employed by the industry. The questionnaires reported that a to-

tal of only 45 Negroes were employed by the newspapers involved, and of these 31 were in the maintenance departments.

There were a limited number of employees from other minority groups including Mexicans, Orientals and Indians.

The Research and Information Department distributed copies of a leaflet on "Labor and the Civil Rights Revolution" written by Guildsman Harry Fleischmann of the American Jewish Committee Labor Service.

The Convention urges that the fight against discrimination be continued, and it supports programs to achieve this end, such as the "Freedom Riders" movement.

With more locals negotiating retirement plans, the Convention feels that locals should establish pre-retirement programs to acquaint their members with some of the problems they will face and how to meet them.

A local could, for example, establish a permanent pre-retirement committee; prepare a list of members who have retired or who are nearing retirement age; and arrange for liaison with the AFL-CIO or CLC community services representative in its area; arrange for liaison with representatives of unions which have done considerable work in this type of activity, such as the Steelworkers and Auto Workers.

In some communities, directories have been prepared by health and welfare councils, listing health, welfare and recreation services. If the community has no such directory, the pre-retirement committee might produce one in cooperation with other unions.

The Guild locals' pre-retirement

committees could include among their functions counseling on such matters as how to adjust to a reduced scale of living, how to combat rising living costs on a fixed income, how to obtain part-time employment to supplement retirement income, and how to meet the rising costs of group health and medical and hospital expenses.

Accordingly, the Convention recommends that:

1. All locals give immediate consideration to the need for pre-retirement committees and programs; that locals be urged to send data on their pre-retirement programs to the ANG for dissemination through the Guild Reporter, and that such information also be available to any local requesting it. The Convention asks further that the ANG send to each local a questionnaire requesting information on what that local has done toward implementing a pre-retirement aid program, with the results of that questionnaire to be included in the officers' reports at the 1962 ANG Convention.

2. Such local committees work in cooperation with AFL-CIO or CLC community services representatives and participate in available union and community programs.

3. All locals which do not have human rights committees establish such committees and conduct surveys of the extent of discrimination in their jurisdiction.

4. All locals affiliate with recognized groups in the human rights field.

5. All locals without fair employment clauses in their contracts press for such clauses with renewed vigor.

We've Got Much To Answer For

The following column by Barry Mather appeared on page one of the Vancouver Sun the day before the Guild convention opened:

THE NEWSPAPER GUILD, union of us white-collar press people, is holding its international convention in Vancouver this week. I'm afraid that the Guild has a great deal to answer for.

Newspaper old-timers will recall the happy-go-lucky freedom that we enjoyed in the pre-Guild days, about 25 years ago.

At that time every reporter or cameraman worth

his salt had the absolute right to toil 12 or more hours a day and six days a week, if he wished.

He had every liberty to express himself, to work his talented, spirited head off. He was as free as the wind, often as itinerant.

The Guild ruined this. Employees of any newspaper, such as this one, who signed up with the Guild very soon found themselves regimented.

In place of being allowed to work 14 hours a day they were suddenly cut to about half that.

It was an awful shock to the poor fellows. It was even more of a shock to their families. Children who rarely caught sight of their dads by daylight now found themselves having to eat dinner regularly with them.

Not content with limiting hours the Guild also interfered with pay.

In earlier times the gentlemen of the press had accepted 40 or 50 cents an hour. They had done this for years, enabling them to sneer at the crassness of printers pocketing substantial union pay.

It was not long after the Guild's advent that the white-collar workers found themselves forced into higher wages. It was little use for them to protest. Indeed their old liberty of being able to complain on an individual basis had been lost. The Guild now negotiated for them.

And while the employees of non-union papers retained their freedom to bargain as individuals they could hardly escape altogether from being influenced by improved work and wage standards.

Worse regimentation was to follow—overtime pay, longer vacations, fringe benefits came in the wake of the Guild.

Looking back to the good old pre-Guild days, the individualistic days of longer hours and shorter pay, one would hardly recognize the well-fed newspaperman of 1961.

Guild, you have much to answer for.

Please convey my cordial greetings to the delegates attending the American Newspaper Guild Convention. My hope is that the meetings will be most fruitful in making their contribution to the preservation of a free press without which freedom cannot survive.

John G. Diefenbaker



It's Mutual: Mike Mastrullo, left, and George Muldowney had just been declared elected to two-year terms on the International Executive Board when this picture was made at the Vancouver convention. Mastrullo is a circulation man in Cincinnati, Muldowney is a Wire Services member who is employed at the United Press International picture bureau in New York. Both are long time active Guildsmen. They take office October 15.

Two Newcomers Join 13 Re-elected To IEB

Thirteen members of the International Executive Board have been returned to their elective offices for another two-year term starting October 15, and two newcomers to the IEB were chosen by unopposed nomination at the Vancouver convention last month.

One vacancy in the group of six vice presidents-at-large had occurred last May, when Richard P. Davis, Baltimore, resigned his post to join the ANG staff as international affairs representative.

A second vacancy in the group occurred at the convention, when Frances D'Hondt, Detroit, told the delegates that she would not seek another term.

Those nominated to the two positions are Mike Mastrullo, Cincinnati, and George Muldowney, Wire Services. They will attend their first meeting at Washington, D. C., October 23-26.

Mastrullo is a district circulation manager for the Cincinnati Post and Times-Star. He has been president of his local, has held office in the POI District Council, and has been a delegate to eight conventions, head of several convention panels for circulation delegates, and a member of the International Election and Referendum Committee for several ANG elections.

At the Chicago convention last year he was nominated to the at-large vacancy caused by the resignation of Ed Marciniak, Chicago, but was dropped in a roll-call elimination vote among three candidates.

Muldowney has a long record of Guild activity in both the New York Guild, where he held membership prior to the chartering of a nation-wide wire service local, and in the WSG itself.

He is a darkroom supervisor for United Press International Pictures in the New York bureau. He has been unit chairman, an officer and executive board member of the New York local, establishing an earned reputation for

mutant trade union principles, and participating in organizing work as a volunteer. He has been a national committee member for UP and UPI units of the Guild, and was active in several contract negotiations. He is now UPI delegate to the Wire Services local's executive committee, and was among the leaders in the move to have wire service membership united in a single local.

Renominated, and declared elected in the absence of contest, were the following present IEB members:

President Arthur Rosenstock, New York; Executive Vice President William J. Farson, Philadelphia; Secretary-Treasurer Charles A. Perlik, Jr., Buffalo; Regional Vice Presidents Daniel A. McLaughlin of North Jersey, Richard Lane of Memphis, James B. Woods of St. Louis, Robert J. Hickey of San Jose, James B. Egan of New York and Eric R. I. Cawdron of Ottawa.

The four reelected vice presidents at large are Joseph F. Collins, Wilkes-Barre; Jack Dobson, Toronto; Kenneth Rieger, Toledo, and Harvey H. Wing, San Francisco-Oakland.

... Rosenstock

(Continued from Page 2)

stations of many languages and beliefs, and exemplifies the dangers of common ownership of the press.

"No means should be overlooked to encourage the widest possible diversity of press control including the use of professional and political instruments to bring this about," he said.

When received, the Lowell Mellett legacy to the Guild urging a study of press responsibility might well pierce this "impenetrable veil," he said.

Rosenstock's address also reviewed and commented upon the Officers Report to the convention, which covered the entire range of ANG activities for the fiscal year ended last May 1, and contained detailed recommendations for the delegates' consideration.



1—Where It All Began...



2—From the 50th State...



3—Perquisites of the Presidency...

Warm Hospitality Marks Guild's 28th Convention

The Vancouver Convention goes into the Guild's books as its most colorful annual constitutional meeting.

Much of the color was supplied by the warm and thoughtful hospitality lavished on the delegates and their guests—a group of about 300 all told—by the Vancouver-New Westminster local committee headed by Bob Nordin. More was supplied by the unsurpassed scenic setting of the convention city, and the cooperation of Nature herself, which withheld rain and furnished cool, clear weather for the entire convention week.

Nor was the host local alone in making the convention party welcome. Local Guildsmen had enlisted the aid of scores of others in the area, eager to show the visitors the sights and sounds of a vigorous municipality functioning within gunshot of a lush-growing rain forest, flanked by ample salt-water shipping anchorages and protected by the towering peaks of the Coastal mountain range.

Convention delegates, as such, were committed to the demands of Guild business, but three times during the week the whole convention group relaxed. The Sunday evening reception in the West End home of Mr. and Mrs. Frank McMahon, was one such event; the Tuesday evening banquet at the Hotel Vancouver and the Wednesday outing to Grouse Mountain and the fisheries wharf were others.

While delegates were busy with convention tasks, members of their families were being regaled with a complete program of hospitality.

The events included a fashion show, a bus tour of the city with luncheon at a new shopping center, a trip to the city's extensive Chinatown

area, and a boat trip along the Vancouver waterfront, with luncheon on board.

The fashion show employed professional models and displayed garments designed by Vancouver firms which featured the union label of the International Ladies' Garment Workers' Union. The union sent emissaries from Montreal to stage the show.

The bus tour took guests to Little Mountain, highest topographical point in the city limits, where a one-time volcanic crater has now been filled to convert it into a showplace garden, named for Queen Elizabeth II.

The Chinatown trip took the visitors through oriental shops and meeting halls, finishing at a restaurant where a complete Chinese menu was enjoyed.

The boat trip revealed extensive shipping activity on the waterfront, where lumber cargoes, Vancouver's earliest and largest export commodity, are loaded for world markets.

Stanley Park, world-famous wooded peninsula immediately northwest of the city's center, was inspected on the way to Grouse Mountain. It has cricket pitches, a zoo, yacht basins, bathing beaches, a collection of Indian totem poles and a succession of markers and memorials of events in the 75-year history of the metropolis, which now numbers nearly 700,000 in the Greater Vancouver area.

The photographs show:

1.—The convention registration desk in the Hotel Vancouver where delegates checked in with their credentials, received identification badges and signed up for extra-curricular activities.

2.—Fred Lee, secretary of the Hawaii Guild,

draping a lei on the shoulders of Mrs. Pat Slatery of Vancouver. Flown in from the islands, leis were presented by the Hawaii local to women delegates, wives and guests at the convention banquet.

3.—President Rosenstock posing with mannequins who wear their union labels proudly. The occasion was a showing of Canadian fashions sponsored by the International Ladies' Garment Workers' Union for convention guests.

4.—Wives of four New York delegates viewing Vancouver and its surroundings from a footbridge at the Queen Elizabeth Gardens. From the left are Mrs. Wilfred Alexander, Mrs. Harry Adams, Mrs. William South and Mrs. Arthur Rosenstock.

5.—Mr. and Mrs. Kenneth Barnette of Buffalo relaxing on Grouse Mountain after reaching the crest by chairlift. Gazing off toward Vancouver is Carol Camp of the Hampton Roads Guild. The Wednesday afternoon outing was arranged for both delegates and guests.

6.—President Rosenstock assuring Greater Philadelphia Guild President Roberta Bailey that he'll come see her in two years. Philadelphia was chosen as the site of the 1963 convention.

7.—Vice President-elect George Muldowney and Abe Maloof (right) of the Wire Service Guild hammering it up (you'll excuse the expression) over a giant western salmon. But the salmon stole the show at the seafood buffet served by the B.C. Packers following the Grouse Mountain outing.

8.—A group of convention guests aboard the Northland Princess for a tour of Burrard Inlet and Indian Arm. While much of the continent was sweltering, it was glorious sweater-and-jacket weather in Vancouver.



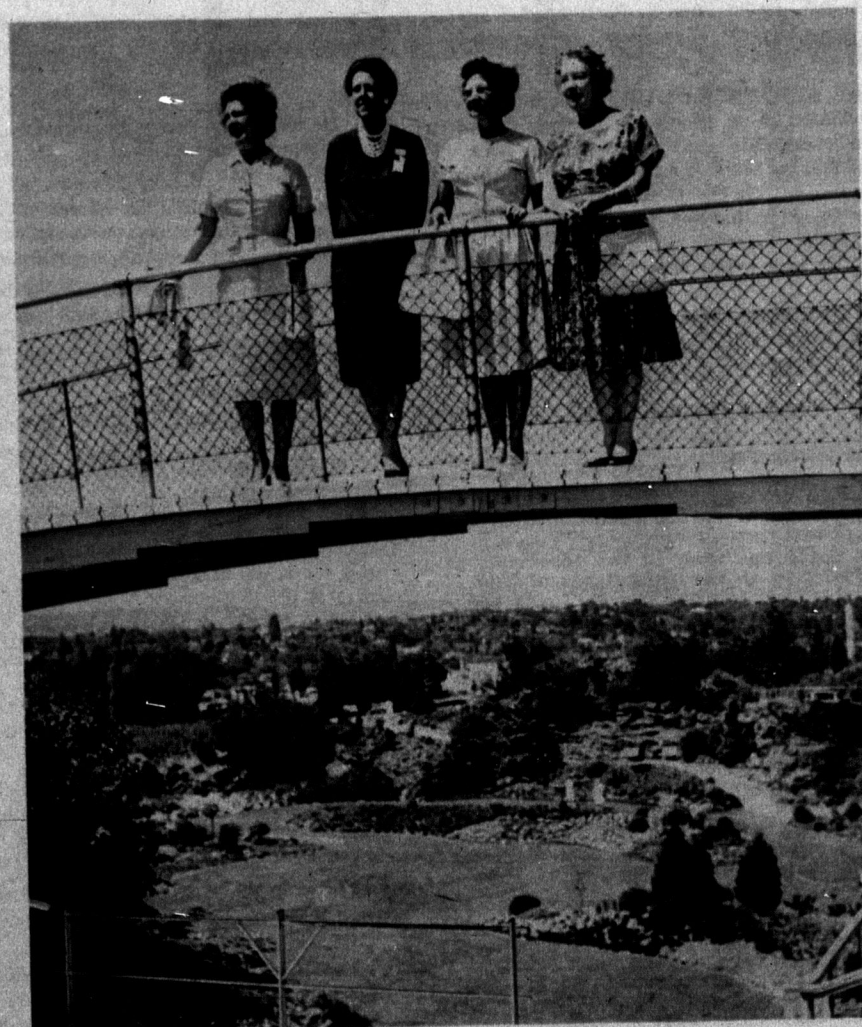
8—Ahoy, Avast, And All That Jazz...



7—One That Didn't Get Away...



6—Brotherly Love from a Sister...



4—A View from a Bridge...



5—And from a Mountain Top...



Broad Range: A wide variety of activities and interests of the Guild formed the convention agenda of the Research and Information Committee, a segment of which is shown here. Recruitment and training of newspaper personnel, political action in legislatures and

during campaigns, the world struggle for human rights and dignity, and the conduct of ANG awards memorializing Heywood Brown and Wilbur E. Bade, were among the items considered by the group, which named two subsidiary committees to deal with specific problems.

Recruiting And Retraining Need Becomes Acute, Says Convention

Delegates to the Vancouver convention viewed with deep concern the steady siphoning away from the newspaper industry of qualified personnel and the failure to replace them in equal numbers with younger people.

Conceding that the remedy to the serious trend rested primarily in the hands of publishers, nevertheless the assembly took the position that ANG had some responsibility in seeing that the problem is rectified.

In proposing increased educational efforts by all locals and the ANG in an effort to bring this development into sharper focus, the convention also advanced the position that corrective measures could be taken across the bargaining table.

"The Time Inc., unit of the New York Newspaper Guild has a contract clause that provides for publisher assistance to qualified employees seeking to advance their

education," the report of the Research and Information Committee explained.

Committee chairman Jerry Knight, Youngstown, reported support for a Guild move to press publishers for the establishment of programs to retrain personnel faced with job displacement because of new technological and mechanical advances.

"The convention also feels the ANG and its locals have an obligation to seek management assistance in assuring that new people interested in journalism are given a reasonable opportunity to join the ranks of the working news," continued the report. "The convention notes that many young men and women are qualified through talent or professional training for work in the newspaper field and that many of these young men and women have demonstrated a sincere interest in making full-time careers of newspaper work."

The delegates noted awareness of a trend by publishers not to give summer replacement jobs, so

important to career training, to budding reporters but to persons studying for careers in such unrelated fields as engineering, medicine, dentistry, teaching, religion, and business administration. Another disturbing trend, said the report, involves the continuing consolidation of newspapers into the hands of fewer publishers, threatening the free competitive system of disseminating public information.

ANG President Rosenstock had outlined steps already taken in this area by the Guild, and another opportunity will be offered the Guild through the Lowell Mellet fund, a bequest to the Guild to seek a new solution to the problem of press responsibility and performance.

Specific plans relating to the bequest must await settlement of the estate, the convention noted. The convention commended those who have already made contributions to the problem of balancing publisher responsibility and constitutional freedom of the press with the right of the people to be informed.

This year, the convention report added, the Wilbur E. Bade memorial award was a scholarship sponsored by the National Institute of Labor Education. Its recipient, now at Cornell, is David J. Eisen, North Jersey, who backs the IEB recommendation that the form of the award be continued for another year.

The report recommended that: 1. In 1962 the Bade Award again take the form of a scholarship to one of the university residential study institutes sponsored by the NILE.

2. Guild locals avail themselves of the new Steward's Manual and other organizational aids made available by the Research and Information department to implement their local activities to better organization and administration.

3. Guild locals urge employers to give summer replacement positions to journalism school students and others who give reasonable assurance that journalism is their chosen career.

Urge Continuance Of Scab Law Drive

Increased activity on the legislative front by Guildsmen was urged by the convention.

Noting the success of the Guild and printing trade unions, who teamed up last year in a concerted drive to curb strikebreaking, the Political Action Subcommittee of the Research and Information Committee, chaired by Robin Turkel of New York, recommended, and the convention approved, that:

1. Locals and District Councils, in cooperation with other union organizations, continue to work for the enactment of state Citizens' Job Protection Laws (to restrict strikebreaking) and give their full participation and support to forthcoming campaigns for similar municipal, federal and Canadian legislation.

2. Locals and District Councils appoint political action committees and see that Guildsmen are properly registered and (in Canada) enumerated, and that they familiarize local members with the candidates and their thinking on the issues involved.

3. Locals conduct voluntary collection drives, and that Locals and Councils contribute treasury money to the COPE educational fund and provincial labor councils.

4. Locals exercise all possible influence on the choice of legislative programs and the selection and endorsement of candidates by participating fully in appropriate labor and political bodies; and that Guild members utilize their special skills in the service of COPE and other political programs in their communities.

Bills were introduced in 40 states, and enacted into law in five—Massachusetts, Maryland, New Jersey, Washington and Delaware. (Pennsylvania has had such a law since 1937.)

However, the report continued, much remains to be done along this line. And the Convention feels that this year—an election year in many localities—is a propitious time to redouble our efforts in this regard. It is suggested that local political action committees urge candidates to push anti-strikebreaking legislation as one of the prices of their support. Candidates should also be urged to break down right-to-work laws.

Municipal elections will be held this fall in California, Connecticut, Florida, Georgia, Iowa, Massachusetts, Minnesota, New Jersey, New York, Ohio, Pennsylvania and 34 other states.

Balloting will be held for county officials in Illinois, Kentucky, New Jersey, New York and Pennsylvania. Lower house legislators will be elected in Kentucky, New Jersey and Virginia. State senators will stand for election in Kentucky and New Jersey; judges in New York and Pennsylvania; and governors in New Jersey and Virginia.

Of course, political action cannot be furthered without COPE contributions. In 1960—a presidential election year in the United States—the Guild raised \$2,899.66 in COPE contributions, or 101.7 percent of its quota. However, the Convention feels that a 31,000-member union can and, indeed—must—do better than that in order to improve labor laws.

In this regard, the Convention calls on ANG to not only inform locals of their quotas, but to stress that these quotas are merely minimums.

COPE contributions can be obtained on the local level in many ways. The Convention notes one proven method: the holding of COPE social gatherings.

The Convention also notes—with pleasure—that labor is taking a direct hand in politics as well. In Canada, the organization of the New Party gives hope for a militant labor voice in Parliament.

In addition, individual Guildsmen have stood—and are standing—for elective office under the banner of other established parties. Political action is vital in any year. We must keep this in mind this year particularly to guard against a let-down following the U. S. presidential election effort of 1960.

Montreal

Montreal, Que.—Romeo Poiras, delivery department, is chairman of the new Guild unit at the Montreal Star. He was elected in a three-way race, against Roy Hyde and Gordon Cloake.



On The Line: More than \$300 went into the collection at the Vancouver convention intended for the Committee on Political Education, the AFL-CIO body which issues informative matter on political candidates and issues. Last year Guild contributions exceeded the 100 percent mark set by COPE quota.

ANG Told To Augment Staff When Practical

Alarmed by a net loss in membership during the past year through mergers and suspensions of newspapers, the Vancouver convention re-emphasized an earlier directive to increase the present staff of ten international representatives when funds become available.

In addition the assembly recommended that when more practical in specific situations, competent members of locals be hired on a temporary basis to augment ANG's staff.

Experience dictated that the Guild's program which places emphasis first on free riders, second on unorganized departments, third on unorganized newspapers in organized cities and fourth on new locals, be continued.

Canada continued to set the pace in the signing up of new members, but on the broader international basis, for the first time since 1955, there was a drop in membership compared to the previous year.

"On April 1, 1961, the total was 31,181, a net loss of 25 from the preceding April," Bruce Smilie, Vancouver, chairman of the Organizing Committee reported to the assembly.

"Average per capita payments, however, rose 369 a month to 29.381, an all-time high."

During the fiscal year Canada continued its phenomenal membership gains, the report continued.

Since 1951, when the Guild established the Canadian region, the ranks in Canada have swelled from 563 to 3,028, an increase of 438 percent. During the same period, growth in the rest of the Guild totalled 4,644, or about 20 percent.

Mergers and suspensions of newspapers were mainly responsible for the loss of 942 members and 45 locals during the year. Ten locals suffered a combined loss of 717 members.

Chartering a local in Montreal last November established a functioning Guild group there for the first time since World War II.

Membership in Toronto continued to rise, gaining 44 new members last year, its third successive annual increase. Its total is now

1,887, a gain of 1,418 over a ten-year period. New peaks were achieved by Ottawa and the Canadian Wire Service locals.

In the U. S., numerous locals set good examples of growth. New York with 333, and San Francisco-Oakland, with 109, showed the best gains. Other substantial increases were the Wire Service local (65 new members), Chicago (46), Buffalo (36), Washington (35), Denver (29) and Boston (27).

Three locals, Charlotte, Grand Rapids and Jacksonville, were lost during the year by closings and mergers.

Other major obstacles barring the path to more rapid growth:

• An expanding backlog of National Labor Relations Board cases, causing intolerable delays in obtaining bargaining rights for new groups, and aiding those publishers who resorted to new extremes of unlawful conduct in blocking union organization.

• The long-term task of developing sure-fire techniques for organizing "white collar" employees.

• The continuing anti-union climate of the South.

A projected change in NLRB procedures, with representation cases handled by regional offices, may be expected, said the report, to benefit the Guild.

Guild locals were urged to reassess organizing opportunities and to inform the ANG office.

The convention endorsed the study of the IEB organizing committee for the payment of Guild benefits to persons discharged as a result of Guild organizing drives, and the committee's request for the submission of ideas and views on the subject.

During the year all-time high membership totals were recorded by Buffalo, Canadian Wire Service, Denver, Gary, Great Falls, Hampton Roads, Lehigh Valley, Manchester, Massillon, Milwaukee, New York City, North Jersey, Ottawa, Pueblo, Rockford, Sacramento, Salem, San Diego, San Francisco-Oakland, San Jose, Scranton, Terre Haute, Toledo and Toronto.

The report noted that of the 16 locals gaining 10 or more members during the year, ANG international representatives had participated in the activities of 12.

Among Ourselves

Fanciful (And Serious) Thoughts On Automation

PROVIDENCE, R. I. Editor: At Sam Lambert's suggestion (GR, July 21) I have thought of his view that automation may bring joblessness and monopoly to our industry.

Imaginatively, I see myself in the year 1999 putting a nickel in my own "newspaper view box," tuning to Channel X for foreign news, Y for sports, Z for comics. (Y has lousy comics.)

No opening a door or freezing my pinkies groping for the paper. As such it is no more; everything's in the view box. Unfortunately, Sam Lambert's byline is gone, too. His job has been eliminated by these basic changes. But I still get a wide variety of news, from Channel A to Z, and at reasonable cost.

Less imaginatively, there are these conclusions:

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

Technological advancements are inevitable, which management has the absolute right to pursue.

Nothing in our system guarantees the everlasting existence of today's newspapers. No one owns a job just because he holds it. It is neither illegal nor immoral, just unhappy, if a grubby little machine eliminates it. We have laws against monopoly.

Lambert and others who fear automation should get in now on the ground floor of the newspaper view box industry.

BRUCE B. VAN DUSEN
Providence Guild



Urgency: The need for new organizing impetus, in the wake of mergers and suspensions that this year cost the Guild an actual net loss in membership totals, was stressed for the convention in the report of the organizing com-

mittee, of which Bruce Smilie, president of the host local, was chairman. Here J. William Blatz, ANG director of organization, supplies statistics for a questioning delegate.

Hilo Staff Swells Hawaii Guild, Votes 23-7 At Tribune-Herald

ORGANIZING

Hilo, Hawaii—Employees in all Guild-jurisdiction departments at the Hilo Tribune-Herald have chosen the Hawaii Newspaper Guild as their bargaining agent.

In an election conducted August 7 by the National Labor Relations Board, the vote was 23 for the Guild, seven for "no union."

In compiling the eligible list of employees for the election, the Labor Board excluded three district managers, although their status had not been questioned by the parties involved. The Guild has filed a new representation petition to have them included as part of the over-all appropriate bargaining unit.

The Tribune-Herald is owned by the Honolulu Star-Bulletin, where the Guild has been under contract for several years.

Made Photograph For History, That's Why

Lowell, Mass.—Management of the Lowell Sun sent a staff photographer to make pictures at an organization meeting of the Lowell Guild unit last winter because it "might want to show the picture at the 25th anniversary of the Guild in Lowell."

So went straight-faced testimony by General Manager Frank A. Lawlor at last week's opening day hearings on a complaint of unfair labor practices brought against the Sun by the National Labor Relations Board.

The charges were based on affidavits by Guild members that they had been harassed, demoted, or discharged when Guild interest at the Sun had culminated in a founding meeting last January 19 at a private club here. The Guild's charges had first been dismissed by the regional NLRB director, who was reversed when the Boston Guild carried an appeal to the Washington office of the NLRB. Later board investigations added a new count to the Guild's list, charging that em-

ployees had been promised more pay if they opposed the Guild. The hearing is in recess until August 28, when management's case is to be heard. The Lawlor testimony was elicited by the hearing examiner. The general manager said the Sun was deeply interested in local history and that he holds the labor union movement "extremely good and desirable," as long as unscrupulous individuals do not misdirect it. He lacked clarity in answering a question as to why he had posted a bulletin board notice warning employees against "enslavement by out-of-towners."

Still pending is NLRB action on a petition filed by the Boston Guild last January 25, seeking an election to establish bargaining rights.

After last week's testimony, International Representative Ed Allen addressed an open letter to Lawlor, suggesting a meeting to work out "a smoother approach to the employer-employee relations."

The Guild requested the new election date.

Guild officials were prompt to admit that the law's provisions had been violated, although under innocent circumstances.

The law provides that for a period of 72 hours prior to opening the polls, no party to the election shall engage in "electioneering."

When, on the Friday preceding the Tuesday election date, Journal management sent out a letter containing major misstatements of fact, International Representative Peter Reilly drafted a reply. It was prepared for mailing on Saturday, with special delivery postage affixed and with post office assurance that delivery would be made before midnight.

Because many of the addressees were not at home when the first delivery attempts were made, a number of the letters did not reach the members until Monday morning, within the proscribed time ban.

Reilly informed the Ontario labor board that the circumstances were such that to make a formal defense, with necessary board hearings, would only be time-consuming.

It is the Guild's position that with the consolidation of the employees into an autonomously-directed department supplying all

the owners' publications, bargaining rights held by the two groups terminated. This viewpoint was to be placed before an NLRB agent at a hearing called for yesterday, August 10.

New Ottawa Election Set For August 16

Ottawa, Ont.—Next Wednesday, August 16, has been set for a new election to determine bargaining rights for the 50 editorial employees of the Ottawa Journal.

A previous election in late June, which drew 26 pro-Guild votes to 22 for "no union," has been challenged by Journal management and a group of employees as breaching the provincial labor laws, through untimely distribution of Guild election literature.

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Says Press Must Regain Its 'Necessity' Role

(Continued from Page 1)

the cost spiral. This is usually the scapegoat for merger, suspension, monopoly and the elimination of competition which, to the business mind, is the greatest nuisance ever invented.

With the progressive and rapid disappearance of daily newspapers are nearer to disaster than newspaper managements are willing to recognize. Once a civilized, democratic American community could not exist without a daily newspaper. In our time it has been demonstrated again and again that even metropolitan communities can go on for protracted periods without such sustenance as newspapers afford.

Because there may not be time to come back to it, I want to explain what I mean by the relative cheapness of news. Except for the costs of manpower and transmission most news is free for the fact-finding. Ask a statesman or civic leader a question and if he answers you, you have news; if he doesn't you have the news of his refusal.

When he writes his memoirs a syndicate will pay him a young fortune and get it all back, and more too, from newspapers that know the mechanical cost of producing a column of type-metal but have not enquired into the price they pay for non-news reading matter such as they get from syndicates. I have nothing against syndicates. Some of my best friends are syndicate salesmen and I come to praise them, not to bury them. Then, of course, a large part of column content consists of hand-outs and they, of course, are free; besides, they avoid over-time. When it comes to the ratio between news costs and other costs the familiar simile of the iceberg will not do, because you can see one-third of the iceberg but that part of the news budget with its head above water is shrouded in a fog of financial abracadabra.

The problem of the daily newspaper today is to make itself a necessity, as it once was. To clarify, let me say that the newspaper is still a necessity to a certain stratum of the population but that stratum is getting thinner; to a rather large circle of people it is no longer a necessity. That circle is rapidly widening.

The first step toward a preventive solution—and I am optimistic enough to believe that the trend can be checked—is to get rid of the notion that a newspaper can be created that will appeal urgently to all people. That is the grand delusion of circulation managers everywhere who declare persistently that there is no such thing as a saturation point. They cling to it so stubbornly and so unimaginatively that they fall into the conspiracy of monopoly, merger and suspension.

Nevertheless the newspaper is a wanted article by millions. This circumstance is responsible for delusion No. 2: that all is well because more than fifty million newspapers are sold every day and the total is growing. Growth alone is not necessarily a sign of health; cancer is a growth and its cure is certainly not more of the same. What we need to know is whether newspapers are growing in health and substance. There is, I believe, something insidious if not malignant about unlimited circulation. I would be getting off the subject if I cited the predicament of the mass-circulation magazines, most of which are in trouble, and all of which are seeking the solution in more circulation, which is the disease that afflicts them now. Newspapers are in the same hospital ward.

If I were an advertising space buyer I would ask publishers to tell me not circulation figures, but exactly to what class of people his newspaper or publication is addressed. They think they know, but a newspaper publisher doesn't know if he is trying to talk to everybody in town.

A man who starts a magazine knows pretty well whom it is he wants to reach. If there is a big audience for such a magazine as he visualizes he will succeed. He has the image of a certain kind of person in mind: persons of similar taste and temperament, of the same degree of education and of culture; people in a certain age bracket or social environment. But just the minute he gets hazy outlines about his circle of address, content becomes neutral



CARL E. LINDSTROM

and he begins to leave his calling card on the doorstep of the Old Lady in Dubuque. Similarly newspapers.

If it were possible to saturate a community with a newspaper that would be all things to all men, you would first have to create the all-purpose man. This is not an absurdity. We have already proceeded so far toward the manufacture of the all-purpose man, the fool-proof, composite American mind that I view this danger with, if possible, more trepidation than the progressive standardizing of those daily newspapers that remain to us. These two factors, the stereotyping of American newspapers and the regularizing of the American mind are not unrelated; they come close to being cause and effect.

To be optimistic about the rescue of the American mind you have to take heart in that ever-widening and protesting circle of people who find the daily newspaper no longer sufficiently informing and who depend more upon other channels of enlightenment to keep them abreast of a challenging and rapidly changing world. This circle, I do not have to point out to you, comprises a populous colony of intelligence—not only scholars, scientists, clergymen, educators—but sensitive thinking, balanced people of culture and social understanding who rely upon the book and periodical press, the learned and professional journals—yes, the broadcast productions—these media that see no urgency in whipping the hot cakes of news off the jumping griddle in under-done, indigestible lumps.

Too many publishers and circulation men are not interested in that contingent so aptly name-called by the unintended compliment Egg-head. Well, let the circulation bloodhounds abandon the scent of the egg-heads but let them beware of ignoring that inclusive and even greater contingent of people of culture, rather than mere intellect, people whose devotion to accuracy and scientific truth is so important that they cannot be satisfied with approximations of news events that too often burn up the agency wires. News, like truth crushed to earth, will trickle through eventually to the public consciousness but, out of simple loyalty to, and love for, the discipline in which I spent so many years, I would like to see comprehensive news reach people through the agency of the daily press.

Can anyone really be satisfied with the reporting from Cuba over the past three years, or of Algeria, or of Laos? I'm not thinking of inadequacy and inaccuracy only; nor yet is this another repetition of that much-heard plea for reporting in depth. Depth gets you into explanations, explanations into opinion and opinion into bias. I think what is wanted is volume and detail. But there isn't room for that.

It isn't so much that there isn't enough space in the papers; the space is occupied by what is not news—advertising, for which we all are grateful and a vast, soggy mass of material which isn't even a great-uncle twice removed to what you and I (and more importantly the reader) would

call news. Professor C. Northcote Parkinson when he addressed the American Society of Newspaper Editors a year ago last April, quoted Winston Churchill's remark on his last leaving the United States: "Your newspapers are too thick and your toilet paper too thin." I am not equal to a riposte to the great Churchill, but the temptation is too great to resist observing that what he remarked was the exact opposite of conditions in England where, if you go there, you'll be sore and sorry if you don't bring both kinds of paper with you.

The reason for this over-stuffing of the newspapers (as they cram the maw of a Strasbourg goose) is, to repeat, the cost spiral, and that you have to be efficient to survive. That is, to my way of thinking, a lot of space liver. Efficiency, in the free enterprise definition, seems to be making only one paper grow where before there were two or three or even four; the kind of efficiency which eliminates competition in the business area and creates competition in the labor market by means of built-in unemployment.

It seems to me that genuine efficiency would require that, instead of looking around to see what newspapers and men could be eliminated, one ought to take a sharp look at content to see what can be dispensed with in order to turn a sheet into a newspaper, to give the reader a break and newspapermen jobs.

There are so many space wasters in the non-news category that I don't want to scatter my shots by trying to name all of them. Managing editors, who go so far that the news department is not news, will use the term entertainment and tell you that entertainment is one of the functions of a newspaper. That is a new doctrine to me and one that I don't recognize as a basic newspaper purpose. Besides there is a great deal that is neither news nor entertainment and one very large category that is responsible for much waste and many of the gyrations of the cost spiral and which I'm going to call Revenue-Related Reading Matter. I'm using the term quite a few times so it won't be hard to remember, but for now I'm going to let it incubate while I make what might seem to be a digression.

I want to raise a Constitutional question, not to answer it, because I'm not qualified to do so, but merely to get it out into the open where the sunlight of skepticism can shine upon it. It is this: Has a newspaper owner the right to suspend publication capriciously and arbitrarily for no better reason than that he can make more money if he has the field to himself?

Many will say: "Of course he has; this is a nation dedicated to free enterprise." Let's pause for a moment. The business we are considering is not the privilege of making buggy whips; nor yet the business of laying sidewalks (which became obsolete when it was found necessary to drive a 300-horse-power sedan to the corner to buy a quart of ice cream). The privilege of issuing a newspaper, as publishers never fail to remind us, is protected by, and draws its warrant from, the Constitution. Is this not a substantive right which involves an obligation?

Even a Constitutional right continues to exist only in the exercise of it. Can anyone imagine that the Constitutional right of free speech would long endure, if men all at once ceased to speak their minds? Or that freedom of worship and assembly could be deep-frozen in a country that was godless and where men no longer gathered in the common interest? I cannot believe that the right of a free press is something that can be turned on and shut off on the whim of a man who has nothing more than a property right in some real estate and mechanical equipment.

There is no question but that he can sell these chattels if he so chooses but I am sentimental enough to believe that newspapers have souls that do not die when the plant is shut down and I think I have heard the executors whistle bravely as they pass the cemetery where, in the night muck, gleam the headstones of newspapers that are forgotten as well as gone.

Public transportation is answerable for rates, territories and service. It has been proved a necessity for modern government to arbitrate even the use of the freest medium in which we have our being—the air we breathe. That you and I should have to consult red and green lights before crossing the street would have astonished the framers of the Constitution and I'm sure that Thomas Jefferson, had he lived so long, would have modified the dictum about his preference for newspapers without out government. He did, as a matter of fact, during his lifetime, but that amendment is nowhere near as convenient and useful as the original quotation. I sometimes think we come dangerously close at times to having the alternative that Jefferson liked the less: government without what might soberly be called newspapers.

To require responsibility where privilege is given is no new thing. The two cannot live apart, no matter how we read the Constitution and I cannot see where it is censorship to require an accounting for a right bestowed. Logic, law and common sense all argue that a guarantee of freedom to publish puts some restraint at least upon the freedom not to publish.

To illustrate: One of the most valiant of American newspaper crusades has been that of the people's right to know what government is doing. But I'm afraid that the urgency of the need has obscured the implications and duties of fighting the people's cause. You cannot demand information in the name of the people and then print only what you happen to have space for or not at all if space is tight. You can't crusade on a one-way street.

There is an almost unlimited reservoir of information but the flow of news reported by the spillway is meager and insufficient. It was Time magazine of July 14 that printed a rather sad article about newspapers. Quoting: "Two of New York's four morning newspapers and all three of its evening papers are fighting for their lives." Then it went on to quote a newspaper broker, Vincent J. Manno, who declared: "This town can't support seven newspapers."

Who is to decide what newspapers shall stay in business—a newspaper broker? Perhaps so, in light of the tragic fact that the men who own them seem disinclined to do much of anything to save them. They surely must know that the answer is more news but they are determined not to have diplomatic relations with the obvious. Nowhere is local news coverage so poor and perfunctory as in the largest city in the world. Time magazine said that the evening papers share a common deficiency: news. Orville Dryfoos of the New York Times says: "We are successful because of the emphasis we put on the first syllable in the word 'newspaper'."

The New York Times is unique but it is not a phenomenon. If its success is attributable to news, then never was so obvious a path pointed out to, and ignored by, so many ailing newspapers. They take reducing treacle and soda mints while The Times feeds on meat and potatoes and can afford to take a beauty nap after dinner.

The owners of sick newspapers have it in their power to go on serving the public or at any time to go out of business. Listen to one of the most successful of publishers who is also an editor, John S. Knight. When he appeared before the American Society of Newspaper Editors in Washington with a panel of other publishers, he was asked to comment on the fact that with the demise of the Grand Rapids Herald the state of Michigan had only one morning newspaper. He said: "I believe that the Grand Rapids Herald might have been kept alive if the Booth interests had elected to do so."

Publishers know more about these things than I do.

I don't believe any manufacturer could successfully do business unless he, or somebody around the plant, knew the difference in cost between a worm gear and a wing nut; or just what savings would result in making a capo d'astro bar out of plastic instead of steel. When it comes to mechanical cost accounting most newspaper

(Continued on Page 14)

L-G Watchdogs Give Guild Perfect Score

ANG and its affiliated locals have a commendable record in complying with the requirements of the Landrum-Griffin Act, a special workshop forum was told by a key administrative officer of the U.S. labor department at the Vancouver convention.

Addressing a conference of local secretary-treasurers, which local presidents and other interested delegates also attended, Morris Weisz, assistant commissioner of the Bureau of Labor-Management Reports said that reports of the ANG and its locals were "100 percent correct."

"So far as I know this is the only international union where this is so," he commented, adding: "So I don't have any great warning to give you about your reports."

He explained that in the first cycle of reports filed by unions over 50 percent had errors in them largely because of inexperience, misinterpretation and ignorance of the requirements of the law.

This was not so with ANG or affiliates, he said. There were some errors in Guild local reports, he qualified, but they were not serious and were rectified by an exchange of correspondence, not an on-the-spot check by a labor department examiner.

A question-and-answer period brought into focus the sharp conflict between ANG's position and that of the Bureau on the question of whether a secret-ballot vote is a legal requirement when there is no contest in an election for union executive officers.

Mr. Weisz held that even if only one person was running for office a secret ballot was necessary.

Secretary-Treasurer Charles A. Perik, Jr., disagreed with the Bureau's interpretation of the law.

This issue may have to be determined by the courts if a test case comes up, Mr. Weisz indicated.

In answer to a question Mr. Weisz said that his department does not disclose the name of an informant who singles out organizations which violate the law by submitting erroneous information.

A delegate told the labor department official he had reason to suspect that a company union in his area was willfully violating the requirements of the Labor-Management Reporting and Disclosure Act, commonly known as Landrum-Griffin.

Recognizing there were conflicting views on the interpretation of many sections of the Act by his department, Mr. Weisz emphasized there was a conscientious attempt by the Reports Bureau to make a reasonable interpretation of the law.

He noted that a key complaint of organized labor was that unions must file specific reports on their operations while management need not do so.

This is not completely correct, he explained. Under certain circumstances employers are required to file information with the Bureau. For example, he said that any employer who engages in activities to influence employees in their pursuit of collective bargaining, such as the hiring of labor consultants or spies to discourage union activity, is required to file reports.

"We have been getting files from employers," he commented. Revision of the ANG constitution, to conform to policies set by the Vancouver convention, and to carry out clarifications and corrections embodied in the Officers Report, occupied the committee headed by Don Brackenbury, Los Angeles.

His committee reported three times during the week, with non-controversial items clearing the convention first. Among the "housekeeping" changes were those in Article IX on District Councils, which without changing the substance made the language consistent throughout.

Two inadvertent omissions of changes called for, but not contained in the 1960 printed manuals, were corrected in new textual matter.

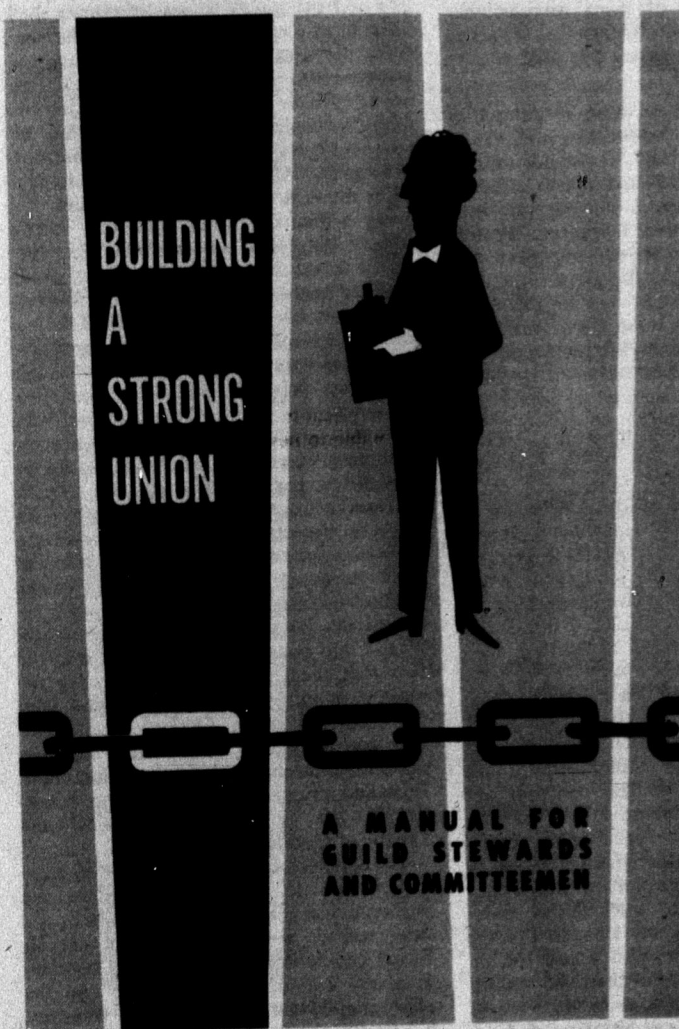
International Executive Board recommendations for dropping the requirement that election tallies be reported by registered mail, and the status of members retired from their jobs, were also framed in constitutional language.

Provisions in the constitution for handling transfers, suspensions, delinquencies and expulsions were altered in the interest of clarity, simplicity and logic, as recommended by the IEB. The changes occur in Article X.

By adoption of the constitution committee report, the convention also advised locals to appoint a local trial panel as soon as new local officers are elected. Trial panels are covered in Article XII. The convention noted that delay could cause serious legal problems.

The convention also recommended that ANG intensify efforts to improve the status and benefits of retirees, and that a study of what locals develop in this area be made available at the 1962 convention at Buffalo.

In its final report the constitution committee submitted language covering the convention decision on per capita dues. The only change in language needed was the substitution of "50¢" for "60¢" as the portion of the \$1.80 monthly per capita allocated to reports. Chairman Ronald Watts



NEWEST WORKING TOOL for local stewards and committeemen is the manual, "Building a Strong Union," just published by the Research and Information department of the Guild, and shown for the first time at the Vancouver convention. It is available at 25 cents a copy, in either a self-contained booklet or in loose-leaf form for a standard 6 1/2 x 9 1/2 binder.



Basic Controls: The constitution of the Guild, principal guide to its conduct and policies, has undergone changes in every convention year since 1934. The Vancouver sessions last month continued the process, with the drafting of necessary textual revisions entrusted to this committee, of which Don Brackenbury, Los Angeles, was chairman. New language will appear in the yearly manual to be issued by ANG, due for publication in October.

Revisions Of Constitution Reflect Progress And Good Housekeeping

Revision of the ANG constitution, to conform to policies set by the Vancouver convention, and to carry out clarifications and corrections embodied in the Officers Report, occupied the committee headed by Don Brackenbury, Los Angeles.

His committee reported three times during the week, with non-controversial items clearing the convention first. Among the "housekeeping" changes were those in Article IX on District Councils, which without changing the substance made the language consistent throughout.

Two inadvertent omissions of changes called for, but not contained in the 1960 printed manuals, were corrected in new textual matter.

International Executive Board recommendations for dropping the requirement that election tallies be reported by registered mail, and the status of members retired from their jobs, were also framed in constitutional language.

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Defense Fund purposes. The provision appears in Article XVII.

Extensive changes, by contrast, occur in Article XVIII, Section 3, descriptive of the approved new procedure for the handling of proposed contract settlements by the IEB contracts committee. In essence, the new language requires submission to the committee in advance of submission to the membership unit affected, with exceptions noted in strike vote situations. The new section also widens the categories into which heretofore all disapproved contracts have fallen.

The IEB may now approve a contract settlement, but withhold particular terms thereof. The IEB may approve a proposed contract, or give permission to the local to

sign, while withholding approval of particular clauses or of the current settlement.

Approval by the convention of new proposals for the conduct of strikes was given constitutional language, in Article XIX. The pertinent new text:

"The IEB shall have authority to designate a representative in a local strike. The ANG representative shall assist and advise the local bodies governing the strike and enforce ANG policy with respect to the disbursement of ANG Defense Fund monies. The IEB shall have authority to deny ANG benefits to a striking local, where in its opinion ANG policy has not been complied with."

Apy Guildsman interested in helping to perfect a working newspaperman's newspaper has a golden opportunity to do just that.

The convention extended an open invitation for contributions in the form of stories, pictures, cartoons and related material to the Guild Reporter.

A report submitted by the Guild Reporter committee and unanimously endorsed by the delegates, recognized that the basic role of the official organ of the ANG was to provide a source of information and a medium for exchanging ideas for the benefit of the membership.

The convention commended the staff of the Guild Reporter for its efforts toward this objective.

With a view toward continuing this progress, the convention recommended attention, particularly by Guild locals, to supplying the Guild Reporter with brief, bright stories; continued attempts by the GR editors and locals to improve the type of photographs and cartoon content.

In presenting the committee's report, Chairman Ronald Watts

of Rochester said—and the convention agreed—that any "hint of restriction on free expression would be particularly repugnant in a newspaper published for newspapermen."

Elaborating, the convention urged the GR Editor to give a liberal interpretation when considering whether a letter submitted to the "It Seems To Us" column is "detrimental to the Guild."

Every local was urged to appoint a correspondent to the Guild Reporter and to cooperate in a systematic check of mailing lists to insure that all members received copies of the ANG paper.

Continued supervision of the news and feature content of the GR by the top officers of ANG was endorsed by the convention.

Ottawa
Ottawa, Ont.—B. J. Hughes has been elected chairman of the Journal unit of the Ottawa Guild, succeeding Ed Reynolds. G. E. H. Frail is secretary and R. B. Williams first steward. David Arbuckle is senior local representative.

'Revenue-Related' Matter Is Waste Culprit

(Continued from Page 12)

managements talk about column costs: labor, time, materials and processing divided into the printed column. This unit of measure is applied to all columns alike, regardless of content: the same measure for a story out of the Washington bureau as for the astrology feature, the cross-word puzzle, egg prices in Chicago or a cartoon panel. These things obviously have different values but the column cost does not reveal them.

In years of associating with managing editors, in talk fests and correspondence, seminars and conventions, I have never encountered one who sat down and analyzed his own use of the space allotted to him. Of course he will know in fairly close estimate how many columns of local news his city editor gets, the state news and the telegraph and he will fight for more space but what of the rest of the content for which he is responsible? How does he classify a yachting column or a dog column or a stamp collectors' column? He may tell you that a boating column has great readership and he may even know how many new boat buyers there are in his territory this year. He probably has long since abandoned the kind of personal news that once filled the smaller papers: Mrs. Thimblecorn departed on the 10:28 morning train to visit her aunt in Baraboo. But if Mr. Thimblecorn catches an outsize purple-tail pike that's a fit item for the fish and game column. Wedding anniversaries don't often make news any more but if you've got a man who does a Howdy-Folks column he will likely print wedding anniversaries indiscriminately. Which is to say that an item can be news in one part of the paper and not in another. Or it's news one day and not another. For instance: is a recipe for mock shish-ka-bob news? Of course not. But if you are looking at the Thursday afternoon or Friday morning paper there you will find it because those are the days when the food stores advertise and the women's department must have protective coloring. Values are sometimes very flexible. Why is it that a newspaper that is supposed to be photo-conscious will give over a generous three columns to an action shot on the sports page or even a reckless four columns to a picture of a bad fire, but on the women's pages we find splashed for six columns a still life study of a cheese soufflé or even seven on a portrait of a dead turkey ready for carving?

The managing editor may say: Everybody knows that recipes have high readership and that many housewives cut them out and file them away in a recipe box. But we must not confuse readership and news and why should not the news column content be analyzed for news values since it is a newspaper we are studying?

I required of a journalism class that they make such a content analysis of a great number of newspapers and, as you may suppose, there was no unanimity in the result. Neither would there be if the same number of managing editors were to make such a study. Some kinds of news defy classification. For example: If the Air Force offers to take one of your reporters to the South Pole in return for feature stories about what the Air Force is doing down there, how cold it is, what penguins eat and how they procreate, is this promotion for the newspaper, promotion for the Air Force, a cheap vacation for a deserving reporter, or is it news? The reporter says a lot of people praised him for his stories, so therefore they had readership. Editors have been known to go on such trips too, but their stories are likely to be much, much longer than those of the reporters. I'm not putting the finger on these things because frankly I don't know whether they are news or not and it is difficult to make a distinction between readership and news. I don't want to confuse the issue with borderline cases but I do want to get into sharp focus the category of Revenue-Related Reading Matter.

To determine what is Revenue-Related Reading Matter is very simple. You look at the matter in question and ask yourself: If there were no advertising in the paper on this subject, would this article

find place there? Illustration: Would there be a dog column if there were no dog food advertising? Would there be articles on fish, game and yachts if there were no revenue from gun, tackle and boat dealers? Let's go a little farther: Would there be any travel articles or a travel section if there were no linage from resorts, steamships, hotels or airlines? There is some news in these things, of course, but not to the extent of the space consumed. There is news in art, too, but museums haven't any money to spend on advertising and the culture department, if you have one, is very vulnerable. I saw a literary department cut precisely in half because book-sellers and publishers use very little newspaper advertising except in New York and one or two other centers.

A true cost analysis of newspaper content would reveal to the publisher that he is giving away one-third to twice as much space as he is being paid for. What kind of cost accounting is that? It merely argues that the publisher has so little confidence in the space he sells that he gives away a premium of inch for inch. You can't blame the advertiser for wanting to get more than his money's worth; we all try for that. But you can blame him for being stupid. He asks for space next to what he calls "pure reading-matter." The most impure reading matter I know is the tripe that plugs the advertising in the next column. If I had a product that I wanted to sell to adults over forty I'd ask for position on the obituary page, as no one does. If I had men's suits to sell I think I would ask for the women's page provided it had some news on it. If my line was candy, jewelry or baubles for ladies I would prefer sports page position. If the appeal of consumer goods for sale is dependent upon what is in the next column I firmly believe that nothing will do the trick better than hard news. The cost spiral actually is the price of operating under the theory of box tops, trading stamps and give-aways; it is the philosophy of the theater manager who shows films to promote his popcorn business.

In newspapers this kind of self-deception began many years ago when newspapers charged a premium rate for theater advertising because along with it they gave what was called a "reader" that was simply a free plug for the show. These came right out of the press book and you weren't supposed to edit them. I don't think anybody ever did. They were sacred, as hand-outs of all kinds seem to be today. In Waterbury, Connecticut, in the old days, the Republican in a hot-flush of candor ran the "readers" under the caption WHAT THE PRESS AGENTS SAY. Neither the press agents nor the theater managers were happy about this.

Now despite this evidence, publishers are not stupid, except insofar as self-deception savors of folly. They know very well that if they were to draw a true cost sheet on fashion copy, recipes, dogs, genealogies, fish news, real estate promotion and all these endless space stealers that this cost spiral, which they say is putting them out of business, would prove to have a phoney base, and that the spiral is, as the word indicates, about as straight as a corkscrew. But here is the management rationale: the publisher knows that this bonus space he is giving away and the manpower to turn out the copy don't cost him anything. The space he sells under the table to the advertisers comes out of the news room allotment. Then he explains: Don't you know that hoists are a woman's head and that women spend most of the money anyway? He knows this; and the managing editor pretends to know it. They believe that what people think about is news. That is not so; people rarely think about anything except themselves and news is made by the few for the millions. It took only one mind to think of the late unlamented hula-hoop craze; it was the millions thinking of their waist-lines and the kids who didn't have any that made the hoops go around and that wasn't news. It's a wonder nobody

started a hula-hoop column while the insanity lasted.

And about that other expense, the manpower involved in Revenue-Related Reading Matter, the publisher reasons that doesn't cost him anything either. This copy is produced by the same staff that gets out the political news, the crime news, accidents, culture, education and all the rest. And so the space is scooped right out of the news ration and the manpower is kidnapped from the city room. The human mind is a wondrous thing. It can travel far into the wild blue yonder but it always runs up against a barrier that it cannot penetrate—except in one direction and that is in the limitless area of self-delusion. There it breaks through the barrier and keeps on going.

Newspapers can no longer afford to follow the spread-eagle declaration of Lord Northcliffe who said that "successful newspaper publishing is a business of reckless expenditure" unless they remember that Northcliffe was talking about expenditure on news.

Well, publishers have been fair game for a long time and the season is never closed but they are such sitting ducks that it isn't any fun to shoot at them any more. Furthermore, what constructive purpose would there be in talking about wasted money, wasted space and manpower, misdirected effort and alibis when these are things that you Guildsmen can't do much of anything about? You can't write efficiency and conscience into a contract and besides I don't think you will claim to have a monopoly on either. Suppose I try to suggest something you can do. So I will proceed with the Guild and start by saying, as the dentist does, "This won't hurt a bit" and, like the dentist, I'll be disappointed if it doesn't. I shall try to find a sensitive nerve.

Charles Perlik, in his first letter to me, pointed out that the late Lowell Mellett made a bequest to the Guild "in the hope that the Guild, in the absence of any notable or lasting achievement elsewhere, might contribute some original thinking to the old questions of press responsibility and performance." No publisher asked my help in such a cause and that is why I am here.

Some of you may think it an oddity that I should be addressing the Guild when, in the year 1947, I was not exactly in favor of the Guild's attempt to organize The Hartford Times. I will not say, with Adolf Eichmann, that I was merely following the orders of my superiors because, while I often disagreed with my publisher, that was not one of the occasions. On the other hand I was not either the beneficiary of a divine revelation like the Apostle Paul who, after persecuting the early Christians, saw a great light and became converted.

I didn't change my mind; I merely opened it.

That came about at the University of Michigan's journalism department. It surprised me to learn that graduate students were going out into the journalistic world without any knowledge whatsoever of the American Newspaper Guild. I decided to do what I could toward completing their education. Up to that time the department's policy comprised a single sentence: "If you join the Guild, be active in it." But most of them didn't know what a Guild was. It seemed to me a little unfair that young people, in the confusion of taking a new job and under the nervous pressure of trying to make good, should have to make a decision whether to join or not to join an organization of which they knew nothing. There were things about it that I needed to know also, so I wrote to Guild headquarters and asked for informative material. With their full knowledge of what use I was going to make of it, your officers sent me historical and expository data including copies of wage contracts in three metropolitan areas. The presentation I tried to make as objective as possible and answered neutrally all the questions I was able to answer. Afterwards I was myself curious to know the students' reaction. Upon being asked, 24

of the class of 27 said they would not join if they had any choice in the matter. When asked why, there was almost complete unanimity that the contractual pay scale was not high enough. That may be something to think about.

But you gave me the difficult assignment of doing some "original thinking." Now when you have a serious problem you feel more assured if the solution is complicated, difficult and perhaps massive. I have nothing like that and perhaps I should feel apologetic for the simplicity of my suggestion.

The answer is, I believe, in the rehabilitation of the writer. In spite of the fact that writers now wear better clothes than they once did, live in better houses and educate their children, the restoration of the news writer to his deserved place has only just begun. No one can dispute that his present greatly improved status is due to the Guild; not only in places where there is a contract, but the very existence of the Guild has happily affected the pay of newspaper people the country over.

Writing is an art and news writing a highly specialized branch of that art. It combines the skill of putting words together expressively and imaginatively with highly developed powers of observation. These qualities are not all present in even the great writers. Theodore Dreiser had phenomenal acuity of observation, virtually the gift of total recall. He could write of a scene or situation ten years after it had happened and depict it with accuracy. I doubt that Poe had any special talent as an observer but he was compensated for by a fitfully flamboyant imagination; Robert Louis Stevenson was a master of word precision but whether he would have made a good reporter may be doubted. He would probably have written too slowly for one thing.

The news writer must have something of all of these qualities and also a modicum of at least two qualities that make an editor—the judicial mind and the selective mind. A person who is exposed, as the reporter is, to the turmoil of dramatic events, and the collision of human interests and the din of things happening must be able to pick out the kernel of the news from the senseless husk of mere circumstances—the news in its cogency. He must have at least a touch of the historian's orientation to what has gone before and a ruthless veto of detail that does not signify. He cannot be under-equipped with the gift of precise expression, for many a libel suit arises from that narrow edge of difference between what the writer meant to say and what he actually wrote. What hurts the writer most is the corruption of his medium, the English language, and for this he is not responsible except by default. The corruption comes from two principal sources: (1) the ascendancy of oral communication, the broadcast and the telephone and (2) the deliberate corruption of the language by advertising copy writers and the lazy illiterates of business. Not entirely guiltless are the obscurantists in art and the learned professions, the persons who for some curious reason don't choose to make themselves understood.

Against these handicaps the writer should find courage and satisfaction in the fact that there is no competition for the written word. Oral oratory died with the arrival of radio. Oratory is gone and that may be a good thing. There has been nothing in the halls of congress that could be called eloquence since the historic battle of the Irreconcilables against the League of Nations.

An apparent competitor of written English I hesitate to mention because the photographer is a colleague and ally of the news writer. I say apparent but not an actual competitor; his function is complementary. Too often the reporter and the photographer get in each other's way, not physically but in trying to do what the other should be doing. The picture does not take the place of the written word; nor the word the picture. I do wish we could get rid of the stupid proverb about the picture and the thousand words. It is neither Chinese nor is it true. It takes

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Triumphs Outweigh Tribulations—Farson

(Continued from Page 2)

tion as a commercial daily newspaper last February 11.

Last October, when it was expected that the Portland Reporter would begin publication as a commercial daily on November 1, the IEB voted to terminate benefits with the payment to the Portland local of a terminal payment of \$25,000, enough to provide for benefits through January.

Since then the IEB, at the request of the Portland local, twice has extended benefit payments to Portland, in February and in May, despite doubts expressed as to whether such extension exceeded convention policy.

The recommended extension to August 11 will thus be the third extension, and the IEB believes, considering all the circumstances, should be the last.

Our experience in Portland has given new urgency to the need for effective unity among the unions in the printing and publishing industry.

The Chicago convention recommended that your officers continue their exploration of ways of achieving a mutually-acceptable basis for such unity and make every effort to report to this convention with a specific plan.

We have done so.

We do not have a specific plan to present to this convention, but, at my suggestion, an Inter-Union Working Committee has been assigned the task of blue-printing one.

Defense Fund Is Half-way To Million-Dollar Goal

(Continued from Page 2)

and activities, let's say so, and take the money out of the budget. There's a reluctance on the part of your officers to move in such a direction and implement such a decision, but there's no hesitation to do so if you say so.

"It isn't enough for ANG to start buying postage stationery, to start saving on postage stamps. This won't do the job.

"The choice you have is unequivocal—either new money must be provided for the general fund, or you must decide which activities you want reduced or no longer provided.

"The size of the problem is such that it won't yield to modest accommodation, like knocking out a few issues of The Guild Reporter. If that's the way we want to go, it will have to be done with some pain and dislocation.

"In short, staff reductions loom on the horizon if this convention does not provide the money to maintain our present complement.

"We have a defense fund record to comfort us. Our resources in the defense fund stand at \$465,000 today, and that's within easy distance of one-half of our million dollar defense fund goal. There's every expectation that it won't take another 28 years to achieve the other half of the goal.

"I always have the happy assignment of noting the work that has gone on locally, and by the international, in preparation for a convention.

"This is an unusually pleasant assignment for me this year, for our annual gathering brings us to Vancouver, a local with which I've

Our experience in Portland also is reflected in the report of the Interim Strike Policy Committee.

The committee's recommendations have one purpose and one purpose only: to insure that when we must strike, we will be able to strike as effectively and successfully as possible.

Now, let's turn our attention from strikes to collective bargaining and the new contract approval procedures being proposed by the IEB.

The IEB proposes a system which will reflect more precisely its appraisal of the contract and enable the contracts committee to point up more clearly the specifics of its action.

Under this new system, the committee could withhold approval of the whole contract, or withhold approval of a specific clause or clauses, or withhold approval of the current settlement by itself.

Thus, for example, it would be possible to approve a good contract but withhold approval of one or more clauses or approve a good contract and all of its clauses, but withhold approval of the current settlement.

This system, the IEB believes, will bring the results of collective bargaining into sharper focus for more careful examination, provide guideposts to locals in their negotiations and insure that otherwise acceptable contracts will not be stigmatized because of a few specific deficiencies or an inferior settlement.

Finally, let's talk for a moment about the need for providing increased income to our general fund.

Our costs have gone up.

Our responsibilities have increased.

Two years ago our International Defense Fund was so reduced that the New York Convention voted to double the per capita allocation to that fund.

As a result, our defense fund is now at an all-time high but the general fund — our daily operating fund — is in serious trouble.

The result: unless new income is provided for the general fund, we will have no alternative but to reduce our services and curtail our activities at a time when the continued growth and welfare of our union require that we do our best to expand them.

The introduction to the officers' report describes the past year as one of triumph and tribulation for the Guild.

Quite properly, at conventions we concern ourselves less with our triumphs than with our tribulations, but this year, as always,

I think we must be careful that we don't over-emphasize our tribulations.

It is true our general fund is in trouble, and we must have additional income for it.

But the real net worth of our union, including the defense fund as well as the general fund, is at an all-time record, one-third higher than it was a year ago, nearly three times as high as it was two years ago.

It's true that, as of April 1, we had 25 fewer active dues-paying members than we had on April 1, 1960.

But average monthly regular per capita payments rose to an all-time high, and since the year's low March 1 our membership has increased by more than 400 members in four months.

It's true that we've been through an economic recession, in both the United States and Canada.

But our contract settlements have held up well, and the publishers have demonstrated their confidence in our industry's continued prosperity by announcing plans for investing \$110,000,000 in plant expansion and improve-

ment in 1961—10 percent more than last year.

Reviewing the health of the industry this spring, Stanford Smith, general manager of the American Newspaper Publishers Association, said he looked to the future with "enthusiasm and pride."

As we review the health of our union here in Vancouver this week, and put our house in order for the year to come, we, too, can look to the future with enthusiasm and pride—and with great expectations.

IEB Names 4 To AFL-CIO December Convention

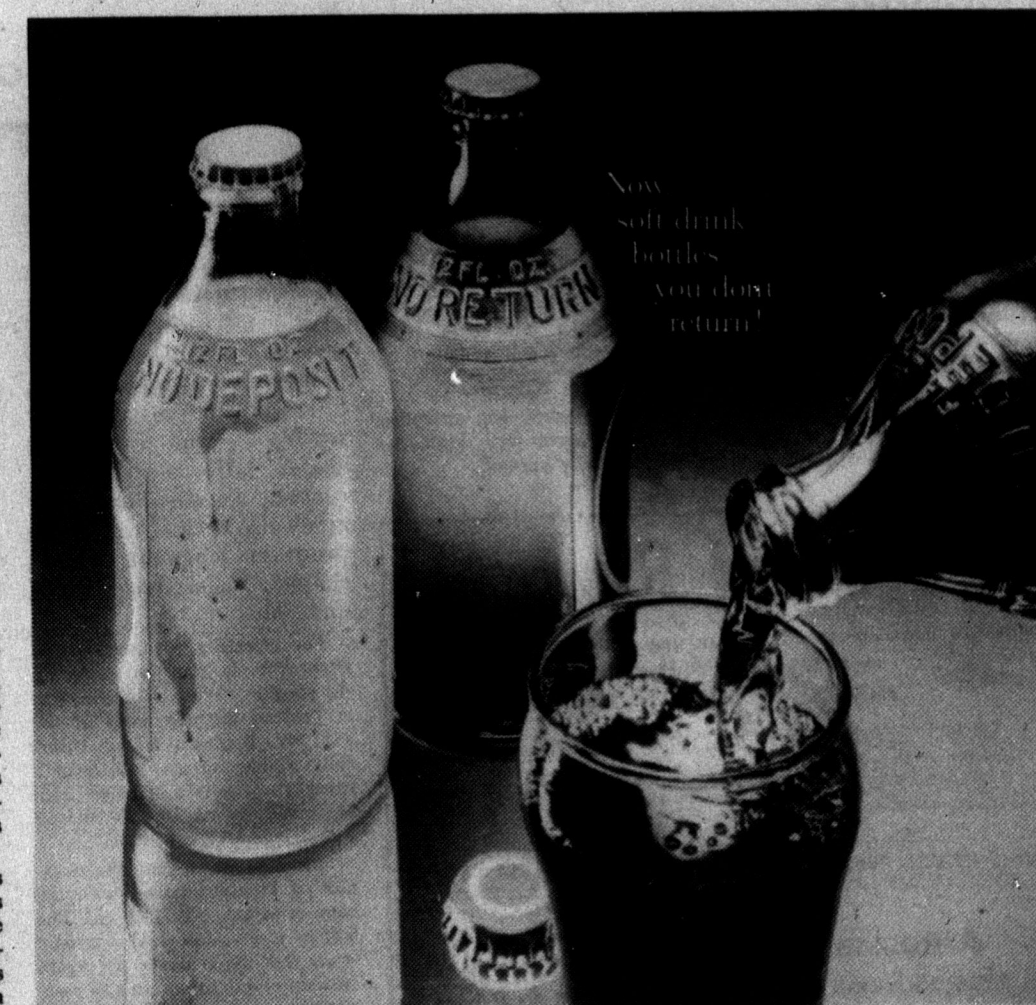
The Guild will have four delegates representing it at the Miami Beach convention of the AFL-CIO next December.

The post-convention meeting of the International Executive Board at Vancouver, B. C., last month named President Arthur Rosenstock, Executive Vice President William J. Farson, Secretary-Treasurer Charles A. Perlik, Jr., and Vice President Richard Lane as its spokesmen.

Lane is the ANG vice president of Region 2, in which the AFL-CIO biennial meeting is to be held.

SINCE 1842...

GLASS CONTAINERS HAVE BEEN UNION PRODUCED IN THE U.S.A.



Glass bottles for true refreshment because pure glass can't affect original flavors. Glass bottles have a sanitary pouring lip. And now you enjoy an extra convenience—no-deposit, no-return!

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK 16

Real News Sells Ad Space, Says Lindstrom

(Continued from Page 14)

a thousand words to explain some pictures I've seen.

Because I mentioned advertising and the erosion of the language it is only fair to illustrate. From advertising I have culled the following: A new model of a woman's shoe was called an EXCITING shoe. A cake flour which is BUTTER RICH and ANGEL LIGHT, will make a GLAMOUR cake. A certain lotion was both FABULOUS and DIVINE. The ladies were told that a lotion would SATIN-GLIDE your skin and would LUXURIATE your bath, even though luxuriate happens to be an intransitive verb. A brightly-colored picture is accompanied by text that rhapsodized about GORGEOUS pink slices of picnic ham. This thing is infectious, for I find, not in advertising, but on the women's page a three-column headline in 60-point type that exploits WONDROUS peaches.

What all this seems to prove is that the English language is fissionable.

I suppose that under the heading of erosion we must put the prose in the dictated letters of the business man. Here is the man who firms up his problem in order to get the rock bottom slant and then to try it on for size calls, in his staff to put their thinking caps on so the company won't get caught off base and the whole thing go over like a lead balloon.

A good stenographer only needs to know about 800 second-hand words.

I'm not sure that the speed-reading fan is any friend of writers. We now have the fastest-reading president ever to sit in the

White House and I hope that's good. My own admiration orbits much more easily around other presidential virtues. Perhaps I speak out of pique because I took a test once and found that my reading velocity stood at the tragic figure of 300 words a minute and I was further chastened when told that a high school student who reads no faster than that is in danger of scholastic shipwreck. I did take heart, though, when in the second part of the test I was able to answer correctly every question that dealt with the content of test material. This was supposed to indicate the onset of a hectic flush of genius. I only know that all my life I have been trying to get into a low gear of reading speed. A most valuable ally of the speed-reading doctors is the depressing circumstance that in too much modern fiction there is some incentive to getting over the ground quickly; especially four-letter words which we all learned so early in life that they don't stop us very long.

But I have mentioned only nuisance factors. The real enemy of the writer is mediocrity: careless writing, routine writing, facile writing. Let's call it hack writing. Revenue-Related Reading Matter is full of it. I remember one reporter who got so sick of turning out the stuffing of special sections that he went the way of so much newspaper flesh and got himself a public relations job. He said: "If I've got to spend so much time grinding out promotion copy I'm going to get into public relations with both feet and get properly paid for it."

I am as confident as I can be of anything that a newspaper that filled its news columns with news would attract advertisers in plenty without recourse to the wasteful practice of bonus copy mass-produced by hacks. Publishers do not seem to be disturbed by hack writing, so long as it doesn't cross up advertisers or rouse the sleeping dogs of community placidity, but the Guild ought to be and I'm sure is concerned about it.

It is not within your power suddenly to veto Revenue-Related Reading Matter, but there is something, nevertheless, that can be done. Just as bad money drives out the good, so also do hacks drive out the good writers. Good writers aren't paid enough money; they never have been. If the good writer gets what he is worth then no publisher could afford to waste his talent on hack jobs. There are some hacks on every paper and I venture that you will not deny there are some in your membership, not that you want them there, but what you're going to do with them is your problem. Hacks never die but they might fade away provided you fix it not to recruit any more of them. I can't help but feel that if qualification for journeyman membership is merely the ability to stick on the payroll for five years without getting fired, your standards are not high enough.

The whole philosophy of organization is the principle that there is strength in numbers, but we must not forget that the newspaper stands in a different relationship to the public than it once did. Unless I am completely wrong in saying that the

daily newspaper is no longer a necessity to community health and well-being then the only weapon you have, the right to strike, becomes an inflated bladder. People must have milk and medicine and fuel and transportation and ever so many other things, but they don't have to have newspapers and that, I find, is a disarming thought. Contradicting it won't change the picture.

Your opportunity is to do what you can to help make the newspaper a genuine necessity. The only suggestion I can make is to bring the news writer into his own. There are still a great many splendid writers in journalism but let us not forget the heavy and constant drain of good men into public relations. This is simply a matter of money because most of these refugees from the city room go without much heart except the balm of the pay check. Make the writer a necessity and you make the newspaper a necessity.

It must be a necessity to intelligent people. There will be plenty of money to do this if the unconscionable waste, the cost spiral alibi, is eliminated. There will be no need of mergers, suspensions and monopoly if we can get rid of the false notion that in a great city there is only one kind of reader, a faceless person who has been created in the image of half-educated mediocrity and who lives in a house just like his neighbor's on Conformity Street.

We have need of newspapers made for the teeming intelligence of an enlightened nation. The American Newspaper Guild can do something about it. Nobody else is even trying—well, hardly anybody.

EDITORIAL

Stimulus

Carl Lindstrom's Vancouver convention address gets full-text treatment in this issue, for two cogent reasons.

First, it challenges the Guild to further its constitutional aim of improving the press, the medium on which our jobs and existence as a union depend. Without more, it merits our closest examination.

But second, Lindstrom's observations on what ails our industry, and his suggestion for a cure, seem due for the same silent treatment suffered by the critical Hutchins report of the late 1940s. Newspaper publishers behave like turtles, when someone reveals the harsh facts of life to them. They withdraw beneath the carapace of their assumed right not to print subject matter distasteful to them. Full texts of the Lindstrom manuscript were available; nothing like a full treatment of what he said has been given newspaper readers.

Lindstrom has voiced appreciation for the "courtesy and attentiveness" accorded him. Our readers will surely agree that while the courtesy was automatic, the attentiveness was fully earned.

DATELINE: WASHINGTON

Domestic Hold-Backs Endanger Nation's Foreign Policy Aims

By WILLARD SHELTON, Washington Guild



Speaker Sam Rayburn emerged from the White House on August 8 expressing confidence that Mr. Kennedy's foreign economic aid bill—including its critical authorization for long-term repayable loans financed by Treasury borrowing—was in "good shape." He needed to be correct, because not very much else in the President's program looks in "good shape" legislatively right now.

The beating Administration Democrats took in the House on the Hanford, Wash., nuclear power project, the afternoon of the day Mr. Rayburn talked cheerfully about foreign aid, was a shocker. It was a massive 235-164 blow struck by the revived Republican-Dixiecrat bloc.

One does not equate the question of Hanford power with the issue of foreign economic aid. The former is an individual domestic issue that may come up again later on and does not, in any case, directly involve such a key question as how to acknowledge the social revolution boiling among Asian, African and Latin American peoples.

Other individual issues must be put on their appropriate planes. School aid is not immediately as vital as the response of our people, and of the legislative leaders of both parties, to the President's solemn speech on the dangers involved in Premier Khrushchev's pressure on Berlin.

There is nevertheless in the domestic issues a question of style, of approach, a question of the re-

sponsibilities of a modern democratic government. The evidence is that Charlie Halleck and Howard W. Smith may again be running the House, and that Mr. Kennedy and Speaker Rayburn are not running it. The evidence is that the Dixiecrat-conservative Republican coalition which Halleck and Smith operate may create in its attitude on domestic issues an image of America that must strike the peoples of other lands as backward and bigoted.

Shall we tell the people of India, Pakistan or Egypt that a smashing 71-vote majority of the U. S. House of Representatives prefers to allow byproduct heat from plutonium production to go to waste rather than use this heat to generate electricity sold as public power in the splendid empire of the American Northwest?

Shall we tell peoples starving for power sources that doctrinaire devotion to a private-enterprise theory of electric utilities is an emotion that shakes the House uncontrollably?

That is exactly what the House said in its vote on the Hanford program. No private utility would dare try to generate and market the power without government subsidy, so the House voted to let the power go to waste.

Three bills on federal aid to schools and colleges are blocked in the House Rules Committee by an 8-7 vote. There is much talk of the "Catholic school issue," but all but one of the committee votes which bottled up the bills were votes cast along lines of economic dogma. All five committee Republicans and the two committee Dixiecrat Democrats said they would see American children go without school rather than have their education financed through the progressive income tax.

What is the image of America that the House coalition projects to other peoples? It is an image of legislators afraid—or pretending to be afraid—of their own government, afraid of the social security system that for a quarter of a century has proved its effectiveness and afraid to extend it to health insurance, afraid of the graduated federal income tax to finance public services.

Douglas Dillon, the Secretary of the Treasury, at the Inter-American Conference on Economic and Social Development, held forth the prospect of \$20 billion in investment funds poured into the Latin countries within 10 years. But he plainly warned that the Latin countries would not derive any permanent good unless they reformed their domestic land and tax policies.

In effect, he asked the tiny ruling classes of Latin America to forego their privileged status, to yield up their land empires so that peasants can own farms, to start paying taxes based on ability to pay, to begin leading toward the domestic social reforms the Latin countries desperately need.

He asked the richer group of Latin Americans to do precisely what the House coalition refuses to require the higher-income groups in the United States to do—to finance the social programs of an enlightened democracy.

Our tax system is decidedly more equitable than that of most Latin countries and our higher-income groups pay a larger proportion of the costs of our democracy. There is nevertheless something ironic and disturbing about our posture in asking Latin nations to move toward reform and justice while here at home the House shows a tendency to try to turn back the clock.

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