

Guild Expansion Is Expected In Wake Of LA Suspensions

The ANG GUILD REPORTER

OFFICIAL ORGAN OF THE AMERICAN NEWSPAPER GUILD (AFL-CIO, CLC)

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OFFICIAL

The Count Is 9,769 To 4,841

Seventy-nine Guild locals figured in the official returns for last month's referendum on the question of extending benefits to Portland, Ore., Guild members for the period from August 11 to December 1.

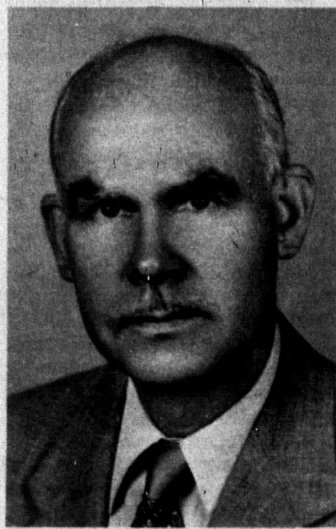
Eleven locals which received ballots as having eligible votes failed to qualify in the final certified returns. Three locals—Lansing, New Orleans and Newburgh-Beacon—did not file an official return. Three others—Canadian Wire Services, Columbus and Salem—did not meet the requirements of the postmark deadline. And there was no indication from five—Bay City, Cumberland, Daytona Beach, Manchester and Sheboygan—that a poll had been conducted.

The elections and referendum committee tabulation shows that 52 locals registered opposition to the benefit extension, while 27 favored the proposition. The official vote was: For, 4,841; against, 9,769.

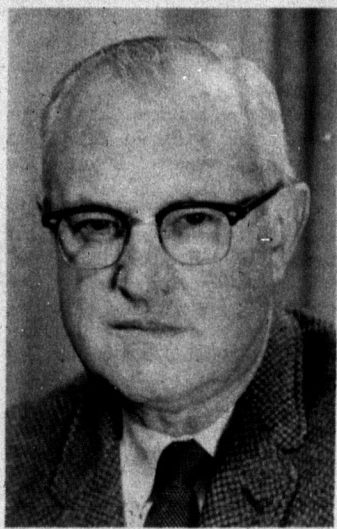
The balloting represented a turnout of 52 percent of those eligible in the qualifying locals.

Only in Region IV—the west coast and Hawaii—did the proposal carry, with 11 locals favoring and four opposed, for regional totals of 1,434 in favor and 888 against.

Region I, New England and (Continued on Page 2)



RICHARD L. STROUT



HERBERT F. CORN



HENRY BRANDON

Strout, Corn And Brandon Will Judge Entries — Deadline Feb. 1

Entries for the 1961 Heywood Broun Award have begun to arrive at ANG headquarters, and appointment of the three-man panel of judges has been announced by C. Joseph Beaulere, chairman of this year's awards committee. Entry deadline is February 1.

The Broun Award is the top honor bestowed by the American Newspaper Guild, and in the 20 years since its establishment has come to occupy a position of high prestige among all news industry awards.

It memorializes the founder and first president of the Guild, whose warm vivid writing made his col-

umn in the old New York World a readers' magnet during the 1930s. Broun died in December, 1939, declaring that his work in establishing and leading the Guild had been among his greatest satisfactions.

The Guild has endeavored to perpetuate his influence for social betterment and the spread of justice for all by the annual award contest. It selects from the several score of entries that which, in the judges' view, best exemplifies the crusading spirit of Broun, whose passionate concern for the underprivileged or oppressed found voice in his writings.

Judges this year, like their predecessors, have been chosen from men of eminence in the newspaper field. They are Richard L. Strout, Washington correspondent for the Christian Science Monitor, Boston daily; Herbert F. Corn, shortly to retire after 42 years of news editing for the Washington Star, and Henry Brandon, veteran Washington writer for the Sunday Times of London.

They will meet at Washington February 17, and make their choice known to the International Executive Board, which holds its midwinter sessions starting February 19.

Mr. Strout has for 37 years been a member of the Washington staff of the Christian Science Monitor. He went to work for the Monitor in Boston in 1921, after a short stay with the former Boston Post. His earliest newspaper work was in 1919 in England, for the Sheffield Independent.

A native of Cohoes, N. Y., Strout was a bachelor of arts graduate of Harvard in the class of 1919, gaining his master's degree four years later. During World War I he served in the U.S. forces as an infantry lieutenant, and was a war correspondent in World War II. With the late

E. B. White he wrote "Farewell to Model T," and has free-lanced for national periodicals.

Mr. Corn is a native of Illinois and started newspaper work in 1913 on the Cairo, Ill., Bulletin. He worked for the old Washington Herald on first coming to Washington, but in 1920 went with the Star, where next month he will retire at age 65, after 42 years of service.

On the Star he was successively copy editor, chief of the copy desk, assistant city editor, city editor, news editor and managing editor. In the last-named position he has served for 20 years.

Mr. Brandon has since 1949 been Washington correspondent for the Sunday Times of London, which first employed him 23 years (Continued on Page 2)

Foldings Cut Dailies From Four To Two

Los Angeles, Calif. — Membership in the Los Angeles Newspaper Guild is expected to increase as a result of the expanded operation of Hearst's afternoon newspaper here following the simultaneous deaths last week of two of this city's four major daily newspapers.

About 100 of the estimated 2,200 employees who lost jobs when Hearst's morning Examiner and Chandler's afternoon Mirror were discontinued, were hired by the Herald-Examiner, the new name of the Hearst afternoon paper, formerly the Herald-Express. The Herald-Examiner also will assume publication of a Sunday edition.

At the morning Times—the surviving Chandler daily—there was a three-way switch in personnel. The Times fired 30 of its own editorial workers, and took over 30 of the 70 editorial staffers who had lost their Mirror jobs. The Times also acquired a handful of other employees from the opposition Examiner and terminated its own men to make way for them. The Times is completely non-union, as was the Mirror.

The Los Angeles Guild had concurrent contracts with the Herald & Express and Hillbro Divisions of Hearst Publishing Co. covering more than 600 persons in editorial, advertising, circulation, display dispatch and garage.

Contract negotiations are currently under way. Justin McCarthy Jr. is the Guild's administrative officer.

Guild officials had been notified that 12 Guild members in display dispatch were scheduled to be discharged in a "reduction in force" but four have since been rehired.

The other eight, under Guild contracts, are eligible to severance (Continued on Page 3)

Guild Over Quota, Cancer Fund Drive Is Continued

Gifts from Guild sources toward the \$1 million pledged by the AFL-CIO last fall, in support of the Eleanor Roosevelt Cancer Foundation, totalled \$3,406.90, as of January 5, it is reported from AFL-CIO headquarters. The amount exceeds the quota of ten cents per member on which the pledge was based, and represents gifts from 36 locals, with New York City accounting for \$2,085 of the total.

The campaign continues, in view of the fact that the Guild has a point of pride involved. Mrs. Roosevelt is a 25-year member of the Guild, receiving her gold pin marking that status when

she visited the Miami Beach convention in December to accept a \$680,000 "down payment" from AFL-CIO union sources. The pin was presented by ANG President Arthur Rosenstock, of the New York local where Mrs. Roosevelt is enrolled.

The \$3,500 total which ANG set for its goal, amounting to about 11 cents per Guild member, was reached when an ANG check for \$503.18 was sent to the AFL-CIO office with other gifts cleared through ANG headquarters. Thereafter a gift of \$6.90 was received from the San Antonio Guild.

The contributors:	
Hammond Guild	\$ 10.00
Toledo Guild	37.00
Detroit Guild	25.00
Pueblo Guild	15.00
Baltimore Guild	10.00
Bridgeport Guild	25.00
Terre Haute Guild	10.00
Newburgh-Beacon Guild	5.00
Seattle-Tacoma Guild	100.00

(Continued on Page 3)

1961 Broun Award



DEADLINE for entries: February 1, 1962.

SEND entries to the Broun Award Committee, American Newspaper Guild, 1126 Sixteenth Street, N. W., Washington 6, D. C.

PRIZE is \$500 in cash and a Guild citation to be awarded for the outstanding journalistic work "in the spirit of Heywood Broun," done or completed between January 1, 1961 and December 31, 1961.

ELIGIBLE are all newspapermen and women in Guild jurisdiction in the United States and Canada, whether they are Guild members or not.

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

JUDGES will be a panel of distinguished leaders in the news industry.

BROUN AWARD Committee

Referendum Results

Of the 90 Guild locals qualified by good standing to take part in the referendum vote last month, valid returns were filed by 79, according to the summary by the International Election and Referendum Committee. The official tally follows:

Name of Local	Number Eligible	Votes FOR	Votes AGAINST
Akron	85	5	40
Albany	244	21	75
Bakersfield	17	6	8
Baltimore	20	1	10
Battle Creek	14	7	5
Bay City	70	—	—
Boston	823	398	121
Bridgeport	13	4	9
Brooklyn	43	5	36
Buffalo	275	31	65
Canadian WS **	182	—	—
Chattanooga	44	27	9
Chicago	542	41	396
Cincinnati	311	32	201
Cleveland	523	297	76
Columbus **	175	—	—
Cumberland *	3	—	—
Daytona Beach *	1	—	—
Denver	473	78	26
Detroit	520	190	133
Erie	129	13	81
Eugene	17	10	3
Gary	46	23	16
Great Falls	75	35	22
Greenboro	18	0	10
Hammond	38	0	31
Hampton Roads	36	10	14
Harrisburg	49	0	45
Hawaii	234	34	95
Hazleton	19	1	18
Houston	114	0	49
Hudson County	40	7	30
Indianapolis	201	23	65
Kenosha	26	2	12
Kingston	32	1	26
Knoxville	50	8	37
Lake Superior	97	8	40
Laurens **	1	—	—
Lehigh Valley	20	2	18
Lima	66	12	40
Los Angeles	1,966	148	163
Lynn	12	2	10
Madison	38	25	—
Manchester *	4	—	—
Massillon	22	4	16
Memphis	250	14	190
Milwaukee	326	61	50
Montreal	140	15	99
Newburgh-Bacon *	27	—	—
New Orleans **	12	—	—
New York	7,809	491	3,226
North Jersey	174	26	132
Ottawa	156	28	113
Pawtucket	68	24	8
Peoria	76	15	18
Philadelphia	848	39	222
Pittsburgh	325	22	163
Portland, Me.	172	82	34
Portland, Ore.	59	0	59
Providence	78	18	26
Pueblo	73	32	34
Reno	16	14	1
Richmond	44	4	36
Rochester	84	5	24
Rockford	50	9	29
Sacramento	201	32	21
St. Louis	972	150	501
Salem **	39	—	—
San Antonio	68	15	42
San Diego	425	41	39
San Francisco-Oakland	1,773	451	312
San Jose	259	82	24
Scranton	76	22	51
Seattle-Tacoma	621	333	129
Shelbyville *	1	—	—
Sioux City	43	27	12
Stockton	99	79	11
Terre Haute	79	24	15
Toledo	355	108	136
Toronto	1,848	271	933
Twin Cities	487	112	145
Utica	20	15	5
Vancouver-New Westminster	643	96	410
Victoria	104	12	28
Washington	817	66	104
Wilkes-Barre	139	13	119
Wire Services	1,608	320	222
Woonsocket	22	17	4
York	53	18	24
Youngstown	55	38	4
Armed Forces	56	—	—
Members at Large	5	26	7
Totals	28,476	4,841	9,769

* No indication that a vote was taken.
** Returns disqualified for late postmark.
*** No official returns received.

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Official Referendum Count: 9,769 Against — 4,841 For

(Continued from Page 1)

The Middle Atlantic states, had 19 locals registering opposition and five voting for the extension. The regional totals—For, 786; against, 1,346.

All but one local in the south, Region II, opposed the extension, the count in the region's 10 locals being: For, 145; against, 501.

Region V, New York City, opposed the proposition by better than six to one, the local count being: For, 491; against, 3,226.

In Canada, Region VI, the five qualifying locals all registered opposition, with 422 votes for, and 1,583 voting against.

The Wire Services Guild, with membership scattered across the five U. S. regions, favored the proposal, 320 to 222.

The official returns differ only in detail from a survey compiled by the Guild Reporter from local officers and published in the December 22 issue. Some of the local returns disallowed by the elections committee when it met December 29 were included in the GR totals. In a few cases the GR was unable to reach local officers by publication deadline.

Thirty-three votes received by mail from members in the armed forces or members at large were unopened until the elections committee meeting, and hence could not be carried in the GR round-up. That category showed 26 votes for the proposal and seventeen against.

The referendum was the first to carry an issue to the general membership since 1946, when a proposal to have a full-time paid president of the union was defeated, after being submitted on

motion of the International Executive Board.

The Portland motion was proposed by a group of 45 delegates to the Vancouver convention after the convention had rejected a plea of the Portland delegates and adopted instead the recommendation of the IEB that benefits from the ANG defense fund be terminated as of August 1, 1959, for Portland Guild members employed by the Portland Reporter.

That daily paper, an outgrowth of the Stereotypers' strike against the Portland Oregonian and Journal which began November 11, 1959, began publication as an independent commercial venture last February 11.

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Chicago, Ill.—A total of \$4,798.82 has been contributed to the Christmas cheer fund of the Chicago Newspaper Guild, earmarked for the approximately 100 children in the families of the 60 Guild members who since last April 16 have been on strike against the Chicago Defender.

Although most of the donors were Guild locals and individual members, some contributions to the special fund came from locals of other unions in the Chicago area, whose members have aided the strike effort in many other ways.

The gifts as of January 5:

Chicago, Ill.—Contributions amounting to \$1,692.40 have been received by the Chicago Guild to be used for extending strike benefits to Defender Guildmen, in the three-week period ending January 5.

The new listings:

Previously acknowledged \$20,985.00

New York Guild \$20.00

Washington Guild \$20.00

Philadelphia Guild \$20.00

San Francisco-Oakland Guild \$20.00

San Jose Guild \$20.00

Seattle-Tacoma Guild \$20.00

Portland, Ore. Guild \$20.00

Portland, Me. Guild \$20.00

Portland, N.J. Guild \$20.00

Portland, N.Y. Guild \$20.00

Portland, Pa. Guild \$20.00

Portland, Va. Guild \$20.00

Portland, W.V. Guild \$20.00

Portland, Wyo. Guild \$20.00

Portland, Z. Guild \$20.00

Portland, AA Guild \$20.00

Portland, AB Guild \$20.00

Portland, AC Guild \$20.00

Portland, AD Guild \$20.00

Portland, AE Guild \$20.00

Portland, AF Guild \$20.00

Portland, AG Guild \$20.00

Portland, AH Guild \$20.00

Portland, AI Guild \$20.00

Portland, AJ Guild \$20.00

Portland, AK Guild \$20.00

Portland, AL Guild \$20.00

Portland, AM Guild \$20.00

Guild Briefs

William Haddad, New York Post reporter on leave, who last March joined the Peace Corps as a special assistant

to R. Sargent Shriver, director, has been named an associate director of the corps effective this week.

His new duties will be dealing with policy, planning and evaluation, said the announcement from Shriver.

Haddad is 33 years old, is a graduate of Columbia College and the Graduate School of Journalism, and studied also at Georgetown University and the Georgetown School of Linguistics, both in Washington, D.C.

In 1959 he was a co-winner, with Joseph Kahn, of the ANG Heywood Broun Award.

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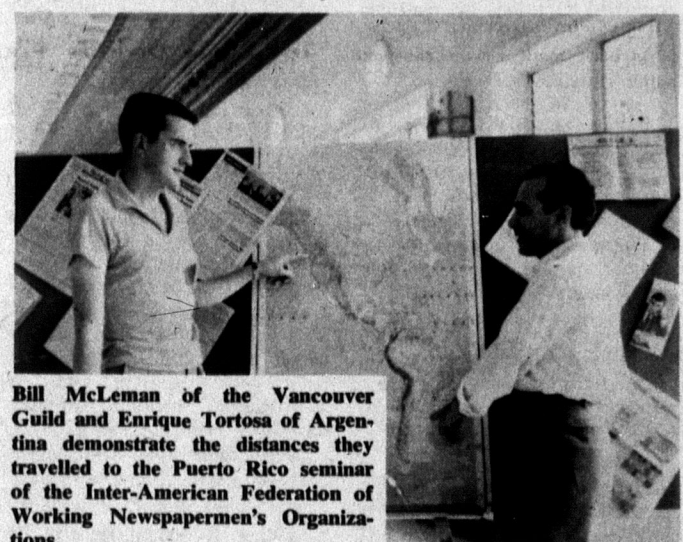
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On Chicago Defender picket line.

January—New York Guild negotiates first contract achieving ANG wage goal of \$200 weekly for key editorial classifications on Newsweek . . . Guild membership reaches a new all-time high of 31,749 as of December 1 . . . Wilkes-Barre pays tribute to 20 years of Guild service by Carl J. Pesavento . . . Joe Wilson, UPI, San Francisco, heads Wire Service Guild by unopposed nomination . . . Guild pushes organizing in Lowell, Mass., Elgin, Ill., and Toronto Ont. . . Portland Reporter announces it will start publication as afternoon commercial daily sometime in the week of February 5 . . . For second time within six months NLRB trial examiner finds Houston Chronicle guilty of unfair labor practices against Houston Guild.

February—Citizens' Job Protection bills reported moving in 27 states . . . Buffalo circulation and distributors and salesmen and Montreal Star 126-man delivery



Bill McLeman of the Vancouver Guild and Enrique Tortosa of Argentina demonstrate the distances they travelled to the Puerto Rico seminar of the Inter-American Federation of Working Newspapermen's Organizations.

department newest groups for which locals win certification . . . \$6 million libel suit brought by Hearst Consolidated Publications against the ANG, the Guild Reporter and members of the International Executive Board dismissed by U.S. District Court of Appeals . . . ANG officers extend Portland benefits through the week ending February 18, pending a decision by the IEB on an appeal by the Portland local for further benefits . . . Guildsmen named to key jobs in Kennedy's administration . . . Mrs. Lucy Curtis Templeton, only charter member of Knoxville Guild still on its rolls, retires on pension . . . IEB extends Portland benefits until its next meeting in May . . . 1960 Heywood Brown Award goes to Frank Drea, labor beat reporter, and Harry Allen, general assignment man, of Toronto Telegram . . . New Jersey governor signs Citizens' Job Protection bill curbing use of strikebreakers in labor disputes . . . IEB's finance committee states that new sources

of revenue must be found for fiscal year starting May 1 . . . Withdrawal of Los Angeles Guild from further participation in Hearst Memo leaves but four locals remaining under Memo provisions . . . Lithographers join the Inter-Union Working Committee drafting plans for unity among graphic arts unions . . . Vol. 1, No. 1 of the Portland Daily Reporter rolls on February 11.

March—NLRB orders Houston Chronicle to bargain with Houston Guild and to stop threatening employees with reprisals . . . Citizens' Job Protection bill designed to curb employment of strikebreakers passes both houses of Washington legislature and is signed by Gov. Rossellini . . . Inter-Union working committee maps plan for labor unity in the printing, paper and related industries . . . 12 percent pay increase marks new contract at Toronto Telegram . . . Joliet Guild's 11 members vote to become a unit of

1961 Guild Highlights

life insurance program inaugurated in 1957, according to the report of operations for the year ended February 28 . . . United Papermakers and Paperworkers and the International Plate Printers, Die Stammers and Engravers join inter-union committee to plan for labor unity . . . Guildsmen fight unfair labor practices in strike, beginning April 16, against Chicago Defender . . . Richard Wanek, former Twin Cities Guild president, appointed head of the Minnesota Labor Conciliation Service . . . Reports at meeting of Inter-American Federation of Working Newspapermen's Organizations' Executive Committee at Quito, Ecuador, show progress in the eight months since its founding at Lima.

May—Young Montreal Guild seeks bargaining rights in behalf of 65 Star maintenance employees . . . Proposal to increase by 10 cents the monthly per capita payments to ANG by the locals approved by International Executive Board for submission to the Vancouver Convention . . . Delaware legislature passes Citizens' Job Protection bill barring third parties to a labor dispute from furnishing strikebreakers to an employer . . . IEB approves, 12 to 3, an appeal by the Portland Newspaper Guild to extend the payment of defense fund benefits to Guildsmen working on the Portland Daily Reporter until the Vancouver Convention.

June—Major changes in processing Guild contracts recommended by IEB to convention, requiring the IEB Contracts Committee to act on final texts of proposed contracts before they are submitted to local or local bodies for ratification, except where strike approval has been given, and permitting the Contracts Committee to withhold approval of a particular clause or of a current settlement . . . Hawaii Guild seeks bargaining recognition at Hilo Tribune-Herald, owned by the Honolulu Star-Bulletin . . . Wage increases for key classifications negotiated in 101 Guild settlements in the fiscal year (ending April 30, 1961) average \$4.46 a week, including pension . . . Fare contributions, according to preliminary analysis . . . Richard P. Davis becomes ANG international affairs representative, after resignation from IEB . . . Delaware governor signs Citizens' Job Protection law—the sixth state statute on that subject to be enacted . . . ANG Strike Policy Committee calls on convention to fix proper role of strike paper.

July—Trade union and professional problems occupy newspapermen of North, Central, South America and the Caribbean at first seminar conducted by the Inter-American Federation of Working Newspapermen's Organizations at San Juan, Puerto Rico . . . Carl Lindstrom, former Hartford Times editor, and author of "The Fading American Newspaper" addresses Twenty-Eighth Annual ANG Convention in Vancouver, B. C., on "The Fate of the Newspaper Cost Spiral" . . . Convention extends benefits to August 11 for 44 Guildsmen employed by the Portland Reporter . . . Minority delegates seek referendum on Portland.

August—S. I. Newhouse buys Oregon Journal as a stakeholder to his Portland Oregonian . . . IEB has two new members, in addition to 13 returned to their elective office for another two years; the newcomers are: George Muldowney, Wire Service Guild, and Mike Mastroiolo, Cincinnati

Hilo staff votes 23 to 7 for the Hawaii Guild as bargaining agent at the Tribune-Herald . . . Buffalo and Boston Guilds adopt motions to launch a Guild-wide referendum on a proposal to change the decision of the Vancouver Convention regarding payment of Portland benefits . . . New Montreal Guild wins its first contract covering 134 employees in the delivery department of the Montreal Star, after strike authorization granted by ANG . . . Detroit Free Press unable to publish as striking Miami, Fla., pressmen picket the plant.

September—New Federal Wage Committee at Quito, Ecuador, show progress in the eight months since its founding at Lima.

October—One hundred and seventy-one jobs as Hearst merges Boston Record, morning, and American, evening, into a single newspaper, the Record-American . . . IEB orders Boston motion on extension of Portland benefits to referendum after Albany withdraws its motion . . . Assets exceed a million dollars in American Newspaper Guild's commingled Pension Trust . . . IEB refuses permission to sign proposed Portland Reporter contract, returns it for improvements

November—Referendum campaign gets underway . . . Completion of Committee to Uphold Convention announced by Ralph M. Golden, Lehigh Valley, chairman. Committee consists of Guildsmen from 34 locals . . . Following criticism for "one-sided" treatment of the Portland benefits issue in Wire Service Guild, Leonard Millman, editor, and member of the Portland Referendum Committee, resigns as editor of the publication . . . Ballot and list of eligible referendum

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Duluth Bargains Extensive Gains

Duluth, Minn.—The Lake Superior Newspaper-Guild has capped eight months of intensive bargaining and a near strike with the signing of a greatly-improved two-year contract which is highlighted by a \$42.50 per week increase for one job and the first break-through on health and hospitalization coverage at the Duluth Herald & News-Tribune.

The two-year package also includes a \$16.29 boost in salary for women society reporters, an \$11.19 increase for top-rated city circulation men, a \$10 increase for circulation city desk clerk and head bookkeeper jobs, and increases of \$5 to \$7.50 for all other editorial, circulation, advertising, promotion, maintenance and business office employees.

The \$42.50 pay increase applies to the Duluth society editor and will mean an actual salary increase of \$38.50 per week. As of May 1 this year. Further, \$35 of the \$38.50 actual money increase was retroactive to May 1, 1961, and netted the Duluth society editor more than \$1,200 in back pay.

Assisted by ANG International Representative John Sloan, who served as chief negotiator, the Lake Superior Guild also won more than 15 other contract improvements in the areas of economic, job and union security.

Situated in the unemployment-plagued Northeastern Minnesota mining area, the Duluth Guild beat down company arguments that distressed-area conditions ruled out a better settlement, by threatening the first strike at the Ridder-owned newspaper since 1938.

With a federal mediator stepping in at the 11th hour to head off the walkout, the company moved off its "final" offer by agreeing to contribute \$3 per month toward the cost of employees' medical and hospitalization coverage. (The hospitalization offer was later extended to the ITU and other unions throughout the plant.)

In addition to the hospitalization break-through and improvement in the wage offer, the Duluth strike threat also brought about the higher pay boost for top-rate city circulation men by giving them parity pay with country circulation representatives, and in the addition of a fifth pay level for women society reporters which boosts top pay for these positions to the same as fifth-year reporter minimum.

Generally, the settlement provides across-the-board pay increases of \$4 and \$3 retroactive to May 1, 1961, and \$3.50 scaled down to a floor of \$2 effective May 1 of this year.

Ownership Shift At Kenosha Kenosha, Wis.—Belated Christmas tidings came to Kenosha Evening News employees, Dec. 26, when a bulletin announcing the sale of the paper was posted. No financial details have been made public.

The new owner is Howard J. Brown who has become associate publisher and executive vice president. He is the principal stockholder in the new company—Kenosha News Publishing Corporation—which has acquired control. Members of the Brown

family are minority stockholders. The paper was formerly owned by Ralph S. Kingsley. He had been with the News for 53 years and had been publisher since 1924. He retains that title.

The Kenosha Evening News is an afternoon daily of 23,853 circulation. Its gross profits in 1960 were reported to top \$300,000.

The Kenosha Newspaper Guild had had an editorial department contract with the News since 1954.

CONTRACTS

The top increases—\$4 the first year and \$3.50 the second year—apply for all editorial, advertising and circulation employees on top minimum or earning more than \$100 per week.

The settlement raises top reporter and advertising minimums to \$126.25 as of May 1 this year while top pay for circulation district men goes to \$100.86.

Along with the pay increases, the \$3 per month hospitalization coverage is also retroactive in cash to May 1, 1961.

Close First Contract At Elgin, Ill., Daily Elgin, Ill.—Classified advertising salesmen on the Elgin Courier-News get a minimum of \$90 after five years in the initial contract settlement between the Copy Press, Inc., and the Chicago Newspaper Guild.

The agreement, which became effective Dec. 18 and runs to Nov. 30, 1962, provides for a general increase of \$2.10 to \$4.50 the first year, \$1.50 to \$4 the second year, applied to the minimums.

Reporters, photographers, deskmen and display salesmen start at \$75 and reach a top of \$105 after five years. Society, church, club, lodge reporters and country desk go to a top of \$80. Other tops: ad takers, \$65; bookkeeper, \$84.50; circulation drivers, \$76.

The pact contains a night differential of five percent for days worked between 6 p.m. and 6 a.m.

It provides for nine cents a mile for authorized use of a car. Employees in the advertising, editorial, circulation, business and maintenance departments are covered.

ANG International Representative Carlton H. Ihde was chief negotiator.

Building Contract Adds \$5 In Detroit Detroit, Mich.—General and minimum increases of \$3 the first year, \$2 the second year, across the board are provided in the new two-year contract negotiated by the Detroit Guild with the News.

Present top minimums: Janitors, \$85.30; watchmen, \$91.50; maids, \$71.20. Each goes up \$3 the first year, then \$2. On percentage, the raise for the top group is equivalent to \$4.91 and \$3.15 at a \$150 wage level.

Janitors are now \$21 above the prevailing rate in the building service union.

The contract became effective Jan. 1.

Sees UN Endangered By Red China Split

WASHINGTON, D. C. Editor: Willard Shelton has suggested, in conversation with me, that his patriotism was being questioned in my letter (GR, Oct. 27) objecting to his advocacy of Communist China's position through his Guild Reporter column. I wish to dissociate myself from any such guilt-by-association inference. I've no reason, to doubt he considers it futile to resist Communist China's entry into the United Nations.

My point, hopefully attempted, was related to Adlai Stevenson's remark when Russia vetoed the resolution against India's aggression. "Tonight we are witnessing the first act of the drama which will end in its (UN's) death." If the UN is to be saved, it will not be through acceding to demands to bolster the Stalinist half of the Communist axis.

Surely a man of such obvious talents as Willard can come up with some ideas to help Adlai in his emotional attempts to counter what the Washington Post calls "a curious sort of double standard" that endangers the UN.

Entry of second tiger into mare's nest does not appease first tiger's appetite, as the philosopher said, adding: "Letting twelfth skunk into house does not quench odor of first eleven."

On last December 21, Adlai was able to get only 49 votes out of 104 in General Assembly, again to reproach the Soviet 1956 counter-revolution in Hungary. Seventeen voted against him; 32 Nehruvists didn't vote with him.

GEORGE HOLCOMB Washington Guild

SFONG Man 'Appalled' At Portland 'Cynicism' SAN FRANCISCO, CALIF. Editor: I am appalled at the cynicism behind the so-called expose of Portland Guildsmen as being members of the ITU, drawing ITU strike benefits. Instead of an expose, we should hang our heads in shame that another union had to take up our burden.

When I was a youngster I earned my way through college shoveling ore and working on the hot metal furnaces in Anaconda, Montana. I carried a Mill & Smeltermen's union card when I was 15. I am now 55. My father was president of the Mill & Smeltermen's union at the time of World War I. I have seen shut-downs, lockouts and strikes. I have seen troops patrolling the streets of our town during a strike.

But the abandonment of Portland is the most shocking thing I have ever seen. I am proud to say that we Montana smeltermen and miners were never cut from this pattern.

ED REYNOLDS San Francisco-Oakland Guild

Questions Referendum Campaign 'Maneuvers' SAN FRANCISCO, CALIF. Editor: Last-minute maneuvers by ANG's administration to defeat the Portland referendum motion may have succeeded, but raised disturbing questions.

These weren't answered by your explanation (GR Dec. 22) that the Committee to Uphold the Convention had contracted for distribution of an extra run of pre-referendum GR's.

Who financed these shenanigans isn't important. The cozy

IT SEEMS TO US

Letters shall be limited to 200 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. During elections or referenda, letters on the question to appear in the edition immediately preceding the distribution of ballots shall be confined to rebuttal of material appearing in the preceding edition.

collusion, including the "Committee's" advance knowledge of what was to be disguised as a legitimate GR scoop, is.

GR was loaded with material—presented with unbelievable widespread innocence—calculated to affect voting.

A pre-selected set of ANG mailing stencils was used (along with GR's postage meter) to speed copies by first-class and air mail to a hand-picked political mailing list.

These same stencils were used for select national distribution of the Toronto Guild's paper with a banner story favorable to the administration stand.

When SFONG's mailing stencils are used by a campaign committee the material goes to all members and not a select few. One-sided last-minute mailings are prohibited. Such fair rules seem not to have occurred to ANG's administration.

This sorry performance is a black mark against our union and raised more questions than were answered by the voters.

FRED D. FLETCHER San Francisco-Oakland Guild

Referendum Valuable Democratic Technique MINNEAPOLIS, MINN. Editor: Now that the Portland referendum is over and a decision has been made by the rank-and-file, I think that one last thing should be said.

I am concerned by the arguments of a few Guild members who contend that a referendum per se is a bad thing, that decisions made by convention delegates should never be questioned.

It should be remembered that a referendum in the Guild is a time-honored technique for determining the sentiments of the rank-and-file.

The referendum has occupied an important and honorable place in the Guild's history. It is the final forum where union members may vote on a decision made at a national convention or may simply decide an issue which has been referred by a convention.

I would hasten to say that it is not practical to send all decisions to a referendum. But a search into our history will show that the referendum has not been used frequently; the right to take a question to referendum has not

been abused. It has been used only for important issues.

It is a credit to the Guild that it settled the Portland question in this fashion. Let us not knock one of our most democratic practices.

JOHN CARMICHAEL Twin Cities Guild

Cleveland Questions 'Timing' Of GR News CLEVELAND, OHIO Editor: It is requested that the following letter to Bill Farson be printed as a letter to the editor.

"Dear Brother Farson: "The executive board of the Cleveland Newspaper Guild at its December 28 meeting instructed me to make the following inquiries of you:

"1. When did your office become aware of the fact that the Portland, Ore., strikers had affiliated with the ITU and were drawing benefits from the ITU?

"2. If this knowledge was obtained prior to the publication date of the Guild Reporter issue that was circulated just before the recent referendum, why was not this information made known to the general membership at an earlier date?

"3. If this knowledge was not obtained prior to publication deadline, why wasn't it?"

JACK WEIR Cleveland Guild

Guildsmen Weir has been informed by mail that Executive Vice President Farson is on vacation, due back at the ANG office Monday, January 29.—Ed.

Too Many Officers' Pix, Says Stockton Critic STOCKTON, CALIF. Editor: Back here at the Stockton Record we don't run a picture of the Mayor each time he gulps in a deep breath of the ozone.

Frankly, this Guildsman and others of his acquaintance are tired of seeing Mr. Farson pictured once, twice or more in each issue of the Guild Reporter.

For that matter, the above applies to the lesser luminaries, too. Example, Mr. Alexander on Page 1 and Page 3 of the December 22 issue. By George, there's Farson again on Page 4, also December 22.

If you have space to burn for that kind of ridiculous thing why not run a smaller paper and put the money in the defense fund, or some other useful place.

Come on, fellows, let's start to EDIT the paper.

W. L. REICHERT Stockton Guild

Start Lowell Negotiations

Lowell, Mass.—At the first bargaining session between the Boston Guild and the Lowell Sun management, Jan. 5, a request from Guild negotiators for payroll information was fulfilled by management the same day.

Management, also, agreed in principle to a grievance clause providing for a joint standing committee and arbitration.

Management stated it would submit a written counter-proposal prior to the next session scheduled for this week.

The Lowell group is a unit of the Boston Guild.

The management team, with Frank A. Lawlor, general manager, as chief spokesman, included

HOW TO BUY: Home Rug Cleaning Effective, Not Cheap

By SIDNEY MARGOLIS
Guild Reporter
Consumer Expert

The new do-it-yourself rug shampoos and applicators which are selling like mad, actually do a fairly good job of rug cleaning. But they are neither cheap or easy to use as is advertised, a recent Federal Trade Commission hearing found.

The testimony about their effectiveness is of major interest to families, and comes just in time. Winter is the toughest time for rugs, as people track in extra mud and dirt and even the salt which has been sprinkled over icy walks.

The hearing was held on a complaint of exaggerated advertising against Bissell, Inc., which sells rug and upholstery shampoos and applicators. In respect to the cost and ease of do-it-yourself cleaning, Bissell ads had exaggerated, the FTC examiner ruled.

But he did find that when the do-it-yourself shampoos were applied "with force," tests revealed them to be almost as effective as professional on-location cleaning.

The tests are not wholly precise. But they did show that when the home shampoos were properly applied they had a cleaning effectiveness of 62 percent of soil removal, compared to 68 percent for professional methods. A result of 65 percent is considered satisfactory by professional cleaners for cleaning rugs in your home. (Some authorities say that professional in-plant cleaning is more effective even than professional at-home cleaning which is one of the reasons why this department always recommends room-size rugs rather than wall-to-wall carpeting.)

The FTC examiner did say that Bissell's ads misrepresented the cost of do-it-yourself cleaning as "one-tenth" of professional cleaning charges. He found that pro-

fessional cleaners charged 8 to 10 cents a square foot, or between \$13 and \$16 for a 9x18 rug, except when there was a minimum charge. The do-it-yourself method cost \$1.98 for a 22-ounce can of Bissell's shampoo, enough to do a 9x18 rug.

The non-electric applicators themselves cost little. In fact, the manufacturers seem to practically give away the applicators as long as you keep buying the shampoo. This is what's really expensive considering that it's basically a detergent.

At discounts or in private brand models, applicators are available for as little as \$4 in smaller sizes, \$5-\$6 in larger ones, and an unnecessary dollar more for deluxe models with chrome handles. There are two types—the trigger type which allows you to release the liquid at will, or the new automatic model, which releases the liquid on the forward stroke and shuts off when you pull it back. The trigger type gives you more control. The automatic is simpler to use with no valves. Hand applicators for use on upholstery are available for under \$3.

Our advice is to get the larger model with 100-ounce capacity, which requires less frequent filling.

You also can save on the cost of shampoo by buying the private brands and the larger containers. Bissell's shampoo comes to 9 cents an ounce in the 22-ounce size, or 5½ cents in the gallon container. Private-brand self-acting rug shampoos (which you let dry and then vacuum) cost about one-third less—about 6 cents for the 22-ounce container, and under 4 cents in the gallon size.

The FTC examiner pointed out that these new home rug-shampooing methods are not quite as easy as advertised. You can't merely spread the shampoo and let it dry, using little or no effort. You have to use some pressure, and additional steps. Nor is the rug-shampoo method

really "dry cleaning," as Bissell claimed, since the shampoo is a detergent which is applied in a solution of water.

Vital to successful home shampooing of rugs is a really thorough preliminary vacuuming. Go over the rug slowly. It's also advisable to empty the dust container before you start. A study by the Nebraska Experiment Station emphasizes that as the vacuum cleaner bag fills with dirt,

the cleaner noticeably declines in efficiency. That's because the air entering the cleaning nozzle must be exhausted through the bag. As the bag fills with dirt, less air—therefore less dirt—is drawn in.

Winter brings the most serious rug problems. Melting snow and ice can seriously damage rugs if the water penetrates to the backing. This can cause indelible yellow or brown stains.

Computer Sets Ads—40 Jobs Go

Automation, which has been creeping stealthily into newspaper departments where the Guild has jurisdiction, will take a full-sized step next month.

When the Arizona Journal, a new daily, with 50,000 circulation begins its scheduled publication in Phoenix, Feb. 14, in its new \$1 million building, it will mark the first total adaptation of cold type offset printing to a metropolitan daily in regular use.

The Journal will use a computer to operate and compose the classified advertising section.

It will be plugged into a General Electric \$300,000 computer that will set and arrange the classified section, handle advertising and circulation accounting and supervise carrier boys and news dealer operations.

This system will mean the elimination of more than 40 jobs, it is estimated.

This is how the system will work, according to Business Week: "A classified ad reaching the Journal office will first be tapped out on an ATF Justewriter, a keyboard machine that encodes the ad on punched tape, line for line, just as a typesetting machine does."

"After the original copy is checked against a print-out from the Justewriter, the taped data will be flashed over telephone lines to the computer at GE's Information Processing Center in Phoenix. There, a magnetic tape, is produced."

"At the right time, the computer will sort all ads on the tape by classification and alphabetical sequence within each classification, check them against ads from the preceding day to see which ones are to be 'killed and billed,' and then produce both a master tape of that day's ads, plus a punched tape."

"The finished ad copy will be transmitted back to the newspaper where the Journal's photo-composition machine will set up the ads."

"All that remains is to put the ad copy into page form for the photo-offset process."

The job of perforating a new paper tape, it is explained, is completed at the rate of a full 21-inch column every 34 seconds. The tape is then ready to be run through the photocomposition machines.

The computer will take only 30 minutes to produce a perforated tape of the day's classified section, GE technicians estimate.

From up-to-the-minute advertising accounts—daily invoices and monthly statements—at the rate of 900 lines a minute.

From up-to-the-minute circulation data fed to the computer daily, it will, in turn, produce loading bills showing exactly how many papers each truck is to pick up, and exactly how many and where they are to be dropped off to carriers, newstands and dealers.

Total time required by the computer to handle all the Journal's

classified preparation, advertising billings and circulation bookkeeping will, GE technicians say, be an hour a day.

Currently, according to Business Week, there are about 650 photo-offset newspapers in the country, seldom running over 15,000 or 20,000 circulation.

(Next spring, however, the national smalltown newspaper called Grit, published in Williamsport, Pa., with a circulation of more than 900,000, will be printing in offset.)

"GE claims," Business Week reports, "the same system (as that for the Arizona Journal) could be used for classified on regular metropolitan dailies or weeklies to use typesetting machines and conventional printing presses, rather than photo-offset."

"Instead of producing a printed read-out that would be reproduced by offset, the tape from the computer could go into a regular typesetting machine to produce line of type."

They Own Stock, All Right, But Control—That's Different

Milwaukee, Wis.—Milwaukee Guildsmen have watched with interest the manner in which the recent strike of the ITU mailers against the Journal has highlighted the fact that in employee-owned newspapers, the employees actually have nothing to say about policy and nothing to do with management.

Theoretically the Journal is "owned" by its employees. Almost 1,025 of the 1,550 employed full-time hold a sizeable majority of the voting stock: 72½ percent.

Before the strike Harry J. Grant was chairman of the board of directors. He still is.

By his own admission, Grant—by proxy—controls the bulk of the voting stock of the Journal.

Employee shares have been distributed, to be sure, but in such a manner that enough stock remains in executive hands for effective working control.

So when one ITU member—the printers honored the picket line of their sister union from its beginning—interrupted his strike activity long enough to attend a meeting as one of the six managerial employees who sit on the Journal's 23-man board of directors, it may have made labor-management history, but was as far as it went.

For even though 1,025 employees own some stock, the executives still control the paper.

Since 1955, the Consumer Price index has risen each year at least percent and as much as 4 percent.

For November, the U. S. Department of Labor's Bureau of Labor Statistics said, the index rose seven-tenths of 1 percent higher than for November 1960, and only one-tenth of 1 percent below the all-time high reached last month.

Changes in the prices of hundreds of types of goods and services on which people in cities spend their money are measured by the index. It registered 128.3 in November, with 1947-49 as the base of comparison.

For the year, the index was relatively steady during the first half, rose half a point in the summer, and was relatively steady again the last three months.

Average net spendable earnings, or take-home pay, for a production worker with three dependents, after deductions of Federal income and social security taxes, went to \$85.03 a week in November from \$83.98 in October and \$79.71 a year ago.

Buying power—take-home pay with allowances made for price changes—was up 1½ percent in November and 7 percent in the last year.

Beginning with the report for January, the BLS has announced it will shift the index base from 1947-49 to 1957-59. As a result, the actual numbers of the indexes will be lower. An example: The Consumer Price Index for November stood at 128.3 meaning prices were 28.3 percent higher than in 1947-49. Expressed as the change from 1957-59, the index would read 104.6.

Regional Weekend Institute, San Diego, Feb. 16, sponsored by the California-Nevada District Council, Council session to last through Feb. 11.

ANG International Executive Board Meeting, Washington, D. C., Feb. 18-22. Quarterly meeting, Middle Atlantic District Council, March 1 and 2, Allentown, Pa.

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Local Copy

A PAGE FOR OFFICERS AND STEWARDS

Newspaper Photog Averaged \$110 In 1961, Survey Shows

The average 1961 salary for a newspaper photographer was \$110, according to a recent survey of 10 newspapers.

The photographer survey, one of two on photographic operations, involved newspapers similar in size and operation: morning-afternoon combinations with circulations in the 100,000 to 50,000 group.

Latest tables of minimums for reporters and photographers in 39 Guild contracts covering 179 newspapers (as of Dec. 1, 1961) show top minimums ranging from \$168.00 to \$92.50, while starting minimums range from \$104.55 to \$42.53.

A second and separate survey of an additional six papers checked pretty much with the first one.

Questionnaires in survey No. 1 went out twice: in 1958 and again early in 1961.

Here are some of the other

facts the two photographer surveys showed, as reported in Editor & Publisher:

Photogs Pay Rise 1958-1961

Amount	Number of Papers
\$30	1
15	1
12	2
6	1
No change (\$85)	1
1958 average (\$95)	1
1961 range (\$85 to \$93)	1

Average Salaries

With 2 years of experience... \$85

Starting

Photographic Operations

Average number of staff photographers... 4.5

Average number of dark-room technicians... Less than 1

Average number of assignments handled in a week... 97

Average number of hours spent by Chief Photographer each week in administration of his department... 21

Living Costs' Trend Upward to 4% Annually Since '55

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'Community Spirit' The Milwaukee Guild's Modern Spirit awards are bestowed by President Jerry Rosenthal, right, at the local's Page One Ball. Recipients, from the left, are Rev. Hoover T. Grimsby,

leader in crime prevention and decent literature campaigns; Mrs. A. J. Blommer, pioneer in organizing a city symphony orchestra and in hospital work; and Rev. John J. Wash, S.J., director of the nationally-acclaimed Marquette University Players.

Vancouver Sun's Profit Climbs \$516,199, A Gain of 12 Percent

Vancouver, B. C.—A 12 percent increase in consolidated net income, representing a profit of \$516,199, was reported for the fiscal year ending Aug. 31, 1961, by the Sun Publishing Co.

The profit—\$57,105 more than that of the previous year—reflects improvements in subsidiaries, particularly the Garden Grove, Calif., News, according to Donald Cromie, president.

It reflects, also, the annual statement says, larger dividends from Pacific Press, Ltd.

An increase of \$84,949 in the income retained in the business was reported, bringing the total to \$9.8 million.

In the year, equity of the Sun in the Pacific Press was increased by \$475,000, bringing the equity to \$1,540,000 since the Pacific Press was started in June 1957.

This equity adds a little more than \$2 per share to Sun book shares.

Growth of the Garden Grove News, near Los Angeles, was disclosed in the annual report.

Purchased by the Sun in 1954 when its total advertising and circulation revenues amounted to \$180,429, in the year ending Aug. 31, 1961, the News had increased its revenues to \$2,221,014.

In the year in which he assumed presidency of the firm, 1942, total advertising and circulation revenues of the Vancouver Sun totaled \$1,334,678, Cromie said.

Regular and extra dividends on both A and B shares have been declared by the directors.

New York Times Co. Pays Extra Dividend

New York City—Five dollars a share is being paid in dividends

for this year by the New York Times Company.

In 1960, it paid \$4.

Meeting recently, the directors declared an extra dividend for A and B common stock, according to Arthur Hays Sulzberger, chairman.

Toronto Star Gross Increased By \$450,000

Toronto, Ont.—An increase of \$450,000 in gross revenue to \$34,928,911 is noted in the report of the Toronto Star Limited for the year ending Sept. 30, 1961.

A participating dividend of \$1 a share on preference shares was earned in full and was paid Dec. 31.

With average daily circulation jumping from 330,286 at Sept. 30, 1960, to 343,000 a year later, the Star continues with the largest daily circulation in Canada.

Expenses for the daily Star and weekly Star climbed to \$31,881,177, an increase of \$557,510 over the preceding year. Net income slipped to \$1,215,018, down from 1960 by \$159,560, according to Joseph S. Atkinson in his fourth annual report as president.

Star-Bulletin Nets \$245,774 in 1st Half

Honolulu, Hawaii—For the first half of 1961, the Honolulu Star-Bulletin, Ltd., netted \$245,774 on operating revenues of \$3,839,619, it has been revealed in connection with the recent sale of majority control in the corporation.

This represented \$1.17 a share on the 210,000 shares outstanding.

Mrs. Elizabeth P. Farrington, former president of the firm, has dropped her legal opposition to the sale.

During a previous legal battle also involving Mrs. Farrington, it was disclosed that the corporation had made net profits of nearly \$2 million for the six years, 1953-58. Surplus at the end of 1958 was \$1,700,000.

A group of Honolulu business men paid \$5,720,820 for 51.4 percent of the stock from trusts.

tees of the Wallace R. Farrington estate. A total value of \$11,130,000 has been placed on the corporate group which includes radio stations KGMB in Honolulu and KHBC in Hilo, television station KGMB-TV in Honolulu, the afternoon Hilo Tribune-Herald, with 10,000 circulation; a commercial printing plant, a half-interest in the Honolulu Lithograph Co. and Honolulu real estate.

L.A. Times-Mirror Co. Earnings Above 1960's

Los Angeles, Calif.—Times-Mirror Company earnings for the 40 weeks ended Oct. 8, surpassed those of the similar period in 1960, according to Norman Chandler, president, in a report prior to last week's suspension of the Mirror.

After taxes and minority interests, consolidated earnings totaled \$3,610,729, equal to 86 cents a share on the 4,199,358 shares of common stock outstanding.

This compares with \$3,553,933, equal to 85 cents a share on the 4,179,397 shares of common stock outstanding a year earlier after adjusting for a 4% stock dividend paid in January, 1961.

Consolidated revenues for the 40 weeks totaled \$93,352,567 compared with \$82,927,188 for the corresponding period of 1960.

Improvement in the last 12 weeks of the period was most noticeable in the Newspaper Division, Chandler said.

Look's Ad Revenues Hiked By 8.2 Percent

New York City—An 8.2 percent increase in advertising revenues before discounts was chalked up by Look in 1961. The revenues rose from \$59,070,000 in 1960 to \$63,920,000 in 1961.

Calling the company's prospects for 1962 "very favorable," Gardner Cowles, president of Cowles Magazine & Broadcasting, publishers of Look, told shareholders the broadcasting division bought by the firm in January, 1961, showed a 3.7 percent increase in revenues before discounts.

SOUP TO NONSENSE

Holiday Quiz

By JANE GOODSELL, Portland, Ore., Guild

1) How many days, weeks, months or years will it take three children to write 23 thank-you notes?

2) If you have gained eight pounds in two weeks, how long will it take you to lose them?

3) If your six-year-old son receives an electric train for Christmas, how long will he have to wait before Daddy lets him play with it?

4) If you have a bank balance of \$103.98, how can you write seven checks totalling \$189.63?

5) If you were gifted with a black lace slip, a beaded evening bag, a sequined net apron and two pairs of cuff links, and if you return them to the store for credit, how much more will you have to pay to get the electric blender you'd hoped somebody would give you for Christmas?

6) If it takes half an hour to decorate a Christmas tree, how long will it take to dispose of the Christmas tree?

7) If three children received an average of 7½ toys each, how

long will it be before the children start moping around, complaining that they haven't anything to do?

8) If the Christmas office party took place two days before Christmas, how much time must elapse before the whole thing blows over and people are speaking to each other again.

9) If you received a beautiful two-volume boxed set of Emerson's Essays for Christmas, how long will it take you to read them?

10) If your ten-year-old gets a shock-resistant, waterproof, dust-proof, anti-magnetic wrist watch with an unbreakable mainspring, how long will it take him to lose it?

11) If Santa Claus delivered an adorable six-week-old puppy, (a) how long will it take to train the puppy, and (b) how much will it cost to have the wall-to-wall carpeting cleaned?

12) If you spend New Year's eve operating on the

EDITORIAL

'What Comes Naturally'

Newspaper publishers don't like trade unions. The editorial policies of most newspapers, therefore, are anti-union. Newspaper publishers don't like "New Deal-Fair Deal-New Frontiers" social welfare legislation. The editorial policies of most newspapers, therefore, are hostile to such legislation and those who support it. Newspaper publishers are not anti-union or anti-social progress because they made their money from advertising. They wouldn't change their attitude if the labor movement had the biggest advertising budget in the country. Publishers believe as they do because publishing itself is a big business. A daily newspaper requires an investment of many millions of dollars. The publisher is the owner or custodian of those millions. He thinks like any other big businessman; he doesn't have to have his arm twisted by advertisers.

The publisher is against unions, first, because he has to deal with unions—lots of them. Like most employers, he often thinks the unions are hampering his freedom of action and costing him money. Second, even if he settles his own union affairs without undue trouble, he tends to side with fellow-employers.

The publisher is against social legislation because he's afraid it will raise taxes. He's no different from the rest of his economic class. Sure, a new minimum wage law might cover the retail stores that advertise; but it might also cover his newsboys.

In brief, the newspaper publisher is neither bribed nor coerced. He just does what comes naturally.

—From "ILPA Press Relations Guide"

'Something To Read'

When curiosity gets the better of their good judgment, some publishers hire a team of experts to tell them what's wrong with their papers. Since the experts are tax deductible, it is undoubtedly a good investment. It gives the publishers a chance to study pretty road maps and statistical charts explaining why their papers are unreadable, as if they didn't know.

So far as the record shows, none of these research institutes has ever come up with the suggestion that it might be a good idea for the newspaper to hire a writer with talent, throw an extra sawbuck into the pay envelope, and give the man his head on writing pieces pertinent to the community in which the paper is published.

Instead, they all buy canned features, most of them stale persiflage, lots of them dyspeptic diatribes at the politics, habits of mind and economic interests of their readers, if any. I suppose there is just so much Westbrook Pegler anybody can take. Why pay good money to muddy up to house with Pegler in a variety of smudgy duplicates?

At our labor press convention we had one of these experts explain how important it was to use good printing, good type, good paper, lots of color, lots of pictures, lots of white space in order to attract readers.

The talk was given with color slides thrown on a screen, and the lecture bristled with good, scientific, pontifical gobbledegook. It was all most illuminating. The only thing left out was the admonition that together with the cosmetics, a publication, even a labor publication, ought to have something to read.

—Jack Rich, in his "Mad Hatter" column in the *Watworkers' union monthly*, dealing with the Florida convention of Labor Press editors.

The Guild Reporter

CHARLES E. CRISSEY, Editor
MAXWELL E. H. PYLE, Asst. Editor

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American Newspaper Guild

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

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EXECUTIVE VICE PRESIDENT: WILLIAM J. FARSON

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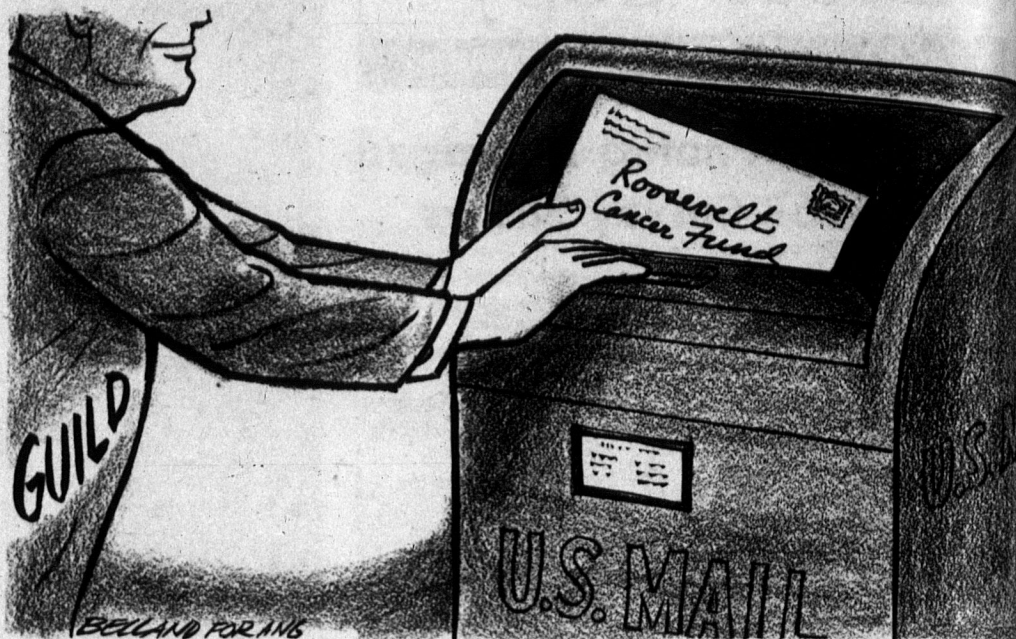
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'Enclosed Find Check . . .'



DATELINE: WASHINGTON

Kennedy Faces New Tests
In '62 Congressional Session

By WILLARD SHELTON, Washington Guild



Mr. Kennedy now begins his wrestle with the second session of the 87th Congress—an animal with a vital strength of its own, armed with an aggressive parochialism that is out of date but cannot be ignored.

The results of the struggle will be written in the election returns next November—and neither the President nor the powerful elders who wield the maces of seniority on Capitol Hill will forget the prerogatives and the stakes involved.

There are voices demanding that Mr. Kennedy redeem the brave words he spoke during the campaign of 1960 by passing the laws we want. There are southern sectional columnists exulting in the thought that they have captured and tamed him—that he has been pushed to the "center," as they put it, and that thus they have once more defeated the "kneejerk" or "extremist" liberals they pretend to fear.

This is a pragmatic country, and politics is the art of the possible. There is no doubt in the mind of this observer that the Kennedy Administration is younger than its critics, that it is born of the postwar age and moves with a quality of thought that faces knowledgeably the responsibility of leading the nation in the long battle ahead for both freedom and peace. What it will be able to get through Congress this year is another matter.

A year ago, it was almost news to write that the House of Representatives was a roadblock to every part of the Kennedy program for domestic reform. There can be no doubt today that the conservative House coalition operated by Republican Floor Leader Halleck of Indiana and Democratic "Judge" Smith of Virginia and the Rules Committee is a formidable force of opposition.

This coalition blocked passage last year of a school aid bill and is almost certain to block its passage again—so clearly that the Administration is skipping to emphasis on a program of assistance to colleges and college students.

The coalition in 1961 locked up in the Rules Committee a Senate-passed bill—almost a pilot bill—to provide federal funds for training and retraining workers automated out of their jobs. The year of business recovery ended with more than 6 percent of the work force still officially reported out of work—and in various technical but demonstrable ways this was a serious understatement. Sweden for half a century has recognized the responsibility of an industrialized democracy to retrain jobless workers to earn a living again, but the American House of Representatives doesn't.

The fate of the Administration's program, domestically, rests substantially in the hands of a little-known although able Arkansas conservative, Chairman Wilbur Mills of the tax-writing House Ways and Means Committee. Mr. Mills can determine whether, and how, a tax reform bill will be reported to the floor. He will determine whether, and how, the Administration can get a floor vote on the Anderson-King bill to provide social security health care for the aged.

A responsible cabinet officer expresses the belief that Mills will "let the bill go to a vote." A responsible liberal Democrat in the House thinks that the session may be a "shambles"—that with the death of Sam Rayburn and the succession of John W. McCormack of Massachusetts as House Speaker, the President lacks the means of cracking the hard shell of the conservative coalition and making himself effectually the political leader of the country.

The overriding question of our time, of course, is the strength and resiliency of the United States

in relation to the power center of the Soviet Union. It is the capacity of the western world, including the United States, to build itself into a unity of trade and intimacy that transcends archaic habits of thought. And this is not that our sense of nationality should grow smaller but that the culture and civilization of the western world shall be able to contain Soviet aggression without nuclear war.

President Kennedy is therefore seeking a radical change in the long-standing reciprocal trade program invented during the administration of Franklin D. Roosevelt and his Secretary of State Cordell Hull, to combat old-fashioned protectionism. He is seeking to pave the way for the great adventure of association with the modern world implicit in European Common Market. He is forced to ask that Congress give him sweeping authority to embark on the adventure.

This is where the grappling may be expected to bring the new combat with the old. This is the issue in which the slogans become meaningless and the reciprocal bickerings of professional leftists and stridently self-proclaimed rightists are trite. It will be settled not by leftists or rightists but by longheaded members of a duly-elected Congress.

And at the same time the problem for Mr. Kennedy is to reverse the historic pattern of off-year elections so that next November his effective bipartisan support in Congress, and especially the House, will be increased. To build a record, he must secure the passage of measures of domestic reform. Or he must make issues so sharp that voters of both parties join him next November.

In Re: Your Mailing Address

The Post Office Department has doubled its charge for returning undeliverable copies of the Guild Reporter to the ANG office. The revised regulation covers all second, third and fourth class matter, and became effective this week.

In the case of the Guild Re-

porter, this item of expense has run a little more than \$300 a year, now goes to beyond the \$600 level.

Readers can help cut down the cost by prompt notification of changes in address, on blanks obtainable from local post office or carriers.