

Guild Shop Is Snag In Cleveland

Cleveland, Ohio—The all-important issue of Guild security remains unsettled in negotiations between the striking Cleveland Guild and management of this city's two dailies, the Press & News and the Plain Dealer, in a work stoppage which began four weeks ago, November 30.

Repeated meetings—two more were scheduled for Thursday and Saturday of this week—have brought a management offer of more money in top news categories, plus what Guild leaders called a "nearly satisfactory" job security clause.

But the package offer, read orally to Guild negotiators so rapidly that veteran reporters in the group couldn't take it down, appeared to be another in management's repeated efforts to start a back-to-work movement. It was released to television before Guildsmen saw a copy the following day.

No slackening of support for the strike objectives was evident at a membership meeting held last Sunday.

The "package" offered union security in the form of maintenance of membership, with escape periods.

But Guild negotiators made it clear to management that only improvements in the union security language could lend point to further sessions.

The Guild shop issue is vital, particularly in the commercial jurisdiction. At the Press the Guild has 160 commercial department members, and there are 120 free riders. About 95 percent of the eligibles in the Press editorial department are Guildsmen, and nearly that high a percentage prevails at the Plain Dealer.

Other strike developments: Last week the Newspaper Drivers local, an affiliate of the Teamsters union, did an about-face in its strike position. It had been the first to strike the two papers,

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NY Publishers Shunning Compromise In Stoppage



Icy Blasts, Firm Spirits: Cold winds off nearby Lake Erie make picketing a rugged job, but these Cleveland Guild members personify the determination

of that union to attain a vitally-needed contract clause assuring Guild security. They have been marching since November 30.

—Photo by F. J. Aleksandrowicz, Cleveland Guild.

New York City—A virtual refusal to bargain by New York publishers is sending the city's longest newspaper shutdown into its fourth week.

The publishers' stated refusal to budge beyond settlement terms offered the ITU just before the strike kept negotiations deadlocked in the face of efforts by federal mediators.

The city remained without any of its general-circulation dailies despite an ITU offer to return to work without retroactivity or any other stipulations at the four papers that have locked out their employees. The publishers refused.

An estimated 5,900 Guild members are among 20,000 employees who have been idle since Dec. 7, when the ITU struck the Times, News, Journal-American and World-Telegram & Sun. The Mirror, Post, Herald Tribune and Long Island Star-Journal responded by locking their doors.

Twelve hundred Guild members at a local meeting Dec. 20 voted unanimous support to the ITU and the New York Guild's policy of full cooperation in the strike.

The stoppage, 21 days old as the Guild Reporter went to press, has already exceeded the longest previous citywide shutdown, the 19-day deliverers' strike in 1958. And there was no sign of an early settlement on the horizon.

The Publishers Association was standing pat on its pre-strike offer of a \$9.20 package in wages and fringe benefits—less than the \$11.56 cost of the package won by Guildsmen at the Daily News in November—despite the ITU's willingness to make concessions on its demands.

The publishers' position was set forth in a statement by Amory Bradford, chief spokesman for the association.

"We felt that, as costly as it was, we could survive a lengthy strike," he declared. "We knew we could not survive a settlement in an area outside that of the offer we have already made."

Bradford's statement constituted something of an about-face from previous declarations that a

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SFONG To Send NY \$1,000 A Week

The San Francisco-Oakland Guild has pledged \$1,000 a week to locked-out New York Guild members and \$200 a week to striking Cleveland Guildsmen.

The Dec. 13 action by SFONG's Representative Assembly came as

contributions from Guild locals throughout the country began to pour into the beleaguered Guild organizations.

By mid-month, contributions to the New York Guild neared the \$5,000 mark, while the Cleveland Guild had received \$4,400.

The contributions began coming none too soon. M. Michael

Potoker, secretary-treasurer of the New York Guild, told a Dec. 20 membership meeting that a quarter of a million dollars was paid out to 5,400 locked-out Guildsmen during the first week of the stoppage.

Potoker said the ANG and New York defense funds have approximately a million dollars available to cover the estimated \$2-million cost of the first eight weeks of benefits before unemployment compensation becomes payable. Arrangements are being made to borrow the remaining million, he reported.

Among major donations to the New York fund were \$550 from St. Louis and \$500 from Washington.

The Federation of Guild Representatives, the union representative,

(Continued on Page 5)

Insurance Payoff

New York City—New York City publishers will recoup 30 to 50 percent of their fixed costs from strike insurance payments, according to Business Week magazine.

Business Week's Dec. 22 issue reported that all publishers except the Daily News—which it said does not have insurance—are eligible to receive up to \$11,000 a day, with double indemnity on Sundays.

The maximum payment for any one paper is \$550,000; the ceiling for all papers in a single city or under a single labor contract is \$2,250,000, Business Week said. Under the latter limitation, it calculated, New York strike insurance will expire early in January.

Publishers pay \$135 a year for each \$100 of daily indemnity for 25 days' coverage, it was reported; for 100 days, the unit payment is \$225. Sunday coverage costs an additional 10 percent.

1962 Heywood Broun Award



**\$500 in cash and
A Guild Citation**

Deadline, February 1, 1963

The 1962 Award will be given for work done or work completed between January 1, 1962, and December 31, 1962.

Eligible are employees in the Guild's jurisdiction on newspapers, news services, news magazines, radio and television stations in the U.S., Canada and Puerto Rico, whether they are members of the Guild or not.

Anyone may submit an entry on his own or another's behalf.

Entries must be received by February 1, 1963.

Entries should be submitted in scrapbook form with an accompanying letter describing the circumstances under which the work was done, particularly the initiative and ingenuity shown by the candidate.

Important factors influencing judges' decisions in past years have been disinterestedness of the candidate, significance and quality of the work and technique.

All entries become the property of the award committee and will not be returned except upon specific request. Entries should be sent to:

Broun Award Committee, American Newspaper Guild (AFL-CIO, CLC), 1126 16th Street, N.W., Washington 6, D. C.

Guild Wins In NLRB Vote At Two Alabama Dailies

Florence, Ala.—The Memphis Newspaper Guild has been chosen as bargaining agent for 44 employees in Guild jurisdiction at the dailies published by the Tri-Cities Publishing Company, in an election conducted by the National Labor Relations Board.

The balloting went 32 for the Guild and 8 against. Two votes were challenged and one was void.

International Representative Bob Christofferson aided the Memphis local in the organizing drive, under which the Guild will represent employees in the editorial, advertising, business office, administration and maintenance departments, the inside circulation staff (including mailers), drivers and unorganized employees in the firm's printing shop. At a pre-election meeting of employees, Richard Lane, Region Two vice president, spoke and answered questions.

The company publishes the Times and the Tri-Cities Daily, with afternoon and Sunday editions for each, and circulates in the cities of Florence, Sheffield,

(Continued on Page 4)



Undaunted: Sidna Brower, University of Mississippi senior who edits the campus daily, carried on in the best traditions of a free and fearless press during the turbulent weeks of the Meredith enrolment case.

IT SEEMS TO US

**Deplores Small Vote,
Lauds Mellett Plan**

QUINCY, ILL.

Editor: The percentage of eligible voters who cast ballots in the recent referendum election for vice president at large is deplorable. It seems to me that those who did NOT vote had better start learning the importance of "a single vote" in ANY election.

I would also like to toss a few bouquets at the IEB for its intelligent use of the Mellett bequest. It is using the fund for a purpose which should benefit all of us.

KATHRYN SCOTT
Member-at-large

**Some Pointed Queries
On The New York Strike**

MONTCLAIR, N. J.

Editor: Can somebody tell me:

1. In the light of recent experiences, is the New York Guild going to continue demanding a contract expiration date different from that of the craft unions?

2. Why doesn't the Guild Reporter publish the fact that the Guild was severely—and publicly—criticized for breaking up the unions' unity pact to settle the Daily News strike?

3. Why did the Guild let the Daily News employes take the financial rap for what was really a city strike?

4. How can Guild members take their own bargaining leadership seriously when the leaders demand that promotions be based on seniority?

5. Why are so many persons apparently pleased by the possibility that a long New York strike will put one or two papers out of business?

Ole Miss Editor, Storm Hub, Does 'What I Think Is Right'

By WILLIAM B. STREET
Memphis Guild

Oxford, Miss.—After more than two months in the national spotlight, pretty, 21-year-old Sidna Brower has become one of the nation's best known—and most misunderstood—college coeds.

Liberals regard her as too conservative. Conservatives say she's too liberal. Her own philosophy: "I just do what I think is right."

Miss Brower—in case you haven't heard—is the editor of the tabloid *Mississippi*, published four days a week by students at the University of Mississippi. These days, it isn't any rocking-chair job. She is paid \$100 a month, and even her most outspoken critics agree she's earning her pay.

In a normal year, the Memphis senior would have been acclaimed by fellow students as a campus leader, pointed out as a good example to follow for the benefit of pledges in her Kappa Kappa Gamma sorority. Her sparkling brown eyes would have been a center of attraction at virtually every major fraternity and sorority party.

But the governments of the United States and Mississippi and a Negro named James H. Meredith decreed otherwise. And, just for the record, Miss Brower knows little more about Meredith than the average student on the Ole Miss campus.

Most discussions in Mississippi these days are dated from Sept. 30, the night Meredith arrived on the campus with an escort of federal marshals. That's as good a place as any to begin.

Miss Brower returned from a football weekend in Jackson to find the campus in turmoil, with a mob waging a pitched battle against marshals—and later, soldiers—who ringed the historic Lyceum building in the middle of the campus.

She wrote a stinging editorial that night, taking her fellow students to task for the part a relatively small percentage of them played in the violence which left two dead. It was played on page one.

She and managing editor Jan Humber, a senior coed from Clarksdale, Miss., also handled the news coverage for their extra edition. Next morning, both helped deliver the paper over a battle-scarred campus.

That was the start. From that

Guildsman Street has been covering the Oxford, Miss., story for his *Memphis Commercial Appeal* since the university made headlines around the world last September. He has known the subject of his sketch for a longer time, however. A Memphis resident, Miss Brower has done summer vacation stints on the *Memphis* daily. She plans to use her Taylor scholarship in furthering her career in newspaper work.—Ed.

point, editorials appeared almost daily on the regular inside editorial page, some with pleas for a return to campus normalcy, a few chiding the university administration for not cracking down on student violators. She reserved her sharpest barbs for students noisily demonstrating against Meredith and the marshals.

She searched for ways to improve the Ole Miss image in the nation's eye. One idea was a scholarship fund, established in memory of Paul Guillard, the French newsmen who was slain during the rioting.

National honors, including Scripps-Howard's Henry Taylor Award, came her way. But she still had to face criticism from an unthinking few at some national meetings. And at home, she was virtually a prophet without honor.

Many Ole Miss students thought she carried things too far, especially when one editorial voiced agreement with some points made in an article in a New York newspaper which belittled the

school's cultural level. Then came another editorial upholding the right of white students to eat with Meredith—or with anyone else they chose—in the campus cafeteria.

A movement was started in the Student Senate to "censure" Miss Brower for failing to uphold the views and rights of other students. There were reminders that she held an elective post, and rumblings of impeachment proceedings were heard.

A committee agreed to drop the word "censure," water down the resolution and make it a reprimand. That proposal passed easily. Two days later, the faculty adopted a resolution of its own, backing Miss Brower.

Throughout the debate, Miss Brower found herself being misquoted fairly constantly in a small portion of the daily press. One article was so unfavorably garbled that even her opposition in the Senate called to apologize. She finally resorted to a phrase hard to twist—"no comment."

"You know," Miss Brower said the other day, "this whole thing has seemed unreal. I don't feel that all these things have happened to me. I feel just like the same Sidna."

In that case, "the same Sidna" is a person of real courage. The criticism of former friends disturbs her. So do the multitude of letter writers who hide their vindictiveness behind a cloak of anonymity.

She keeps the hurt well hidden behind a merry smile. But those who know her best are aware the hurt is there.



CODES & COLDS, COLOR & CURBS, CONFERENCES & CIGARETS

The "C" had it this week (December 12th) in Editor & Publisher. Each of these topics was involved in a story related to the newspaper industry—and of course, E&P reported them all. There was the cold of Antarctica, host to a delegation of newsmen... the Newspaper Advertising Executive's Association adopted the 4-A Creative Code... color supplement of the Orlando Sentinel was printed by the paper's own new offset plant... conferences between New York publishers and the Typographical Union No. 6 failed to avert a strike, and there were curbs placed on gift subscriptions by the Post Office and a discussion of cigaret advertising. You expect—and you get—full coverage about the newspaper industry in the weekly Editor & Publisher—"C" for yourself.

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Objective—Equality: William J. Farson, left, Executive Vice President of the ANG, confers with other members of the IUD's Committee on Equal Employment Opportunity following his appointment to the committee this month. Left to right, they are Emil Mazey, secretary-treasurer of the UAW, L. W. Abel, secretary-treasurer of the United Steelworkers, and Arnold Zander, president of the State, County and Municipal Employes.

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N.Y. Publishers Shun Compromise As Stoppage Sets Record

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long shutdown would drive some of the papers out of business.

Dorothy Schiff, publisher of the Post, had been the most explicit, contending that a protracted stoppage would force her to close down. But the Post declined to end its lockout when the ITU offered to go back to work without its traditional guarantee that new contract terms would be retroactive.

Bertram A. Powers, president of New York ITU Local 6, said the offer was made to help the papers that were claiming a long shutdown or a costly settlement would destroy them.

"We can't afford to lose a single job," Powers declared. "That's why we have offered to go back to work at a moment's notice at the Post, Mirror, Trib and Star-Journal."

"They are marginal newspapers that are supposed to be in trouble, but they chose to shut down. This is not a matter of murdering papers. It is a question of suicide."

The ITU proposal was made after Walter N. Thayer, president of the Herald Tribune, said his paper could stand a prolonged shutdown but might not be able to survive "the contract ultimately agreed upon."

The Publishers Association, showing little enthusiasm about negotiations, was cool to a true proposal from one of its own members, J. Kingsbury Smith of the Journal-American.

Smith asked President Kennedy, Gov. Nelson A. Rockefeller and Mayor Robert F. Wagner to urge a 60-day moratorium during which "talks would continue

day and night" in an effort to settle the dispute.

But Bradford dissociated the Publishers Association from the proposal, terming Smith's statement "his personal views."

Federal mediators, official and unofficial, were finding the going rough.

Secretary of Labor W. Willard Wirtz, making his second effort to end the stoppage, emerged predicting it might well last until March. And Stephen I. Schlossberg, special assistant to the federal mediation director, threatened at one point to break off talks unless some progress was made.

Negotiations, suspended for the Christmas weekend, were recessed again by Schlossberg after a ten-minute session Dec. 26. Powers said the printers' proposals were made as "a basis for negotiations," but Bradford said the publishers had "very little room to move."

Faced with the prospect of a prolonged strike, the New York ITU local asked its international to impose a 3 percent assessment on weekly earnings to help finance benefits.

Combined ANG and local strike benefits ranging from \$30 to \$80 a week were being paid to 5,400 idle Guild members. Others found temporary jobs or were subsisting on other income.

Although the Long Island Press was involved in the citywide news blackout, 67 Guild members there continued at work putting out its Nassau County edition. The Press suspended its Queens edition but did not lock out its employes.

The New York Guild set up an employment bureau under the direction of International Representative Edna Berger to help find work for idle newspapermen and women.



Employment Bureau: Edna Berger, ANG international representative, checks on job possibilities for two New York Guild members idled by ITU strike and publishers' lockout.

**GUILD
PLACEMENT
SERVICE**

Guild Finds Work For Idle Hands

New York City—Guild members out of their jobs because of the ITU strike and publishers' lockout are working in a variety of temporary positions ranging from postal clerk to television commentator.

More than 200 Guildsmen had found stop-gap work by the second week of the stoppage. Most of them were in the city, but a few were forced out of town to find jobs.

The New York Guild set up an employment bureau under the direction of International Representative Edna Berger to help find work for idle newspapermen and women.

Jobs were posted on a bulletin

board as they were turned up by intensive letter and telephone canvassing of magazine, radio and television stations, book publishers, public relations agencies and other prospective employers.

Barbara Yunker, science writer for the New York Post, set up a desk in the office of Science Public Relations Inc. and started canvassing jobs for science writers.

An estimated 75 Guild members found Christmas jobs with the Postoffice. Another 50, mostly editorial employes, were occupying jobs on a half-dozen dailies that mushroomed to fill the news gap.

Others popped up in radio and television jobs as the broadcasting

media expanded their news coverage. Among them was Judith Crist, arts editor for the Herald Tribune, who was delivering news reports.

But more than 5,500 locked-out employes were without any work whatever, dependent on Guild benefits of from \$30 to \$80 a week until they become eligible for unemployment compensation at the end of a seven-week waiting period.

While the waiting period, is mandatory for those idled by labor disputes, the New York State Division of Employment advised newspaper workers idled by the stoppage to file claims immediately to avoid delay in establishing eligibility.

Guild Shop Is Cleveland Snag

(Continued from Page 1)

setting up a picket line early November 30, during recessed negotiations for a new contract.

The Guild, also in negotiations, voted first to honor the Drivers' picket line, and then to strike.

A management-sponsored "citizens committee" appealed for a return to work by all employes, offering to lend aid in settling any unresolved issues which remained on January 4.

The appeal never reached the Guild but the Drivers returned to work, crossing the Guild picket lines to do so. Many of the drivers were displeased with this development, which resulted in expulsion of the Drivers' local from the Printcraft Union Council, a citywide representative body of the eleven unions holding contracts at the newspaper plants.

Last week, Drivers local officials sent out invitations to all the Unit Council unions to attend a meeting, set for Friday, December 21. All refused to attend.

The Teamster affiliate then announced that it was again on strike, and its pickets have since set up lines alongside the marching Guildsmen.

The Guild's stand has won widespread support from many segments of organized labor. The Cleveland AFL-CIO executive council made an appearance on the picket lines in demonstration of its support. A local of the Longshoremen's Union, idle at the end of the shipping season on the Great Lakes, contributed \$100 and volunteered for picket duty,

its members explaining that they wanted to take the place of women pickets. The latter have insisted on picket duty, although assigned daylight hours because of heavy snow and sub-zero temperatures.

During last Sunday's membership meeting, an Auto Workers local furnished pickets for the afternoon. The UAW local at the Fisher Body plant collected more than \$800 for the strikers, in a plant-wide drive.

On Christmas Eve and Christmas Day, picketing was on a voluntary basis, with token lines maintained at both the Press & News and the Plain Dealer buildings.

Last week's benefit checks were increased by \$5 per striker as a Christmas bonus, and additional contributions continued to arrive from individuals and Guild local treasurers.

J. William Blatz, ANG director of collective bargaining, and International Representative Robert Bruner have continued at the strike scene.

The local strike committee has issued frequent mimeographed

bulletins to the membership and to other Guild locals, carrying information on the progress of the strike and comments on the issues.

One bulletin reprints an editorial of April 22, 1946, by Louis B. Seltzer, of the Press, in which he wrote:

"For more than ten years the editorial employes of Cleveland newspapers have been represented in their efforts to improve working conditions and wages by the Cleveland Newspaper Guild, affiliated with the CIO."

"In all that time, the management of the Cleveland Press has not observed a solitary example of any reporter for this newspaper doing less than his complete professional job of getting the facts."

But in December of 1962, the bulletin notes, the same Seltzer said:

"The real issue is whether or not editorial workers should be required to belong to a union where they could not be free and without restraint in their activities. The free press is based on the freedom of the people who produce it."

In Plain (Dealer) Language

Attorney Sid Jackson, representing the Cleveland Plain Dealer in current strike negotiations with the Guild, went on record at one session with the following back-handed endorsement of the local's demand for a Guild Shop clause:

"Anyone who accepts Guild benefits but won't pay for them is a cheap skate; but he has a right to be a cheap skate, just as a person has a right to be an ass if he wants to."

Snub By Own Newspaper Failed To Spike Van Deerlin's Election

Hawaii Guildsmen Flee Into Political Pastures

Wirtz gave his views on an ABC television program.



During his recent campaign,

Industrial development.

Certification is normally automatic in such cases; a hearing ha-

GUILD BRIEFS

11 San Diego Guildsmen Reach 25-Year Marker

Guild's 1963 conclave next July.

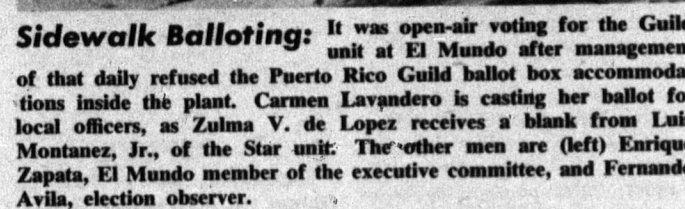
the 1963 Gridiron Dinner, which

Dick Williams is chairman of the show committee. Don Morrison will direct the show.

top minimum will pay an extra \$1, and those above top minimum

Tropical Rain Fails To Dampen Open-Air Voting In Puerto Rico

The pollsters set up their voting desk on the sidewalk area in front of the building. A tropical breeze arrived, dropping some



IAFWNO Holds Contest To Spur Press Freedom

Meanwhile, the Presidents' Committee of Allied Printing and Related Trades received a \$5,000

check from the AFL-CIO Executive Council to help further the labor, farm and local cash laws.

CONTRACTS

Strike Threat Sparks Columbus Settlement

A \$5.75 increase in the first

two steps for library clerks go up \$1.50.

Tonawanda Unit Wins Pay Raises Up To \$7

John Cummins, Cleveland
Detroit Guild
Albany Guild
Louis Eiben
Harold B. Lichen
Universe Bulletin unit
Peoria Guild

SFONG Votes \$1,000

New York Guild	\$1.00
POI District Council	

Albion Guild	20
Mid-Atlantic District Council	20
Chicago Guild	10
Boston Guild	10
Milwaukee Guild	10
Memphis Guild	10
Seattle-Tacoma Guild	10
Twin Cities Guild	10
Salem Guild	2
Rockton Guild	10
Hort. Soc. Cleveland	10
David Brown	10
Edw. Mastrulli, Cincinnati	10
Massillon Guild	10
William Schiller, Chicago	10
Los Angeles Guild	10
Washington Guild	10
Terre Haute Guild	10
Columbus Guild	10
Baltimore Guild	10
William M. Davy, Cleveland	10
Wm. O. Severin, Cleveland	10
James B. Woods, St. Louis	10
St. Louis Chapter	10
San Francisco-Oakland Guild	10
Erie Guild	10
Wilkes-Barre Guild	10
St. Louis Guild	10
Toledo Guild	10
John Cummins, Cleveland	10
Albany Guild	10
Louis Rhine	10
Harold B. Lichen	10
Universe Bulletin unit	10
Peoria Guild	10
Fawcett Guild	10
Newark Chapter	10
Peter Mollenkamp	10
Don Roberts	10
NEA Service unit	10
Robert Snyder	10
Rayford Herman	10
Andrew Randall, Chicago	10
Wm. Glasgow	10
Norman Melnick	10
Wafalo Guild	10
Roehrsdorf Guild	10
Cleveland Teachers union	10
Victoria Guild	10
Serrano Guild, T-S unit	10
Eleazar Heston	10
Jim Gedling	10
Sue Dier, Guild	10
Philadelphia Guild	10
Thurmer's union	10
Auto-workers Local 217	10
UAW members	10
Enrico Marton	10

Will Rising Costs Make College A Dream For Workers' Sons?

By SIDNEY MARGOLIS
Guild Reporter
Consumer Expert
(First of two articles on problems of college financing.)

This is the time of year when moderate-income families often have their biggest worries about financing college for their children.

Students already in college must face the problem of paying second-term fees, at a time when their backlog of summer earnings usually has been depleted. Parents of high-school seniors hoping to go to college next fall also must face up soon to the heavy first-year costs. The first year often is the most expensive because loans, scholarships and part-time jobs usually are not available to freshmen as to older students.

The problem of putting children through college is that costs are spiraling, scholarships are not as widely available as parents sometimes hope, and it is becoming increasingly difficult to work your way. While most students still earn part of their own expenses, increasingly heavy study requirements are making it harder for students to carry a large outside workload. Nor have available jobs increased as fast as enrollments.

A special concern to moderate-income families is the rising costs at state universities and land-grant colleges. These long have been the main educational hope of the children of working people. Not only are most private colleges now in the \$9,000-\$12,000

bracket, but it now costs close to \$6,000 for four years at most state universities. More precisely, a survey made by this writer in cooperation with the Joint Office of Institutional Research, finds that currently the average cost of a year at a typical state university is \$1,450, including tuition, board, books and miscellaneous. At this price, it would take about 27 percent of a typical worker's wages to put a child through even the supposedly inexpensive state universities.

That is why not only educators but an increasing number of far-sighted state legislators, businessmen, unions and women's organizations have voiced concern about the rising fees at state universities. Labor unions especially are worried that fee hikes will bar children of wage-earner families, who increasingly must depend on publicly supported universities, now that private colleges have reached their present expensive levels.

For example, Russell Thackrey, executive secretary of the Association of State Universities and Land Grant Colleges, pointed out at a recent AFL-CIO conference on education, that 32 percent of 1957 Harvard graduates were sons of fathers who did not attend college, but only 19 percent of the 1961 class. Only eight percent of Harvard students come from "blue collar" families. At the publicly supported University of Massachusetts, 16 percent do.

Too, the fact is that children of working families are handicapped in the competition for scholarships by the often more restricted educational opportuni-

ties in the crowded and limited high schools of moderate-income neighborhoods.

In her recent book, "Education and Income," Dr. Patricia Sexton of New York University points out that 20 percent of the students in upper-income groups get 67 percent of all National Merit Scholarships. Dr. Sexton found that the great educational divide in one big city she studied is a family income of \$7,000. Above it, educational chances increase; below, they decline—rapidly. The result is a noticeable waste of potential talent. Dr. Sexton reported that of the top 30 percent of high-school students, one-third of the boys and half of the girls are not taking college-preparatory courses.

It is poignant to see how college hopes dwindle as children get older. A U. S. Office of Education survey found 73 percent of parents of children under nine expect them to go to college, but only 53 percent of those with children 15 to 17.

Often nowadays Federal and state officials try to solve the problem of rising educational costs by offering more scholarships and loans. But Allan W. Ostar, director of the Joint Office of Institutional Research, points out that such aid is helpful but no substitute for moderate tuition in assuring the greatest degree of educational opportunity. When you increase fees and use scholarships to soften the blow, in effect you tell students: "The poorer you are, the smarter you have to be," Ostar says.

Low tuition at public universities, of course, can be maintained only through adequate tax support, and this is the only genuine final answer to the problem of maintaining educational opportunities for moderate-income families.

With the realization that scholarships are not increasing as rapidly as the number of students hunting them, families now are relying more heavily on loans. While borrowing may make all the difference between dropping out and finishing, college loans do need to be selected and used with care to avoid unnecessarily high finance charges and heavy debts that may be a burden on the graduate or his family.

It is a fact that some of the higher-cost finance companies and other lenders have been attracted to the college-lending business by the current trend to "installment-plan" education. Even some state-sponsored loans are not as reasonable as they seem at first glance.

A number of finance companies have started "tuition aid" or "educational assistance" plans. By the sound of the names and the often-scholarly literature they put out, these "plans" sound almost like philanthropic or community-sponsored enterprises. But the plans sponsored by private finance companies and some banks (not all) often charge true interest rates of 8-12 percent and sometimes as much as 16. That is because the finance charge is calculated on the original amount of debt, and you start paying back immediately. Thus the true rate is actually approximately double the stated rate.

When you examine these plans closely, you see that a "\$4,000 plan" does not actually provide you with a \$4,000 loan. The lender may advance as little as \$500 at a time as college bills become due. But the family repays monthly out of income.



Good Cause: Pawtucket Guildsman Jack Greene doubled as chief recently when the Times unit served a New England clam chowder at Guild headquarters to benefit a community project initiated by another Guildsman, Dean Tromhauser. The project is the restoration of a historic cottage, saved from destruction by a freeway when Tromhauser discovered its connections with Samuel Slater, founder of the American textile industry. The cottage has been relocated next to the Old Slater Mill, now maintained as a museum.

Local Elections

Canadian Wire Service

Montreal, Quebec — Canadian Wire Service Guild officers for 1963, all re-elected, are: President, Ray Chaisson; treasurer, Alex Bellini, and secretary, Pierre Trudel.

Youngstown

Youngstown, Ohio — Fred T. Kearney has been elected to succeed Jerry Knight as president of the Youngstown Guild. Others on the local's new slate of officers are Charles Perazich, vice president; Jack Edwards, secretary, and Robert A. Curry, treasurer. Knight, Alton Fouts and Lynn Slovonsky were elected to the executive committee; Knight was also named delegate to the POI District Council.

North Jersey

Elizabeth, N. J. — Joan B. Hagerty has been re-elected president of the North Jersey Guild. Other officers are Daniel A. McLaughlin, first vice president; Ralph Williamson, second vice president; Victor Oleyar, treasurer; Andrew Kudrick, secretary, and Barbara Finkelstein, assistant secretary.

Twin Cities

Twin Cities, Minn. — Harry Rydel of the St. Paul Dispatch and Pioneer Press advertising department was elected president of the Twin Cities Newspaper Guild. Other officers include James Cesnik, editorial vice president; Russell Schwab, commercial vice president; Mercer Cross, secretary; George Letness, treasurer, and John Carmichael, executive secretary. Cesnik, Cross and Letness are from the Minneapolis

Star and Tribune; Schwab is on the Dispatch and Pioneer Press staff.

Directors at large are Ted Koderie and Bill Anstett, Minneapolis Star and Tribune; Pat Moyer, Mary Ann Thomsen, Gordon Fay and Peter Vanderpool, all of the St. Paul Dispatch and Pioneer Press.

The D-PP unit and the S-T units will elect one representative each to the board.

There were no contested races in the recent election.

Angelo Cohn, president of the local for the past two years, remains on the board in the post of immediate past president during the coming year.

Bay City

Bay City, Mich. — Victor Abels has been elected to succeed Michael Sturm as president of the Bay City Guild. Other officers are David Rogers, vice president; Joan Borowiak, secretary, and Thomas Mahoney, treasurer. John Goddoyne and Leslie Stanton were named to the executive board, while Norman Deford and William Douponce will be delegates to the AFL-CIO Council.

San Diego

San Diego, Calif. — Glenn Moon has been elected as president of the San Diego Guild. In a full-slate contest, Hugh Thompson succeeded Arch Gerard as vice president, Ralph Manning was renamed secretary, and William Lee replaced Harvey Berman as treasurer. Past President Paul Cour, Gerard and Berman become members of the 16-member executive board.

King's Choice

San Francisco, Calif. — A king of spades has installed William Boldenweck as second vice president of the San Francisco-Oakland Newspaper Guild.

Boldenweck and Rex Adkins cut a deck of cards for the spot when the two tied in six-cornered balloting for three vice presidencies. Boldenweck turned up the king; Adkins drew a three of hearts and became third vice president.

Edward Reynolds led in the balloting to become first vice president. Others elected without opposition were Barney Peterson, president; Fred Fletcher, executive secretary; Lou Webb, recording secretary, and Vera Moore, treasurer.

In a later action, the San Francisco Representative Assembly appointed Kirk Smith, chairman of the Chronicle Unit, as assistant executive secretary.

Local Copy

A PAGE FOR OFFICERS AND STEWARDS

Prospect Seen Bright For Industry Growth

Sizeable increases in newspaper circulation and newsprint demand are forecast in two, separate industry surveys.

And initial 1963 advertising forecasts are for an increase of 5 percent, with newspapers in line for a goodly share.

Total daily newspaper sales will rise more than 37 percent by 1980, according to Irving W. Reynolds, director of economic research for the Copley Press. The Newsprint Association of Canada foresees a 3.2 percent gain in newsprint consumption in 1963 alone.

Reynolds, correlating trends in newspaper circulation and population growth, predicted that daily newspaper circulation will rise from the present \$9.2 million to 63.3 million by 1965; 68.3 million by 1970, and 81.6 million by 1980.

Among the factors that will contribute to circulation gain, Reynolds listed rapid urbanization, an increase in that proportion of the population of newspaper-reading age and rising income and educational levels.

Circulation of daily newspapers has increased 22.3 percent and that of Sunday papers 37.5 per-

cent since 1946, according to the Association of National Advertisers.

From 1946 to 1962, the association reported, advertising rates have increased 112.3 percent for dailies and 109.6 percent for Sunday papers, while rates per million circulation have gone up 74 percent for dailies and 52.4 percent for Sunday publications.

World newsprint demand increased 1.7 percent in 1962, the Newsprint Association noted, with North American consumption largely responsible. U.S. demand has increased steadily.

Production capacity will increase about 770,000 tons in 1963, the association predicted, with 259,000 of this total in North America. By 1965, it said, total capacity should be up an additional 1,874,000 tons.

On the advertising side, the authoritative Gallagher Report foresees an increase of even more than the anticipated 5 percent if business conditions are good.

Major television advertisers will turn increasingly to newspapers, magazines and radio to diversify their appeal, the newsletter reported on the basis of an advertiser's survey.

'Side Agreement' Nullified In Utica Daily Press Case

Utica, N. Y. — An arbitrator has rejected the Utica Daily Press' claim that an alleged "side agreement" with the Utica Guild gives it the right to impose a six-month probationary period on new employees.

Robert F. Koretz, professor of law at Syracuse University, ruled that any unwritten agreement that may have existed was wiped out when management and the Guild failed to reach accord on a probationary period during 1959-60 contract negotiations.

The Guild, after negotiations fell through on the point, an-

nounced that it would refuse to recognize any probationary period whatsoever.

Koretz, in upholding the Guild's contention that no valid "side agreement" was in effect, awarded a dismissed reporter more than \$1,000 in back pay. The newsman was discharged without explanation after five and a-half months.

Arbitrations

Free Riders Find

Santa Wears A Guild Pin

When midcontract increases went into effect this month at the Washington Star, the Guild reminded free riders of the event with the following posted bulletin:

The Guild Announces Its Annual Christmas Bonus

The Star unit of the Washington Newspaper Guild is happy to announce the awarding of its annual Christmas bonus to non-Guild employees.

The bonuses range from \$156 to \$416 for the current year, in weekly payments of from \$3 to \$8. They went into effect December 8. Actually, non-Guild employees receive much more. They were given similar bonuses just before last Christmas and have pocketed additional sums each month. These additional sums consist of the dues payments made by their fellow employees who cannot with clear conscience shirk their obvious responsibilities.

The Star unit of the Guild hopes to continue its practice of awarding annual bonuses until that time when employees under its jurisdiction—including those who do not pay their way—are earning salaries on a par with workers in similar jobs throughout the city and nation.

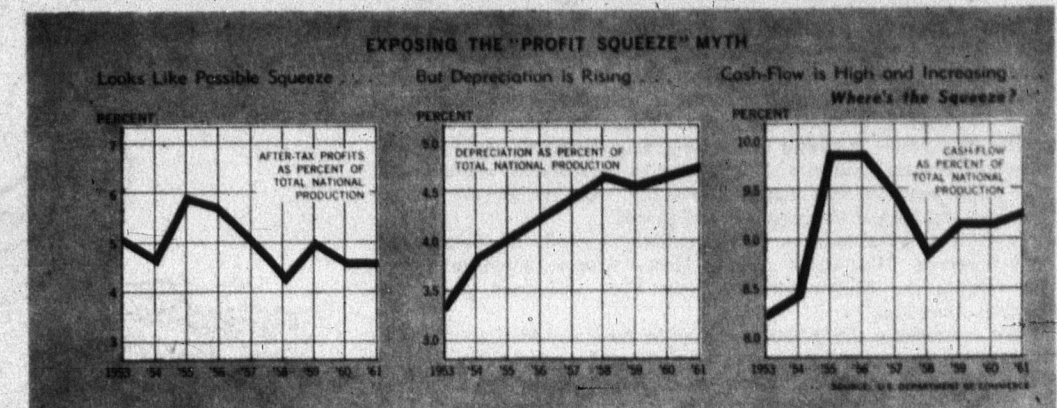
Naturally, those who reap the benefits but refuse to bear the corresponding responsibilities do great harm to this effort.

Still, we are happy to make this bonus announcement to our non-Guild friends. We can only hope that they give a thought to those of us who made it possible.

Merry Christmas!

All Dues-paying Guild Members

Labor Costs Don't Squeeze Profits, Commerce Agency Study Shows



Big business will have to find another scapegoat for the much-touted "profit squeeze." Rising labor costs will no longer do.

A Commerce Department study has punctured the myth that exorbitant wage increases are responsible for eating into profits. And it has established that the "profit squeeze" itself is a gentle pinch rather than a bear hug.

The Commerce study, published in the department's November "Survey of Current Business," shows that wages, salaries and fringe benefits rose by 113 percent from 1948 to 1962—the exact percentage by which corporate output increased.

As a result, labor costs constitute the same percentage of output now that they did 15 years ago—64 percent.

On the other hand, the department reports, corporate profits have dwindled from 21 percent of output to 16 percent. But these figures are deceptive, the Commerce Department analysis shows.

While part of the "squeeze" is real—largely the result of increased taxes—some of it is fictional. A portion arises from altered bookkeeping designed to take advantage of new tax depreciation formulas.

Depreciation allowances rose from 5.5 percent to 9.5 percent during the 15-year period, the department reports.

Part of the increase is a result of increased plant and equipment costs and an extra-large capital expansion. But a substantial portion represents money that in 1948 would have appeared in the profits column.

Accelerated amortization for tax purposes has added about \$4 billion to corporate depreciation since 1948, according to the Commerce Department. Additional depreciation concessions will probably add a like amount in a much shorter period, the study predicted.

Since book depreciation for tax purposes outruns actual depreciation, the additional money set aside to allow for it is available for other corporate purposes, including expansion.

It is for this reason that, as Time magazine reported in its issue of last May 11, "many economists are paying less heed to profits than to cash flow."

"Cash flow" is defined as profits after taxes plus depreciation allowances.

Whereas profits before taxes rose only from \$31.5 billion in the last half of 1948 to \$50.6 billion in the first half of 1962, "cash flow" increased from \$27.1 billion to \$52.2 billion—far less of a squeeze in terms of ratio to corporate output.

The role played by "extra" depreciation is graphically disclosed by an examination of dividend

payments. While profits have risen only 26 percent since 1948, dividend disbursements have gone up 111 percent, almost matching the growth in output and labor costs.

Much of the money used to pay these fattened dividends has come from funds formerly earmarked as undistributed profits. Thus, while depreciation allowances quadrupled from 1948 to 1962, undistributed profits actually declined from \$13 billion to \$10 billion.

Times-Mirror To Harvest Peak \$6 Million Return

Los Angeles, Calif. — The Times-Mirror Co. will reap record net earnings of more than \$6.2 million in 1962, according to Omar F. Johnson, its treasurer.

The company, which scuttled its less profitable evening Mirror last January while acquiring a monopoly for its morning Times, should increase gross revenue from \$126.4 million to \$145 million, Johnson said.

The Times raised its advertising rates and boosted its circulation after the competing Los Angeles Examiner was discontinued along with the Mirror.

For the 40 weeks ending Oct. 7, the Times-Mirror Co. reported net earnings of \$4.1 million, up from \$3.6 million in the same

period of 1961. Revenues climbed from \$93.4 million to \$108.5 million.

Johnson predicted a continued gain in profits during 1963.

Advertising, Circulation Soar At Toronto Star

Toronto, Ont.—Advertising linage and circulation of the Toronto Star both soared during the fiscal year ending Sept. 30, according to the company's annual financial report.

Circulation increased 1.68 percent, from 343,220 to 343,993, helping to send gross revenue from \$34,928,911 to \$35,126,188. But expenses rose, too, resulting in a slip of net income from \$1,215,018 to \$1,127,681.

Washington First To Advance Candidate For Bade Award

The Washington Guild has become the first ANG local to nominate a candidate for the 1963 Wilbur E. Bade Award.

The Guild's executive board has advanced the name of Morton Mintz, chairman of the Washington Post unit, for the award, made in recognition of outstanding service to the Guild.

The deadline for entries is Jan. 15.

The Washington Guild, in nominating Mintz, cited his leadership of the Post unit, particularly in recent negotiations that resulted in the establishment of a \$180 top minimum for reporters,

highest in any Guild contract. The 1963 award will be a \$1,000 scholarship to a three-week residential seminar for union leaders to be conducted in Washington next spring by the AFL-CIO Industrial Union Department.

Candidates will be judged on the basis of their achievements in collective bargaining, organizing and other local Guild activity, as well as on their ability to profit from the study course.

Candidates must be sponsored by their locals. Eligible are unpaid local officials and others holding responsible positions.

Guild Reporter
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EDITORIAL

A Refusal To Bargain

New York City publishers have apparently begun to realize the absurdity of crying "Murder!" as they clutch their own throats.

When four New York newspapers that the ITU refrained from striking, in deference to their reportedly "marginal" status, locked out their employees three weeks ago, doleful predictions filled the air.

Dorothy Schiff, publisher of the Post, said her paper could not survive a prolonged shutdown. The Mirror let it be bruited about that it, too, might succumb in a marathon walkout. And the Herald Tribune was also included in the prophecies of gloom.

Not that such statements can be entirely ignored. As Time magazine observed, "The strike presents Hearst with a convenient excuse for folding the Mirror into its New York afternoon paper, the Journal-American."

But somewhere along the line it must have occurred to the publishers that it was going to be a bit difficult to convict the ITU of killing four newspapers that it had not only scrupulously refrained from striking but that it has offered to work for without retroactivity.

Perhaps a pointed declaration by Bertram A. Powers, president of striking ITU Local 6, drove home the idea. Said Powers of the Post, Mirror, Tribune and Star-Journal:

"They are marginal newspapers that are supposed to be in trouble, but they chose to shut down . . . This is not a matter of murdering papers. It is a question of suicide."

In any case, the publishers quickly did an about-face on the perils of a long stoppage. It now seems that the big danger is not the strike but a settlement.

"After a careful appraisal," said Amory Bradford, spokesman for the Publishers Association, "we felt that, as costly as it was, we could survive a lengthy strike. We knew we could not survive a settlement in the area outside that of the offer we have already made."

This statement, characterized by one wire service as a "take-it-or-leave-it" ultimatum to the ITU, did more than pull the rug out from under the earlier Cassandra forecasts. It virtually put the publishers on record as refusing to bargain.

No wonder the association was unenthusiastic when one of its members, the Journal-American, called for a 60-day truce and renewed federal mediation efforts. Under the position set forth by Bradford, there is no room for mediation; agreement can only be reached on the publishers' terms.

The Journal-American, in its appeal, accused the mediation service of being "resigned to a long strike, a strike that will last not weeks but possibly months."

Perhaps. But the Journal-American doesn't have to go to Washington to find resignation to a long news blackout. It has only to look over to the next pillow.

Self-Incrimination

The Detroit News' business manager might have pleaded the Fifth Amendment, we suppose, when he was asked at an NLRB hearing whether it was the News' policy to lay off union workers during a strike while retaining unorganized employees.

But he didn't. He acknowledged out of hand that this was not only company policy, but that the policy had been applied this very last spring—just as the Detroit Guild had charged in an NLRB complaint.

No duress was applied to obtain this confession. But the NLRB's regional director, having thrown out the Guild's charge once, was not of a mind to let the facts interfere with a good decision. He threw out the charge again.

In Detroit, you have to be caught with the body, the weapon and a signed confession.



DATELINE: WASHINGTON

Kennedy Riding Crest Of Cuba Victory

By WILLARD SHELTON, Washington Guild



As he enters his third year of the presidency, John F. Kennedy seems a man in control of the powers of his office—self-confident, aware of what he cannot do under the American system as well as what can be achieved, still an activist who intends to exploit every opportunity to move the country where he thinks it ought to go.

It was impossible to observe him under the questioning of the television network reporters without sensing his supreme confidence that he has mastered the principal issues of the years ahead.

The issues—not necessarily the means of reaching objectives.

There may be something of arrogance in the confrontation of the British with the decision to dump the Skybolt program. The President, in his interview, spoke with almost brutal frankness in explaining that Skybolt was not a British program, anyway—that we had spent the money for it, not they—and discussed the necessity for some limits in the proliferation of expensive systems.

It was as if he were cutting through to the essential fact—that the United Kingdom cannot possibly have an "independent" nuclear deterrent power any more than France can have it under foreseeable circumstances. There is no "deterrent" to the Soviet power from France or Britain if in reality it must be backed by the threat that the United States also will throw its huge missile strength into a showdown. For practical purposes, only one nation, even in an alliance, can control the deterrent.

It is fair, this observer thinks, to rate Mr. Kennedy as an extremely prudent President. The weapons he was forced to brandish in the encounter with the

Soviet Union in October were limited, carefully chosen, designed to achieve an end with the least use of brute force and bluster. The lines of communication between the Kremlin and the White House were widened, and the United States spoke with urgency to maintain them.

The President then moved quickly to exploit his Administration's new prestige to bring back the victims of the Bay of Pigs disaster. The salvage operation was a straight-out ransom deal—a payment of blood money to reclaim human beings—and some will still argue that such a tribute payment to Dr. Castro is humiliation. I do not see how anyone can plausibly argue that this country had no responsibility for rescuing the prisoners.

In any case, the deed was possible today, where it was not possible in 1961, when the "Tractors for Prisoners" deal fell through, for the plain reason that the Administration felt politically strong enough in the aftermath of Khrushchev's back-off to risk it.

Hardy has a line in "The Dynasts" that speaks of "a time of a breaking of nations." At his too infrequent press conferences, the President has made it clear that he believes great events are on the march, that he anticipates momentous shifts in the relations of the powers. It seems fair to think that he rates Cuba as comparable to the British-American landings in North Africa in 1942—an event that suddenly revealed the strength and purposes of the United States to whole societies that had shivered while Germany and Japan seemed to hold the initiative.

All of this may bring the President few victories in the next Congress on domestic issues. On this matter, he is, quite clearly, a fatalist.

He cannot persuade a recalcitrant Ways and Means Committee to vote a 1963 tax cut if the chairman, Representative Mills of Arkansas, and the Republicans and other Southern Democrats decline to do so. He cannot force through major reforms—in federal school aid, social security measures, unemployment compensation—if the nay-sayers from an orthodox if worn-out tradition insist that 5.5 percent unemployment is "ac-

ceptable," if they are not concerned to upgrade our education so that workers are sufficiently literate and well-trained to hold demanding jobs.

He cannot forestall the violence and upheaval of race conflict if Southern whites fear to risk their political skins, if Northerners of both parties do not care sufficiently to take the lead in improving opportunities for the Negro in America.

Walter Lippman has decided that in this country, as well as in Britain and the European nations, we face some kind of crisis in self-government. He sees it in the archaic structure of Congress that gives immense power to seniors who cannot change their ways, who do not recognize the necessity of action to meet intensified problems.

It may be absurd to see an Administration, riding the heights as Mr. Kennedy is riding them, facing the danger of defeat on many major programs that are clearly supported by the majority of our people—but Congress, of course, is not truly representative.

Much now depends on the Rules Committee fight. In the long run, however, Mr. Kennedy will be able to wield his most influence on such issues if and when he is re-elected in 1964. He will clearly score some legislative victories in the 88th Congress, and for the rest, he must depend on the support he rallies from the people.

Rejection Of Charge Appealed By Detroit

Detroit, Mich.—The Detroit Guild will ask the NLRB's general counsel to institute an unfair labor practices charge against the Detroit News as a result of discrimination against Guild employees during a strike last spring.

The local executive board voted to appeal an NLRB regional director's refusal to issue a complaint against the News. The director declined to act despite a News executive's admission that it is company policy to lay off union workers and keep unorganized employees on the payroll during strikes.

Thirty-four Guild maintenance employees were suspended from the payroll last spring during a craft strike. Non-union employees were kept at work.

The Guild Reporter

CHARLES E. CRISSEY, Editor

MAXWELL E. H. PYLE, Asst. Editor

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Eric Cawdron Stricken

Ottawa, Ont.—Eric R. I. Cawdron, Canadian regional vice president of the ANG, suffered a heart attack after returning home from work at the Ottawa Citizen Dec. 20.

He is reported in critical condition at Ottawa Civic Hospital.