

Hearst's 2 San Francisco Dailies To Merge, Print With Chronicle



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N.Y. Bargains As Deadline Looms

Times Crisis Near; Journal Strike Voted

New York City—Intensive bargaining on major issues was under way between the Guild and the New York Times this week as a strike deadline neared.

The New York Local initiated detailed strike preparations, warning other locals against the use of Times News Service copy should a strike materialize. The Guild has set next week as the deadline for strike action.

Guild members at the Journal-American, meanwhile, voted 287 to 2 Aug. 26 to authorize unit officers to call a strike if necessary. Similar action was taken earlier by the Herald Tribune Unit.

A strike vote meeting is scheduled at the Daily News Sept. 15, and local officers said one will be held soon at the World-Telegram & Sun.

Executive Vice President Thomas J. Murphy last week sent a letter to presidents of Guild locals whose papers use the Times News Service, asking that "in line with Guild policy," members be requested not to handle Times copy in the event of a strike. "It will be hot copy," he said.

The Wire Service Guild's executive committee already had issued a notice to all chapters recommending that Wire Service Guild members refuse to handle "any copy issued by the New York Times, either directly or through its news service."

Bargaining resumed Sept. 5 after a seven-day suspension, but progress was reported only on minor issues. Negotiations on the key issues—automation protection, jurisdiction, pensions, severance pay and a Guild shop for editorial employees—did not get under way in earnest until this week.

The Times formally offered a

(Continued on Page 6)



BALLOTS AWAY: ANG's Election and Referendum Committee begins the task of checking local good-standing records before authorizing the mailing of 28,560 ballots for IEB elections. From left are Philip Feldman of Rochester, Thomas Fay of New York, Glen Ogilvie of Toronto, Fred Kreeker of Hammond and Chairman Roberta Bailey of Philadelphia.

28,500 Ballots Sent To Locals For IEB Elections Sept. 22-27

More than 28,500 Guild members will be eligible to vote in the Sept. 22-27 election for six ANG at-large vice presidents.

Voting also will be conducted for vice presidents in Regions 1, 3 and 6. One of two candidates nominated at ANG's Detroit Convention in Region 3—Fred T. Kearney of Youngstown—subsequently withdrew from the race and called for the re-election of incumbent James B. Woods of St. Louis, but, under the ANG Constitution, Kearney's name remains on the ballot.

The International Election and Referendum Committee, meeting

in Washington Aug. 31, certified a list of 28,560 eligible voters, based on good standing as of Aug. 1.

The list represents 88.9 percent of the Guild's 32,123 active members as of that date.

Seven candidates—Jack Dobson of Toronto, George M. Muldowney of Wire Service, Robert D. Nordin of Vancouver-New Westminster, Barney Peterson of San Francisco-Oakland, Kenneth E. Rieger of Toledo, Marshall W. Schiewe of Chicago and Noel Wical of Cleveland—are running at large. Dobson, Muldowney, Rieger, Schiewe and Wical are incumbents.

In the latest of a series of local endorsements, the Washington Guild's executive board unanimously voted to support Muldowney, Nordin, Peterson, Rieger, Schiewe and Wical, who are being backed by a "Committee for Responsible Guild Leadership" headed by Robert M. Golden, president of the Lehigh Valley Guild and the Middle Atlantic District Council and chairman of the Conference of District Councils.

In Region 1, the Eastern Seaboard states, incumbent Daniel A. McLaughlin of North Jersey is opposed by Charles Leveroni of Boston.

In Region 6, Canada, Nada Bozinoff of Toronto and Robert J. Rupert of Ottawa are vying for the seat left vacant by the resignation of William H. McLeman of Vancouver-New Westminster.

All ballots must be counted on the final day, Sept. 27, and returns certifying the results must be returned to ANG headquarters, postmarked not later than midnight Sept. 29.

The IERC will meet again in Washington on Oct. 6 to inspect the returns and certify the results of the election.

Members of the IERC are Roberta Bailey of Philadelphia, chairman; Thomas Fay of New York, Fred Kreeker of Hammond, Glen Ogilvie of Toronto and Philip Feldman of Rochester.

Combination To Pool Most Departments

BULLETIN

San Francisco, Calif.—Management of San Francisco's three major dailies agreed yesterday to a request by the Guild and other newspaper unions for a four-week moratorium on dismissals following the papers' consolidation.

San Francisco, Calif.—Hearst's San Francisco Examiner and News Call Bulletin will be combined into a single paper and will enter into a joint-production arrangement with the independent San Francisco Chronicle Sept. 13, it was reported this week.

All departments of the three papers except editorial will be combined, according to an Association Press report following an off-the-record meeting of management and newspaper-union representatives Sept. 7.

The three papers have more than 4,000 employees, including 1,460 in Guild-covered editorial, advertising, business and inside-circulation departments.

The merged Hearst papers will publish as the city's sole afternoon paper; the Chronicle will have the morning field to itself. A common Sunday edition will bear the masthead of both the Hearst paper and the Chronicle.

The Justice Department this week said it would not oppose a joint-production arrangement in San Francisco at this time, although it is currently engaged in a suit to break up a similar arrangement in Tucson, Ariz.

Management officials declined to make any public statement on their plans, and there was no indication of how many employees might lose their jobs.

Company officials disclosed consolidation plans at their Sept. 7 meeting with the San Francisco Conference of Newspaper Union Representatives, which includes the Guild. The information was given to the unions on an off-the-record basis pending public announcements.

Details were reported by the Associated Press, however, after a craft unionist's unsanctioned report was posted on Chronicle bulletin boards.

(Continued on Page 6)

Anybody Seen The Boss?

San Francisco, Calif.—San Francisco's newspapers last week displayed an astonishing inability to find their owners.

None of the three papers published an Associated Press dispatch on the Justice Department's approval of a joint-production arrangement involving their future until after the nearby Oakland Tribune printed it.

The Tribune carried its story Sept. 4; the next day the Chronicle and the Examiner printed similar AP stories, concluding with the report that their owners could not be reached for comment.

'Freedom With Responsibility'

Newsman Draft 'Magna Carta'

San Diego, Calif.—A "Magna Carta of journalism," aimed at defining both the rights and the responsibilities of a free press in today's society, has been drafted by a committee of San Diego Guildsmen.

The declaration is the product of "more than two years of thought, discussion and study," according to Ralph Manning, one of the group's leaders. It has been submitted to the Mellett Fund for a Free and Responsible Press in the "hope that it will be a focal point for the start of a national dialogue which might lead to a crystallization of thinking and . . . toward a national consensus."

Manning, former secretary of the San Diego

Guild, served as moderator of a discussion on "Free Press vs. Fair Trial" at the California-Nevada District Council's June meeting.

The declaration arose, Manning said, from dissatisfaction among newsmen with the state of journalism "and with its failure (and theirs) to realize anything like the profession's potential for good." It is "an attempt to define the problem," he said.

The declaration is in three parts. The first deals with the place of the free press in society, as embodied in the First Amendment of the Constitution. The second attempts to show that a "rededication" is required "on the part of both

(Continued on Page 6)



COMPARING JOBS: Former ANG President Joseph F. Collis, managing editor of the Wilkes-Barre Record, explains newsmen procedures to Brazilian newsmen visiting as guests of the Wilkes-Barre Guild. Standing from left to right are William DeRemer, local vice president; Douglas Adams of the Rockford Guild, acting as team manager; interpreter Elida Pollet, and Reinaldo Santos of the Brazil Ministry of Labor's press office.

Surfeit Of Hospitality

Wilkes-Barre Host To Brazilians

Wilkes-Barre, Pa. — Wilkes-Barre Guildmen opened their hearts, their homes and their city for three days last month, to six Brazilian newsmen touring the United States as guests of ANG and the Labor Department.

The local "round-the-clock, red-carpet hospitality eventually forced the visitors themselves to call a halt.

The Brazilians, who previously had visited ANG headquarters in

Washington, were given the most intensive tour of the city in years, starting with a conference with the mayor and city council and ending with a tour of supermarkets, department stores and shopping centers.

They looked at mines, industrial production lines and interstate highways. They toured a 50-million-dollar urban-renewal project and laid a few bets at a local race track.

But for the visitors, the highlights of their tour were a look at the operations of the Wilkes-Barre Record, where their hosts earn their living, and invitations to the homes of individual Guildmen.

The Wilkes-Barre Guild's first experience in "people-to-people diplomacy" was hailed enthusiastically by hosts and guests alike, local president John J. Wallace reported, with promises on both sides of another visit.

Integration Still Lags In Advertising

A wide gulf separates the treatment Negroes receive in news and editorial columns on the one hand and in advertising space on the other, according to a Rutgers University journalism professor.

In an article called "The Negro Turns to Advertising" in Journalism Quarterly, William H. Boynton documents the dearth of ads depicting Negroes in a number of major dailies, although Negroes are prominently featured in the news columns.

"There is evident incongruity," he said. "The editors showed great concern for Negroes, and the advertisers none."

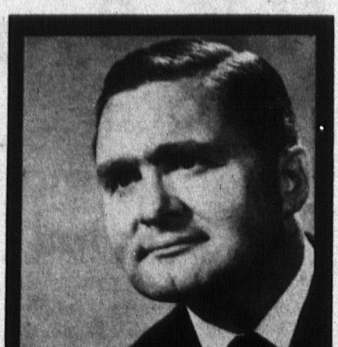
Illustrative of what Boynton found were the results of a random survey of 43 issues of the New York Times between Nov. 1, 1963 and Dec. 14, 1964. Among some 20,000 ads, only 11 showed photographs or sketches of Negroes, and two of these were in "exotic African backgrounds."

Acknowledging that advertising has an "immense social influence," Boynton said of the absence of Negroes in ads:

"Whether this is right or wrong, surely there can't be that difference between what interests readers to the right and to the left of the thin column rules that separate the advertisements from the reading matter. From a reader's viewpoint, one must be right and one must be wrong."

In accounting for the slow pace of integration in advertising, Boynton said that "social reform is contrary to the policy advertisers have historically recommended to one another."

He also cited resentment by advertisers against threats of reprisals by civil-rights organiza-



HE WON'T PROMISE THE MOON BUT IF YOU WANT

PERFORMANCE — One free voice for all sections • Guild self-determination in shaping the one big union • Honesty, not piracy, in sharing automation benefits and jurisdiction • Interunion cooperation in bargaining and organizing • Improvement of the profession.

QUALIFICATIONS — Five years, IEB • In 7th term, President, 2,000-member Toronto local • Delegate to Ontario Federation of Labor, Canadian Congress, eight Guild Conventions and Panama Press Seminar • Founding member, Inter-union Council • Executive member, Ontario Federation of Printing Trades Unions •

INTEGRITY — Dobson believes a union's word must be its bond. His leadership, honoring moral and contractual commitments — whose signing all other incumbent candidates vowed to uphold — preserved the local to which a majority of Canadian members belong who were confronted with an ITU strike which they did not support. Integrity in the face of attacks, preserved the Guild in Canada.

Washington Column Held Uninformative

GARY, IND.

Editor: We need Willard Shelton like we need a greased pickle in a rough sea. Put something informative in that space!

JACK MANGUM
Gary Guild

Editor: Why does it require 11 days for the latest Guild Reporter—dated Aug. 13, received Aug. 24? What will you do about it?

R. D. LINTON
New York Guild

Editor's Note: The Guild Reporter, published twice monthly, is delivered by second-class mail, moving more slowly than both first-class matter and second-class publications published daily or weekly.

However, normal delivery time should be no more than seven days, according to the Post Office.

Mark X
For
NOEL WICAL

'A Known Quantity'

VOTE FOR JACK DOBSON
International Vice-President
At Large

Conservative Atlanta Times Shuts Down As Funds Run Out

Atlanta, Ga. — The Atlanta Times, founded 14 months ago to provide "a conservative voice" in Georgia, suspended publication Aug. 31 because of financial difficulties. Nearly 350 employees were on the payroll at the time.

In a page-one statement, the afternoon daily said much of its difficulties arose from a "disappointing" response from major advertisers and declared it was "im-

possible to continue" without their support.

Although rumors of imminent collapse had circulated for months, the paper hoped for a reprieve to the very end. United Press International said that for its final edition the Atlanta paper had cast two front pages—one an ordinary news page, the other featuring the big black headline, "Times Suspends Publication."

Editor Luke Green told UPI that "there was a slight surge of hope" that financial help might be obtained. But after the presses had been held about 20 minutes, the order came to roll the page announcing the closing.

The Times' failure leaves Atlanta with the jointly owned morning Constitution and afternoon Journal.

The Times, founded by segregationist James C. Davis, was launched June 12, 1964, in a 128-page inaugural issue heavily larded with advertising. Announcing that it was dedicated to the preservation of "private enterprise, individual rights and private property," it claimed an initial circulation of 140,000.

Nine months later, however, circulation had shrunk to 75,000, stockholders were told, and at the end, according to Associated Press, the Times was circulating only 66,000 copies, compared with the Constitution's 200,000 and the Journal's 245,000.

More than 8,000 investors put up nearly two million dollars to get the paper started. By January, however, they voted to accept new capital from two local investors.

In March, Lammot DuPont

Copeland, Jr., withdrew an offer to supply an additional half-million dollars and said, after inspecting the books, "It was a very gloomy picture that I saw."

Copeland, publisher of the Guild-covered Hollywood Citizen-Times and of the San Fernando Valley Times, was to have had a 60-percent voting control.

In July, stockholders were told that the paper had incurred a total deficit of \$2,617,207 and that the situation was "bleak."

In its suspension statement, the Times said it had been founded to "meet what was considered a real need for another newspaper in this community."

"More than 27 million people at the ballot box last year supported the philosophy we sup-

port," it said, "but that battle was lost."

The Times supported Barry Goldwater for the presidency last November and was credited with having helped him to carry Georgia.

The Times seldom deviated from its conservative orientation. When U.S. Navy personnel from a base in Mississippi were assigned to help search for the bodies of three civil-rights workers slain there, the Times complained that "federal troops" had "invaded" Mississippi.

No figures were released at the closing. Roscoe Pickett, president of the publishing company, told newsmen that "all we've got to say is in the last edition of the newspaper." "We don't want you on the premises," he added.

Conservative Coup Ousts Editor

Houston, Tex. — William P. Steven, liberal editor of the Houston Chronicle, was discharged last week in what he called "a political assassination by the conservatives."

After a kind of coup d'état engineered by the paper's board of directors while its president was out of town, Steven was succeeded by Everett D. Collier, who was political editor in the 1950s, when the Chronicle was a solid supporter of ultraconservatives.

Steven had been credited with helping to make the Chronicle the biggest paper in Texas and steering it on an increasingly liberal course.

Chronicle President John T. Jones, Jr., given the choice on his return of acquiescing in the board's decision or resigning, said there was "little to choose" between the politics of Steven and of Collier.

The Chronicle, which bought the rival Houston Post in 1964 and suspended it, has been showing a profit lately, "but not much of one," Jones said.



HERO'S REWARD: Having tucked the key to the City of Cleveland in his pocket, Atlantic voyager Robert N. Manry receives further honors from the Cleveland Guild at a civic luncheon Sept. 1. Besides the special

Cleveland Guild Photo by Richard Conway
Guild T-shirt, Local President John D. Fairfield, right, hands over the key to the Guild's old strike headquarters, "where Manry can find seclusion," while Executive Secretary Jack Weir presents a bill for back dues covering the 78 days of the voyage.

Home From The Sea

Cleveland Hails Manry As Hero

Cleveland, Ohio — Thousands of cheering Clevelanders turned out last week to welcome Guildsman Robert Manry, the copyreader who conquered the Atlantic in his 13½-foot sloop Tinkerbell.

Manry arrived at the airport in his home town Sept. 1 to find the mayor, the governor, a senator and a throng of lesser civic leaders waiting to escort him to a luncheon in a downtown hotel.

With Manry in an open white convertible and his indomitable Tinkerbell riding behind on a trailer, the motorcade moved slowly through rain-swept streets lined with well-wishers.

There were speeches and presentations, including the keys to the city, which apparently left Manry feeling more at sea than ever.

"I feel I should say something, but I am overwhelmed," he said.

On the next day he was flown to Columbus for an appearance at the Ohio State Fair, then back for a reception at the British Consulate.

Tongue in cheek, Guildsmen joined in the hullabaloo by presenting him with an "official" Guild T-shirt, a key to the strike headquarters deserted since the 1962-63 shutdown of the Cleve-

land papers, and a bill for 78 days' back dues.

"That's not unfair," one Guildsman commented. "What a comfort it must have been for Bob, out there on the Atlantic, to remember that he was protected by his Guild contract."

Once back in the waters of Lake Erie, Tinkerbell lost no time in breaking a towline and giving Manry a dunking he said was "worse than any in the Atlantic."

Besieged on all sides by promoters with ideas for ways to capitalize on his fame, Manry—at last reports—was still planning to return to his job on the rim of the Plain Dealer's copy desk.

He will write a book about his adventure, but its title, he said, will not be "The Old Manry and the Sea."

Lima Star To Offer Hoiles Competition

Lima, Ohio — Starting next week, Lima's 65,000 residents will be able to choose between two newspapers for the first time since the demise of the Lima Citizen in January 1964.

The Lima Star, which has been engaged in fund-raising efforts since shortly after the Citizen's suspension, distributed sample issues this week and was scheduled to start full commercial operations Sept. 13, with a former Lima Guild president as its editor.

The Star is headed by Ralph First, who started as an advisor to the new publishing company and moved in full-time after selling his office-equipment business.

The editor is former Guild President Gene Perine, who served as sports editor of the Citizen after working on R. C. Hoiles's Lima News.

Publication has been made possible, First said, by the \$1-a-month rental of a quarter-million dollars' worth of equipment owned by Unitypo, publishing subsidiary of the International Typographical Union.

Treasurer Robert Salter, a former mail-room employee of the Citizen, said that nearly 2,000 Lima investors have bought \$100,000 worth of stock in the company at \$10 a share and that \$200,000 in additional stock is being offered.

About 15,000 advance subscriptions have been sold, Salter said.

The Star's payroll will carry about 45 persons at first, he reported. The Citizen had a staff of 160.

The Citizen suspended Jan. 7, 1964, after a 6½-year competitive battle ended in its sale to Hoiles. It was founded in the midst of a Guild strike brought about by retrogressive policies imposed by Hoiles after his purchase of the News a year before.

Advertisers and subscribers gave strong initial support to the Citizen, but it could not survive competition with the News, which reportedly spent \$700,000 a year to overcome the Citizen.

The federal government has filed an antitrust suit seeking to force Hoiles to divest himself of the News on the grounds of illegal efforts to drive the Citizen out of business.



GENE PERINE
In Key Post

Perine said the revival of competition by the Star has aroused enthusiasm in a number of advertisers, while others have adopted a "wait-and-see" attitude.

Served by Associated Press, the Star will operate with an editorial staff of about 10, some of them veterans of the Citizen.

FCC Proposes Limitation On TV Ownership

The Federal Communications Commission has proposed rules to prohibit a single company from owning more than three stations in the nation's 50 largest television market areas.

Citing a growing trend toward concentration of TV ownership in these areas, the commission issued interim regulations limiting single ownership to three stations. No more than two of them can be VHF stations.

Existing FCC rules limiting total ownership to seven stations, no more than five of them VHF, will continue in effect. The proposed new rules, scheduled for final consideration after Oct. 1, would apply to new stations or the sale of existing ones but would not require owners to divest themselves of stations in excess of the limit.

The Guild Needs KEN RIEGER
Vice President at Large



Guild Signs Charter Of AEJ News Unit

Syracuse, N. Y.—ANG has become a charter member of the Association for Education in Journalism's newly formed Newspaper Division.

The Guild joined in founding the new group immediately following its acceptance as an affiliate member of the association at its annual convention here last month.

Devoted to the problems of education for newspaper work, the newly organized group attracted 95 members to become the largest of the association's 10 divisions.

Prof. Curtis MacDougall of Northwestern University, author of several books on journalism and a former Chicago Guildsman, was named chairman.

Among the new group's purposes are the study of problems in news writing and reporting, interpretive writing, professional ethics, dealings with pressure groups and critical analysis of newspaper performance.

ANG Mellett Project Co-ordinator Phillip M. Kadis signed the group's charter petition on behalf of the Guild.

The Guild and Sigma Delta Chi became the first two organizations granted affiliate membership under the AEJ's revised constitution, which permits institutional as well as individual membership. The American Newspaper Publishers Association and the American Society of Newspaper Editors are reported seeking similar status.

Outgoing AEJ president Dean Edward W. Barrett of the Columbia University School of Journal-

Nothing But The Worst

Syracuse, N. Y.—Newspapers that earn high profits often change their employees — and their readers — by paying low salaries, according to Dean Edward W. Barrett of Columbia University's School of Journalism.

Barrett told the Association for Education in Journalism of two medium-sized newspapers that had a net profit of \$2,600,000 but had only two editorial employees earning more than \$10,000 a year.

He told of another publisher of a profitable group of regional papers who, when asked if he would like to interview some top-flight journalism students, replied:

"We are not interested in your better students. We don't pay salaries that are good enough. Perhaps we can take a look at your also-rans."

Toronto Newspaper Guild Requires Local Representative

2,000-member Guild invites applications for position of Local Representative. Duties of this challenging position include bargaining, grievance procedure (including arbitration), education programs, organizing, general administrative work and writing for publication. The representative will serve under general direction. Salary competitive.

Apply in confidence to:

Orval R. McGuire, Executive Secretary
Toronto Newspaper Guild
Room 217, 125 Adelaide St. W.
Toronto, Ont., Canada

Educators Cite GR Exposés

Syracuse, N. Y.—Exposés by the Guild Reporter and other publications have contributed to the failure of right-wing extremists to hobble freedom of the press, according to the American Society of Journalism School Administrators' freedom-of-information committee.

The committee in its annual report, said its investigation found that refusal of newspapers to give in to minority pressures and full exposure by the papers and such periodicals as the Guild Reporter, the Saturday Review, Editor & Publisher and Nieman Reports "discouraged the perpetrators who prefer to work in secrecy."

The Society is a confounding affiliate of the Association for Education in Journalism.

ism called on journalism educators "to get off the defensive" and be more outspoken in dealing with newspaper problems.

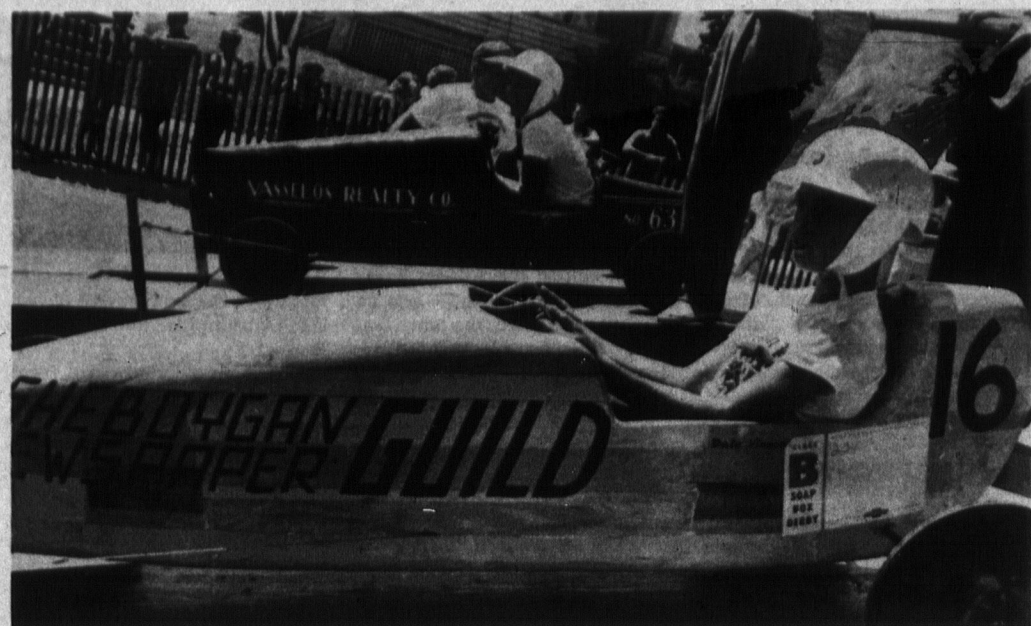
He said that inadequate leadership at the top, with little understanding of the public responsibilities of newspapers, and a lack of true sophistication among news-men about public affairs and reporting were responsible for much that is "shabby" in journalism.

Turning to the free press—fair trial controversy, the convention adopted a resolution opposing "further legal restraints" on the news media. However, the resolution said that "trial by newspaper" or, for that matter, by television or radio, "is not to be dismissed as a catch phrase invented by do-gooders. It is sometimes an accurate description of a depressing reality."

The resolution supported "formal control of the activities of law-enforcement officers, attorneys and officers of the court" as the best protection of the right of a fair trial and specifically applauded the regulations recently issued to Justice Department employees by Atty. Gen. Nicholas Katzenbach.

It urged editors and broadcasters not to "play God with the destinies of private individuals awaiting trial on major charges."

"The editor who assumes the responsibility of pushing his own version of justice because he thinks the courts are 'soft' is a dangerous man," the resolution stated. But it said the courts should be monitored and constantly examined, although adding that "this is a function often best performed after the fact."



DERBY DAY: Dale Vinson, 12, the Sheboygan Guild's standard-bearer in the Sheboygan Soap Box Derby, edges up to the

starting gate in his streamlined, natural-wood racer. Dale won second consolation prize in a field of 61 aspiring young racing-car drivers.

\$10 Raise Sends Top Minimum At Saturday Review To \$200

New York City—A general increase of \$7 to \$10 is provided in a new two-year contract between the New York Guild and Saturday Review magazine. The top minimum for assistant editor goes up \$5 each year, to \$200 in the second year.

Increases of \$4 each year will raise the top minimum for messengers to \$88 in the second year; raises of \$4.50 the first year and \$3 the second will raise top minimums of typists to \$100, and raises of \$5 each year will raise top minimums for bookkeepers to \$106, editorial assistants to \$117, and advertising salesmen to \$177.

The Guild dues checkoff will also cover assessments. No changes of employee work schedules may be made without prior discussion with the Guild, and two weeks' advance notice of economy dismissals will be increased to four.

There will be four weeks' notice of installation of any new equipment that will result in dismissals, and the publisher must make "every effort" to provide other employment for anyone whose job is eliminated, giving first consideration to length of service if dismissals are made. A 52-weeks-pay ceiling on severance pay is removed, allowing severance pay to accrue without limit.

Four weeks' vacation pay is provided after seven years instead of eight, and minimum maternity leave is increased from six months to seven.

Educational Program Initiated At Reporter

New York City—General pay increases of \$7 to \$8.85, fully applied to minimums, improved maternity benefits and an education program have been won in a new two-year contract between the Guild and the Reporter magazine.

An increase of \$7 will bring the

top minimum for writers and editors to \$202. Increases of \$8.85 will make the top for typists \$90.35, for stenographers, \$97.85, and for messengers, office boys and copy boys, \$73.85. All increases are retroactive to Feb. 1.

The publisher's pension costs for a noncontributory plan will increase 50 cents per employee per week.

Under the new agreement, if

maternity pay exceeds severance pay, an employee deciding not to return to work is not obligated to return the difference.

The new education program provides that the publisher will reimburse an employee for 50 percent of tuition, registration and other regular instruction fees for after-hours courses that will be beneficial in the job.

\$7 Increase, Checkoff Won In Woonsocket

Woonsocket, R. I.—A \$7 increase in all minimums, a dues checkoff, automation protection and improved vacation and holiday provisions highlight a new two-year contract between the Guild and the Woonsocket Call.

Increases of \$4 the first year and \$3 the second will bring the reporter top minimum to \$136. The top minimum for news editor will be \$159.50, that for women's editor, \$139, and that for proofreader, \$95.50. Increases are retroactive to Jan. 1.

No employee will be discharged because of elimination of his job as a result of the introduction of new equipment, but he may be transferred to another job after a "reasonable" retraining period.

A fourth week's vacation will be introduced, after 20 years' service in the first year of the contract and after 15 years' in the second.

A new clause provides up to three days off with pay upon the death of a close relative, including parents-in-law or a "person who resides with employee."

Minimums Up \$3.50-\$11 In Malden-Medford Pact

Malden, Mass.—Minimums will rise \$3.50 to \$11 in three steps over a new 28-month contract between the Boston Guild and the Malden Evening News and Medford Mercury.

The pact also provides a cut in the work week from 40 to 37½ hours, triple pay or double pay plus a day off for holiday work, and improved union-security and jurisdiction clauses.

The first increase in minimums of 50 cents to \$4 is retroactive to June 6. The second, from \$11.50 to \$3.50, takes effect next May, and the third, in the same amounts, takes effect in March 1967, bringing the reporter top minimum to \$132.

The contract, however, provides a minimum retroactive increase of \$4 for present employees.

Four out of five new employees, instead of three out of five, are required to become Guild members, and a revised jurisdiction clause provides that all work normally or presently performed within the bargaining unit, any future work requiring similar skills, and any new or additional work that may be performed within the unit, notwithstanding new processes or equipment, shall remain within the unit.

Besides triple pay for holiday work, the contract provides time-and-a-half pay for work on a fifth (nonholiday) shift in a holiday week.

Guild Seeks Unit At Dallas Daily

Dallas, Tex.—The Guild last week filed a petition to represent more than 80 editorial-department employees of the Dallas Times-Herald. There has been no Guild local in Dallas up to now, aside from a former local of wire-service members.

A representation petition, based on a substantial majority of signed application cards, was filed Sept. 3 with the National Labor Relations Board's regional office in Fort Worth. International Representative James M. Crenik is conducting the organizing campaign.

The Times-Herald, an afternoon paper, has a circulation of 205,500 daily and 221,000 Sunday.

Lithographers, Pressmen To Weigh Unity

Detroit, Mich.—The newly merged Lithographers and Photo-engravers International Union is looking ahead to a possible merger with the Pressmen's union and, eventually, with other unions in the graphic arts industry, including the Guild.

Delegates to the consolidated union's first convention here last week authorized their officers to begin talks Oct. 6 and 7 with Pressmen's union leaders to discuss the desirability of uniting the two organizations into a single 168,000-member union.

Subcommittees of the LPIU have already been discussing merger possibilities with the Stereotypers' and Bookbinders' unions. The LPIU was formed on Labor Day 1964 by the merger of the 83-year-old Amalgamated Lithographers of America with the 65-year-old International Photo-Engravers Union.

LPIU President Kenneth J. Brown told the delegates that the reasons that brought about the LPIU merger were even more persuasive for a merger with the Pressmen, and he added:

"The LPIU is a living example of the fact there is an intelligent answer to jurisdictional conflict within the graphic arts."

Before the merger, the Lithographers' and Photo-Engravers' unions had engaged in a rivalry for more than 50 years with frequent jurisdictional disputes.

Pressmen's union President Anthony J. DeAndrade told the LPIU delegates that a merger of his 118,000-member union with the 50,000-member LPIU "would be the natural merger in the graphic-arts industry."

Brown said he foresees the eventual consolidation of all graphic-arts unions, including the Guild, into a single organization of more than 300,000 members.

Two other graphic-arts-union leaders addressing the convention indicated strong sentiment for eventual merger of all unions in the field.

James H. Sampson of the Stereotypers said he expected that delegates to his union's convention this month would consider the merger question and that "some good news will be forthcoming."

John Connolly, president of the Bookbinders, told the delegates that they had "set up guideposts for the rest of us" and said that if the Lithographers and Pressmen's unions correct their difficulties, then "we can go ahead and form one graphic-arts union."

He said the Bookbinders will meet formally on the question of merger next April.

In other business, the LPIU delegates approved a training and retraining program for all U.S. and Canadian locals and voted a 25-cent monthly per-capita increase to finance it. Locals were urged to negotiate additional funds for the program as part of their contract bargaining.

ELECT

Barney
PETERSON
VP at Large

A Question For Employers

Can She Bake A Pig Of Iron, Billy Boy?

Can an unsophisticated small-town American girl find love and happiness playing left tackle for the Rams? Should a city editor be haled into court for thwarting a police reporter's ambition to cover the lingerie beat?

Soap-opera questions like these are going to have to be answered by the Equal Employment Opportunity Commission, whose responsibility it is to enforce Title VII of the Civil Rights Act of 1964. The title bans discrimination in employment on the basis of race, color, national origin—and sex.

Sex equality wasn't a goal of the civil-rights forces that framed the bill. It was inserted by Rep. Howard Smith of Virginia, one of the bill's most powerful foes, in what was interpreted as an effort to smother the bill with complications.

Rather than rise to the bait and risk the bill's defeat, the civil-rights forces gamely—and gallantly—accepted the amendment.

Overnight it became apparently illegal for employers to refuse to hire lady long-

shoremen or male maternity nurses. Employment counselors and newspaper classified-advertising managers sat up nights worrying about what to do with "Help Wanted, Male" and "Help Wanted, Female" listings.

The question has been called "the bunny problem," in nervous anticipation of a man applying for a job as a Playboy club "bunny."

The law does exempt jobs in which religion, sex or national origin is a "bona fide" occupational qualification.

But aside from such specialized trades as belly-dancing and fashion modeling, "bona-fide" discrimination may not be easy to determine.

"Everybody considers the answer to be obvious," said Richard K. Berg, the commission's deputy counsel, of the bunny question.

"But," he added during a panel discussion, "in terms of what bunnies do it is something else—they serve drinks."

Raising the question of other businesses, such as drive-in restaurants, in which

pretty girls are usually hired to increase sales, he said, "It is something the commission is going to have to decide."

When a railroad executive said he wouldn't know what to do if a woman applied for a job as a locomotive engineer, Berg said:

"The commission is going to put the burden on the employers. If they can't think of any reason not to do it, [hire women for jobs traditionally held by men], they had better do it."

Few newspapers, thus far, have made any radical changes in their help-wanted classifications. But a number have adopted a "Help Wanted, Male or Female" department, and at least one—the New York Times—has carried a box outlining the law's provisions.

Foreseeing plenty of problems, a commission spokesman said he hoped there wouldn't be a rash of complaints for a while.

"We need time to figure out what the law is and what to do about it," he said.

Printers Ask Action Against Diners' Club

Lawrence, Kan.—The Lawrence Typographical Union is asking union members throughout the country to turn in their Diners' Club cards.

The printers' local made its appeal after the club renewed its contract with the Kansas Color Press, against which the union has been on strike for almost four years.

The union accused the Diners' Club of renegeing its contract at the Lawrence plant after indicating for 10 months that it would shift the publication to a union shop. The employment of strike-breakers enabled Kansas Color Press to submit "a ridiculously low bid" for the work, the local said.

In addition to requesting union members to turn in their credit cards, the printers are asking that hotels, restaurants and other enterprises be urged to cease doing business with the club.

The Typographical Union is also asking other unions to decline support of the Girl Scouts, which, like the Diners' Club, has refused to remove its printing from the struck plant. Both the Girl Scout Leader and American Girl are printed here.

The union is asking local labor bodies to notify Community Chest and United Fund organizations that labor contributions should not be used to support the Girl Scouts.

The main issue in its strike, the Kansas Color Press's refusal to give women equal pay.

Robert Perkins Dies; Served As Chicago Guild Organizer

Chicago, Ill.—Robert H. Perkins, an organizer and negotiator for the Chicago Guild in the 1940s and '50s, died Aug. 25 of a heart attack. He was 49.

While serving as a special correspondent for a number of labor papers, he also had operated his own public-relations firm, specializing in labor activities.

Perkins was public-relations director for the Order of Railway Conductors and Brakemen, administrative editor of the American Railway Supervisors' Journal and public-relations consultant to the Switchmen's Union.

He had been a member of the Chicago Guild since 1944, serving on its executive board and on numerous committees.



AFRICAN VISITORS: A group of French-speaking union leaders, including I. Kaufman, editor of the local's publication, Frontpage, on Guild operations.

Council To Hail McLaughlin's Guild Service

Scranton, Pa.—The Middle Atlantic District Council will honor International Vice President Daniel A. McLaughlin as its "Man of the Year" for 1965 at its fall meeting here Sept. 25 and 26.

Council president Robert M. Golden said McLaughlin will be the guest of honor at a dinner Sept. 25 and will receive a plaque citing his service to the Guild.

McLaughlin, a member of the North Jersey Guild, is a former president of the council. He has been acting in an advisory capacity for many years, Golden said in announcing the award, counseling locals on "knotty problems of relations with management."

Arnold Campo of the Scranton University faculty, an assistant to the late Steelworkers' President Philip Murray, will speak on "Looking At It From The Arbitrator's Viewpoint."

The council will hear reports on its college newspaper contest and will discuss action to be recommended in the event the Guild takes strike action at one or more of the major New York dailies.

GUILD BRIEFS

San Francisco, Calif.—The Retirement Income Plan of the San Francisco-Oakland Guild and the San Francisco Publishers' Association paid benefits of \$200,524.98 to 111 persons during 1964.

Company contributions to the plan of \$5.50 a week per employee, prorated for part-time employees, amounted to \$439,727.89, and year-end assets were listed as \$2,348,707.03.

In the eight years of its existence, the plan has paid a total of \$867,496.15 to retired employees of the Bay Area papers.

Honolulu, Hawaii—The Hawaii Guild has become a "parent" for the second time.

The local has adopted a Korean child, No Yung Bok, through Foster Parents' Plan, Inc. The Guild's former foster child, Kwang Suh, has reached the mandatory cancellation age of 18 after being the Guild's "ward" for five years.

The Guild's donation assures

Vote for George M.
MULDOWNEY
Vice President at Large



Hearst's 2 San Francisco Dailies Set To Merge

(Continued from Page 1)

The three papers will form the San Francisco Newspaper Printing Co. Sept. 12, the report said, taking over payrolls terminated by the three papers. The printing company will serve as a joint-production agency similar to those operating in several other cities.

The merged Hearst papers may be known as the Examiner-News Call Bulletin, AP said. The Examiner has been a morning paper, the News Call Bulletin an afternoon one.

The first editions under the new arrangement will be published Sept. 13, it was reported. The first combined Sunday paper will be printed Sept. 19.

AP said all facilities of the three papers will be pooled except editorial. All three press-rooms will be used, but composing-room operations will be concentrated at the Chronicle.

The Conference of Newspaper Union Representatives asked for a four-week moratorium on dismissals at a second meeting with the publishers Sept. 8.

Guidelines at all three papers met the same day to hear a report on the situation.

Management summoned the newspaper unions to the Sept. 7 meeting after the New York Times reported that the Justice Department's Antitrust Division had decided not to interfere with the papers' plans. A spokesman for Hearst, which had been sounding out the department on the subject for several months, later confirmed the report.

The Justice Department then issued an official statement saying that it had decided not to institute antitrust action against a joint-production arrangement "at this time" because of "the large operating losses by the Hearst newspapers in San Francisco and

other factors peculiar to that case."

The department said attorneys for the newspapers had been advised that the department's decision not to institute suit "is subject to reconsideration in the event of future court decisions and the department's continuing review of such agreements."

The government filed suit last January to undo the sale of the Arizona Daily Star to the rival Tucson Citizen and to break up a joint printing and advertising arrangement that had prevailed for 25 years. Federal attorneys charged that the joint arrangement was a restraint of trade.

The Times quoted a department official as saying the San Francisco situation was different because it would not involve a merger of separately owned papers.

The Tucson suit is considered a test case on the legality of such joint-production arrangements.

A federal judge in Tucson this week failed to approve a Justice Department motion for a summary judgment against the Tucson merger. He ordered a pre-trial hearing in the case.

The impending San Francisco combination will be the third step in a series that began in 1959, when Hearst's Call-Bulletin was merged with Scripps-Howard's News in a move both said was designed to eliminate losses.

The combined paper was operated jointly by the two chains in a unique arrangement under which Scripps-Howard ran the editorial department and Hearst operated the rest of the paper.

The arrangement lasted less than three years. In mid-1962, Scripps-Howard sold out its interest to Hearst, leaving the San Francisco field after 59 years.

Less than two months later, Hearst initiated a consolidation

of business departments on the Examiner and News Call Bulletin. Reports of further consolidation steps have been rife ever since.

The newest combination is the

first involving the Chronicle, which has a daily circulation of 360,000. The Examiner's circulation is 303,000, and the News Call Bulletin's, 188,000.

The Examiner has led in advertising lineage, however, with 40,755,000 lines last year. The Chronicle had 37,209,000; the News Call Bulletin, 14,155,000.

N.Y. Bargaining Against Deadline



BEFORE THE VOTE: New York Guildmen of the Journal-American Unit listen closely to a report on negotiations by Executive Vice President Thomas J. Murphy before voting, 287 to 2, to authorize unit officers to call a strike if necessary.

(Continued from Page 1)

\$12 wage increase promised last April, when the New York Typographical Union won a breakthrough in an earlier offer of \$10.50 by the New York City Publishers' Association.

The association had promised that the higher offer would be made to nine other unions, some of which had tentatively agreed to the \$10.50 figure.

The Times, however, continued in its refusal to grant the Guild

an automation clause similar to that won by the printers, barring new processes without the union's agreement.

Talks were broken off Aug. 26 when the Guild, charging that management had refused to go into "full-depth discussions" of major issues, declared that it would not meet again except at the call of mediators and unless the company was prepared to make "concrete counterproposals."

At last week's meetings, discussions centered on the recording and filing of overtime claims, a staff-reduction clause and a Guild proposal for putting hospital-medical insurance payments into a trust fund.

The company agreed to put the insurance payments into a trust fund on 30 days' notice from the Guild. The proposal looks toward the eventual establishment of a citywide welfare fund.

San Diego Group Drafts Newsmen's 'Magna Carta'

(Continued from Page 1)

newspaper owners and reporters, who are joint inheritors of that Constitutional privilege." The third part is an effort to outline certain guarantees of professional freedom "that reporters feel they must have if they are to be allowed to do their work properly."

While the original guarantee of press freedom envisioned "a multiplicity of voices in each community," the declaration said, "the exigencies of modern business have so restricted the competition of news publication that often only one voice is heard through wide areas of our nation."

Although the people's right to know "has become of transcending urgency in a world now capable of destroying itself," it said, "this combination threatens our people with the most dangerous of all monopolies, that which would restrict the free exchange of ideas."

Therefore, it said, newsmen and owners of news organizations "must rededicate themselves" and acquire "a sense of responsibility commensurate with the privilege the Constitutional guarantee affords."

The owners and managers must, the declaration said, "fight as vigilantly against management of the news by themselves, their advertisers and other power sources as they fight against management of the news by government."

A free press it said, "has a special duty to protect the right of dissent, especially dissent from

its own views, and it has a duty to provide a forum for such dissent."

While every newsmen has the duty "to equip himself as completely as possible with the skills, knowledge, understanding and wisdom to pursue truth," it said, "journalism is unique among the professions in that its practitioners cannot set their own salaries and working conditions but must look to an industry for economic justice."

Manpower problems of the industry and the profession are not and never have been in failure to attract bright, eager and

idealistic young recruits but in retaining those who barely reach journeyman status before they are forced out of the profession by economic necessity.

The industry defaults in its sacred duties when it allows poor wages and working conditions to drain its professional ranks by forcing newsmen to remain in the profession only at the cost of forgoing decent living standards for their families."

In the area of professional responsibility, the declaration said, an experienced newsmen should be vested by his employer with "the right and duty to act fully

in his capacity as an agent of the news organization and to have such acts always ratified by his supervisors."

At the same time, it said, a newsmen who "discredits himself, his profession or his employer by an act of dishonesty, nonobjectivity or malice . . . should be fired and forever barred from the profession."

The "reporter's bill of rights," the declaration said, should include the following provisions:

The right to know his company's policy and style as they apply to his assignments; the right to make spot decisions on how to

cover a story; the right to write it as he thinks it should be written and the right to have it printed as he wrote it, subject to change only for errors of fact, spelling or grammar or for "clear instance of the need for greater clarity."

The newsmen should have the right, the declaration said, "to be free of the cutting of, changing of, or refusal to use his story under the excuse of space limitation when the real reason is special favor for friends, spite, caprice, fear of front-office disfavor, or the pocket-veto refusal of an editor to make a decision until it is too late to make that decision."

"We make no assertion that this is a perfect document," Manning said. "There is not even unanimity among the sort of ad-hoc committee that worked on the project."

Many of the group's members belong to Sigma Delta Chi, as well as to the Guild. Manning said they hope the journalism society "will really get interested in the project, too—to redeem some of that group's stated aims in the area."

"We think it is the other side of the coin to the press's fight for its rights against government repression," Manning declared. "We emphasize responsibility as a corollary to the press's sacred rights."

Re-elect
JIM WOODS
Vice President, Region 3

Gospel Of Newspaper Profits Needs Spreading, E&P Says

Even the nation's most knowledgeable investors don't realize how profitable the newspaper industry is, according to Editor & Publisher.

Endorsing missionary activities by Oris Chandler, publisher of the Los Angeles Times, among investment bankers, security analysts and other investment groups, E&P agreed in an editorial that "the newspaper industry is a growth industry" that "is in a period of unparalleled expansion and affluence."

"Unfortunately," the editorial

added, "just as the security analysts are unaware of it, so are most of the people on Madison Avenue," the advertising and marketing leaders of America.

"They accept a few mergers, consolidations and suspensions in some metropolitan cities over the last 10 years as typical of the entire industry. They believe the highly publicized financial losses of some Manhattan newspapers must be typical of all other newspapers."

"They do not realize that the total number of daily newspapers

has remained constant since World War II, that total circulation has risen to more than 60,000,000, that the newspaper industry in the U.S. has invested more than \$100,000,000 per year over the last 15 years in new equipment and plant expansion.

"These are not examples of a dying industry."

"In fact," E&P said, "the average U.S. daily newspaper is such a solid, prosperous enterprise that dozens of publishers are seeking others to buy, competition in that area is so vigorous it is difficult to find an available property, and when one is located the competition usually sends the sales price skyrocketing."

Chandler's activities came about after the Times-Mirror Co. last year became the first newspaper company to be listed on the New York Stock Exchange. His presentation of facts and figures of newspaper economics had a remarkable effect on financial leaders, he reported.

Local Copy

A PAGE FOR OFFICERS AND STEWARDS

Public-Relations Men Reap \$30,000 Net

Public relations men owning their own companies are earning up to \$30,000 a year, according to a survey conducted by PR Reporter, a weekly newsletter issued from Meriden, N.H., by Robert L. Barbour.

This was the average among owners, partners and top officials of public-relations firms in the Midwest. The national average in this category was \$25,000, while corporate officials in charge of public relations averaged \$21,000 a year.

The money picture is even brighter among top executives of magazines and television networks, according to the Gallagher Report, a weekly advertising news-

letter published in New York by Bernard P. Gallagher.

The biggest money in this field goes to William S. Paley and Frank Stanton, chairman and president, respectively, of CBS, who earn more than \$350,000 a year apiece, besides pension contributions of nearly \$60,000.

Earnings are not quite that high in the magazine field, but here is a picture of how executives at Time Inc. are doing:

Highest on the salary list is Board Chairman Andrew Heiskell, with \$192,700. Runner-up is President James A. Linen, with \$100 less than Heiskell. Roy E. Larsen, chairman of Time's executive committee, earns \$78,333, and Executive Vice President David W. Brumbaugh, \$159,700.

Editor-in-Chief Hedley Donovan earns \$184,666, and Charles L. Stillman, finance-committee chairman, \$159,600. Editorial Chairman Henry R. Luce earned \$97,000. He also owns 162,259 shares of Time Inc. stock.

Severance Pay Awarded In 'Conflict' Case

Boston, Mass. — A Boston Guildman, discharged by the Boston Herald-Traveler for "gross misconduct and disloyalty" for publishing a suburban shopper's guide on the side has received \$2,900 in severance pay as the result of an arbitrator's ruling.

The arbitrator, Eric J. Schmertz, ruled that there was no justification for the company's charge that Daniel McCole had used Herald-Traveler advertising cuts in his shopper, and said that no gross misconduct was involved.

But Schmertz said McCole would have to give up the shopper or resign from the Herald-Traveler. McCole chose to resign with severance pay.

The arbitrator ruled that McCole was involved in a conflict of interest because the shopper was in competition with the Herald-Traveler. He said it made no difference whether Herald-Traveler advertised the shopper or not, as long as any advertiser could choose between the shopper and the Herald-Traveler.

Although the Guild's contract does not forbid Herald-Traveler employees from engaging in competition with the paper, Schmertz pointed out that the Guild had agreed in an earlier grievance settlement that an employee could not advise or assist a competitor in management matters.



ACTIVITIES
New England District Council, ANG seminar on stewards' training and contract enforcement, Sept. 18, Boston Guild headquarters.
Middle Atlantic District Council, fall meeting, Sept. 23-24, Holiday Inn, Scranton, Pa.
International Election and Referendum Committee meeting to count ballots in International Executive Board elections, Oct. 6, ANG headquarters, Washington.
International Executive Board, fall meeting, Oct. 18-21, ANG headquarters, Washington.

Trading Stamps

Some questions and answers.



Dr. Eugene R. Beem, economist of The Sperry and Hutchinson Company, served on the faculties of the University of California, Kalamazoo College and the University of Pennsylvania's Wharton School of Commerce before joining S&H seven years ago. He is a vice-president and heads the S&H Research and Development Department. Here are his answers to three questions you may have heard—or asked—recently about trading stamps.

Q. Dr. Beem, a few food stores have dropped stamps recently. Why is this happening?

A. It's quite natural. Some stores drop, while others adopt a stamp program. It's the natural result of the continuous striving of food merchants, in their highly competitive field, to find the most effective formula for attracting customers.

A store must match up well with its competitors on many points—price, quality, parking, advertising, and so on. Like all forms of promotion, trading stamps are subject to continuous scrutiny and testing.

I look for increased activity by food chains in testing the ways a store spends its promotion dollar. But, on balance, I foresee the continued growth of the stamp industry. Our first quarter sales are up 5.5% over last year. This compares to a predicted increase of 3.5% overall for the national economy.

Q. What is the effect of stamps on prices?

A. Minimal. Despite many attempts to show that in some unique way trading stamps and higher prices go together, no one has been able to produce a reliable study establishing this as a fact. The U.S. Department of Agriculture produced a most exhaustive and authoritative study in 1958,

covering food prices over a three-year period. It found a tiny price gap of six-tenths of one per cent opening up in favor of non-stamp supermarkets. But, the report pointed out, even that tiny difference "may have been caused in part by the non-stamp stores lowering the food prices to meet the competition of stores adding stamps."

A special series of studies by Verne A. Bunn of the University of Wichita, compares prices in areas where stamps are restricted, and in areas where stamps are freely used.

Bunn's latest study, completed this spring, confirms earlier findings that there is "no evidence that stamp use leads to higher retail food prices."

Q. How do trading stamps affect local retail advertising?

A. They usually tend to increase it, in two ways. Trading stamps are a stimulant to free competition, and experience has shown that one result after stamps are introduced in an area is an increase in ad lineage. Stamps are an attraction with which a merchant hopes to increase his business. As such, they are something to be advertised—not a substitute for advertising. In addition, the response from non-stamp merchants usually is more lineage about their attractions.

An American Way of Thrift Since 1896



Editorial

Obituaries With A Moral

Launching a newspaper against strong and established competition is a chancy thing at best.

The recent failure of two fledgling papers called the Times—one in Vancouver, the other in Atlanta—points up the fact that success is nearly impossible unless management (a) understands its business, (b) sticks to it, and (c) has money to start with.

Management of both Timeses listed the cause of death as acute financial anemia, although between them they started with about five million dollars. Both said that their difficulties stemmed from the failure of advertisers to rally to their cause.

Neither acknowledged that its problem might have stemmed from poor management or misguided policies.

The obligations of advertisers do not necessarily stop at getting their commercial messages before the public in the most efficient way possible, though it might be argued that they start there.

Newspaper competition is as advantageous to advertisers as to readers, and it is in their self-interest as well as the public interest that advertisers not do anything (like join forces with established papers) to make the path of a new publication any more difficult than it otherwise need be.

But surely their obligations do not include bailing out a newspaper whose management doesn't understand its job.

The Vancouver Times had a good chance of success, according to one observer, but not under the management that it had.

When the red ink began to mount, Vancouver management tried to solve its problems by the one means most likely to insure failure. It fired more than half its staff.

It did not, apparently, see that by so doing it was abandoning any pretense of offering serious competition to the rival Sun and Province, and it is hardly reasonable to blame advertisers for suspecting that the Times, as an advertising vehicle, therefore left something to be desired.

As for the Atlanta Times, there is reason to believe that its management was less interested in selling newspapers than in selling a bill of goods, conceived, as it was, as a voice for segregationists and other conservatives who found the rival Constitution and Journal too moderate for their taste.

The demise of a newspaper trying to bring about competition in a monopoly city is nothing to cheer about. But the fact that the Times, dedicated to principles already repudiated by most of its potential readers and advertisers, did not succeed only shows that it's no help to do the right thing for the wrong reason.

What 13 Cents Can Do

Among the thousands of U.S. youngsters heading for college campuses this month there are six who are benefiting from an imaginative piece of bargaining by the New York Guild.

Their chance to win scholarships opened up when Guildsmen at the New York Times voted to divert the odd 13 cents of a \$4.13 weekly wage increase to a scholarship fund for children of members of the bargaining unit.

There are not many ways to invest 13 cents—\$6.76 a year—with a reasonable expectation of a significant return. Multiplied by the 2,000 members of the Times Unit, however, that 13 cents may produce a great scientist or a half-dozen first-class schoolteachers.

And suppose the idea should catch on; if every Guild local were to follow the Times Unit's lead, there would be scholarship funds totaling more than \$200,000 a year.

If all AFL-CIO unions made the same investment, the fund would approximate a hundred million dollars.

Thirteen cents could change the world.

The Guild Reporter

ELLIS T. BAKER, Editor

and
Director of Research & Information

DAVID J. EISEN, Associate Editor

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American Newspaper Guild

1126 Sixteenth St., N.W., Washington, D. C. 20036

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'Have You Suggested That He Live Up To His Responsibility To Support A Competitive Press?'



LABOR

The Consumer Price Index edged up to a new high in July, the Labor Department reported, climbing .1 percent over June, to 110.2. This means that it costs \$11.02 to buy the same goods and services that cost \$10 in 1957-59.

The department added that only the first round of excise-tax reductions prevented the index from climbing to 110.4, or triple its actual rise.

UAW PIONEERS

The United Automobile Workers has formed the first nonprofit social-research institute organized by a trade union.

The Michigan Health and Social Security Research Institute Inc. already has launched its initial two projects, the first to determine what happens to survivors of UAW workers, the second dealing with mental health and mental illness.

Willard Shelton, whose column, "Dateline Washington," usually appears in this space, is ill. His column will be resumed upon his recovery.

WHITE-COLLAR VOTES

Unions are winning bargaining rights for more but smaller white-collar units, National Labor Relations Board election results in the first half of 1965 reveal. Of 284 elections, unions won 170 to represent 3,625 clerical, technical, professional and other white-collar employees.

"Stevens Employees To Get 2 Paid Holidays Per Year" was sufficiently glad tidings to rate a three-column headline in the Charleston (S.C.) News & Courier recently. Former Secretary of the Army Robert T. Stevens, president of the J. P.

Stevens & Co.'s 63-plant textile chain, coupled his announcement that henceforth his employees would have Christmas and the Fourth of July off with an attack on the move to repeal authorization for "right-to-work" laws. The tale of the story noted that the Textile Workers Union is trying to organize Stevens workers.

U.S., CANADA LEAD

The United States and Canada lead the world in per-capita output, according to a report by the Organization for Economic Cooperation and Development.

U.S. per-capita output in 1963 was \$3,090 in U.S. currency. Canada was next with \$2,263, and Sweden third, with \$2,045. Following were Switzerland, \$2,010; Denmark, \$1,700; France, \$1,671; West Germany, \$1,641; Luxembourg, \$1,606 and Great Britain, \$1,564.

AMONG

Former Memphis Guildsman Charles A. Caldwell, has been named chief of public information for the Equal Employment Opportunity Commission by Franklin D. Roosevelt, Jr., commission chairman.



Caldwell, who was a reporter and assistant city editor of the Press-Scimitar, left the paper in 1959 to become administrative assistant to the late Sen. Estes Kefauver.

He joined the Peace Corps staff in 1963 and became its director of public information last year, a position he held until accepting the new appointment Aug. 31.

Caldwell is succeeded in the Peace Corps post by ex-San Francisco Guildsman Thomas S. Page, a former United Press International reporter who has been heading his own public-relations firm for the last five years. He has directed political publicity campaigns for President Johnson, Vice

President Humphrey and California Gov. Edmund G. Brown.

Edwin W. Scott, former executive secretary of the Detroit Guild, has been named director of Western Region 7 of the Federal Mediation and Conciliation Service after serving as the service's assistant deputy director.

Former New York Guildsman Heywood Hale Brown, a son of the Guild's founder and first president, has written a book—"A Studied Madness"—about his two careers as a sports writer for PM

and its successor, the New York Star, and as a Broadway and television actor. While much of the book centers on his life as an actor, there are some revealing details about his newspaper days and the effect on his career of his famous father's name.

Wire Service Guildsman Donald R. Shanor has been named acting director of the international division of the Columbia University Graduate School of Journalism. Shanor has been with United Press International for 11 years.

Guild Reporter

1126 16th St., N.W., Washington, D. C. 20036

My copy of the Guild Reporter for

Sept. 10 arrived _____ 1965

Name _____

Street & No. _____

City _____

State or Province _____