

San Juan Files For El Mundo

San Juan, Puerto Rico—Members of the editorial staff of El Mundo, Spanish language daily, have sought Guild representation, following the chartering of a Guild local for Puerto Rico and the closing of a first contract at the San Juan Star, two-year-old English language paper.

To establish Guild bargaining rights, a petition has been filed with the National Labor Relations Board here, bearing signatures of more than 80 percent of the 54 employees deemed eligible. The NLRB will determine the exact bargaining unit after investigation.

El Mundo is a six-day morning paper with a circulation of 70,000, in this city of 450,000 population, and has been published since 1919.

International Representative Ed Allen, of Boston, worked with local officers in the drive to extend membership beyond the Star group. The newly-signed contract for Star employees covers editorial, advertising, inside circulation, administrative and general job categories.

There are two other major papers in Puerto Rico, El Imparcial with a circulation of 45,000, and El Dia, published at the city of Ponce, on the southern coast of the island, with a circulation of 15,000. Their editorial staffs are not organized.

Publisher of the Star is William J. Dorvillier, himself a former Guild member-at-large, who won the Pulitzer award for editorials written in 1960 when the Star was about a year old. Subject matter was the touchy conflict between Church and State. Circulation of the Star now exceeds 16,000 and operation "in the black" is envisioned this year.

Luis Montanez, Jr., who had been a Guild member while working at the New York Post and who is now a business office employee at the Star, was the first to suggest that the Guild be asked to organize in Puerto Rico. He is the local treasurer, elected with other permanent officers at the meeting which ratified the contract terms.

Local officers chosen: President, Manny Suarez; vice president, James T. Fitzpatrick; secretary, Eddie Lopez; and treasurer, Montanez. Horst Buchholz is chairman of the Star unit, Nor-

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The ANG GUILD REPORTER

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Name April 29-30, May 1 Wage Conference Dates



Caribbean First: The newly-chartered Puerto Rico Guild, Local No. 225, has signed its first contract with the San Juan Star, the commonwealth's only English daily. Participants and witnesses pictured are, seated, Jack Zerbe, Star vice president. A. W. Maldonado, who served as provisional local president; William Dor-

villier, Star publisher-editor, and Manuel Suarez, elected as full-term local president. Standing are International Representative Ed Allen, Boston; Connie Underhill, provisional secretary, and Luis Montanez, Jr., treasurer. A second San Juan daily is being organized.

—Photo by Jose Garcia, Puerto Rico Guild

Washington Is Chosen Meeting Site

Guild officers moved rapidly this week to carry into effect the call of the February meeting of the International Executive Board for a Guild-wide conference on wages late in April.

Washington, D. C., at the Hamilton Hotel, will be the site of the conference, and the dates are fixed for Sunday, Monday and Tuesday, April 29-30 and May 1.

A formal call is in preparation for mailing this weekend to all locals, setting forth registration data, program details and suggestions for naming delegates to achieve the maximum benefits of the gathering.

Delegates will be asked to arrive in Washington in time for an opening dinner session Sunday evening, at which a speaker is to be heard, keynoting the economic purposes and opportunities of the Guild.

Business sessions are to be scheduled during the morning and afternoon hours, leaving Monday evening a free period.

Prior to leaving for Washington, all designated delegates will receive a kit of background material similar to that sent out in advance of Guild conventions. It will contain data being compiled from ANG sources designed to aid in the continent-wide coordination of a concerted Guild drive to secure its collective bargaining objectives.

Meantime, elsewhere in this issue of the Guild Reporter, are stories of what was accomplished following the 1946 wage conference at St. Louis, the last time the union forces were marshalled for such a united effort.

Seattle Calls For Strike Vote

Seattle, Wash. —Frustrated by five months of fruitless negotiations, the Seattle-Tacoma Guild has called a special meeting of its members in two Seattle units, the Times and the Post-Intelligencer, to vote on whether the local executive board shall be given authority to call a strike against one or both newspaper managements.

The meeting is set for Sunday next, at Carpenters' Hall, and a secret ballot will be conducted.

A special meeting of the executive board held Tuesday, February 27, set the meeting call in motion. ANG headquarters has

been kept informed of the lack of developments in the contract bargaining situation.

Negotiations are with the Seattle Publishers Association, which, says a resolution unanimously adopted by the Guild executive group, has continued to refuse to end wage discrimination against Guild employees.

The association has refused to negotiate on wages, says the resolution, although an "unofficial" offer was made, followed by a refusal to discuss its terms.

The resolution points out that Seattle is riding the crest of a business boom which keeps living costs at the nation's top. Guild wages are "decisively lower" than those paid under other West Coast Guild contracts. Wage levels are also lower than those

paid to craft unions in the Seattle plants. Printers, photoengravers, stereotypers and pressmen in Seattle receive higher pay than their counterparts in other West Coast cities, but Seattle publishers "continue to give" these other unions better wage increases than "offered" to the Guild.

The executive board has no recourse, it concluded, but to seek strike sanction.

Management's wage proposals were based on continuing all other provisions as they stand in the contracts, which had an expiration date of last September 30.

The wage proposal would have given Guild employees increases ranging from \$3 to \$7, with \$1.75-to-\$4 applying in the first year of a two-year span.

Sharp Minimum Increases Followed 1946 Parley

First round increases of as much as \$35 per week in top reporter minimums.

Average first round increases of \$12.46 in top reporter minimums.

Attainment of a \$100 top minimum for reporters at 15 newspapers in less than a year.

These were some of the results of the 1946 Wage Conference in St. Louis—the last of the Guild's formal international wage conferences, which was held in the Missouri metropolis in September of that year.

When the Guild met in convention in Scranton, Pa., in June 1946, the post-World War II era had begun.

Wages, during the war period, had been doled out under a 15 percent or "Little Steel" formula.

Even before the war's official end, there had been a Guild-wide bargaining conference in Washington in February, 1945.

Attended by 41 delegates, representing more than three-fourths of the Guild's membership, it had set up these goals:

- A \$65 minimum for reporters of more than three years' experience with proper differentials to be maintained in other editorial classifications.

- Fixing of minimums for

commercial department classifications by maintaining differentials from a top minimum base of \$40 for stenographers and telephone operators, or \$35 for typists.

By June 1946, the \$65 goal had been attained in 46 contracts, or 33 percent of those covering reporters. In more than half of these, the goal had been far exceeded.

In the light of those results, the Scranton delegates evolved the following Guild policy:

- A new wage program forged "to place newspaper workers properly in the economic structure of our nation in keeping with the prosperity they have created for the newspaper industry" aiming for a \$100 per week minimum

for reporters and those in key classifications in other major departments.

- "No other experienced worker in any department should have a base pay of less than \$50 a week."

- Instructions to the IEB to call a collective bargaining conference in September to implement the demands outlined and set specific goals for 1947.

This "revolutionary" post-war program was phrased in a unanimously adopted report of the convention sitting as a committee of the whole.

It was before that committee that M. H. Goldstein, long-time legal adviser of the Philadelphia Guild, made his historic address

on the proposed program. (See story on Page 5.)

If Guildsmen were convinced, the publishers remained skeptical. Almost unanimously, in person and through their publications, they attempted to downgrade the program.

That the proposed goal, in some cases, meant more than 100 percent increase in pay, they saw not as concrete evidence of how sadly newspaper pay was lagging from its proper sphere, but as an example of the "fantastic" daydreaming of the fuzzy-thinking newsmen who comprised the Guild.

The 1946 wage conference in September in St. Louis had that

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'46 Conference Spurred Gains

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local as host. Eighty delegates registered from 38 locals, representing 90 percent of the Guild's membership. ANG staffers and observers from locals also were present. Locals represented by delegates included:

Akron, Albany, Atlanta, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Denver, Des Moines, Detroit, Elizabeth, Fort Worth, Houston, Indianapolis, Kansas City, Knoxville, Lima, Los Angeles, Memphis, Milwaukee, New York, Philadelphia-Camden, Pittsburgh, Rockford, St. Louis, San Antonio, San Diego, San Francisco-Oakland, Scranton, Seattle, Sioux City, Terre Haute, Toledo, Twin Cities, Washington and Wilkes-Barre.

The delegates came out of the conference with these primary demands:

► A \$100 minimum for experienced reporters and similar key classifications on any paper, with the aim "to secure this program this year and not in two or three years."

► A \$50 minimum for experienced workers in any department.

Over-all direction of the campaign to implement these demands was placed in the hands of a committee of seven, all of them experienced negotiators, named at the conference's request by the IEB. Selected were: ANG President Milton Murray, ANG Executive Vice President Sam Eubanks, Al Dipman, SFONG; Milton J. Lapine, Cleveland; Arthur Riordan, Philadelphia-Camden; Paul Weber, Detroit; and John F. Ryan, New York.

The conference heard this plea by President Murray:

"Let's find a better place in society. Our talents and our skill make newspapers what they are. They make freedom of the press."

In its adopted statement, it declared:

"The American Newspaper Guild is resolved that the standard of living of all newspaper workers must be brought immediately into satisfactory relationship with their true worth to the American community and with their contribution to the immense wealth and prestige of the press of the United States."

—Reproduced from the Guild Reporter of September 13, 1946

A BETTER PLACE IN SOCIETY—OBJECTIVE OF WAGE PROGRAM



Meeting hall for the wage conference was jammed by delegates, as ANG President Milton Murray keynoted the discussions by saying, "Let's get away from the tradition that being a newspaperman is glamorous that it's a game, and we get free movie passes. Let's hammer out a program of higher wages, more of publisher profits, and a better place in society." More than 120 Guild members jammed the St. Louis Guild headquarters, and agreed the program was attainable. The large turnout made the conference resemble a convention.

How '46 Minimums Were Boosted

Spectacular jumps in minimum pay rates were achieved in negotiations which followed the 1946 Guild wage conference. Charted below are the 48 agreements which exceeded the average of all negotiated that year, listed in descending order as

to the figure established for experienced newsmen in dollars above the previously guaranteed wage for that category.

Large newspapers and small, in all geographic areas, form the group.

	\$ 5.00	\$10.00	\$15.00	\$20.00	\$25.00	\$30.00	\$35.00
St. Louis Globe-Democrat							\$32.10
St. Louis Star-Times							\$32.00
Washington Daily News							\$32.00
Washington Post							\$32.00
Washington Star							\$32.00
Washington Times-Herald							\$32.00
St. Louis Post-Dispatch							\$32.00
Pittsburgh Post-Gazette							\$32.00
Buffalo Evening News							\$32.00
Bridgeport Herald							\$32.00
Indianapolis Times							\$32.00
Detroit Free Press							\$32.00
Chicago Daily News							\$32.00
Chicago Sun-Times							\$32.00
Cincinnati Post & Ky Post							\$32.00
Houston Press							\$32.00
Miami Herald							\$32.00
Columbus Citizen							\$32.00
Pittsburgh Sun-Telegraph							\$32.00
Chattanooga Times							\$32.00
Wilkes-Barre Sun, Ind.							\$32.00
Los Angeles Star-Ex							\$32.00
San Francisco Citywide							\$32.00
Long Beach Independent							\$32.00
Stockton Record							\$32.00
Los Angeles Daily News							\$32.00
Knoxville News-Sentinel							\$32.00
Rockford (MT) P-C & T							\$32.00
Scranton Trib. & Scr. Times							\$32.00
Minneapolis Star & Trib.							\$32.00
Detroit Times							\$32.00
Denver Post							\$32.00
Denver Ry. Mt. News							\$32.00
York Gazette & Daily							\$32.00
Hollywood Citizen-News							\$32.00
Toledo Blade & Times							\$32.00
San Antonio Light							\$32.00
Manchester M.H. Union & Ldr.							\$32.00
St. Paul D & P							\$32.00
Gary Post-Tribune							\$32.00
Boston Her. & Trav.							\$32.00
Cleveland News							\$32.00
Cleveland Plain Dealer							\$32.00
Cleveland Press							\$32.00
Akron Beacon Journal							\$32.00
Elizabeth Daily Journal							\$32.00
Grand Rapids Herald							\$32.00
Average							\$32.00

wide. New York city contracts had gone up to \$110. Two New York area contracts, that of the Bronx Home News and that of the Brooklyn Eagle had moved from \$99 to \$108.90.

By June 1949, 29 newspaper contracts in 13 cities covering 37 papers had minimums of \$100 and above. The 29 contracts covered more than 12,600 employees or about 55 percent of the Guild's 23,000 jurisdiction.

Contracts which had joined the big parade included:

Philadelphia Inquirer, Scranton

Times, Tribune & Scrantonian,

Pittsburgh Post-Gazette, Detroit

Free Press, Detroit Times, Boston

Post, Boston Herald & Traveler,

Stockton Record, Chicago Daily

News, Chicago Sun-Times, Los

Angeles Daily News, Los Angeles

Herald & Express and Minneapolis

Star & Tribune.

By June 1950, the number of

contracts that had reached or surpassed the goal totaled 35, covering

14,000 employees, 64 percent

of the Guild's estimated jurisdiction.

Contracts which had joined the

big parade included:

Philadelphia Inquirer, Scranton

Times, Tribune & Scrantonian,

Pittsburgh Post-Gazette, Detroit

Free Press, Detroit Times, Boston

Post, Boston Herald & Traveler,

Stockton Record, Chicago Daily

News, Chicago Sun-Times, Los

Angeles Daily News, Los Angeles

Herald & Express and Minneapolis

Star & Tribune.

By June 1951, the total of con-

tracts having attained or bettered

the goal was 42, covering 15,700

employees, or about 68 percent of

jurisdiction.

From 1951 to 1953, however,

the Guild's attempts to attain the

Scranton wage goal were hobbled

by the Wage Stabilization Pro-

gram, a result of the Korean con-

flict.

Authorized by the original De-

fense Production Act passed in

the fall of 1950, the wage stabilization

program was launched

January 26, 1951.

The program was designed to

hold down both prices and wages.

It began with an absolute wage

freeze, later thawed a little.

Throughout its existence, how-

ever, while the program probably

managed to keep down wages

generally, it completely failed to

control prices. It had practically

no effect on keeping them down.

To the Guild, in addition to its

nuisance angles—excessive paper

work, tying up of personnel in

preparation and presenting of

petitions for wage increases, con-

fused and contradictory rulings,

all-too-frequent absurd rejections

of modest pay adjustments in-

volving individuals, lengthy waits

for routine decisions, etc.—the

program offered still another ob-

stacle:

The newspaper industry was

completely exempt from price

and rate controls.

Newspaper wages were not.

Throughout the program's ex-

istence, the Guild waged a con-

stant, but unsuccessful, battle to

(Continued on Page 5)

This is Where We Came In...



Cartoonist Bill Chelmon, of the Journal American unit of the New York Guild, pictured realistically the consistent publisher attitude toward Guild pay demands, in this panel he drew for the post-conference issue of the Guild Reporter in September, 1946.

Targets Raised For Guild Goals

(Continued from Page 4)

get newspaper industry wages likewise exempted.

It was not until the controls were finally abandoned on February 6, 1953, that the Guild found a final solution to this problem in the return of free collective bargaining.

Meeting in Boston in late June and early July of that year, the ANG convention adopted a collective bargaining committee report calling for an upward revision of the wage goal.

It set minimum goals of:

• \$150 a week for experienced employees in the key editorial, advertising, circulation and business office classifications.

• \$75 a week for all adult classifications.

Approximately 21,800, the convention was told, were at that time working under contracts with wage minimums of \$100 or more in key classifications.

These were covered in 80 contracts covering 102 newspapers

and about 86 percent of all em-

ployees on Guild-organized papers.

During the contract year which

had just passed (from July 1,

1952) 43 contracts providing for

reporter minimums of \$110 or

more had been achieved, com-

pared with 26 previously in ef-

fect, the report stated.

The wage program was again

upgraded by the ANG conven-

tion in St. Louis in 1957. The

collective bargaining committee

report adopted at that convention

concurred with an IEB recom-

mendation and called for:

• A new minimum wage goal

of \$200 a week for key classifica-

tions in all departments cov-

ered by the Guild.

• A \$100 minimum for begin-

ners in such classifications.

• A \$100 minimum for any

adult worker in Guild juris-

isdiction.

"It is now the time," the report

said, "for the Guild to raise its

sights again.

"The publishers themselves, for

all their opposition to every Guild

demand for adequate pay, cor-

roborate this. Publisher spokes-

men complain constantly of the

difficulty of obtaining college-trained

applicants for reporters and

among themselves frankly ac-

knowledge that the reason is the

relatively unattractive pay of-

fered in newspaper work as com-

pared with other industries.

"College graduates are step-

ping into many positions outside

the newspaper field at starting

salaries of \$100 a week or more.

"The fields of public relations

and advertising especially are at-

tracting a growing proportion of

the most promising youngsters."

It was to combat this trend and

to carry forward the Guild's

stated purpose "to advance the

economic interests of its mem-

bers" that the committee called

for the new minimum wage goals.

In the years since, as the recent

IEB call for the 1962 wage con-

ference related, "we have achieved

a \$200 minimum in only one

magazine contract. We have yet

to achieve it for a basic news-

paper job classification. We find

that we have achieved a \$100

starting minimum in only three

newspaper contracts."

As of February 1, 1962, the

\$150 top reporter minimum had

been attained or surpassed in 22

newspaper contracts.

Day Book

CONTRACTS
St. Paul: Dispatch and Pioneer Press: Full renewal. Permission to sign.
Utica: Observer-Dispatch & Press: Full renewal. Permission to sign.
Elizabeth: Daily Journal: Full renewal. Permission to sign.

ACTIVITIES
Mexico City: Executive Committee of the Inter-American Federation of Working Newspapers' Organizations, April 4 through 6.
Guild-wide Wage Conference, Hamilton Hotel, Washington, D. C., April 29, 30 and May 1.

Regional Weekend Institute, Boston Guild's headquarters, May 12-13, sponsored by the New England District Council.

Quarterly meeting, Empire State District Council, May 19 and 20, Utica, N.Y.

ANG International Executive Board Meeting, Washington, D. C., May 21-25.

California-Nevada District Council meeting, May 26-27, San Francisco.

Twenty-Ninth Annual Convention, American Newspaper Guild, Statler Hilton Hotel, Buffalo, N.Y., July 9-13, 1962.

Don't Underestimate Your Worth, Goldstein Warning To Guildsmen

Was the Guild just dreaming of pie in the sky when it set its wage goal at \$200 in 1957, at \$150 in 1953, at \$100 in 1946?

M. H. Goldstein, Philadelphia Guild counsel, and one of the chief architects of the \$100 program in 1946, didn't think so.

Addressing the 1946 ANG convention at Scranton, Pa., sitting as a committee of the whole, Goldstein deplored any tendency Guildsmen might have to sell themselves short.

"I am afraid," he said, "that white collar workers underestimate very largely the deserts to which they are entitled. They may speak of these deserts in fairly generous terms, but they don't feel with sufficient intensity that those deserts are really theirs."

What Goldstein said, at the invitation of the IEB whose recommendations were before the committee, has as much validity now as it did when he uttered it almost 16 years ago.

Many Guildsmen, he said, undoubtedly think the Wage Program over-ambitious, even unrealistic.

"My own opinion is quite contrary," he observed. "I see in this program, and in each item of it, simply the beginning of a recognition of what the value of your working time and working ability really is."

HOW TO BUY: Beware Door-To-Door Credit Salesmanship

By SIDNEY MARGOLIS
Guild Reporter
Consumer Expert

Door-to-door installment selling of a wide variety of goods from religious articles to chond organs has become big business.

Some 3,000 firms now have about a million and a half salespeople out selling everything from cosmetics to home organs. Often the chief customers are modest-income working people. The prices they pay for goods bought this way usually are two and three times that charged by stores for the same items.

Take the new cap-type hair dryers which have a hood and hose to supply hot and cool air. Heavy TV advertising has made such hair dryers currently the biggest sellers of any small appliance, and the door-to-door installment sellers have latched on to them as their chief current promotion. The canvassers charge anywhere from \$19.95 to \$24.95 for the same or similar hair dryers that stores sell for \$10 to \$12. To help them get this high price, they package the hair dryers in suitcase or hatbox-type carrying cases so they look more expensive.

The same high markups are charged for many other goods

sold by house-to-house canvassers. Moderate-income people are generally the chief targets because they are easygoing buyers and most sympathetic to salesmen who come to the door. Too, the cost is disguised by the installment terms. The salesmen emphasize that the item costs "so much a week."

The salesmen also use what are known in the trade as door openers and account openers. Sometimes the door openers are free samples of cosmetics or housewares. But the account openers most widely used by installment door-to-door firms are religious articles. These often are elaborately-framed pictures or plaques. Sometimes they have an electric light over a reproduction of a biblical scene or figure, or may be offered with a Bible as a "free" premium or part of the package.

The door-to-door sellers charge from \$10 to \$30 for such pictures and plaques, and some firms report they are among their biggest sellers. Another big door-to-door seller is electric clocks framed with religious pictures for \$25.

Not only are some of these "account openers" themselves high priced, but once you open an account with a door-to-door installment firm, its salesmen will be after you to buy many other

Sidney Margolis is author of a new pamphlet in the Public Affairs Committee series, entitled "A Consumer's Guide to Health Insurance Plans." It is No. 325 in the series, priced at 25c a copy, and can be obtained from Public Affairs Committee, Inc., 22 East 38th st., New York 16.

goods. Among other widely-sold door-to-door lines are vacuum cleaners (\$70 cleaners are sold for \$130 and some models run as high as \$220); stainless-steel cookware (which canvassers find they can sell at a higher markup than aluminum); radio and phonograph equipment; various electric appliances like fans; and dinnerware sets.

Door-to-door firms especially push melamine (plastic) dishes. They often get \$59.95 for a 45-piece service of melamine. You can buy such services at regular stores for \$29.95 in solid colors. The canvassers charge as much as \$69 for a 53-piece service of Bavarian china. Retail stores sell such sets for \$30-\$35.

In general, door-to-door firms mark up their goods 2½ to 3 times the wholesale price. If they pay \$6.65 for a set of cheap dishes, they charge \$16.95 to \$19.95. The salesmen themselves get 25 percent commission, and collection and bad-debt costs are reported to take another big bite of 30 percent. Thus, about half of the price you pay goes for just

selling the merchandise to you and collecting the payments.

In comparison to the margin of 60 to 67 percent of your dollar taken by door-to-door firms, ordinary retailers take 22 to 40 percent. Some of the more conservative door-to-door sellers selling cosmetics, toiletries and housewares take 55 percent, which is still more than many of the conventional retailers charge for goods of similar value.

Here is how the price of the same item that costs \$3.33 wholesale will vary depending on where you buy it:

Seller	Seller's Margin	Retail Price
Installment	67-67%	\$8.50-\$10
Conservative	60-67%	\$8.50-\$10
Wholesale stores	50	\$4.65
Conventional stores	35-40	\$5.00-\$5.50
Mass retailers (discounters)	22-37	\$4.25-\$4.60

How can door-to-door firms get these high markups when all you need to do is go to the nearest store and compare prices? One way is by exploiting the convenience of buying at home, or religious or sympathy feelings, or by playing on impulses. One reason why chond organs are being sold door-to-door is that they are an impulse item and people find it less embarrassing to try out an organ at home than in a store.

The door-to-door sellers also trick up goods with extra gadgets like the hatbox packaging used for the hair dryers. One manu-

facturer who sells fans to these firms recently reported that manufacturers put extra gadgets on fans so the sellers can get their remarkably high prices.

A third device is the use of special brand names to hamper comparison of prices. Many of the best known manufacturers lend themselves to this practice, putting out items for the door-to-door industry under special brand names and styles so you don't immediately see that these are the same goods sold at stores. Among manufacturers who do this are such famous ones as Weavert, West Bend, Regal Ware, Arvia and others.

No matter whether bought from stores or canvassers, be warned the popular new cap-type hair dryers need to be inspected with special care because of potential shock hazard—a particular concern with appliances that come in direct contact with your body. Be sure any hair dryer you buy is labeled as tested and approved by Underwriters Laboratories, and not just the cord but the dryer itself. Some such dryers on the market have not been tested, U.L. informs this department.

U.L. tests the dielectric strength of dryers submitted to it, to make sure that in any breakdown the electric current would not be hazardous. It also checks to make sure the dryer is adequately insulated, and operates it until it reaches constant temperature to make sure it won't overheat.

SOUP TO NONSENSE

Quick-Change Kids

By JANE GOODSELL, Portland, Ore., Guild

Experience doesn't necessarily improve a parent's job proficiency and technical know-how. I, for instance, have been a mother for quite some time, and I still can't tie a sash that isn't lopsided, and I'm a failure at removing slivers from fingers and toes.

Still, my years of experience haven't been entirely in vain. I now realize that it's impossible to understand my children because, as soon as I think I have them figured out, they turn into somebody else.

Take my first-born, Ann, for example. I had her typed as a serious, earnest little girl with a passion for order and efficiency. Because she was my first-born, I had no reason to think she wouldn't stay that way.

So it came as quite a shock when she turned into a flibberty-gibbet who lost her shoes and forgot her lunch and didn't do her homework. In fact, it came as such a shock that I went right on thinking of her as an earnest little girl who, for some reason or other, wasn't acting like herself. She was probably "maladjusted" and it must, somehow, be my fault.

Now I know better. I realize that children stop acting like themselves all of a sudden, with no warning whatsoever, and there isn't any reason why. Or maybe there are warning signs that a more observant parent would notice, but I'm continually getting caught by surprise.

It seems to happen overnight. I send an old familiar child to bed, and the next morning I'm faced with a totally new personality that I never met before in my life.

Take my second-born, Katie. One day she was a little chatter-

box of a tomboy, who never combed her hair and never stopped talking. Her passion in life was playing kick-the-cass in the street.

The next day (I swear it happened overnight) she was a full-fledged teenager who spent hours closeted in her room putting up her hair. She quit talking except on the telephone, and she answered me with uh-huhs.

These transformations are hard to get used to. (For me, I mean. The children accept their new personalities with matter-of-fact nonchalance.) But we adults are stable creatures who change slowly, if at all. This may or may not be an advantage, but it isn't wise to assume that all change is for the better. This year's child isn't necessarily an improvement over last year's model.

Take my third-born, Molly. I had her typed as the easy-to-get-along-with child who did what Mommy said. She was affectionate, amiable and eager to please. Imagine my shock when she turned into an obstinate, tyrannical little demon who said "no" on principle, and swore like a top sergeant.

Then, just as I was getting used to her that way and trying to toughen my own personality to cope with hers, she switched roles again. This time she turned into an elfin little creature who waffled through the house on tip-toe, pretending she was a fairy princess and singing imaginative little songs.

What it takes to be a parent is flexibility. Enough flexibility to watch, without batting an eyelash, as Dr. Jekyll turns into Mr. Hyde, who becomes a Little Eva, who becomes Betty Crocker, who becomes Tuesday Weld, who turns into... well, there's no telling who I might be living with tomorrow.



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Local Copy

A PAGE FOR OFFICERS AND STEWARDS

Blanket Ban On Court Photos Unnecessary, Declares Guild

Chicago, Ill.—The American Newspaper Guild was among half a dozen organizations interested in press freedoms and the public's "right to know" which entered appearances at a hearing here on Canon 35 of the American Bar Association. The rule prohibits the taking of photographs in a courtroom.

Canon 35 was adopted in 1937 as part of a code of judicial ethics. Its stated purpose is to protect the dignity and decorum of court proceedings.

Protests from many sources led the ABA to re-examine the ban, and the hearing will be followed by a continuing study by a special ABA committee, headed by John A. Yench, of Newark, N. J. The committee plans to examine the experience of Colorado and Texas courts with television coverage as well as still photography.

The Guild's position was drafted by Secretary-Treasurer Charles A. Perlik, Jr., and was submitted in the ANG's behalf by Kenneth Byrd, executive director of the Chicago Guild.

The ANG statement makes the point that the right of the court to maintain order must be weighed against the public's right to know,

and the right of the accused to a public trial.

News pictures are often essential to telling a complete story, detailed, vivid and with impact. Readers expect a printed account to be graphically illustrated.

Today's cameras are quiet and compact, enabling a photographer to make pictures in available light without disturbance to the judge or other trial participants.

Objections which might have been valid 25 years ago have been completely met by the advance in picture-taking techniques, says the Guild statement, concluding that the blanket prohibition is no longer warranted.

Others who entered statements were Joseph Costa, representing the National Press Photographers Association; Frank T. Fogarty, chairman of the Freedom of Information Committee of the National Association of Broadcasters; Arthur Hanson, of counsel for the American Newspaper Publishers Association; John H. Colburn, of the Freedom of Information Committee of the American Society of Newspaper Editors; and Theodore A. Serrell, executive vice president of the National Education Association.

Dispute Shuts Detroit Papers For Day

Detroit, Mich.—A dispute between Detroit publishers and Local 10, Plate and Paper Handlers' Union, caused a one-day suspension of publication of both the afternoon Detroit News and the morning Free Press.

Both papers resumed normal schedules Feb. 15 after the dis-

putants agreed to arbitrate a dispute over work assignments.

Work stoppages had caused delayed press runs on three earlier occasions.

The union's contract expired last Nov. 30, and is being renegotiated.

1962 Bade Award

1. In 1962 the Bade Award was given to the form of a 10,000 schedule... one of three 10-week... summer by the National... other persons holding... committee... 2. Eligible... 3. Officers of the ANG shall not be eligible... 4. Candidates will be judged on their past achievement and on their ability to profit from such a course of study. There are no academic requirements... 5. Candidates must demonstrate adequate finances are available to them... 6. Candidates must give satisfactory assurances that, upon completion of the institute, they will return to Guild work... 7. Candidates must be sponsored by their local Guilds... 8. Candidates must be in good standing at the time of their nomination... 9. Nominations of candidates shall be made by the local boards or representatives of their Local... 10. Nominations shall be made in writing and shall contain a description of the achievements and qualifications of the candidate... 11. Nominations shall be accompanied by an official letter of recommendation from the local board... 12. The ANG Secretary-Treasurer shall certify the eligibility of all nominees... 13. The award shall be presented by the ANG at its annual convention... 14. The award shall be given to the candidate who is judged to be the most deserving... 15. The award shall be given to the candidate who is judged to be the most deserving...

Circulation Of U.S. Dailies At 59,261,464; Tops '60

With a total daily circulation of 59,261,464, based on the Sept. 30, 1961 Audit Bureau of Circulations and Post Office statements, United States daily newspapers — of which there were 1,761 as of January 15, 1962—showed a gain of 379,718 copies per day, or 0.64 percent, over the figure for the previous year: 58,881,746.

These figures are from the final tabulation of all dailies for Editor & Publisher's 42nd International Year Book which will be off the press this month.

Eliminated from the calculations has been more than 600,000 circulation of the Los Angeles Examiner (morning) and the Los Angeles Mirror (evening). In the first week of January, the Hearst Los Angeles Examiner was merged with the Herald-Examiner, an afternoon and Sunday paper. The Chandler-owned Mirror was suspended. The Times, also Chandler-owned, was left alone in the morning field. Had it not been for the subtraction of the 600,000 from the Sept. 30, 1961 total, the hike in daily newspaper circulation would have been more than 1,000,000 copies.

A decrease by two in the total number of dailies in the U.S. as compared with the total a year ago is reported by E&P.

Three hundred and twelve morning dailies, with circulations of 24,094,361, a gain of 65,573 or 0.27 percent; 1,458 evening dailies, with circulations of 35,167,103, a gain of 31,445 or 0.9 percent, are listed.

An increase of \$17,848, or 1.1 percent, marked the Sunday picture. Five hundred and fifty-eight Sundays had circulations of 48,216,499.

In Canada, an increase over 1960, of 181,913 or 4.58 percent, was recorded. The number of dailies—103—represented an increase, also. Their total circulations were 4,151,635.

Increases in the milline rate—the rate charged advertisers per million agate lines—shown in the E&P Year Book:

For morning newspapers	2.75 percent
For evening newspapers	2.16 percent
For Sunday papers	1.69 percent

Newspaper Ad Linage Up 3% For January

Total newspaper advertising lineage for January was up 3 percent. Media Record measurements for 52 cities showed. Total lineage reached 201,348,000 lines. This was an increase of 2.9 percent over the 195,666,000 lines chalked up in January 1961.

Classifications showing gains included: Financial, 16.2 percent; classified, 4 percent; retail, 2.9 percent; display, 2.5 percent; department store, 0.5 percent. General was down 1.5 percent, automotive, 2.9 percent.

Newsprint Consumption At New January High

One-half of one percent more newspaper was consumed in January 1962 than in the previous record January: that of January

THE INDUSTRY

1960, newspapers reported to the American Newspaper Publishers Association.

The January consumption was up 2.7 percent over that of January 1961.

There were only four Sundays in January 1962 as compared with five each in January 1961 and 1960.

Papers reporting to the ANPA used 434,011 tons in January 1962; 422,428 tons in January 1961; and 431,639 tons in January 1960.

Newsprint consumption is considered one of the best barometers in the newspaper industry.

Washington Birthday Editions Set Records

New records were set by pre-Washington Birthday editions, Editor & Publisher reports.

Washington, D.C., Start Feb. 21 issue: 164 pages. "Largest weekday edition of any paper ever published in the nation's capital."

Buffalo Evening News Feb. 21 issue: 100 pages, 200,000 lines of advertising, of which 165,000 were retail. "Largest edition ever published by the Evening News in the month of February."

Perth Amboy, N.J., Evening News: Feb. 21 issue: 100 pages, including a 28-page tabloid shopper, a special 18-page auto section and an eight-page food section.

Newspapers 1st Choice For Bank Advertising

Newspapers continue to be the first choice of banks for advertising.

Three thousand and seventy-eight of 3,297 have indicated they plan to place ads in their local papers.

The banks' advertising budget nationwide in 1962 will total \$195,000,000. This nearly doubles the budget of 1957 and represents expenditures of \$15,000,000 over 1961.

Based on a projection of amounts to be spent by commercial banks, these figures are from an annual survey by the American Banking Association.

4% Hike In Ad Rates By Newspapers Seen

New York City—A four percent hike by newspapers in the rates they charge advertisers is forecast for this year by Interpublic, Inc., one of the largest U.S. advertising agencies.

A five-percent increase in total advertising volume is seen also.

Living Costs Stay Near Peak

Appearing for the first time in its new format based on the average living costs in 1957-59, the Bureau of Labor Statistics' Consumer Price Index registered no change for January from December, and remained only slightly below October's all-time record high.

The consumer index registered 104.5 in January, the Labor Department reported.

Since 1953 the index had been based on the 1947-49 average. On the 1947-49 base, the index registered 128.2 in January. This

"Most basic rates," the agency points out, "have followed an upward curve over the past decade."

10 Top Ad Agencies Pass \$2 Billion In Billings

For the first time billings of the 10 leading advertising agencies exceeded \$2,000,000,000 in 1961, up from \$1,900,000,000 in 1960, according to Advertising Age.

The leader again was the J. Walter Thompson Company, whose billings rose to a record of \$380,000,000 against \$370,000,000 in 1960.

Close behind was Interpublic, Inc., which billed \$371,000,000 compared with \$342,000,000 in 1960. Third was Young & Rubicam, with an estimated \$260,000,000, up from \$238,000,000. Advertising Age reported.

Orders Hike Gives Hoe \$18 Million Backlog

New York City — A hike in January orders to \$2,140,000 as compared with \$1,020,000 in January, 1961, gave R. Hoe & Co., makers of printing presses, a backlog of orders January 31 totaling about \$18 million up from \$15.5 million a year earlier.

For the first fiscal quarter, ended December 31, orders totaled \$6,576,000, down from \$7,350,000 in the similar period the previous year, the annual meeting was told by Joseph L. Auer, president and chairman.

Hoe had a net loss of \$373,000 on sales of \$1,605,000 in the first fiscal quarter, compared with a loss of \$378,000 on sales of \$1,777,000 in the fiscal 1961 quarter, Auer reported.

Factors Favorable To Newspapers Cited

Chicago, Ill. — The future of newspapers as competitors in the communications field is favorable, the Newspaper Advertising Executives Association has been told.

Speaking to the ad executives in a meeting here, Marion Harper, Jr., board chairman of Interpublic, Inc., cited these positive factors for newspapers:

• Unique and irreplaceable services: a daily chronicle of record; local interest; detailed reporting and viewpoint; reviews; obits; stock prices.

• Trends likely to prove beneficial: additional television channels whose effect would be to fragment the audience and reduce television's competitive cost efficiency; time: since the number of commercials now seen on the air under sold-out conditions is probably maximum; higher educational level; technical innovations that should help newspapers to new versatility and greater economies.

As was the figure on the new base, the old base 128.2 figure was unchanged from December.

In terms of dollars and cents, the January index means the consumer spends \$104.50 now for the typical assortment of goods and services, compared with \$100 for the assortment that was typical in 1957-59.

Going back further, he spends \$128.20 for today's assortment compared with \$100 for what was typical in 1947-49.

EDITORIAL

Initiative

It was Guild initiative, back in 1946, that brought about wide improvements in the wages of newspaper workers, against the shrill opposition of short-sighted employers in our industry.

It is again Guild initiative that prompts the calling of next month's wage conference, in which the effort will be to tie together the drive of all Guild locals in the next cycle of collective bargaining.

There is irony in the fact that the Guild, for economic advancement of its members, i.e., more money in the pay envelope, should have to take the lead in what, by all good sense, should be the prime objective of the publishers themselves.

Those newspapers which pay their Guild employees best are also the managements which have the keenest sense of the value of their basic commodity—full and complete handling of the news. There is a direct relationship here, since such papers are also the most prosperous in their field.

But the vast majority of publishers, alert only to the immediate appearance of ledger sheets, must literally be forced into recognition of their highest public duties and functions.

Well, the Guild, for its own reasons, is quite willing to undertake the job, although it will involve what Adlai Stevenson once described as "dragging them, kicking and squealing, into the Twentieth Century."

On Broun

Broun remarked early in his career that he wrote a lot about himself because that required little leg-work. At times he confessed some guilt about his failure to roam the world. But these were small conceits.

He was not really writing about himself; he was the straight-man for a continuing dialogue in which he argued for everything decent, rational and humane in the better aspect of man's divided soul. He fought as hard for an underpaid elevator operator as he did for Sacco and Vanzetti, and he never gave the DAR a moment of rest and he never lost his wry mirth. On many days his typewriter mingled poetry and epigram.

What differentiated him from most of his newspaper colleagues was that he cared. He cared about the poor, the weak, and oppressed. He cared about the denial of any man's rights, about the idiocies of censorship, and about the world series.

He loathed the cynicism that permeates so much of journalism; he really viewed his column as a public trust, but he would never have used such sententious words.

—James A. Wechsler in the N.Y. Post

'Moral and Political'

Modern science and modern technology need not work out as they do with us. Our problems are not technological and sociological; they are moral and political.

—Paul Goodman in "Utopian Essays and Practical Proposals," published Jan. 1962

Apathy

"The only thing necessary for the triumph of evil is for good men to do nothing."

—Edmund Burke

The Guild Reporter

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

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American Newspaper Guild

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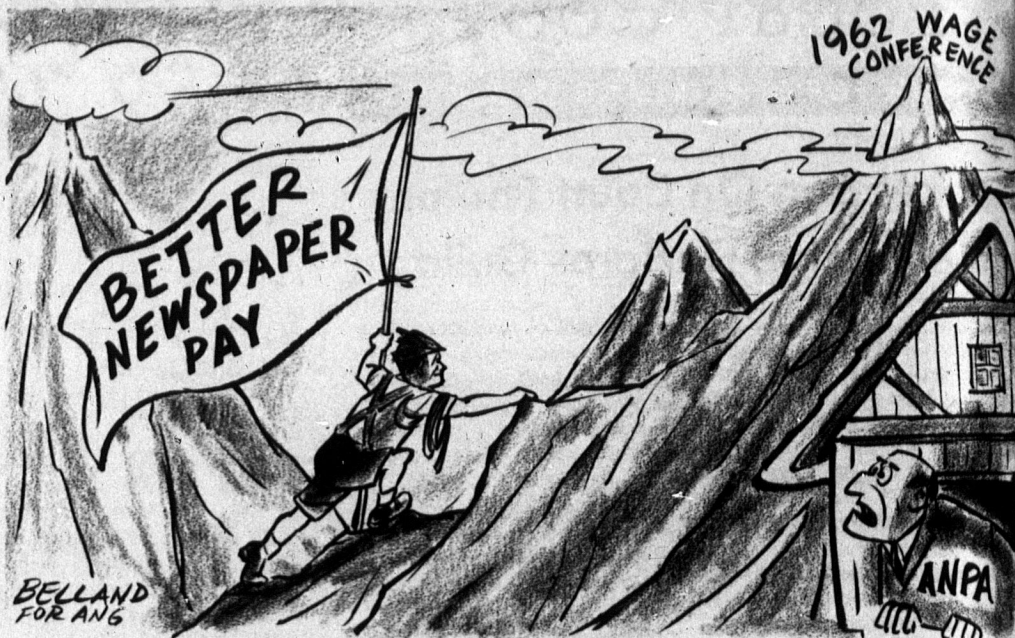
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'A Banner With A Strange Device'



DATELINE: WASHINGTON

Partisan Leaders Face Tough Travel Hazards

By WILLARD SHELTON, Washington Guild

Major names and major issues are involved in the 1962 battles for political survival and preferment.

Taking a medium-long look ahead, it is not sure who is most hard beset—the defeated Republican presidential candidate, of 1960, Richard M. Nixon, or President Kennedy himself.

In the brief rough-and-tumble of the California Republican Assembly, Mr. Nixon came out with an endorsement by this important group of his candidacy for governor and a watered-down repudiation of the John Birch Society as partially unfit for GOP consumption—a repudiation he had demanded.

There was something plaintive and strained about Mr. Nixon's voice as it came over the airwaves to the Atlantic Seaboard, carefully explaining that the choice Republicans faced was a sharp selection between the Birchers and their leader Robert Welch, who has denounced Dwight D. Eisenhower as a "dedicated, conscious agent of the Communist conspiracy," and Eisenhower himself.

Mr. Nixon is not wholly in character as a vigorous enemy of the partisan Right, although it may be an injustice to say it. He has been semi-publicly preaching since 1958, at least, that the lufatic-fringers of the Right are damaging the Republican Party, partly because the rich ones among them are letting their contributions be siphoned off to the horde of letterhead organizations run by self-promoters.

His invocation of the name of Eisenhower was strangely reminiscent of his intonation when he praised his wife's "honest Republican cloth coat" in the famous Checkers TV show of 1952.

Still Mr. Nixon emerged from the California Assembly with an endorsement of his candidacy by a 263-to-176 margin over a preaching conservative rival, the oilman Joseph C. Shell. It tells something about the risks he took in attacking the Birchers to observe the less spectacular luck of Senator Kuchel. Kuchel got 220 votes endorsing him for renomination for the Senate—but two rivals got a combined total equal-

ing that. Kuchel has established a record for moderation and common sense and he is his party's assistant floor leader in the Senate, but he couldn't win a clear-cut majority endorsement.

Mr. Kennedy's problem is different but no less plain: He faces the simple issue of whether he can ever hope for an Administration majority in the House of Representatives—not just a nominal Democratic control but genuine control for purposes of his domestic program.

Many of the President's major bills—tax changes, health care for the aged, permanent improvement of unemployment insurance, foreign trade liberalization—are at the mercy of the tax-writing House Ways and Means Committee. A tax measure is about to be reported, and a trade bill presumably will be reported. But the other two programs look as if they are stuck for good.

The powerful Ways and Means Committee is controlled by a coalition of 10 Republicans and 5 Democrats, headed by Chairman Mills of Arkansas, that views domestic reform as surrender to socialism and the Welfare State.

School aid is blockaded in the Rules Committee, where the coalition of Republicans and southern Democrats is equally potent.

When Mr. Kennedy was elected in 1960, his party lost a net of 21 House seats in the northern and midwestern areas to the Republicans—and this was almost exactly the number it could not afford to lose if the President was to have a working majority for the kind of programs his messages to Capitol Hill support so eloquently.

There is brash talk in the campaign committees that the Democrats think they can pick up House seats next November—but this is for public consumption. Most realists believe the best they can do is hold their own, gain perhaps one to five seats, if the President can define domestic issues clearly enough so that the voters understand them and if the party's candidates are sufficiently attractive.

The Democrats lost a net of 16 House seats in the Midwest alone in 1960, and party leaders at a recent Midwest Conference did not sound as if they were optimistic about regaining them.

In New England, the Democrats face the prospect of a bitter primary battle between the President's brother, Edward, and House Speaker McCormack's nephew Edward J. McCormack Jr. for nomination to the Senate. Observers who have gazed firsthand on the present results of the already boiling feud are speculating that the shattering conflict may demoralize the party, with the effects spilling over into Rhode Island, Connecticut and other near-by states.

Nixon has to win in California—win the primary and beat incumbent Governor Brown in November—or he is obviously finished in national politics. Mr. Kennedy is generally conceded very handsome prospects for reelection in 1964, and four more years in the White House, but whether the years will allow him to do more than send more messages to Congress, whether he can get effective support for programs long overdue, remains highly speculative.

Among Ourselves

Ed May, Buffalo News reporter and Pulitzer Prize winner, is on a year's leave to write a book. He has a grant from the Field Foundation and is employed part-time by State Charities Aid Association, New York City.

Jerry E. Rosenthal, executive secretary of the Milwaukee Guild, has resigned his position at the Milwaukee Sentinel to join the

State Department's AID in Washington. He reports to his new job March 19.

Eugene C. Zack, former assistant editor of the AFL-CIO News, has been named special assistant for public affairs for the Area Redevelopment Administration. For the past six months he has served as a consultant on public information for the agency.