

Voting Set May 16 In Chicopee

A representation election May 16 has been ordered by the National Labor Relations Board for the 229 commercial, news, and maintenance employees of the Dow Jones plant at Chicopee Falls, Mass.

On the ballot with the Guild will be the Independent Association of Publishers Employees, an unaffiliated organization which represents employees at certain other Dow Jones plants and offices.

The petition for an election at Chicopee Falls was filed last year by the New York Guild, Dow Jones, which publishes the Wall Street Journal, Barron's Weekly and the National Observer, has its headquarters in New York.

In its decision, issued last week, the NLRB ruled on the question of exclusions from the bargaining unit and gave its reasons for ordering a separate election at Chicopee Falls instead of a single, national election in all 45 Dow Jones plants, bureaus and offices.

In an interim notice last December, the board already had indicated that the "non-mechanical" employees at Chicopee Falls constituted an appropriate bargaining unit.

In doing so, the board supported the Guild's position and rejected those of the Dow Jones management and IAPE.

In its decision last week, the NLRB included in the bargaining unit a dozen wire filers and stencil clerks, as asked to do by the Guild. The Springfield (Mass.) Typographical Union, which represents printers and mailers at the Chicopee Falls plant, had asked that they be excluded as mechanical employees.

In dismissing a petition by IAPE for an election only in a nationwide unit, the Board said: "It is significant that the Employer and IAPE have not bargained on a nationwide basis, but only for varying numbers of locations where IAPE was able from time to time to demonstrate majority status."

"After a bargaining history of approximately 23 years, their most recent contract at the time of the hearing covered only five of the seven operating plant loca-

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Kheel To Head Committee To Settle Boston Contract

Boston, Mass. — Theodore W. Kheel, who helped settle the New York printers' strike, has agreed to come here to head a panel of arbitrators to settle the Guild's contract dispute with the Herald-Traveler.

The agreement to submit all unresolved questions, which include virtually all major issues in this year's negotiations, to the three-man panel will be presented to the Guild unit for ratification tonight. The agreement, which followed a 221-31 strike vote, also must be approved by the ANG Contracts Committee.

The panel, which the Boston Guild and the Herald-Traveler call "a new approach to collective bargaining in the newspaper industry," would be directed to arbitrate all unresolved economic issues but would have the option of arbitrating non-economic issues or returning them for further

The ANG GUILD REPORTER

OFFICIAL ORGAN OF THE AMERICAN NEWSPAPER GUILD (AFL-CIO, CLC)
Vol. XXX, No. 10 Return Requested Washington, D. C. 1126 16th St. N.W. May 10, 1963
Washington 6, D. C.

Washington News Pact Ups Minimums \$15.60



Pin-up: ANG Secretary-Treasurer Charles A. Perlik Jr., left, presents the new lapel button of the Infer-American Federation of Working Newspapermen's Organizations to President Roberto F. Chiari of Panama following the recent inauguration of IAFWNO headquarters in Panama City.

Controversy Is Stirred By Biennial Proposal

The San Francisco-Oakland Guild's suggestion that Locals give consideration to biennial instead of annual ANG conventions has produced widespread but divided reactions.

ANG Secretary-Treasurer Charles A. Perlik Jr. has strongly endorsed the idea of holding conventions every other year, with national or regional educational conferences replacing the convention in alternate years. He set forth his position in a letter written in response to requests for his views on the SFONG proposal.

Two international vice presi-

dents—James B. Woods of St. Louis and Jack Dobson of Toronto—have made public statements opposing biennial conventions.

George W. Lambert, administrative secretary of the Seattle-Tacoma Guild, has written members of the International Executive Board in support of biennial conventions, and four Locals—Hawaii, Stockton, Kenosha and Brockton—have told SFONG they would support such a proposal. Two others—New York and Sacramento—have expressed interest, SFONG reports.

Personal letters pro and con have come in to SFONG and ANG from numerous other Guild leaders, with opinion about evenly divided.

The principal arguments advanced in favor of biennial conventions are these:

► Annual conventions require a disproportionate expenditure of time and effort that could better be put to other uses, including national and regional conferences and seminars in off-convention years.

► The preparation required for annual conventions ties up the IEB and administrative staff and makes it difficult to develop and implement long-range programs.

► There often is insufficient business to occupy annual conventions, leading to unnecessary conflicts over relatively minor issues.

► Biennial conventions would ease the financial demands that annual conventions make on both Locals and the ANG.

The principal arguments advanced against biennial conventions are these:

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Against a strike deadline, the Washington Guild has won increases of \$15.60 in key editorial top minimums in a new 19-month contract at the Daily News—the largest such increase in a Guild newspaper contract in the current round of bargaining.

Under the new pact, which covers editorial department workers only, reporters, photographers, artists and copydesk men at top minimum will receive the \$15.60 in three steps.

The top minimum salary moves to \$158 a week from \$152, effective May 1, 1963; goes to \$162 on December 1, 1963, and to \$167.60 on May 1, 1964.

General increases total \$8 in three steps, with \$3 stipulated for the first period of the contract; another \$3 due on December 1 of this year; and an additional \$2 forthcoming on May 1 of next year.

Beginning May 1, 1964, the News, a Scripps-Howard paper, will contribute 50 cents more a week per member to the pension fund, bringing its contribution to \$6 weekly.

The new agreement has a common expiration date with that between the Washington Guild and the Washington Post—November 30, 1964. The contract between the Guild and the Washington Star expires December 7, 1963.

New jurisdictional language written into the agreement declares that it is the intent of the parties to construe the contract "as not adding to nor taking away from the jurisdiction of the Guild exercised under the previous contract" nor is it the intent of the parties to "overlap jurisdiction."

Other improvements include tightening of the leaves of absence clause; addition of leaves for service in the Peace Corps and the elimination of split shift working hours for the sports department.

Substantial gains, also, have been achieved in Guild settlements with other Scripps-Howard newspapers this year.

They include—Memphis Com-
(Continued on Page 2)

Kenosha Wins News Integrity Clause, \$10

Kenosha, Wis.—A \$10 across-the-board increase and a "news integrity" clause guaranteeing that reporters will not be required to slant their stories have been negotiated by the Guild in a new two-year contract with the Kenosha News.

The "news integrity" clause, one of the few ever negotiated into a Guild contract anywhere, reads:

"No reporter shall be required to write a story in such a fashion as to deliberately distort any facts or to create an impression which the reporter knows to be false."

Under the new contract, which runs from April 26, 1963 to April 26, 1965, the top reporter minimum goes to \$158, the top minimum for department editors to \$165.40.

The contract, which covers an editorial unit of only thirteen people, also provides:

► Starting minimums that achieve immediately for department editors the \$100 ANG Wage Goal for adult beginners; and achieve the same \$100 goal for reporters and photographers next year.

► That the Guild's jurisdiction extend to the kind of work either normally or presently performed within the unit; and that the performance of such work shall be assigned within Guild jurisdiction.

► That policies for handling news and pictures be spelled out

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Six-Hour Strike Blocks Dismissal At San Jose

San Jose, Calif. — A six-hour strike May 4 blocked the firing of a Guildsman at Stor-Ad Printers, a shopper publishing company where the San Jose Guild is seeking bargaining recognition.

The company agreed there would be no further discrimination against Guild members.

Milt Futter, advertising copy proofreader at the shoppers' publishers, was notified May 3 that he was to be dismissed for "incompetence."

When management failed to rescind the firing order, the picket line appeared the next morning.

Management quickly agreed to

reverse itself on the dismissal, but refused to recognize the San Jose Guild as the bargaining agent for the 24 Stor-Ad employees.

A hearing, tentatively scheduled for May 2 in San Francisco on the San Jose Guild's petition to become bargaining agent for the Stor-Ad employees, was rescheduled for today by the National Labor Relations Board.

Emerson Street, business agent for the San Jose Central Labor Council, ANG International Representative Charles Dale, ANG Vice President Robert J. Hickey, other leaders and members of the San Jose Guild are active in the new organizing project.

Labor Briefs

The West German metal industry took a leaf from the pages of the U.S. newspaper industry in locking out 400,000 employees in "massive retaliation" against a strike by the metal workers' union.

The action idled more than 1,100 plants in Baden-Württemberg and Hohenzollern and threatened to shut down hundreds of other factories dependent on them for supplies. Union leaders likened the lockout to "brutal" methods utilized by employers in the period preceding Hitler's rise to power.

A "portable" pension that employees would carry with them from job to job would go into effect under a bill introduced into the Ontario provincial legislature.

The measure would set up a trust fund into which both employers and employees would make contributions. Pensioners would receive minimum benefits of \$2 a month for each year of work—\$80 after 40 years, \$70 after 35. Payments into the fund would start at age 30.

A union contract may not provide for payment in coffee beans, but that doesn't mean management can stop providing workers with free coffee.

An arbitrator has ruled that Beech-Nut Life Savers Inc. had no right to discontinue a 15-year practice of providing the substance as well as the time for coffee breaks. He upheld a union contention that the imposition of a nickel charge had the effect of reducing wage rates.

The Consumer Price Index hit a record high in March, rising one-tenth of one percent to 106.2. The index was 1.1 percent higher than that for March 1962.

A decline in food prices failed to offset price increases in used cars, clothing and home maintenance.

United Air Lines, which has been the major contributor to the airline industry's strike-insurance fund, is pulling out.

United's president has announced he will recommend withdrawal from the plan, under which struck lines receive reimbursement from other companies based on extra traffic carried as a result of the stoppage.

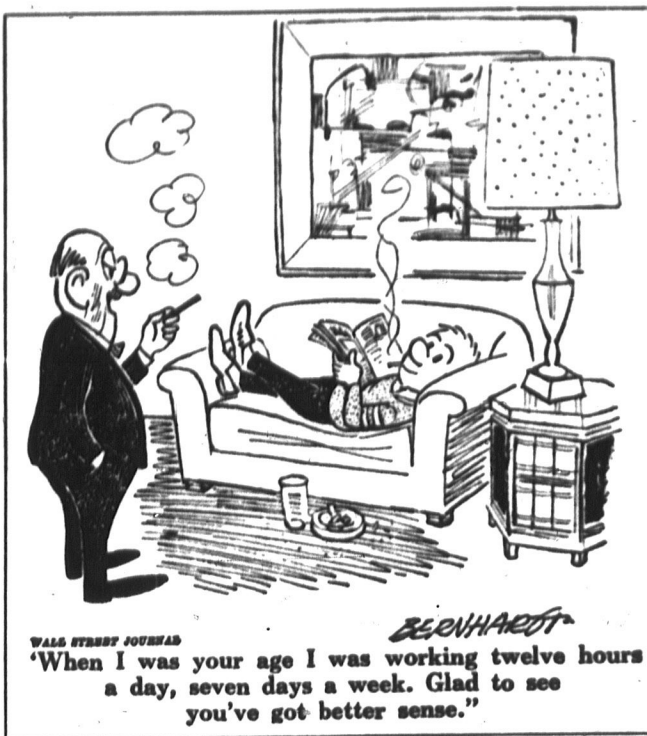
United has paid \$8 million into the fund.

The Michigan Legislature has enacted a bill that will curb the payment of unemployment benefits to workers idled by a strike against the company employing them.

The bill, opposed by organized labor, would prevent such employees from collecting compensation if they stand to benefit, directly or indirectly, from the strike. It sets up a complicated series of criteria to determine whether or not they stand to benefit.

Burglar Frustrated
Baltimore, Md. — Baltimore police are seeking the frustrated burglar who broke into the Guild office during a recent weekend.

The intruder ransacked the desk of the office secretary, Helen Sheppard, apparently in search of cash.



Contract Settlements

2 Sacramento Papers Yield To Guild Shop

Sacramento, Calif. — With the inclusion of Guild Shop provisions in the new Sacramento Bee and Sacramento Union contracts, all except one Guild daily newspaper contract in California now contains union security.

Of the 22 dailies in the state with Guild contracts, only the Hollywood Citizen-News now has no Guild Shop provision.

The security clauses negotiated on the Sacramento papers require nine out of 10 new employees to become Guild members within 30 days after employment.

Both the new Union and the new Bee contracts provide for a fourth week of vacation—at the Union after 24 years, at the Bee after 25.

Negotiators for the Guild and the Bee had gone through federal mediation efforts when an agreement was finally reached after 72 bargaining sessions during the 16 months since the last contract expired.

Top minimums for journeymen reporters, desk men, photographers, display advertising salesmen and others have been increased \$4 retroactive to Jan. 12, 1962, and \$3 retroactive to Jan. 12, 1963, pushing minimums to \$161.50 a week.

The three-year contract will be reopened for wages, job classifications and differentials for the third year starting next January.

Other Guild gains at the Bee include:
► A "sabbatical" leave provision, giving an employee the right to as much as a year's unpaid leave of absence for five years of continuous service and guaranteeing his job and benefits upon return.
► Elimination of the "embarrassment clause," a Bee peculiarity which forbade employees from engaging in outside activities which "embarrassed the Publisher."

The new Union agreement adds an additional department—the business office.

It also ups severance pay four weeks, to a new total of 36 weeks.

Like the Bee contract, the Union pact provides for a "sabbatical year."

As does the Bee settlement, that at the Union provides general increases of \$2 to \$4 the first year and \$1.25 to \$3 the second, with a reopener the third year.

New top minimums for reporter, display advertising salesmen and other key figures advance like those newly negotiated at the Bee to \$161.50 a week.

Fred Fletcher, San Francisco-Oakland executive secretary, assisted the local in bargaining both contracts.

Two-Year NEA Contract Awards \$9.40 Package
Cleveland, Ohio — A two-year package of \$8.35 to \$9.85 — estimated by the local to average \$9.40 — highlights the new agreement between the Cleveland local and Newspaper Enterprise Association.

The contract embodies general and minimum increases of \$3.75 to \$5.25 the first year.

The newsmen's top minimum is increased \$5.25, providing these new minimums:

In Cleveland: \$157.25.
In Chicago, New York City, San Francisco and Washington: \$164.50.

A \$4.50 pay raise for telephone operators gives them a new top minimum of \$85.75 in New York, \$79.75 in Cleveland.

In the second year, the pact increases the company's contribution to pensions \$4.60 an employee a week, to a total of \$8.45.

Other improvements up the severance pay ceiling two weeks to a new top of 52; raise the call-back minimum, which had been three hours, to four; increase the mileage rate to 10 cents for the first 100 miles, then 9 cents, from a provision that had called for 8 cents flat; and add to the information the company is required to provide on each employee: hospitalization, medical and group insurance coverage.

...Minimums Up
(Continued from Page 1)

merical Appeal and Press Scimitar; \$15 on key editorial and advertising top minimums; Cincinnati Post & Times Star: \$14.50 on circulation district managers' top minimum, \$13.50 on that of outside classified; Denver Rocky Mountain News: \$12.50 on key top minimums; Cleveland Press & News: \$10 on key top minimums.

Revised Pension Plan Set Up At Twin Cities

Twin Cities, Minn. — After extended negotiations between the Guild and management, a new Star & Tribune retirement plan now is in effect for employees in Guild jurisdiction which will pay pensions as high as \$268 a month, exclusive of social security.

The pension is fully vested after 17 years service; it is a non-contributory, funded plan; and benefits are based on the average pay in the last 10 years' service with the company.

The new plan replaces an old pension plan under which almost everyone retiring within the last three years has been receiving only \$45 a month.

Strictly speaking, the new pension plan—like the old one—is a unilateral plan, administered solely by management. But the improvements in the new plan reflect proposals made by the Guild in pension discussions with the Star & Tribune over a three-year period, as well as an actuarial study made by the local.

The basic pattern of the new plan was agreed upon at the time of the 117-day craft-union strike last summer at the Star & Tribune, and the Guild and management have agreed upon further changes since then.

Other features of the plan:
► Vesting begins after 10 years service, with full vesting after 17 years.
► Maximum years service for credit: 35 years.
► Normal retirement age is 65 for men, 60 for women.

Early retirement, with reduced pension, at age 60 (with 15 years continuous service) for men and age 55 for women.

An average income during a

ten-year year period of \$150 a week—the present reporter top minimum—will produce \$192 a month. As the average income in the employee's last 10 years goes up, the pension goes up.

In 1959, during contract negotiations, the company agreed to meet with a separate Guild pension committee to discuss improvements that were being considered.

The Guild said then that it would like to make a more definitive proposal on pensions. Joseph H. Daoust, ANG pension consultant, analyzed the company pension plan in late 1959, pointing out areas where improvement was needed.

The vesting feature was added in 1959, along with the death benefit. Daoust also urged enforcement of the pension from social security.

In 1961 the Local hired Daoust to come to the Twin Cities for meetings with the Guild membership and both Minneapolis and St. Paul publishers and then requested data for an actuarial study from both publishers. In May, 1962, after the Minneapolis strike started, the Guild received the Daoust study and relayed it to the Star & Tribune.

A basic plan was arrived at by the end of the craft-union strike. The plan contained a substantial number of improvements suggested by the Guild and the Daoust study, including the move to divorce social security from the plan.

Other changes were made subsequently and after both the union and the Guild had accepted it, the plan went into effect.



For Merit: Joan B. Haggerty, North Jersey Guild president, accepts the New Jersey Labor Press Council's award to the local's monthly publication, the Guild Bulletin, from Dr. Herbert A. Levine, chairman of the labor program of Rutgers University's Institute of Management and Labor Relations. The prize-winning publication is edited by Walter Ramsey.

Strike Move Prompts Local-ANG Dispute

A January strike threat at the Bureau of National Affairs has touched off a controversy between the Washington Guild and ANG Secretary-Treasurer Charles A. Perlik Jr. over the ANG's role in the bargaining crisis.

Thomas V. Kelly, president of the Washington Guild, has charged in a letter to all Guild locals that Perlik violated ANG constitutional requirements in deciding to withhold strike sanction from the BNA unit without consulting the International Executive Board.

Perlik, in a rebuttal letter, replied that strike sanction had not been denied because it was never requested but said it would have been withheld under the circumstances had it actually been asked.

Kelly charged that Perlik, who was constitutionally authorized to grant strike sanction in the absence of Executive Vice President William J. Farson, decided to withhold it without consulting local officers or polling the IEB.

The decision, he said, was made known to Washington officers by an ANG bargaining representative only a few minutes before the unit was scheduled to vote on a contract offer that probably would have been followed by strike action in the event of rejection.

The unit voted to ratify the contract by 43-20, averting a crisis in bargaining with the labor-reporting service.

Perlik said formal strike sanction had never been sought by the Washington Guild. In the absence of an official request, he declared, there was no requirement to poll the IEB.

The secretary-treasurer said that he "undoubtedly" would have denied the request had it been made and that it was this intention that had been communicated to Washington officers. In that eventuality, Perlik stated, he would have polled the IEB.

Perlik denied that he reached his decision without consulting local leaders. He said he had discussed the BNA situation with Harris Monroe, Washington administrative officer.

Kelly's letter said a Washington committee is studying the facts with a view to possible "corrective measures" at the ANG convention in July.

Perlik said he would welcome any procedures that would "preserve the protective purposes of the present constitutional language and eliminate the disagreements inevitable from time to time when human beings have to make judgments."

SFONG Reverses Stand, Approves Dues Increase

San Francisco, Calif. — By a vote of 783 to 454, the San Francisco-Oakland Guild has approved a dues increase.

The report of Rebecca Harmon, chairman of the local elections committee, shows these results in the April 23-25 referendum:

Chronicle: 221 for, 111 against; **Examiner:** 186 for, 144 against; **News Call Bulletin:** 92 for, 67 against; **Tribune:** 49 for, 42 against; **San Mateo:** 37 for, 21 against; **Mail and Absentee (At Large, East Bay Labor Press, L'Italia, Napa, Richmond, Santa Rosa and Vallejo):** 198 for, 69 against.

The new schedule, according to the Bay Guildsman, the local's publication, ranges from a low of 10 cents to \$1.99 a month for

those making up to \$39.99 weekly to a high of \$7.50 for those making \$160 and over weekly. The former top was \$6.00.

The referendum marked the second time within three months that SFONG members had voted on a dues increase. A proposal was defeated 598-478 in a referendum in February.

Farson Among Guests At Kennedy Luncheon

ANG Executive Vice President William J. Farson was among the labor leaders who attended a recent White House luncheon.

President Kennedy was host at the luncheon at which support of Kennedy's legislative program was asked.

Guests included Vice President Lyndon B. Johnson.

Hearst Weekly To Quit Sept. 1; 7 Guildsmen Will Lose Jobs

New York City — The 67-year-old American Weekly will cease publication Sept. 1 in the latest retrenchment move by the shrinking Hearst empire.

Seven Guild members are among 40 employees of the Sunday supplement who will lose their jobs. They are all that remain of a 30-member unit that existed before the publication laid off 30 employees in an economy cutback two years ago.

Management said it will try to find jobs elsewhere in the Hearst organization for the seven Guildsmen, who have long years of service with the publication.

Announcement of the suspension came last week, less than two weeks after G. I. Markuson, Hearst general manager, had branded rumors of the impending move "inaccurate and misleading."

Four of the Hearst papers served by the American Weekly—the New York Journal-American, Boston Advertiser, San Francisco Examiner and Los Angeles Herald Examiner—will produce their own Sunday supplements.

Consolidation Set On Coast

Hearst Consolidated Publications plans to establish joint printing operations for its two San Francisco papers, the company has announced in its annual report.

Negotiations to purchase a joint site for the San Francisco Examiner and News Call Bulletin are now under way. Hearst said the move will result in "large operating economies."

Limited consolidation of the two papers last July resulted in the dismissal of 56 Guild members in the papers' editorial, promotion and business departments.

Four others—the Baltimore American, Albany Times-Union, Seattle Post-Intelligencer and San Antonio Light—will distribute the Whitney publication, Parade. Parade's president, Arthur H. M. ley, had denied that it would take the American Weekly's place at the time Markuson issued the Hearst denial.

Addition of the Hearst papers' 800,000 circulation will increase Parade's circulation to more than 12 million readers of 73 Sunday papers.

The American Weekly, which enjoyed a virtual monopoly in the Sunday supplement field for 40 years, has been on the downgrade since shortly after William Randolph Hearst's death in 1951.

Its circulation had fallen behind Parade's and this week's even before it withdrew from 26 non-Hearst papers in 1961 and cut back its staff drastically. It remained with only eight Hearst papers and a former Hearst publication, Chicago's American.

The American Weekly is the third publication Hearst will have terminated in less than two years. The Los Angeles Examiner merged with the Los Angeles Herald Express in January 1962, and the Milwaukee Sentinel was sold out to the Milwaukee Journal last July.

Union Unity Spreading To N. J.; Wagner Seeks Strike 'Dewline'

Newspaper union unity moved across the Hudson to North Jersey last week, while New York City's Mayor Robert F. Wagner was considering an "early warning system" to head off strikes in the newspaper and other industries.

Steps to form a Newark-Elizabeth union council similar to that in New York were initiated at a meeting of craft unions and the North Jersey Guild. It marked the first move toward cooperation among North Jersey newspaper unions.

The new alliance stemmed from a proposal by the Elizabeth Daily Journal that the Guild extend its contract seven months to coincide with the expiration of craft-union contracts.

The proposal, on which the Guild has reserved its decision, was apparently prompted by the agreement on a joint expiration date arising from the recent New York newspaper strike.

The craft unions gave the Guild clearance for a common date, a concession for which the Journal indicated it is prepared to offer a pay increase. The Guild has been invited to a similar unity meeting today in the Plainfield area.

Meanwhile, Bertram A. Powers, president of New York ITU Local 6, disclosed that craft unions are considering the possibility of nationwide contracts for the Hearst, Scripps-Howard and other chains.

Wagner has asked the American Foundation on Automation and Employment to study the possibility of an organizational mechanism that would provide advance warning of labor-management conflicts over automation.

Theodore W. Kheel, who helped settle the newspaper strike, is secretary-treasurer of the foundation.

The American Newspaper Publishers Association, closing its annual convention in New York, announced that its special standing committee will initiate a study of automation and other prob-

lems involved in recent newspaper strikes.

Committee chairman Miles P. Patrone, citing "the uniquely local character of our daily newspapers," said it was the publishers' "mutual desire to protect and preserve free and local collective bargaining."

But Irwin Maier, ANPA president, said some publishers are discussing the possibility of a "labor court" in which representatives of labor, management and the public would arbitrate all disputes not resolved by bargaining. Strikes and lockouts would be prohibited.

There were these other developments in the newspaper labor picture in the wake of the New York and Cleveland strikes:
► The Rochester Guild, in a

step similar to that proposed by the Cleveland Guild, asked the management of Rochester's two Gannett papers to set up a joint committee to study mutual problems prior to bargaining.

► Supreme Court Justice Arthur Goldberg, former Secretary of Labor, called upon newspaper publishers and unions to "agree upon means by which they can discharge their necessary function to publish . . . without interruption."

► Eight of the nine New York papers affected by the 114-day stoppage disclosed they have suffered substantial circulation losses since resuming publication. Only the Post, which broke with the other papers to end its lockout a month before the settlement, is holding its own.

Two Veteran Guildsmen Move To Key Positions

Two long-time active wire service Guildsmen — Norman Walker and Warren Rogers — have new jobs.

Rogers, who first joined the Guild in 1945, is the new chief Washington correspondent for Hearst newspapers.

Rogers served three years—1945-46-47—as president of the New Orleans Guild; and later, as an Associated Press staffer, he served on three different occasions as Guild negotiator.

As a delegate from New Orleans, he was active in the ANG convention in Scranton in 1946. Rogers attended Tulane and Louisiana State universities. It was as a copy boy and cub reporter on the old New Orleans Item and Tribune that he began his career as a newsman in 1939.

Joining the marine corps in 1941, he saw combat in the Pacific area.

In 1947, Rogers joined the AP, after a post-war stint as a copy-reader and columnist on the Item. He was transferred, in December, 1951, from Baton Rouge to Wash-

ington, and covered the State Department and assignments here and abroad. He joined the New York Herald Tribune Washington staff in March, 1959.

Walker, chief national labor reporter of the Associated Press for more than 12 years, has joined the Federal Mediation and Conciliation Service as its public affairs officer.

In addition to public relations duties, he advises Director William E. Simkin in planning programs and activities for the Service, according to Simkin.

Walker, whose newspaper career spans more than 30 years, joined the AP after working on dailies in New Orleans. He was transferred to the news service's Washington Bureau during World War II.

Walker's Guild membership goes back to 1945 when he was initiated in Washington.

He served twice in the early fifties as a member of the AP negotiating committee; and was a delegate to the ANG Convention in San Jose in 1958.

FROM THE PAGES OF E&P
Editor & Publisher

NEWSPAPER PROMOTION STANDARDS
PAISED (AND RAISED)
BY E&P STANDARDS

FROM E&P, MAY 4, 1963:

For 28 years, E&P has rewarded excellence in newspaper promotions. This year, 39 dailies received 52 awards at the National Newspaper Promotion Association Convention in Houston, Texas. Because E&P has been a part of the newspaper industry for many decades, it reports today's activities from a long, historical perspective. The result: mature, accurate, thorough coverage of every phase of the newspaper business.

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13 Seeking Guild Tie In Norfolk

Norfolk, Va. — Photographers employees of the Norfolk-Portsmouth Newspapers, Inc., are seeking the protection of a Guild contract for all in their department.

A representation petition for bargaining rights in their behalf has been filed with the National Labor Relations Board by the Hampton Roads Guild.

About 13 are involved. Before it was established early in 1961, the present photographic department of the Virginian-Pilot and Ledger-Star (Norfolk-Portsmouth Newspapers, Inc.) was actually two separate departments, each serving its respective newspaper as a part of each paper's editorial department.

As such, the photographers in the Virginian-Pilot photo department were covered by the Hampton Roads Guild contract with management. The photographers at the Ledger-Star were represented by the Ledger-Star Newsroom Association, an unaffiliated organization.

When these two photographic departments were merged into one department in March 1961 (with photographers taking photos for both newspapers, a practice never permitted under the old arrangement), the representation of the photographers became clouded.

The management, at the time of the merger, took the position that these former Virginian-Pilot photographers would continue to be represented by the Hampton Roads Guild and those former Ledger-Star photographers would continue to be represented by the Ledger-Star Newsroom Association.

This management policy was reiterated July 13, 1961, when the Guild requested recognition as bargaining agent for members of the new photo department.

The Guild, however, insisted the photo department was a new department and not organizationally connected with either newspaper's newsroom, therefore it was open to total organization by a single bargaining unit.

In dismissing the Guild's petition for an election, the NLRB declared that the Association's contract was a bar. It refused to reconsider its action.

The newest Guild petition has been filed during the period when the Association contract is "open."

Ask The Man Who Owns None

Former Vice President Richard M. Nixon has placed himself — spiritually, at least — on the Guild's side of the bargaining table.

Nixon, who made his exit from public life last November with a bitter parting blast at the press, put his criticism in perspective at the American Society of Newspaper Editors' recent convention in Washington.

He closed it out with a toast to the working press — "the most underpaid and skilled craftsmen in America."

Transformation In Phoenix

How Competition Improved Monopoly Paper

What happens when a monopoly newspaper suddenly finds itself faced with competition?

It becomes a better paper. At least that's what happened in Phoenix (Ariz.) after the Arizona Republic began publication last year, according to a study by R. L. Chambers in Frontier Magazine.

Until early 1962, the Republic and the Gazette, owned by Eugene Pulliam, were the only dailies in Phoenix.

"The Pulliam hired hands," says Chambers, "have a reputation for blurred vision."

"The lines that usually separate editorial comment from the news columns are obscure to Pulliam's editors. The R&G's political views, which are somewhere to the right of the far-out far right, can be found in news stories as frequently as editorials, especially at election time."

The Journal gave Arizona readers a glimpse of the other side of the fence, says Chambers, "which the Pulliam newspapers had not been doing."

The Journal gave a diversity of viewpoints and down the middle news coverage, both lacking in Phoenix under the pre-Journal newspaper monopoly.

The R&G editorial page features the views of Holmes Alexander, David Lawrence, William Buckley and the "home-town boy," Sen. Barry Goldwater, all far-out conservatives.

On the other hand, the Journal let Arizonaans read Walter Lippmann, Joseph Alsop, Doris Fleeson and James Reston.

While it is hard to measure fully the effect of the Journal on the Pulliam newspapers, Chambers says, he does find a number of incidents which "reveal some kind of change," and the change is credited to the Journal's existence, its moderation — and its forthrightness.

1-The Incident Of The Washington Post

A year ago, the Washington Post assigned Chalmers Roberts to seek out the sources of the thunder that was then rumbling from the far right.

Two Elections Ordered At Niagara Falls

Niagara Falls, N. Y. — Two elections—one in building maintenance, the other among editorial department employees of the Niagara Falls Gazette — have been ordered by the National Labor Relations Board.

The board has ruled as eligible to vote in the editorial election the copy desk chief, assistant city editors and telegraph editor. It has excluded the city editor, Sunday editor, society editor, suburban editor and sports editor.

Management had sought exclusion of the assistant city editors, the suburban editor, sports editor and chief copyreader.

The Buffalo Guild filed the two representation petitions after a petition to decertify the Guild in all departments was filed and then withdrawn when the Guild said it had no interest in the overall unit.



Competitors: Front pages of the two Phoenix morning newspapers for September 1962.

In the course of his travels, Roberts visited Phoenix. On his return to Washington, Roberts wrote in general about newspapers and their relationship to the right wing and in particular about Phoenix. He reported:

"Causes need respectability and powerful newspaper support provides just that. Conversely, the conservative press often creates a hostile community atmosphere toward liberal or even moderate points of view."

"In Phoenix, the city's two dailies, the Republic and the Gazette, are both owned by Eugene Pulliam, who also owns the equally right-wing Indianapolis (Ind.) Star and News."

"A Pulliam editorial writer in Phoenix is a John Birch Society 'endorser'. The paper's promotion director, Pulliam's son-in-law, is a one-time backer of T. Coleman Andrews' repeal-the-income-tax presidential campaign."

"To the Republic, John Birch Society founder Robert Welch is a 'dynamic intellectual' and the paper wished the Society 'every success in its mission.'"

This article led the Gazette to label the Post as "the foremost voice of liberalism" and its editors "the Paul Revere of liberalism." (To the uninitiated, Chambers explains, in the R&G's thesaurus "liberal" is an epithet ranking just slightly beneath "liberal-laborite.") The Gazette referred to Roberts' piece on Phoenix as "tripe."

Ten months later the R&G had occasion again to comment on the Post.

"This time, however, the Post was a 'great newspaper,' and Roberts one of the Post's 'expert' newsmen."

The reason?

"The Journal and R&G's subscription to the new syndicate formed by the Post and the Los Angeles Times."

2-The Incident Of The New York Times

"There is no proof," admits Chambers, "that the Journal's full-scale view of politics and its use of the New York Times news

wire led the Pulliam papers to widen their point of view."

But it happened.

3-The Incident Of Columnist Everingham

"Nor is there any proof," according to Chambers, "that the Journal was instrumental in causing the Republic to drop columnist Harry T. Everingham, who has been dangerous radicalism in the American Civil Liberties Union, UNICEF, urban renewal, integration and many other organizations and causes."

But the Republic did act—after the Journal printed several stories about Everingham's "We the People, Inc." link with some hate groups.

4-The Incident Of The Face In The Mirror

"Shortly after one of Pulliam's political writers' hits wielded the hatchet on a Democratic candidate in the news columns," reported Chambers, "the Journal wondered in an editorial how the reporter could face himself in his shaving mirror."

"The newspapermen's code generally frowns on such intramural sports, but the offense to decency here was apparently too great to ignore."

5-The Incident Of The Changed Headline

On another day, Chambers relates, the Republic carried a story quoting the Republican state chairman as saying that the "liberal left-wing branch of the Democratic Party dominated the primary election."

The story appeared under this head:

Kleindienst Sees "Red."

"The headline writer's easy conclusion, liberals equals Reds is understandable," Chambers declares, "in the R&G atmosphere."

"But someone caught it and the head was changed in the next edition."

"It's possible that the head was too heady, even by R&G standards."

But it's just as possible that the R&G is more wary these days of what goes into its news columns because the Journal is peeking over its shoulder."

All of which leads Chambers to the belief that "it may be in the day-to-day running of the Gazette and the Republic that the Redding Journal has left its mark."

For despite its small circulation, some 30,000 to the Republic's 125,000, Chambers concluded that the Journal was important to Arizona and was doing what a newspaper is supposed to do for its area:

"Present the news objectively, present opinion vigorously, and provide readers with a diversity of voices in a fair and decent way."

Unfortunately, however, objectivity, vigor and diversity were not enough. For shortly after Chambers' report appeared, the Journal suspended, a victim of what Time magazine called "the brutal economics of daily journalism."

The Publisher, Robert Morrison, who is scheduled to testify before the Celler Committee, has since announced he hopes to resume publication soon.

Profits Up In TV, To Go Higher

Television stations—more than 30 percent of the commercial ones are newspaper affiliated, according to the Celler Committee—enjoyed an excellent year profit-wise in 1962, and are experiencing another fine one this year.

About two-thirds of the top stations participating in a Gallagher Report survey see a 15-percent increase for 1963.

Edited by Bernard P. Gallagher, a negotiator for sales of communications properties, the Report, published in New York City, is a weekly newsletter to advertising, marketing and media executives.

An average increase of more than 13 percent in billings was reported for 1962, with virtually all the stations showing gains. This was reflected in the profits picture with nine out of 10 stations showing an average profit of 17 percent before taxes, and with the percentage of profit also increasing over 1961.

Three out of four stations were up almost 35 percent, the Report says.

It predicts that both in gross business and profits, the stations are climbing again this year, although the increases will not be so high, it is expected.

More than four out of five say their gross will rise 11 percent over 1962.

Meanwhile, the first public offering of Scripps-Howard Broadcasting Company stock—a secondary distribution of 375,000 shares of common—was oversubscribed immediately, according to the First Boston Corporation, which headed the underwriting group. The offering represented about 15 percent of the outstanding shares. They were sold on behalf of four individual stockholders and the E. W. Scripps Company, which owned 71.5 percent of Scripps-Howard Broadcasting's outstanding common and continues to own more than 66 2/3 percent after the offering.

Incorporated in 1935, Scripps-Howard Broadcasting owns and operates television stations WCPO-TV in Cincinnati, WEWS in Cleveland, WMCT in Memphis and WFTV in West Palm Beach; AM radio stations WCPO in Cincinnati, WNOX in Knoxville, and WMC in Memphis; and FM radio stations WMC-FM in Memphis and WCPO-FM in Cincinnati.

Individuals who sold stock are: Jack R. Howard, Scripps Company president, who disposed of 102,500 shares and remains owner of 4.37 percent; James C. Hanrahan, general manager of WEWS; M. C. Waters, of WCPO, and R. B. Westergaard, of WNOX.

Hanrahan, according to the registration report with the Securities and Exchange Commission, receives \$51,600 salary, plus retirement benefits; Waters, \$43,805; and Henry W. Slavick, general manager of the Memphis stations, \$32,420 in addition to retirement benefits.

In 1962, Scripps-Howard Broadcasting had net operating revenues of \$12,119,960 and net income after taxes of \$3,111,037 (\$1.20 per share). Total assets were reported as \$15.5 million and stockholders' equity as \$10,879,966, including \$8,291,216 surplus.

Ellis T. Baker, editor of the Guild Reporter and ANG director of Research and Information, was chairman of the judges.

Cort Finds Peace Corps Builds New Image: Friendly American

"The Guild is much in our thoughts and worries, especially when I wonder what the New York and Cleveland strikes have done to the International Defense Fund."

So writes John C. Cort to ANG Secretary-Treasurer Charles A. Perlik, Jr.

Cort, former executive secretary of the Boston Guild, now with the Peace Corps in Manila, Philippines, sent along his personal contribution of \$10 to the depleted fund.

"I earnestly pray," he writes, "that loyalty and devotion of good Guildsmen will conquer all enemies and deficits."

Cort acknowledges a resolution passed by the 1962 ANG Convention

in Buffalo, terming it a "lovely gesture . . . in remembering me with such flattery."

He reports the addition of a 10th to his family—Julia Eleanor (for Mrs. Roosevelt, who died the day the baby was born: Nov. 7, 1962).

Peace Corps work, Cort finds "fascinating," particularly in the provinces. He is responsible for a newsletter, public relations, correspondence, and supervision of central headquarters jobs—finances, purchasing, and the like.

The Peace Corps, he explains, is putting "attractive, educated young Americans down among the people, out among the people, living at the same level as native teachers. They are touched and

delighted by this act of personal friendship and they respond in kind . . ."

"What the long-term effect will be it is impossible to say, but on the basis of what has happened so far it is safe to say that America has already presented a new image of itself to the have-not peoples of the world."

"This is an image of a people who care about the poverty, disease and illiteracy of other peoples and are concerned to do something direct, personal and effective toward the end of wiping those scars from the face of the earth, a people who no longer worries about 'image' because it has confidence in its own position."

Print Unions See Merger Progress

"Progress" is reported by top officials in three unions in the printing and publishing industry toward a proposed merger of printers, pressmen and papermakers into a single union with 369,000 members.

At a meeting in Washington last week, the union leaders said they had run into "no major difficulties" in continuing negotiations to merge the International Typographical Union, the International Printing Pressmen's and Assistants' Union, and the United Papermakers and Paperworkers Union.

The merger idea was approved in principle in 1960 by all three unions' conventions. Their officers were instructed to negotiate terms.

One issue in the merger operation—arbitration—involves traditionally opposite views by the printers and the pressmen.

The ITU has long opposed arbitration; the pressmen have an arbitration pact with the American Newspaper Publishers Association.

Last week the merger negotiators said they were not ready to discuss any such details yet.

Another meeting has been scheduled for May 28 at ITU headquarters in Colorado Springs, Colo.

Lithographers Advance Toward Engraver Link

Chicago, Ill. — Twenty-nine officers of locals representing about two-thirds of the 60,000 combined membership of the two organizations participated in expanded merger discussions here between the Photo Engravers Union and the Amalgamated Lithographers.

The day-long conference

brought together local leaders and national officers of the two organizations to explore the terms of the proposed merger agreement and approaches to merger on the local level.

The conference approved the expansion of the merger committee by the addition of presidents of the IPEU and ALA locals in New York, Chicago, Los Angeles and Minneapolis-St. Paul.

The executive councils of both unions have responded favorably to the proposed merger agreement, drafted by a subcommittee of executive officers of the two organizations.

Conventions of the Photo Engravers in August and the Lithographers in September are scheduled to consider the proposal. If they approve, it will be submitted to referendum votes of the membership of both unions.

Guild Writer Honored By Stokes Panel

His editorials on energy and other natural resources won Walter Matilla of the Portland, Oregon, Reporter an honorable mention award in the Thomas L. Stokes competition.

The managing editor of a small evening rural daily—Donald A. Pugnetti of the Tri-City Herald of Pasco, Wash.—won the top award for stories and editorials, which were instrumental in obtaining Congressional approval of the use of waste steam from the giant Hanford nuclear reactor for generation of electricity.

He was presented with \$500 and a citation by J. R. Wiggins, editor of the Washington Post and chairman of the Stokes Committee.

Ellis T. Baker, editor of the Guild Reporter and ANG director of Research and Information, was chairman of the judges.

AMONG OURSELVES

Seymour Brandwein, Washington Guild leader when labor editor for the Bureau of National Affairs between 1945 and 1951, has been appointed by Secretary of Labor W. Willard Wirtz as special assistant to Seymour Wolfbein, director of the Office of Manpower, Automation and Training.

Spencer Crump, former Los Angeles Newspaper Guild member while an editorial staffer of the Long Beach Independent-Press-Telegram, is the author of "Ride the Big Red Cars," an illustrated history of rapid transportation in Southern California published by Crest Publications, Los Angeles. Crump served as a shop steward and was a member of the representative assembly.

Ned A. Bush, Sr., former president of the Terre Haute Guild and the first to serve three terms in that office, is serving as executive vice president of the Eu-

gene V. Debs Foundation, located in Terre Haute, the birthplace and the home of Debs, famed labor leader.

Ernie Gross, Buffalo Evening News staffer for 22 years, former local president, has been appointed public information director of the New York State Labor Department.

William C. Sexton, feature editor of United Press International, newspaperman of 15 years' experience, and Guild member, has joined the staff of the American Press Institute of Columbia University, New York City, as an associate director.

Elizabeth A. Pilat, daughter of New York Post Guildsman Oliver Pilat, has won the Inner Circle scholarship at Columbia University's graduate school of journalism. She majored in English literature at the University of Delaware, where she was graduated last June. Established last year, the scholarship goes to a Columbia student who is the son or daughter of a newsmen.

Peter C. Kohler, a member of the Buffalo Guild's Niagara Falls unit, is among those receiving grants from the Fund for the Advancement of Education for a year's study at Columbia University's graduate school of journal-

ism. A graduate of Yale, Kohler is a staff writer for the Niagara Falls Gazette. His curriculum at Columbia specializes in training for education writers.

Mrs. Jane Nelson, who served as office secretary for the Buffalo Guild for nine years and who had a role in last year's convention arrangements, has become field director with the Campfire Girls. She formerly served three years in the offices of the St. Louis Guild.

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Anachronism: Is an attempt to relegate labor relations to their proper place in ancient history, members of five printing company unions on strike against the book publisher—drive a horse and buggy around plant property and through Kingsport streets. Striking unions in this unity display are the ITU, IAM, Pressmen, Bookbinders, and Stereos.

Controversy Is Stirred By Biennial Proposal

(Continued from Page 1)

Annual conventions are essential to preserve Guild democracy and membership control of the union.

They provide a means of exercising a frequent check on the actions of both ANG officials and Guild Locals.

They furnish a necessary stimulus to local Guild activity.

A switch to biennial conventions would mean the infusion of politics into every convention, since every convention year would be an election year under the Guild's two-year terms of office.

Perlik, in his letter, said that the Guild "has matured to the point where it can safely and advantageously undertake biennial conventions because they would permit more effective administration of its program and more productive use of its staff, lessen the likelihood of small, sometimes obscure issues being erected into false crises, and release valuable time, energy and talent, both ANG and local, for more useful pursuits."

Replying to arguments against biennial conventions, Perlik cited constitutional provisions for membership referenda and special conventions as "bulwarks against undemocratic abuses."

He said that in fact every convention year is a "political" year already and that the "real check" on officers comes "at election time."

"No administration should be fearful of exposing its policies and practices to the tests of politics in a democratic organism," he declared.

The stimulus provided by annual conventions, he stated, could be provided equally well, if not better, by off-year conferences "designed to give special emphasis to some phase of the Guild's program or activities."

Perlik emphasized that he was not advancing "economy" as a reason for biennial conventions, since how much money could be saved under his proposed program of off-year conferences is "speculative at best."

Woods, in a memorandum circulated to Region 3 leaders in response to Perlik's letter, said:

"This is one union that is run by the membership. The fewer the conventions, the less the control. I'm sure the members don't want that."

Woods said financial considerations

are not enough to justify biennial conventions.

"If we merely wanted to save money," he argued, "we could carry it to extremes and have a convention only every three years or cut out the IEB. Some things are worth the investment. A sound Guild operation is one."

Woods denied that annual conventions make long-range planning impossible, citing "steady" continuity in IEB membership since 1955. If there is insufficient business to occupy the full time of off-year conventions, he said, they can be shortened from five to four days.

Dobson, who is president of the Toronto Guild, criticized the biennial proposal in his column in the April New Lead, official organ of the Local.

He said the proposed off-year conferences are likely to cost as much as the conventions they would replace.

But whereas conventions have power to make policy decisions, Dobson said, regional conferences would not, and many problems would be "ancient history" by the time a biennial convention had a chance to consider them.

Dobson said that the more frequently the decisions of top officers and the IEB "can be questioned by a group with actual executive power, such as a convention, the healthier the union, in my opinion."

Biennial conventions, he said, would result in "the loss of that impetus provided by an annual review, with its pressure on the administration to make the most effective use of staff."

Lambert's letter to the IEB urged that regional or sectional "bread-and-butter" conferences be substituted for alternate conventions.

Annual conventions, he said, "bring to a screeching halt, for at least a quarter of the year, the really constructive work of ANG." Biennial conventions, he stated, would add "three or more months to ANG productivity."

A change from annual to biennial conventions would require amendment of the ANG Constitution.

The possibility of biennial conventions was last raised in 1957, when the IEB conducted a survey of local sentiment at the direction of the 1956 Convention. It found most Locals opposed to the proposal at that time.

Both Dailies Up Their Ad Rates In Cleveland

Cleveland, Ohio—Both dailies are raising their advertising rates in the wake of the recent strike. The new boost follows a general display and classified rate raise of three cents a line last year.

The morning Plain Dealer is increasing both display and classified rates by five cents a line, the afternoon Press by three cents a line.

An injustice was done to the Press in the last issue of the Guild Reporter in which it was stated that the Press' report of the Local's approval of pre-contract talks between the Guild and management made the oversight.

The story was on overset for the first two editions but appeared in later editions.

The lead of the story, however, was based on the Local's rejection of a motion to require a two-thirds vote to sanction a strike, while the unanimous decision to ask for pre-contract conferences was in the body of the story.

Package Deal

Former New York Guildman Jimmy Breslin, one of the nation's highest-paid free-lance sportswriters, remembers that the written word didn't always earn him top money.

Breslin, writing in Sports Illustrated, relates how he once placed a bet with bookie Joseph (Newsky) Morarty in the offices of the Jersey Journal.

"The editorial office shares the third floor of a building with a loan company," he recalls. "This tells you more about the newspaper business in one sentence than Editor & Publisher has in 40 years."

Former INS Staffers Plan June Reunion

Their fourth reunion since the wire service was sold to United Press in 1958, will be held June 15 by International News Service staffers.

The INS group will gather at the home of Robert and Mary Thompson, 4626 Tompkins Drive, in nearby McLean, Va., at 7 p.m. on that date "to renew old acquaintances," according to Ray Wilcox, 510 Fleetwood St., Silver Spring, Md., who is acting as informal chairman of the affair.

Election Set For May 16 In Chicopee

(Continued from Page 1)

tions and only one of the approximately 36 news bureaus and offices.

This history, the board declared, demonstrates that both Dow Jones and IAPF have consistently regarded "each separate facility as a separate unit not only for purposes of determining initial representation, but also for determining continued representation."

It is thus clear, according to the board, that "at no time prior to this proceeding" had IAPF and Dow Jones considered that Dow Jones' plants, bureaus and offices were merged into a nationwide unit, or that their operations were so integrated that such merger was necessary for "effective bargaining."

"Therefore, while they executed multipoint contracts for convenience in bargaining, it is apparent that they evidenced no clear intent to merge the Employer's various operations into a single nationwide unit."

Local Copy

A PAGE FOR OFFICERS AND STEWARDS

Stewards' Reports Aid Local Officers

Los Angeles, Calif.—Appointment of shop stewards—rather than their election—and monthly steward reports highlight the new system of the Los Angeles Guild.

These reports are intended to keep local officers updated on the conditions in the various departments and subdepartments and to provide information for collective bargaining.

The new policy was adopted by the general membership meeting in December.

New stewards are equipped with portfolios with embossed covers which contain a copy of the American Newspaper Guild Constitution, LANG By-Laws, ANG shop stewards' manual with the LANG shop steward's manual inserted and a copy of the appropriate Guild unit contract.

They also are provided with grievance forms, a copy of the local's policy on the steward system, a list of local and unit officers, forms for the monthly reports and other forms and brochures.

The local's policies on stewards and on processing of grievances are spelled out in the LANG Shop Stewards Manual section of the overall manual. Shop stewards also receive a newsletter.

Noting that stewards "are responsible for Guild organizational and contractual well-being of the employees among whom they work," the manual defines "organizational well-being" as consisting of:

Seeing to the welfare and integration into the Guild of new employees.

Maintenance of a continuing flow of information and dialogue between rank and file membership and the leadership of the local (through the use of the Guild bulletin boards and monthly reports to the Executive Board).

Development of leadership and participation in Guild activities among rank and file members.

Defining "contractual well-being" as:

Seeing that employees are aware of their rights and obligations under the Guild contract.

Initial handling of grievances and complaints.

The shop steward takes a written, signed statement from the aggrieved employee, setting forth the basis for the complaint and the remedy sought.

The shop steward investigates, checks facts, including a check with the immediate supervisor.

If the complaint is valid and is not remedied when called to the attention of the supervisor, the shop steward informs his chief, shop steward and the director of the contracts enforcement department.

The latter is Nicholas Abraham of the Herald-Examiner unit, LANG's first vice president. Abraham and the chief shop steward then initiate grievance committee action.

ANG Is Among 34 Sponsors Of Human Rights Guidebook

The American Newspaper Guild is among the 34 national organizations sponsoring the joint publication of "The Great Question," an action guidebook for United States communities marking the Fifteenth Anniversary of the United Nations Universal Declaration of Human Rights.

A copy of the brochure is going to all locals.

Linking various articles of the UN's Declaration to rights long embodied in the U.S. Constitution, "The Great Question" suggests surveys to discover the status of particular rights in one's own community, and offers detailed plans for putting the facts to work in community activities.

Also included are factual reviews of the UN's work for human rights and the achievements of the United States; ideas for special Human Rights Day observances and other activities.

In a letter to the presidents of 11 Guild locals, Ellis T. Baker, ANG Director of Research and Information, points out that their cities are among 19 that the U.S. National Commission for Unesco has selected as testing grounds for developing community programs of this nature.

The Guild cities are: Chicago, Indianapolis, Los Angeles, Memphis, Milwaukee, Portland, Ore.; Richmond, Va.; St. Louis, San Francisco, Seattle and Washington, D.C.

Baker urges the Guild leaders to:

Contact the person designated for particular cities for community programs in behalf of human rights.

Offer to assist in arranging a meeting of local representatives of the sponsoring organizations.

Help to issue a press release in behalf of the cooperating groups and to arrange other publicity, including possible public ceremonies or presentations in connection with the guidebook.

Help develop a program leading up to the December 10 observance of Human Rights Day.

Keep the ANG Research and Information Department informed of the local's activities.

Arbitrations

News Columns No Spot For Jokes

Noting that truth is to a newspaper what virtue is to a lady, Arbitrator Israel Ben Scheiber has ruled that a writer discharged by the Evening News, Perth Amboy, N. J., was not entitled to severance pay.

The arbitrator declared that a "joke" news story that the employee wrote and circulated among the newspaper's reporters wasn't quite so funny when it appeared in print.

That it did appear in print was accidental, according to the employee.

Among the employee's duties was the reporting of real estate transactions made during the week. Included in the column was an item noting the transfer of the city hall to the Republican county chairman with the Democratic county chairman listed as attorney for the seller and the city's Democratic mayor as agent.

The date of the transfer coincided with upcoming elections. The employee explained he had made out a realty transfer slip, such as those submitted by realty firms and had shown it around the office and there had been a lot of laughter.

He said that by accident the "joke slip" had been mixed in with regular realty transfer slips and when he had typed out the item for submission to the City Desk, he had done so automatically and without thinking.

He did not deny he had written the item.

When the story appeared, the parties involved threatened suits, so the newspaper claimed; other publications picked up the story and gave it considerable space; and business men and city officials criticized the report, according to the newspaper.

During the arbitration, the

North Jersey Guild argued that the item was "palpable, clever political satire" and was never intended to be taken as a report of an actual transaction.

Scheiber, however, said that "most of those involved failed to see any humor in the item."

He found that the effect of the article was to anger many of the leaders of the community and to hold the newspaper up to ridicule. A newspaper that can't rely on the confidence of its readers, he said, is going to have few of them.

"In the newspaper field," he observed, "playing games with the truth is just about as dangerous as playing with matches."

It may be true that the story was not willful or malicious, but the reporter's actions nevertheless added up to "gross misconduct," Scheiber ruled, hence denying severance pay.

A Medal for Mom



You'll Deserve A Medal, Too!

When you go out to buy a Mother's Day gift for Mom, there's something to remember. Nothing would please her more than lovely and practical wearing apparel... a beautiful union-labeled blouse, skirt, bathrobe, dress, slip or nightgown.

You'll deserve to be labeled with a medal yourself when you make sure to buy a garment which carries the precious union label. It means you are getting a product made by skilled American craftsmen in clean sanitary workrooms, under good working conditions.

Whether it's for your mother, your mother-in-law or the mother of your children, the daily usefulness of a gift of wearing apparel preserves its memories—throughout the year.

And the money you spend for union-labeled apparel will enable a union member to buy the products and services you produce... and help make your own job more secure.

LOOK FOR THE ILGWU UNION LABEL in all women's and girls' apparel: Bathing Suits/Blouses/Coats and Suits/Dresses/Foundation Garments/Girls Wear/Lingerie/Neckwear/Rainwear/Skirts/Slacks/Shorts/Slips/Sleepwear and Robes/Snowsuits/Sweaters and Knitwear.

LABEL YOUR DOLLARS



Symbol of decency, fair labor standards and the American way of life

Kenosha Gets \$10 Raise, 'News Integrity' Clause

(Continued from Page 1)

in a written statement in the office style book.

Wage increases of \$5 across the board for each of the two years of the pact bring minimums to:

April 26, 1963

To Top

Start Minimum

Job

Wire editor, sports editor, society editor

\$100 \$160.40

6th year

Reporters, photographers

95 153.00

6th year

Librarians

82 107.00

5th year

April 26, 1964

Wire editor, sports editor, society editor

\$105 \$165.40

6th year

Reporter, photographer

\$100 \$158.00

6th year

Librarian

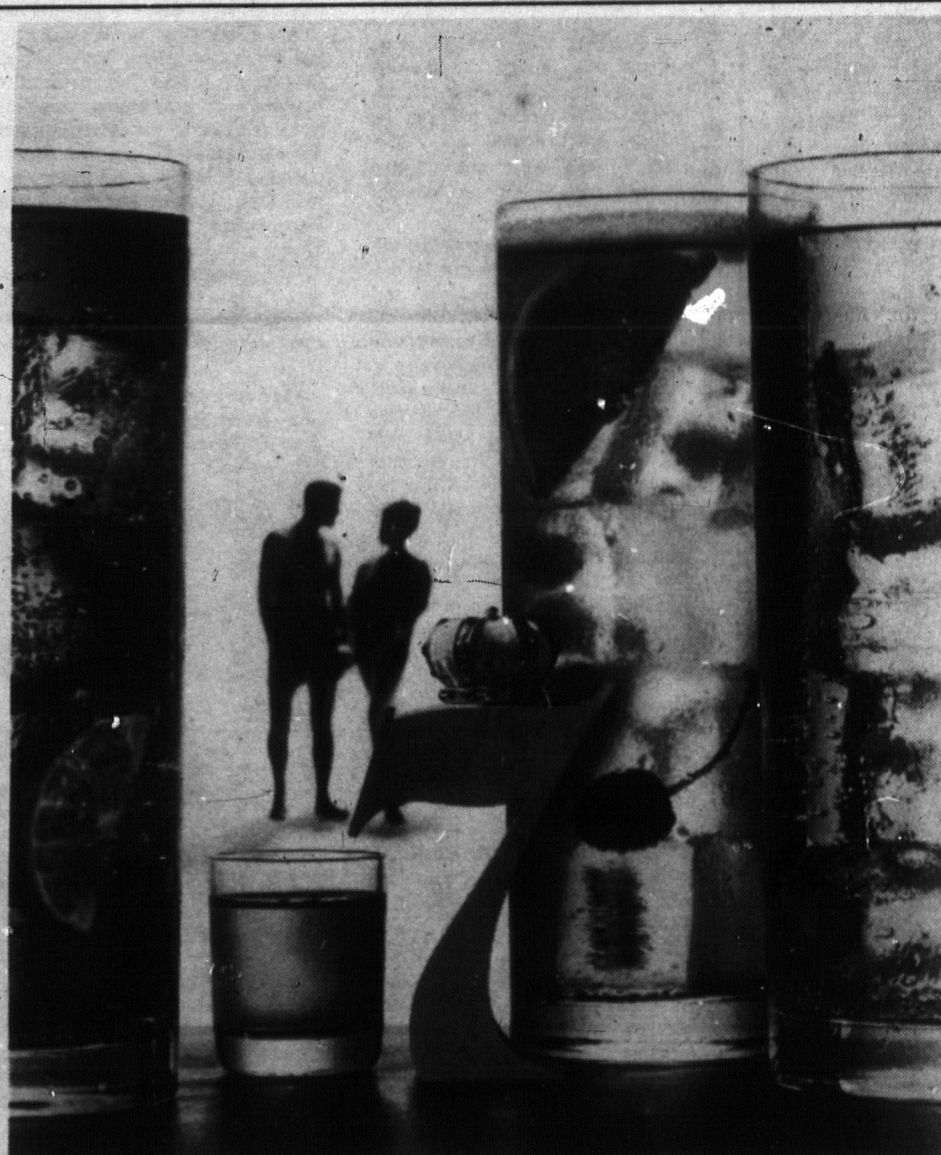
87 112.00

5th year

The new jurisdictional language supplants a clause which said the Guild's jurisdiction was recognized as covering employees in the editorial department and provided that work now being done by them not be assigned to anyone outside the jurisdiction.

The new agreement increases the severance pay ceiling by two weeks to a top of 38 weeks. It gives present employees first opportunity, rather than simply consideration, for promotions. It requires the publisher to pay for proof of illness.

Improvements also were made in the grievance, vacation and miscellaneous clauses.



Great summertime drinks need the crowning touch.

Seagram's 7 Crown, that is.

When a whiskey tastes so good it's the nation's favorite, you know it makes the best summer cooler—with cola, in a Collins or the classic highball. 7 Crown has the smoothness as well as the flavor. And it has them in the right combination. So all summer long...

Say Seagram's and be Sure

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY, BLENDED WHISKY, 40 PROOF, 100% GRAIN NEUTRAL SPIRITS

EDITORIAL

Twice-Told Tale

A few weeks ago the Gallagher Report, an advertising and marketing newsletter, said that Hearst's American Weekly would be discontinued and that the Sunday editions of the New York Mirror and Journal-American would be merged.

"Inaccurate and misleading," said G. O. Markuson, Hearst general manager, of the first report when queried by Editor & Publisher. "Harmful and untrue," he said of the second.

Last week the "inaccurate and misleading" report was confirmed in all its essentials. The Hearst chain announced that the American Weekly will go out of business Sept. 1.

The Gallagher Report had also announced that Parade would take the American Weekly's place in Hearst papers using the Sunday supplement. Parade's president issued what Editor & Publisher described as "a flat denial."

Last week the "flat denial" became a flat affirmation. It was announced that Parade will succeed the American Weekly in four of eight Hearst papers.

The "harmful and untrue" report about the Mirror and the Journal-American has yet to materialize. It has nothing to lend it credence but its denial.

'Good News Is No News'

When Secretary of Labor W. Willard Wirtz addressed the American Society of Newspaper Editors last month, he lectured the editors on not only their labor relations, but also their labor coverage.

"I count it a matter of serious concern," he said, "that the public receives in the press what is, in my view of it, a seriously distorted picture of American labor and labor relations."

Strikes, Mr. Wirtz said, invariably are the subject of extended coverage with pictures and editorials, but the peaceful signing of a new contract is at best a one-day story, usually on an inside page.

News stories and editorials alike, he continued, too often are cast in the "polarized, loaded, semantically fraudulent catchwords of the intellectual gutter"—goons, scabs, right-to-work laws, labor monopoly, featherbedding and so on.

In short, Mr. Wirtz concluded, with respect to labor, "good news is no news." When collective bargaining works, he complained, it isn't news; when occasionally it doesn't, it is news—bad news.

Mr. Wirtz said he had been told that people won't buy newspapers to read about peace, industrial or otherwise, but even if that is true, he reminded the editors, newspapers have a greater responsibility to society than merely maximizing sales.

To the extent that distortion of labor news reflects the personal prejudices or economic interests of newspaper management, Mr. Wirtz said, it is "plainly beneath contempt and equally beyond effective comment."

But whether it is deliberate or accidental or whether it arises out of malice or ignorance, the result is the same. It affects significantly, as Mr. Wirtz puts it, the public's judgment about one of democracy's essential procedures, collective bargaining.

And it affects it for the worse.

Cause And Effect

Wherever trade unions are most firmly organized, there are the rights of the people most respected.

—Samuel Gompers, testifying before a Senate committee

The Guild Reporter

ELLIS T. BAKER, Editor
and
Director of Research & Information
Asst. Editors: MAXWELL E. H. PYLE, DAVID J. EISEN

Published by the American Newspaper Guild (AFL-CIO, CLC), the second and fourth Fridays of each month at 1126 16th St., N.W., Washington 6, D. C. \$3 per year. Single copies 15¢.
Guild Reporter deadline at 1126 16th St., N.W., Washington 6, D. C.: letters, advertising and features the Friday preceding publication date; news, Monday preceding publication.

Vol. XXX, No. 10 May 10, 1963

American Newspaper Guild

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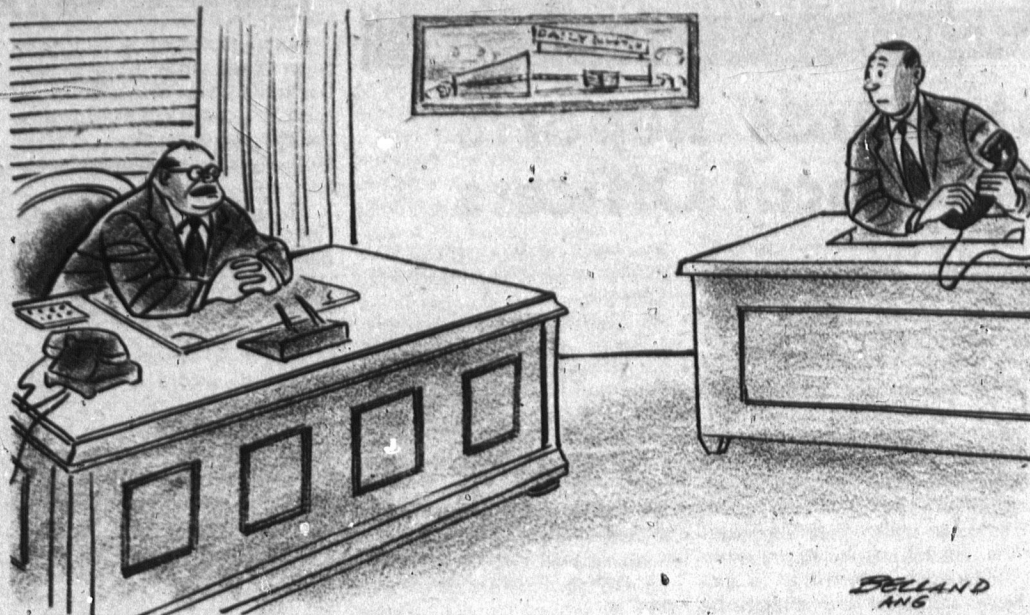
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'No, Don't Deny That Merger Rumor . . . It's Untrue'



DATELINE: WASHINGTON

Whole Nation Shares Blame For Birmingham 'Horror'

By WILLARD SHELTON, Washington Guild

The first time Eugene (Bull) Connor, the police commissioner of Birmingham, made the national scene was at the 1948 Democratic convention in Philadelphia.

He was already the police commissioner, and the picture is fresh in mind. A huge, belligerent man, he stood on the floor and belittled for recognition. "Mr. Chairman! Mr. Chairman! Mr. Chairman!" roared his huge Alabama voice above the wild confusion and hubbub of the floor.

The convention had just approved the minority-plank resolution on civil rights, the strongest ever adopted to that time, in a stinging floor battle and roll call. Up on the platform, Sam Rayburn presiding was pounding the gavel hard. The floor microphones had been turned off, and Bull Connor climbed up on an undertaker's chair and roared out again, "Mr. Chairman! Mr. Chairman! Mr. Chairman!"

Connor didn't get the chance—not right then—for the melodramatic bolt of half the Alabama delegation from the convention. Tough old Sam Rayburn gavelled the session into a recess and turned in contempt and walked away.

That night, of course, Bull got the chance for his gesture: He and 12 other delegates got up and stalked up the aisle—out of the convention, out the door, to set in motion the operation that gave four southern states that November to a "states' rights" candidate, Strom Thurmond. Sen. Lister Hill and an additional 12 Alabama delegates stayed in the convention—and the Democratic Party in the state has been torn and ravaged ever since.

Connor hasn't really left the national scene since then; he got beaten for mayor—repudiated even by his own people at last—but there is an argument about the offices, and Bull is still functioning as police commissioner, setting the dogs on the hordes of Negro demonstrators who have made it perfectly clear that they want their rights as Americans, and mean to earn those rights.

"Look at those niggers run," the wire services quoted Bull as exclaiming.

The tree of liberty, said Jeffer-

son, must be watered periodically with the blood of martyrs. Some restraint, some last signal that warns from within against the ultimate in violence, has let the Negroes and the police of Birmingham face each other without carnage.

But it is hard to excuse ourselves and each other the madness and the sickening wrong. There must be no mistake about it: It is all America, not just Birmingham, that is most grievously implicated in the horror.

And it is not an excuse to say, as is believed to be true, that the demonstrations were timed by the Negro leaders for maximum publicity values. A few weeks of waiting, and a new city administration taking over would have issued the permit for a parade of protest—the permit that Bull Connor refused.

We must all of us, those who are not "non-whites" by the Census definitions, face the fact that "non-whites" mean to have their place in the sun, as full citizens, with the full rights of human beings. They want their rights now, for their children now, and not a generation later.

And this urgency, this surging impulse to demand and get the ultimate in freedom, this, too, is a watering of the tree of liberty.

Here in this capital, the poisonous effects of discrimination among the constituents back

The Labor Press

Nieman Fellows, selected for a year's study at Harvard University for outstanding achievements as newspapermen, who acted as judges of the last International Labor Press journalistic awards contest, were "tremendously impressed by the general quality" of the newspapers and magazines they examined.

"The publications were competently edited, imaginative, extremely vigorous in many cases," they reported.

"We suspect," they said, "that, on the whole, they would show up a similar cross-section of small-town and big-city commercial newspapers."

home are a clear and perceptible fact.

Sen. Hill, who for years was one of the southerners who voted as often as he could for measures of economic liberalism, began to show more caution a little while back. He voted with ever-increasing frequency against bills he would once have backed. His colleague, Sen. Sparkman, who was the vice presidential nominee in 1952 and whose record in the Senate showed an expanding liberalism, also began to back away.

There is nothing in the Alabama election returns encouraging the state's politicians to think it does them any good to pander to the worst prejudices of their constituents. Hill himself was shocked when a shouting segregationist and business association executive last year came within a few thousand votes of ending his Senate career. One might think that this would impel him to recognize that it butters no political parsnips for him to pretend to be conservative—but he voted against the youth employment opportunities bill and Sparkman didn't vote.

The youth opportunities bill, you see, opens the way to integrated conservation camps, to the chance that young men of all races will have the chance to work together. And whether Rep. Carl Elliott of Alabama will feel able to help clear the House bill through the Rules Committee remains to be seen.

'Imaginative, Vigorous'

"Of course, the cream of the labor press was considerably superior to the others. It was clear that some labor publications have undertaken to employ professionally competent newspapermen, while others seem to be getting by with semi-professional or amateur journalists."

"We also were impressed by the enterprising spirit evidenced in some publications. There were stories dealing with extremely important and interesting issues which have not been properly dealt with by the popular press."

"In this, ordinary newspapers would do well, we think, to follow what the labor press is doing."