



GUILD SHOPPING DAY: The New York Daily News's Santa Claus, brought under Guild protection in the News's new contract, signs a Guild application card with an assist from his helper, Twinkletoes. (Santa used an alias, Lewis Pierce; so did Twinkletoes, who signed as Brooke Winsten.)

Guild, ITU Exchange Proposals For Unity

San Francisco, Calif.—Officers of the Guild and the International Typographical Union this month exchanged proposals for a limited form of affiliation between the two unions.

In the third of a series of meetings to explore closer co-operation, the ITU proposed that the Guild affiliate with it on the same basis as New York Local No. 1 of the old Lithographers' union, which last spring affiliated with the printers on a limited basis under which its members pay a \$1-monthly per capita to the ITU but have neither voting nor benefit rights.

In reply, the Guild proposed that the Guild and the ITU affiliate with each other through a joint council and establish a joint fund for its administration and for mutual aid in strikes and lockouts. The fund would be financed by

regular monthly contributions from each union, starting at \$2,500 a month.

Under the ITU proposal, both the Guild and the ITU would remain "autonomous international organizations," but in cities where both have locals "encouragement" would "be given to co-operate" in organizing, bargaining, "strike and lockout defenses" and other activities of mutual interest.

The Guild's counterproposal proposes that the two unions make the same commitment to each other on the basis of mutual affiliation through a joint council instead of unilateral affiliation of the Guild with the ITU.

Neither union's proposal was accepted by the other, but the two committees, in a joint statement, agreed that the proposals would

(Continued on Page 2)

N.Y. Talks Founder On Merger Threat

New York City—Negotiations for new Guild contracts at the New York Herald-Tribune, Journal-American and World-Telegram & Sun have been suspended in a deadlock over job protection against impending merger.

Federal mediators adjourned negotiations two weeks ago subject to recall after the publishers turned down three alternative Guild proposals for merger protection.

Guild officials said they expect a three-way merger in the first three months of 1966 that will

eliminate 2,000 jobs, including those of 650 Guild members.

The Guild made three successive proposals to the three papers: First, a clause guaranteeing no dismissals as a result of merger, sale or consolidation; second, 65 days' notice to the Guild of any such transaction, and third, a provision barring merger, sale or consolidation for the duration of the contract.

The publishers rejected all three without discussion and failed to make any counterproposals.

Matt Meyer, vice president of

the World-Telegram, said the paper "could not agree" to give "any specific time notification — 65 days or 65 hours — before a sale, merger or plan of setting up a joint property."

Unless the Guild has an agreement covering displaced employees, said Thomas J. Murphy, executive vice president of the New York Guild, "we will place a picket line around the plant of the merged paper or the joint facility the first day it tries to publish."

The Guild's merger proposals, (Continued on Page 2)

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AFL-CIO, Bagdikian Back Curb On Press Monopoly

San Francisco, Calif.—ANG's proposed legislation to forestall new newspaper monopolies "would have prevented a number of recent murder-suicide pacts between competing papers," press critic Ben H. Bagdikian told the International Labor Press Association convention early this month.

Bagdikian, veteran Washington correspondent and author who is a member of the board of directors of the ANG-initiated



ARTHUR ROSENSTOCK
"A Guardian Waiting Period" were fast and were lucky."

He cited the case of the Cincinnati Enquirer, where employees obtained a court injunction to head off its purchase by owners

San Francisco, Calif.—Two Guild-sponsored resolutions—the first calling for legislation to stem the tide of newspaper monopoly, the second supporting federal antitrustbreaking legislation—were approved unanimously by delegates to the AFL-CIO's sixth biennial convention here last week.

The convention urged a law that would insure other purchasers the opportunity to buy a failing paper at fair market value to forestall its sale to a competitor, as well as require advance notice of such sales or mergers to the Justice Department.

Addressing the convention on the motion, ANG President Arthur Rosenstock declared:

"There is an irresistible drive by plunderers of the press for absolute control of the field, as if they were fighting in a business jungle for the control of skateboards or yo-yos."

Citing the increase in mergers, the decline of competition and the growing control of circulation

(Continued on Page 6)

Rowan, Brinkley To Judge '65 Broun Contest

Former USIA Director Carl T. Rowan, NBC television commentator David Brinkley and Benjamin C. Bradlee, managing editor of the Washington Post, will select the winner of ANG's 1965 Heywood Broun Award.

The panel of judges for the contest was announced this week by Wilkes-Barre Guildsman Carl Pesavento, awards-committee chairman. The deadline for entries is Feb. 1.

The judges will meet at ANG's Washington headquarters Feb. 12 to select the winner, who will receive \$1,000 and a Guild citation.

ANG plans to announce the winner at a dinner to be held Feb. 14, in observance of the award's 25th anniversary, to which past winners have been invited.

The award is given annually for journalistic work done in the spirit of Heywood Broun, the Guild's



DAVID BRINKLEY
founder and first president. Employees in the Guild's jurisdiction on newspapers, news services, magazines, and radio and



BENJAMIN C. BRADLEE
television stations in the United States, Canada and Puerto Rico are eligible, whether Guild members or not.



CARL T. ROWAN
Brinkley, a former Guild member, worked as a reporter for the Wilmington (N. C.) Star-News

(Continued on Page 6)

Santa Endows Defense Fund

Torrance, Calif.—The Los Angeles Guild received a \$190 Christmas gift for its defense fund last week from editorial employees of the South Bay Daily Breeze, battling for Guild recognition.

"It is the least we can do," they wrote on a Christmas card, "to express the thanks we feel to all the officers and members of LANG and the international organization. . . . We still believe we will be a part of ANG and LANG yet."

A National Labor Relations Board trial is scheduled for Jan. 18 on a complaint of unfair labor practices by the Breeze during an election campaign in which the Guild lost by a 13-13 tie vote.

AFL-CIO Supports Guild Proposal To Curb Mergers

(Continued from Page 1)
by newspaper chains, Rosenstock said, "The overriding people's interests, their hopes and aspirations are flouted, while the strident cries, 'Freedom of the Press,' 'The Right to Know,' 'Free Access to the News,' shining precepts that we all venerate, become drab shibboleths.

"There are too many predatory barons of the press," he declared. "Therefore, we ask the convention to support the concept of a guardian waiting period, to the end that the market place remain open for a widening diver-

Boycott Pressed At Kingsport

San Francisco, Calif. — The AFL-CIO convention last week called for an intensified boycott of textbooks and encyclopedias printed by Kingsport (Tenn.) Press, where five printing-trades unions have been conducting a strike for three years.

Pressmen's President Anthony J. DeAndrade, declaring that the strike "cannot be won on the picket lines or in negotiations," said the key to success is a boycott of Kingsport books by public-school systems.

"What is involved here," said United Automobile Workers' President Walter P. Reuther, "is the ability of an antilabor firm to defy five unions, tear up the whole concept of free collective bargaining and then peddle their products in communities where the labor movement has great influence."

sity of thought in this land."

"The Guild's second resolution called for enactment of a bill introduced by New Jersey Democratic Rep. Harrison A. Williams, Jr., to make professional strike-breaking in interstate commerce a federal crime.

Pressmen's President Anthony J. DeAndrade was one of eight new vice presidents elected to the federation's executive council as the merged federation began its second decade. He is the first newspaper-union officer to serve on the 27-member council.

President Johnson, addressing the convention by telephone, pledged he would urge Congress to repeal Section 14(b) of the Taft-Hartley Act when it reconvenes. "With your help," he told the delegates, "we will pass it."

Vice President Hubert H. Humphrey told the convention that repeal "will lift the standard of living for millions of workers and it will be the major victory in the war on poverty."

The convention called on the Senate to take up the House-passed repeal bill as its first order of business in January. It called on AFL-CIO affiliates to carry the case against 14(b) to the public and urged union members to join with churches, minority groups and liberals to seek its repeal.

The convention called for a renewed effort toward "true and absolute equality of opportunity" for members of minority groups. "We shall not rest until we achieve it," it added.

AFL-CIO Vice President A.



IN SAN FRANCISCO: Guildsman Morris Iushewitz, secretary of the New York City Central Trades and Labor Council, joins ANG delegates during

a session of the AFL-CIO convention. From left, President Arthur Rosenstock, Secretary-Treasurer Charles A. Perlik, Jr., Iushewitz and Executive Vice President William J. Farson.

Philip Randolph, addressing the convention, said the needs and hopes of "the dispossessed Negro masses" are "hitched to the economic demands of labor."

Paying tribute to labor's leadership in pushing civil-rights legislation, Randolph declared that "we might not have won the battle" without the "indispensable" aid of labor and other allies, and he added:

"Let these hard facts be noted by the hostile critics of the labor

movement who profess sympathy for the cause of racial equality."

In other action, the convention urged unions and their members to step up political activity in order to return liberals to Congress, especially the 51 labor-backed representatives first elected last year. It declared that labor has "a solemn responsibility" to engage in programs that "strengthen the democratic process, benefit our nation at home and abroad and permit all Ameri-

cans to live in dignity and self-respect."

The Guild delegates, in addition to Rosenstock, were Executive Vice President William J. Farson and Secretary-Treasurer Charles A. Perlik, Jr. Farson and Perlik served on the convention's officers' report and education committees, respectively.

The ANG delegation played host at a cocktail hour Dec. 13 for members of the working press covering the convention.

Guild, Typographical Leaders Exchange Affiliation Proposals

(Continued from Page 1)
be taken back by each group for study and reported to their memberships.

"The two unions reaffirm their intention to co-operate in mutual problems," their joint statement said, "and plans were made for closer and regular communication to this end.

"The executive officers of the two unions will meet in March and at regular intervals thereafter."

The Guild committee of ANG and local officers met here with ITU President Elmer Brown and other members of the ITU executive council Dec. 7 and 8 on the eve of the AFL-CIO convention. Bertram A. Powers, president of the New York Typographical Union, joined the executive council for the discussions for the first time in the current series of talks.

The Guild was represented by Executive Vice President William J. Farson, President Arthur Rosenstock, Secretary-Treasurer Charles A. Perlik, Jr., Collective Bargaining Director J. William Blatz, Research and Information Director Ellis T. Baker and three local Guild leaders: New York Executive Vice President Thomas J. Murphy, St. Louis Executive Secretary Rollin Everett and San Francisco-Oakland Executive Secretary Fred Fletcher.

Farson, who headed the Guild committee, will report the exchange of proposals to the next quarterly meeting of the ANG International Executive Board in February. He estimated that a per-capita payment to the ITU of \$1 per member a month would come to \$325,000 to \$350,000 a year.

The New York lithographers' local, which withdrew from the old Lithographers' union when it

merged with the Photo-engravers, affiliated with the ITU under a new provision of the ITU Bylaws authorizing the printers to issue "certificates of affiliation" to "non-printer-mailer unions."

"Members of such affiliated unions," the ITU Bylaws provide, "shall pay to the ITU a per capita of \$1 per month per member (which shall include subscription for the Typographical Journal) . . . [and] shall not be eligible to vote or be entitled to any ITU benefits until such time as they become full members."

Except for the key provision on affiliation, the Guild accepted the substance of the ITU proposal as the basis for its counterproposal

and incorporated the ITU language in its proposal, with only a few changes.

The text of the ITU proposal follows, with changes proposed by the Guild in italics:

1. The American Newspaper Guild and the International Typographical Union agree to explore with their respective memberships the following plan for unity and co-operation with a view of reaching accord:

2. The ANG will affiliate with the ITU on the same basis as the Amalgamated Lithographers of America Local No. 1 of New York.

[Guild proposal: The ANG and the ITU will affiliate with each

other through an ANG-ITU Joint Council and will establish a joint fund for its administration, and for mutual aid in strikes and lockouts, to be financed initially by regular monthly contributions of \$2,500 from each union.]

3. The ANG and the ITU will remain autonomous international organizations with all present powers and rights and rules as provided for in their constitutions and bylaws. This means there will be no need for change in the structure of the ITU or the ANG; that all policies, finances, properties, election or selection of officers, staff and representatives will be the sole responsibility of each international; that their methods of

meetings, changing laws and all other internal functions remain without alteration or change.

4. The ANG and the ITU will set up a Joint Committee to consider day-to-day problems and carry out plans to effectuate the unity and co-operation contemplated in this document, and make studies looking toward organic unity.]

[Guild proposal: The Joint Council will consider mutual problems and carry out plans to effectuate the unity and co-operation contemplated in this document, and make studies looking toward organic unity.]

5. The ANG will make available at its international headquarters an office for the ITU, and the ITU will make available at its international headquarters an office for the ANG so representatives of each organization may be available for ready communications and transmit to the executives of each international or subordinate bodies vital information which may avoid conflicts, misunderstanding and relay timely facts to enable the ITU and the ANG to co-operate in endeavors common to each.

6. In cities where both have subordinate bodies encouragement will be given to [Guild proposal: the ANG and the ITU will] co-operate in organizational work, negotiate agreements with employers, strike and lockout defenses, promotion of unionism and good will through public-relations programs and community activities.

7. The ANG and the ITU Joint Committee [Guild proposal: The ANG-ITU Joint Council] will study possibilities and make recommendations for co-operating in other programs such as publications, accounting, joint strike and defense and any other activity that will strengthen the ITU and the ANG.

Merger Threat Stalls N.Y. Talks

(Continued from Page 1)

previously made to the Journal-American and World-Telegram, were put to the Tribune early this month after Women's Wear Daily reported that the Tribune was still in the merger picture. The Tribune reportedly had withdrawn from merger discussions after leaving the New York City Publishers' Association during the Times strike last fall.

Tribune President Walter N. Thayer, while declining to confirm that the Tribune is back in merger negotiations, said it would not "make any representations to the Guild or to any other union that the Herald Tribune will irrevocably stay out of such discussions during the life of the contract."

The Guild's Tribune shop paper, the New Lead, pointed out that, without specific protection in a new contract, the Guild "could do nothing" to forestall the dismissal of "any number" of Trib-

une employees in the event of a merger.

Guild leaders anticipate that all three papers will print in a new plant. The Gallagher Report, a media newsletter, said it will be built on the site of the Journal-American while a merged Journal-American and World-Telegram are printed at the Telegram.

The Tribune will wait until the new plant is built before deciding whether to switch from morning to evening publication or to merge Sunday publication with the Journal-American, the Gallagher Report said.

\$6.50 Pay Increase Won At Jewish News Agency

New York City—An average \$6.50 increase, the first-year portion of a two-year, \$12 wage package negotiated at the New York Times and Daily News, is provided in a one-year contract. One report said arrangements

have already been made to sell the Journal-American to the World-Telegram for 10 million dollars.

Guild negotiations, meanwhile, are proceeding at the New York Post, last of the city's six major dailies. Contracts have been settled at the Times and the News between the New York Guild and the Jewish Telegraphic Agency.

The \$6.50 package, retroactive to July 1, is apportioned on the basis of a 4.87-percent increase. It will raise the reporter top minimum \$7.40, to \$167.40; the stenographer top \$4.15, to \$89.05, and the clerk top \$3.90, to \$83.50.

In addition, the settlement provides for an increase in the severance-pay ceiling from 57 weeks to 60, at the rate of three weeks a year, and a nondiscrimination clause. A supplementary pension plan is provided as an alternative to severance pay.

Up to \$44.25 Won In Star Upgradings

Widespread business-office and editorial reclassifications giving close to 20 percent of Guild-covered employees at the Washington Star increases up to \$44.25 are contained in the settlement that achieved the Guild's first key minimum over \$200.

In addition to a \$30 increase that will raise the reporter-ad salesman top minimum to \$210 over three years (GR, Dec. 10) and the first Guild shop at a Washington paper since 1954, the contract provides:

► An increase of \$1 a month each year in the publisher's contribution to family health insurance, to a total of \$10.

► Training for Guild employees as programmers in the Star's new data-processing center, as well as a guarantee that Guild personnel will be used in proportion to the amount of Guild work processed.

► An increase of two weeks each year in the severance-pay ceiling, to 52.

Differentials of \$9, \$18, \$27 and \$36, respectively, are established for four desk classifications, raising them to \$219, \$228, \$237 and \$246 in the last of six steps. The increase raises some minimums by as much as \$41.25.

New top minimums resulting from an \$18 general increase include three of the highest yet negotiated in a Guild contract: \$119.25 for telephone operators, \$115.75 for stenographers and \$105.50 for copy boys.

Among other resulting minimums are a \$117.25 starting rate for reporters and display salesmen, a \$125.75 top for classified solicitors, and a \$105.50 top for clerks.

In addition to a reclassification raising editorial reporters by \$37.75 to parity with artists, the settlement includes the following upgradings:

Circulation telephone-service clerks, up \$20, to \$107.50 in the final step; telephone-ad clerks, up \$21.50, to \$119.25; senior classified-markout clerks, up \$20.75, to \$115.75; head copy clerks, up \$23, to \$135.75; service-department dispatchers, up \$28, to \$135.75; senior clerks, up \$44.25, to \$152.

New classifications include data-processing machine operators, at \$145.75 in the final step, and computer programmers and senior data-processing machine operators, at \$152.

San Juan, P.R.—Negotiations in the Guild's 39-day-old strike against El Mundo were stymied this week after management refused to bargain further on other issues until the Guild agrees to a stringent management-rights clause.

Company negotiators broke off a mediation session Dec. 20, declaring that further discussion was pointless, after the Guild refused to accept a "rights" clause it said would negate nearly every other clause in the agreement.

The company proposal would give El Mundo the "sole and exclusive right" to hire, fire, discipline and transfer employees, to introduce any kind of material or equipment without restriction and to introduce unspecified "plant rules" to which employees would be subject without recourse.

The company has taken the position that its demand for a 36-month contract term, effective on the date of agreement, is also not negotiable.

The strike began Nov. 16 after the Guild had sought unsuccessfully to bargain an initial contract for 140 mechanical employees. After the mechanical unit struck, the company locked out its editorial and commercial employees, who are covered by separate Guild contracts.

The company, which has peppered the Guild with charges filed with the federal and commonwealth labor boards, attacked on a new front by filing a damage suit in U.S. District Court against both ANG and the local. El Mundo is seeking a half-million dollars, plus \$25,000 a day, alleging that the strike is illegal.

The company also filed a charge accusing the Guild anew of refusing to bargain in good faith.

The company earlier had filed—and then dropped—charges that the Guild had induced construction workers to halt work on a new El Mundo building, refused to meet often enough for bargaining and failed to serve notice to federal and local mediation services that a strike was imminent.

Still pending are company charges of "coercive" picketing and violation of no-strike clauses in Guild contracts covering editorial and commercial employees—and a Guild countercharge that the company locked out the two units.

In its suit, the company is seeking \$400,000 for lost revenue and good will, \$100,000 in punitive damages and \$25,000 a day as long as the strike lasts, besides



PICKET-LINE SUPPORT: A contingent from the International Union of Electrical Workers marches on Puerto Rico Guild picket line at El Mundo. "IUE, AFL-CIO, supports the Guild in its demands," proclaims the sign.

court costs and legal fees.

It not only contends that the editorial and commercial units are on strike and not locked out but charges that the mechanical unit is violating an "agreement" to extend

the terms of a contract negotiated by the Teamsters, who represented the unit before the Guild won representation rights in an NLRB election July 2.

The suit also resurrects the com-

pany's charge that the Guild had failed to notify mediation agencies that a strike was imminent.

International Representative Charles Dale, the Guild's bargaining spokesman, was served with a summons in the suit Dec. 20 during an NLRB hearing on the Guild's representation petition for a residual unit of 30 photoengravers, job printers and clerical employees of El Mundo. The hearing was later recessed until Dec. 29 at the company's request.

In its new NLRB charge, the company accuses the Guild of insisting that its proposals be accepted as written, without negotiations, and of seeking to cover supervisory and other personnel outside the bargaining unit authorized by the NLRB.

In a letter to all Guild locals, Puerto Rico Guild President Luis Montanez, Jr., declared:

"This is not a strike simply to increase the wage rates of some employees of El Mundo; this is a crusade to convince the biggest newspaper operator in Puerto Rico and through him all other newspaper owners in Puerto Rico that Guild members on this island will no longer accept the pay and working standards of the 1930s.

"This is no longer a strike for some Ei Mundo employees—it has become a strike for every newspaper worker in Puerto Rico."

Montanez, citing heavy strike expenses, asked contributions from Guild locals "as quickly as possible."

Canadian Wire Service Guild Files For Nationwide UPI Unit

Toronto, Ont.—The Canadian Wire Service Guild last week filed a representation petition for United Press International's 28 Canadian employees.

The petition, filed with the Canada Labour Relations Board, seeks recognition for the Guild as bargaining agent for newsmen, photographers, Teletypesetter operators and clerical employees in Ottawa, Toronto, Montreal, Vancouver, Quebec and Halifax.

Recognition would give the Canadian Wire Service Local its second unit. The local presently represents Canadian Broadcasting Corp. employees.

The Guild submitted cards signed by more than 85 percent of the eligible employees. Canadian law allows certification without an election if the union has

cards from 55 percent of the unit.

International Representative Brian E. Huggins is conducting the organizing campaign.

Albany Guild In New Bid For Schenectady Unit

Schenectady, N. Y.—The Albany Guild filed a representation petition last week for a unit of 16 circulation employees at the Schenectady Union-Star.

The petition was filed after the company rejected a Guild request for recognition on the basis of a card check. The Guild presently has no unit at the paper.

The Guild lost an election bid for Union-Star circulation employees in March 1964 by a single vote, 13 to 12. The number of district managers in the circula-

tion department has decreased since then.

In addition to managers, the unit includes clerks, mail-room wrappers and other employees.

International Representative Robert Bruner has been assigned to the organizing drive.

Sioux City Guild Adds Maintenance Group

Sioux City, Iowa—The Sioux City Guild has added a group of seven maintenance employees to its unit at the Sioux City Journal.

The company granted voluntary recognition of the Guild last week on the basis of a card check. Negotiations will begin shortly on an initial contract.

The Guild also represents editorial and circulation employees at the Journal.

Raskin's Valedictory

N.Y. Times Labor Expert Hails Guild's Democracy

New York City—A. H. Raskin, veteran New York Times labor expert who withdrew from the Guild following his promotion to an exempt position earlier this year, has expressed regret at leaving and voiced a tribute to the Guild as one of the nation's most democratic unions.

Raskin, who is now associate editor of the Times's editorial page, served for many years as a unit officer. His farewell letter, acknowledging an honorable withdrawal card, said he wanted to tell "the Guild officers and members with whom I have worked so proudly through the years how sad I am to take leave of active association with this union."

"To paraphrase our house ad, I got my job on the New York Times through the Guild," he wrote. "I was the first man hired on the news staff in 1934 when the 40-hour week came in through the NRA code the Guild helped establish for the newspaper industry."

"That is one reason why there has never been any doubt in my mind about the desirability of being in the Guild. But there is another reason I consider just as important. I know of no union in America that makes a more strenuous effort to practice democracy in all its activities than the Guild."

"This is not always pleasant for the officers; it is not always pleasant for the publishers. But it is the only meaningful test in determining whether a union really belongs to its members."

"The only worry I have ever had in this connection is that, except in moments of crisis, so few members exercise their right—and responsibility—to make their voices heard in Guild affairs. Default can be the death of democracy."

Raskin said that his "unhappiness" in leaving the Guild is "heightened by the knowledge that the period ahead is likely to be the most challenging since the Guild's earliest days." Every union and publisher, he wrote, will have to "re-assess all its concepts, techniques and relationships in the light of the revolutionary changes"

being wrought by automation and competitive pressures.

"Otherwise," he declared, "there will be more and more corpses in the journalistic graveyard."

"The Guild, as the only industrial union in the field, is in an especially favorable position to provide leadership in such a reassessment."

Raskin welcomed the proposal for a human-relations committee at the Times as a pioneering "mechanism" for eliminating "misunderstandings and mistrust" and evolving ideas "on how newspapers can become better and stronger and how the security and dignity of newspaper jobs can be advanced."

"You can be sure," he said, "that in my new post, I will be doing everything I can to help the Times experiment succeed."

"I hope every Guild member will recognize that you can't do it alone," he concluded. "There is no monopoly of creative wisdom or creativity in this kind of operation. The more minds that focus on all our mutual problems, the more likely we are to come up with some enduring solutions."



Raskin

San Jose Guild Airs Fair-Trial Problem

San Jose, Calif.—Mutual respect, not censorship, is the basic answer to the purported conflict between an individual's right to a fair trial and the public's right to know, four authorities agreed at a symposium cosponsored last month by the San Jose Guild and Joseph B. Ridder, publisher of the San Jose Mercury and News.

The symposium, attended by newspapermen, law-enforcement officials and students, was the maiden effort of the San Jose Guild's professional-growth program.

The publisher paid expenses for the symposium, which was held in the County Court Building. Jose Stell, a former San Jose Guild president, moderated.

Participants in the discussion included State Deputy Atty. Gen. Edward O'Brien, San Francisco attorney Howard Crittenden, Assemblyman George A. Willson, chairman of the lower house's Judiciary Committee, and San Diego Guildsman Ralph A. Manning, a reporter for the San Diego Tribune.

In a wide-ranging speech, Manning criticized some members of the bar for favoring a "cozy little system of justice" which he said amounts to little more than star-chamber proceedings and virtually secret trials. But Manning criticized newspapers, as well.

Some publishers, he said, are too busy "counting their change" to see that their newspapers perform their historic function as watchdogs of government and the courts.

And, Manning added, some Guild members have "defied fact, logic and history" by opposing efforts to promote journalistic professionalism within the Guild.

Manning, who covered President Kennedy's assassination, said the Warren Commission

found little in a year of investigation that professional newsmen hadn't found in a few days. And he attacked the commission's contention that the public was not entitled to know immediately about what happened in Dallas.

"Never before in history had so many needed to know so much so quickly about one man's death," he said.

O'Brien said newspaper accounts of alleged confessions and other prejudicial publicity by newspapers raised the likelihood of court reversals and in some cases infringed on the rights of the defendant.

"The press has fully protected rights even when it is unfair," O'Brien said. "Fair trial is not the right of the news media—it's the right of the accused."

Willson took issue with O'Brien's contention that Lee Harvey Oswald could not have received a fair trial had he lived.

"How would jurors have been prejudiced by seeing the truth occur on television?" Willson asked.

And Crittenden said the bar should impose controls on attorneys who try their cases in the newspapers.

"Censorship of the press is not the answer," he said.

"We must tell both sides of the story and cherish our role as the court of last resort," Manning said. "We should afflict the comfortable and comfort the afflicted."

Delayed Deliveries

Zipcode Hare Starts As Tortoise

Delivery of second-class-mail publications such as the Guild Reporter is being delayed rather than expedited by the initial phase of the Post Office's new zipcode system.

That's the conclusion that emerges from a Wall Street Journal article on the snails that have developed in many of the Post Office's 553 new sectional distribution centers set up under the zipcode system to streamline mail delivery.

"The new system, far from speeding deliveries, is resulting in long delays," said the Journal in an extensive report on delivery problems in widely separated sections of the country.

"On paper the new setup looks

as smooth as glass," one Indiana postmaster told the Journal, "but in practice it's led to log jams of the mail in the sectional centers and deliveries as much as seven days late."

Delays far greater than that—as much as three weeks, in some cases—have been reported since much of the Guild Reporter's run began moving through sectional centers in August following conversion of the mailing list to partial zipcoding by computer.

Under the postal priority system, the GR, as a twice-monthly publication, moves more slowly than either first-class mail or second-class weekly publications. But even mail in the latter categories has been running into prolonged delays, the Journal reports.

The story cited such cases as an Indiana daily taking four days to reach subscribers 12 miles away; two-day spans for special-delivery air mail traveling 120 miles from Chicago to Mentone, Ind., and widespread four- and five-day delivery of first-class mail from Chicago to Milwaukee.

When sectional centers become clogged, the Journal reported,

they give up working on second- and third-class mail to devote all their attention to first-class. It cited examples in which second-class mail rested in sectional centers for up to seven days.

The sectional centers—a separate one for each combination of the first three zipcode numbers—were set up to provide more direct delivery by eliminating one or more stopover points. But, said the Journal, many centers didn't have the manpower to cope with "the overpowering avalanche of mail" that poured in. It cited "tight manpower and budgetary ceilings."

"We're barraged with more delivery complaints from rural subscribers than I've ever seen before," said the editor of a weekly in Pikesville, Ky.

Zipcoding and sectional distribution should result in speedier delivery "eventually," W. L. Pierceson, Illinois president of the United Federation of Postal Clerks told the Journal. "But they were sure wrong when they said they could do that at lower costs and with less men at work," he declared.

'Bargaining In '60s' Is Theme Of New ANG Institute Series

ANG's 1966 regional institute program will be kicked off next month with weekend seminars to be conducted for the Midwest and Pennsylvania-Ohio-Indiana district councils. "Collective Bargaining in the Sixties" is the topic.

The POI institute is scheduled for Jan. 22 and 23 at the Neil House in Columbus. It will be conducted by ANG Research and Information Director Ellis T.

Baker and Robert Christofferson, executive secretary of the Contracts Committee.

The Midwest institute will take place Jan. 29 and 30 at the Sheraton-Chicago Hotel in Chicago. Baker and Collective Bargaining Director J. William Blatz will conduct it.

The institutes will cover preparation for bargaining, negotiating tactics and techniques, and bargaining goals and model clauses.

Robot Makes Vendors Obsolete



SELF-SERVICE: City License Commissioner Joseph C. Di Carlo pushes a button to extract the first paper from new multi-

newspaper vending machine, a co-operative enterprise being tested by circulation managers of New York City's six major newspapers.

New York City—A robot newsstand that will vend copies of all New York City's six major dailies has been introduced by the New York City Circulation Managers Association.

The stand has been established on a test basis, but the association said as many as 1,000 stands may be set up on city streets if it proves successful.

The stand consists of six indi-

vidually colored vending machines, held together by a single housing. The papers are visible through a glass door that opens when the proper amount of money is inserted.

The initial stand is being serviced by a blind news dealer who operates a conventional stand on the street corner diagonally opposite. A special city license has been issued for it.

The vending device is part of a joint campaign by the New York Times, Daily News, Herald Tribune, Post, Journal-American and World-Telegram & Sun, which have combined to promote new sales outlets.

"We are now sharing circulation secrets that previously could not be pried loose with a switchblade knife," one circulation official told Editor & Publisher.

NLRB Ponders Testimony In Hot-Copy Case

Cleveland, Ohio—A National Labor Relations Board trial examiner heard testimony here Dec. 20 on the Cleveland Plain Dealer's charge that the Guild committed an unfair labor practice when its members vote to refuse to handle New York Times News Service copy during last fall's Times strike.

The examiner, Sidney D. Goldberg, will issue a recommendation after studying briefs, which are due by Jan. 24.

Guild witnesses testified that no effort was made to prevent the Plain Dealer from using Times copy and that the company had rejected two proposals that would have allowed it to use the material without requiring Guild members to handle struck work.

The Plain Dealer never actually asked Guild members to handle struck copy, some of which was moved by exempt employees.

Gaming Expose Brings Stabbing

East St. Louis, Ill.—St. Louis Guildsman Charles O. Stewart, assistant city editor and investigative reporter for the Metro-East Journal here, was beaten and stabbed early this month in apparent retaliation for uncovering widespread gambling operations in Southern Illinois.

Stewart was attacked by three men in a parking lot in Brooklyn, Ill., a gambling center, after writing a story that led to arrests and fines for gambling in nearby Madison. He suffered a stab wound in the back but was able to return to work the next day.

Buffalo Guild Wins Suit For Back Dues

Buffalo, N.Y.—A State Supreme Court judge this week ordered eight former Guild members at the Niagara Falls Gazette to pay back dues owed when they resigned from the Buffalo Guild two years ago.

Justice Reid S. Moule upheld the Guild's contention that the eight were obliged to pay some \$600 in dues and assessments.

In a summary judgment Nov. 20, Judge Moule ruled that the eight had failed to abide by ANG constitutional provisions relating to resignations, which require "full payment of all financial obligations due and owing to the Guild."

The eight resigned in the wake of a decertification fight which cost the Guild its representation rights in the business and maintenance departments.

Washington Extends Convention Invitation

The Washington Guild has extended its initial invitation to ANG's 1966 Convention, scheduled for July 25 through 29 in the capital's Sheraton-Park Hotel.

Joe Holt Anderson, Jr., local president, extended the invitation in a letter to other local presidents. Baltimore Guildsman, he noted, are planning to treat delegates to a Chesapeake Bay crab feast during the convention outing.

Jersey Advances Award Nominee

The North Jersey Guild's executive committee has nominated Barbara Finkelstein Wicklund, president of the local, for ANG's 1966 Guild Service Award.

Mrs. Wicklund is the second candidate to be advanced. The New York Guild previously nominated Joseph Eisenberg, chairman of the New York Times Unit.

Mrs. Wicklund is president of the Gannett Conference of Guilds, a member of the New Jersey Industrial Union Council's executive board, a former local secretary and former chairman of the local's old Paterson Unit.

Bulletin-board posters announcing the contest were sent to all locals last week. The deadline for nominations is Feb. 1.

Amboy Leader Fired, Guild Wins Back Job

Perth Amboy, N.J.—The North Jersey Guild last week won the restoration of its secretary, Richard Gilliam, to his reporter's job at the Perth Amboy Evening News after his dismissal in the wake of a printers' lockout.

The Guild charged that Gilliam's dismissal was in retaliation for the Guild's support of picket lines set up by the printers after the News replaced them with professional strikebreakers. Gilliam was a leader of Guild activities in support of the printers. The News, in settling with the Typographical Union Nov. 26, agreed there would be no reprisals against Guild members who honored the picket lines.

But the News fired Gilliam Dec. 13 on a charge of insubordination, claiming he had refused to follow instructions of the night managing editor.

He was restored to the payroll without loss of pay the following day after the Guild initiated grievance action.

N.H. Owner Buys Bridgeport Paper

Bridgeport, Conn. — William Loeb, publisher of the Manchester (N.H.) Union Leader, purchased the Bridgeport Sunday Herald this month.

The new owner assured the Bridgeport Guild he would honor its contract at the Herald, where it has a unit of 15.

The Herald's new general manager will be Gerald Twombly, chairman of the Manchester Guild's unit at the Haverhill (Mass.) Journal until Loeb closed the paper June 1.



Denver Guild Photo by Dennis Weiser
GOING STRONG: 84-year-old Harry Mellon Rhoads, believed to be the dean of U.S. news photographers, proudly displays the 25-year Guild pin awarded him recently by the Denver Guild.

Rhoads has been a photographer for the Rocky Mountain News and its predecessor, the Denver Republican, for 65 years; his newspaper career dates back another seven years during which he worked as a carrier.

Toronto Star Opens Door To ITU Talks

Toronto, Ont.—A proposal to resume negotiations with the Typographical Union, on strike against Toronto's three dailies for more than a year, was adopted unanimously by Toronto Star shareholders Dec. 20—with the condition that printers make "a realistic proposal."

The conditional amendment was inserted at the behest of a company executive after a Star printer who is also a shareholder moved for negotiations.

Eugene Reopener Wins \$25 Hike For Women Writers, Sets Parity

Eugene, Ore.—A \$25 increase over 18 months in the top minimum for society and women's-page reporters, with subsequent complete elimination of the differential below other reporters, has been negotiated in a wage reopener at the Eugene Register-Guard.

Increases in other minimums range from \$2.25 to \$10.50 in the one-year reopener.

The differential will be closed by a \$10 increase, to \$129, effective Nov. 30, a \$7.50 increase next July 30, and another \$7.50 increase, to \$144, May 30, 1967. Full parity will take effect Nov. 30, 1967.

A new \$144 top for reporters and display salesmen is reached through a \$6.50 increase in the reopener. District circulation supervisors go up \$6, to \$125, while the top for assistant advertising dispatcher and copy boys is up \$10.50, to \$74.25, and that for stenographers, clerks and classified solicitors is up \$3.75, to \$95.75.

Guild Wins \$15 Increase In 3-Year Montreal Pact

Montreal, Que. — Wage increases ranging up to \$15 over three years, automation protection and improvements in severance pay, holidays and vacations have been won following a strike vote at the Montreal Star.

The agreement, which covers delivery and maintenance employees, provides raises of from \$2 to \$5 the first year, \$2.50 to \$6 the second and \$1.50 to \$4 the third. It is retroactive to Aug. 28.

The top minimum for drivers goes up \$4, \$5 and \$3, to \$114 in the third year. The minimum for first-class mechanics, painters

and bodymen goes up \$5, \$6 and \$4, to \$130; the minimum for dispatcher goes up the same amounts, to \$127, and the top for clerks goes up \$4, \$5 and \$3, to \$97.

Several new differentials, ranging up to \$6.50 a week, have been established, and others have been raised. In addition, a save-driving bonus of \$17 a month is established for employees who do not sustain accidents.

A new automation clause prohibits dismissals resulting from new equipment, calls for notice of such equipment to the Guild

and requires management to meet with the Guild on retraining.

Seniority and rehiring provisions in staff reductions have been strengthened, grievance provisions have been improved, and clauses barring strikes or lockouts and setting forth "management rights" have been eliminated.

The contract increases the severance-pay ceiling from 16 weeks to 20, adds St. Jean Baptiste Day as an eighth paid holiday and provides for a fourth week's vacation after 20 years' service instead of 25, effective Jan. 1, 1967.

Newsman's Conditions To Be Studied By ILO

Geneva, Switzerland—The International Labor Organization plans to study the social problems facing the world's newspapermen.

It seems unlikely that the study will be as extensive as the study of newspaper wages and working conditions requested by ANG and the International Federation of Journalists.

But the ILO's governing body, meeting here last month, accepted a report calling for "an adequate review of social problems affecting special groups of salaried employees and professional workers—such as technicians, journalists and nurses."

Results of the study will be contained in a general report to the ILO Advisory Committee on Salaried Employees and Professional Workers, which will meet in 1967.

The project was advanced by labor members of the ILO. ANG had sought the backing of Ru-

dolph Faupl, worker delegate from the United States, and Assistant Secretary of Labor George L. P. Weaver.



North Jersey

President, Barbara Finkelstein Wicklund (Wicklund, 79; Firman R. Loree, 69); first vice president, Daniel A. McLaughlin; second vice president, Joan B. Haggerty; secretary, Richard Gilliam; assistant secretary, Don Rossetti; treasurer, Victor Oleyar.

San Francisco-Oakland

President, Rex Adkins; vice presidents, William C. Boquist, Elinor Rednor and Raymond Massingale (Boquist, 362; Rednor, 308; Massingale, 257; Robert Robertson, 198); recording secretary, Dorothy Hed-janian; treasurer, William Holdinghausen; executive secretary, Fred D. Fletcher.

Vancouver

President, David Manley; vice presidents, Richard Evans and Martha McWilliams; secretary, Mary Smith; treasurer, George Milne.

Jess Brown Dies; Long L.A. Leader

Springfield, Ore. — Jess P. Brown, a former administrative officer of the Los Angeles Guild and long a leader of its old Herald-Express Unit, died here last month at 65.

Brown, a district manager on the Herald-Express for 32 years until his retirement in 1961, was a charter member of the local and served four terms as chairman of the Herald-Examiner Unit. He also served as chief shop steward, chief contract-enforcement officer of the local, a member of the representative assembly and executive board and a delegate to several ANG conventions.

He was administrative officer in 1955.



Brown

Picket-Line Charges Confront 21 In L.A.

Los Angeles, Calif.—Twenty-one members of the Los Angeles Guild's Herald-Examiner Unit have been cited on charges of crossing picket lines during the Guild's strike at the Hearst paper Nov. 18.

A trial board will hear the charges Jan. 5 and 6. The 21 are accused of violating the ANG Constitution by working in a struck shop.

Anglo-U.S. Tie

Guildsman Flies 2 Flags

Hollywood, Calif.—Eric Frankland, under whose chairmanship the Guild's Hollywood Citizen-News Unit has nearly doubled in size, is a newspaper unionist under two flags.

Frankland writes a regular column, "Angle on America," for Journalist, newspaper of the British National Union of Journalists, in which he was active before coming to the United States seven years ago. The column features comment on U.S. newspaper developments, drawing occasionally from the Guild Reporter. The NUJ represents some 30,000 newsmen.

The NUJ feted Frankland during a recent visit home at a party attended by top union officers, including Henry Bates, vice president of Britain's Press Council.

Frankland, who held jobs on six other newspapers in six states before coming to Hollywood 18 months ago, is wire editor of the Citizen-News.

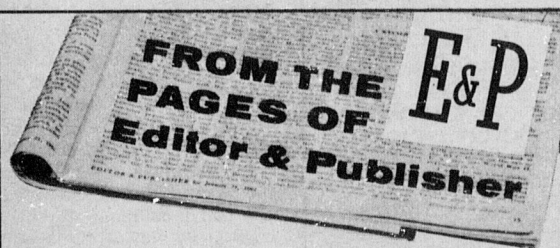
He was one of the first to appear on the picket line in last month's one-day strike against the Los Angeles Herald-Examiner although he was in the midst of an organizing campaign that added 26 employees of the Valley Times to the 34-member Citizen-News Unit after a partial merger of the two papers.

"He brings with him the British journalist's attachment to his union," said one Guild leader, "and his spirit has spread throughout the editorial department."



L.A. Guild Photo by Peter Banks

UNDAMPENED: Eric Frankland brings the support of the Guild's Hollywood Citizen-News Unit to Herald-Examiner pickets marching in the rain during their 24-hour strike in November.



From the issue of December 11, 1965

REPORTER THREATENED WITH CONTEMPT CHARGE IGNORES WARNING

Bill Prime, Phoenix Gazette reporter, dared to continue reporting details of a murder trial after the judge warned: Any member of the press reporting court action will be held in contempt. The judge said the Supreme Court would uphold him. The press said open court is open court, and continued to give its readers as full coverage of the trial as E & P gives you of the confrontation.

The successful newspaperman knows his business: the newspaper business. And there's no better way to keep informed about all phases of the newspaper business than by reading E & P every week.

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Bagdikian Backs Legislation To Stem Newspaper Monopoly

(Continued from Page 1)

of the rival Times-Star in 1952 and then raised the money to purchase it themselves.

Bagdikian also recommended that newspapers be required to make public disclosure of their ownership and finances.

"Newspapers are the recipients of special protections under the First Amendment," he said, "they enjoy largely monopoly status, and they serve too profound a public educational function to hide behind conventional commercial secrecy."

As a third step, Bagdikian endorsed a proposal by Barry Bingham, president of the Louisville Times and Courier-Journal, for the formation of local press councils "in which a paper's responsible executives would sit regularly with representatives of the public to adjudicate complaints about content and fairness of the paper."

"The irresponsible or incompetent owner of a newspaper has always been a serious social problem," Bagdikian said, "but it is more urgent than ever because today he presides over a monopoly."

Other speakers at the convention included former ANG Inter-



MERGER REPORT: Kenneth J. Brown right, brings Guild Reporter Editor Ellis T. Baker up to date on progress of the merged Lithographers' and Photoengravers' International Union, of which Brown is president, during the San Francisco convention of the International Labor Press Association. Baker was chairman of an interunion working committee on labor unity several years ago, out of whose discussions the merger later developed.

national Vice President Jack Howard, director of the Office of Economic Development's Neighborhood Youth Corps, who participated in a panel discussion on "The Labor Press and the War on Poverty."

At the urging of the New York Guild's Labor Press Unit and Representative Assembly and of Ellis T. Baker, editor of the Guild Reporter, the convention adopted a resolution recommending Guild membership and Guild standards

for employees of the labor press.

"As union publications, ILPA member newspapers have an obligation to adhere to and advance union standards," the resolution, said, citing the Guild's 30-year fight to improve newspaper conditions and declaring it "appropriate that men and women who speak for America's organized workers should themselves belong to the union that represents their craft."

The resolution urged that eligible members of the labor press join the Guild and that the ILPA co-operate with the Guild "in encouraging the maintenance of Guild standards in wages, working conditions and professional competence within the labor press."

Former ANG International Representative Ray Davidson was elected president of the ILPA. Davidson, who is editor of the Oil, Chemical and Atomic Workers' Union News, defeated Richard A. Estep, editor of United Paper, published by the United Papermakers.

The Guild Reporter, represented at the convention by Baker, received one of two certificates of merit for editorial excellence in the ILPA's annual awards

contest. The top award went to the Machinist, publication of the International Association of Machinists; the other certificate of merit was received by the United Automobile Workers' Solidarity.

The judges, who also gave the Guild Reporter an honorable mention for best front page, declared:

"As newspapermen who have read the Reporter through the years, we were impressed by the substantial improvement of this publication in news coverage, quality of writing and generally balanced content."

The top award for magazines went to the Graphic Arts Unionist, published by the Lithographers' and Photoengravers' Union.

The judges were five 1965 Nieman fellows, including Alexander W. Maldonado, first president of the Puerto Rico Guild, and York Guildsman Arthur W. Geiselman, Jr., two-time winner of the Heywood Broun Award.

In a lighter vein, the judges also singled out the Guild Reporter for a "special award" for "Best Pun of the Year" in an editorial on the activities of efficiency expert Alexander Proudfoot: "Proudfoot is on the march."

Three Judges Named For Broun Award

(Continued from Page 1)

and United Press before joining NBC's Washington bureau in 1943. His collaboration with Chet Huntley in covering the 1956 political convention led to the founding of the "Huntley-Brinkley Report" the same year.

Rowan, a Guildsman while working as a reporter for the Minneapolis Star and Tribune, served successively from 1961 to this year as deputy assistant secretary of state for public affairs, U.S. ambassador to Finland and director of the U.S. Information Agency. He resigned last July, becoming a news commentator for the Westinghouse Broadcasting Co. and a columnist for the Chicago Daily News.

Bradlee, who helped start the Manchester (N.H.) Sunday News, was a U.S. Embassy press attache in Paris and a European correspondent for Newsweek before moving to the magazine's Washington bureau in 1957. He became bureau chief in 1961, when Newsweek was acquired by the Washington Post Co., and was named the Post's managing editor Nov. 15 after serving as deputy managing editor.

4 More Towns Outlaw Scabs

The number of U.S. municipalities restricting the activities of professional strikebreakers has climbed to 85 with the passage of citizens' job protection ordinances in three more towns in New Jersey and one in California.

A new law in Palo Alto has become the ninth adopted in California; ordinances in Rahway, Linden and Plainsfield, site of the Guild-covered-Plainfield Courier-News, bring New Jersey's total to 27.

The New Jersey statutes include one in Perth Amboy, where an attempt to bring in strikebreakers at the Evening News failed last month.

LATEST REPORT ON TRADING STAMP POPULARITY

How do trading stamps stand with the public today?

—*Never better.*

Latest industry statistics, developed by Benson & Benson, show that 84% of all U.S. households save trading stamps.*

With 57 million households in our country, this means that in 48 million of them you'll find a stamp saver.

The Benson & Benson study concludes: **"Nationwide, availability and saving of stamps remain at about the same high levels reached in 1962."**

In most of those households you will also find the little luxuries that can be gotten with stamps. Last year, merchandise obtained just with S&H Green Stamps went into more than 20 million households and sales of S&H Green Stamps are up 5% so far this year.

It's not really too surprising to find public attitudes remaining highly favorable toward trading stamps in general and toward S&H Green Stamps in particular.

After all, thrift has always been popular.



An American way of thrift since 1896

*Benson & Benson, Princeton, N. J.: "Nationwide Survey of Attitudes and Familiarity with Trading Stamps, 1965." Copies available on request from The Sperry and Hutchinson Company, the Sperry and Hutchinson Building, 330 Madison Ave., New York, N. Y. 10017.

Local Copy

PAGE FOR OFFICERS AND STEWARDS

Profits Soar At 3 Major Newspapers

Three major newspapers—two in Canada and one in the United States—have reported significant profit gains for the past year.

The Sun Publishing Co., publisher of the Vancouver Sun, announced a 25 percent increase in net income for the year ending Aug. 31. The company earned \$788,704, compared to \$629,824 for fiscal 1963-64.

The Toronto Star listed profits of \$1,071,686 in the year ending Sept. 30, up from \$984,953 the previous year. Revenue was up more than a million dollars.

And the Scripps-Howard Cincinnati Enquirer reported record earnings of \$1,766,412 in the year ending Sept. 30, up \$236,602 from the previous record of \$1,529,810 in 1963-64.

The Enquirer raised its regular quarterly dividend to 35 cents in the last quarter after paying a 30-cent regular dividend and a special 20-cent dividend in the third quarter for the highest payment in its history.

Shares that cost stockholders \$100 in 1952 paid their owners \$28 last year, a 28 percent return.

The current year is shaping up as the best in the history of the Gannett Group, Paul Miller, company president, told stockholders, "groupwide and even newspaper by newspaper."

Without revealing figures, Miller said the Gannett papers "have more than kept pace with the expanding American economy."

Dow Jones & Co., publishers of the Wall Street Journal, Barron's and the National Observer, reported profits up 1.3 million dollars for the first nine months of 1965, to \$6,733,675. Last year's total profit of \$7,810,513 was an all-time record.

A profit increase of 29 percent for the first nine months was reported by Time Inc. It listed net income of \$19,343,000, or \$2.87 a share, compared with \$14,976,000, or \$2.26 a share, for the first nine months of last year, a record year.

As magazine income soars, even the deficit-plagued Curtis Publishing Co. expects to cut its losses to 6 million dollars after losing 14 million dollars last year.

Elsewhere, Scripps-Howard Broadcasting Co. reported net income of \$3,251,915 through Oct. 9, this year compared with \$2,377,691 for the same period in 1964.

DAY BOOK

Canadian District Council, quarterly meeting, Jan. 16, Montreal.
 Pennsylvania - Ohio - Indiana District Council, ANG Regional Training Institute on Collective Bargaining, Jan. 22-23, Neil House, Columbus.
 Midwest District Council, ANG Regional Training Institute on Collective Bargaining, Jan. 29 and 30, Sheraton-Chicago Hotel, Chicago.
 International Executive Board, quarterly meeting, Feb. 14-17, 1966, ANG headquarters, Washington.

Newsweek Paints Gilt-Edged Picture

Newspaper Industry 'Never More Profitable'

Newspapers not only are making money, they are making more of it than ever before and more than most other businesses, according to Newsweek magazine.

In a feature article on "What's Wrong with the Press?" Newsweek finds that too many papers are falling behind both in technology and in presenting the news. But not in profits.

Profit margins of newspapers range from 8 to 20 percent, compared with 6.1 percent for the steel industry, Newsweek reports, quoting a "conservative" estimate by a top official of the American Newspaper Publishers Association.

"The most poorly covered newspaper story in the United States today is the U. S. newspaper itself," Newsweek says, pointing to stories of suspensions and strikes that give readers the impression that the industry is "drained of black ink" and tottering "on the brink of the hellbox."

"In truth," Newsweek continues, "the disease is misdiagnosed, the obit premature. With total daily circulation at a record high of 60.4 million, U. S. newspapers have never been more

profitable." Newsweek notes the Ridders' San Jose Mercury and News, which have doubled in size in 15 years, as an example of the newspaper boom. Small-town papers are thriving, too, it adds.

"Small-town papers are like cash boxes," Lord Thomson, who owns 16 of them in this country, is quoted as saying. And newspaper broker Vincent J. Manno is cited as authority for the statement that "the demand for newspapers is greater than their availability."

"More than any other single factor," Newsweek says, "the economic glow is the result of monopoly."

Even in the 69 cities where newspapers under different ownerships are competing—there were 552 four decades ago—competition is a sham battle in most cases, Newsweek says, because "one proprietor has a morning monopoly and the other is unchallenged in the afternoon."

"Relationships are so cozy, in fact, that in 24 of the nonmonopoly cities, the two owners have combined their plants and in some cases even their advertising de-

partments," the story notes. In this comfortable situation, it says, "salaries are as laggard as imagination" on the average paper. Key Guild top minimums average \$150 a week, it observes, and wages are lower on non-Guild papers.

Newspapers get less criticism than any other institution in our society, Newsweek notes, while occupying so strategic a position as to require more attention than any other institution. Says Newsweek:

► A "dismayingly large number" of papers have become "fat, smug and . . . out of date."

► Many of the men who control newspaper policies "live in the past; in theory, they agree that to thrive a daily must present more and better local news, but they hire no extra reporters."

► Television is "really more of a stimulant for the press than a depressant. . . . The reader's appetite is whetted, not sated."

► Too many papers have abdicated their editorial responsibilities to syndicated columnists and their news responsibilities to wire services and syndicates. "For less money than it takes to

hire a good reporter, an editor can fill his news hole with anything from James Reston to Steve Canyon," says Newsweek, noting that even monopoly papers tend to show "not the strong hand of individualism but the dead hand of standardization."

In addition to everything else, Newsweek says, many newspapers are "encumbered by labor-management relations out of the 1930s. . . . Time lost on newspapers due to strikes has exceeded the national average of all industry for the last three years."

And "in New York, at least," the magazine reports, "the publishers seem to be trying to outdo the unions in internecine bitterness."

Noting a prediction by management consultant John Diebold that automation "will cause as great a printing revolution as Gutenberg" and his Bible, Newsweek concludes:

"Though automation and the new techniques can help, the content, not the computer, makes a great newspaper. And the decision to be great, or at least to try to be great, can be made only by men, not machines."

Professor Paints Golden Future

Major Circulation, Linage Gains Seen Ahead

The daily newspaper business is big business—bigger than most of the nation's manufacturing industries—and is growing even bigger, according to a Wisconsin University business expert.

Prof. Jon G. Udell, director of the university's Bureau of Business Research and Service, has painted a gilt-edged picture of the industry's situation and prospects in a new brochure on "The Growth of the American Daily Newspaper" from 1946 to 1964.

Newspapers represent 1.53 percent of the nation's industrial activity, among the largest in economic weight, the study points out. The automobile industry represents only .29 percent more.

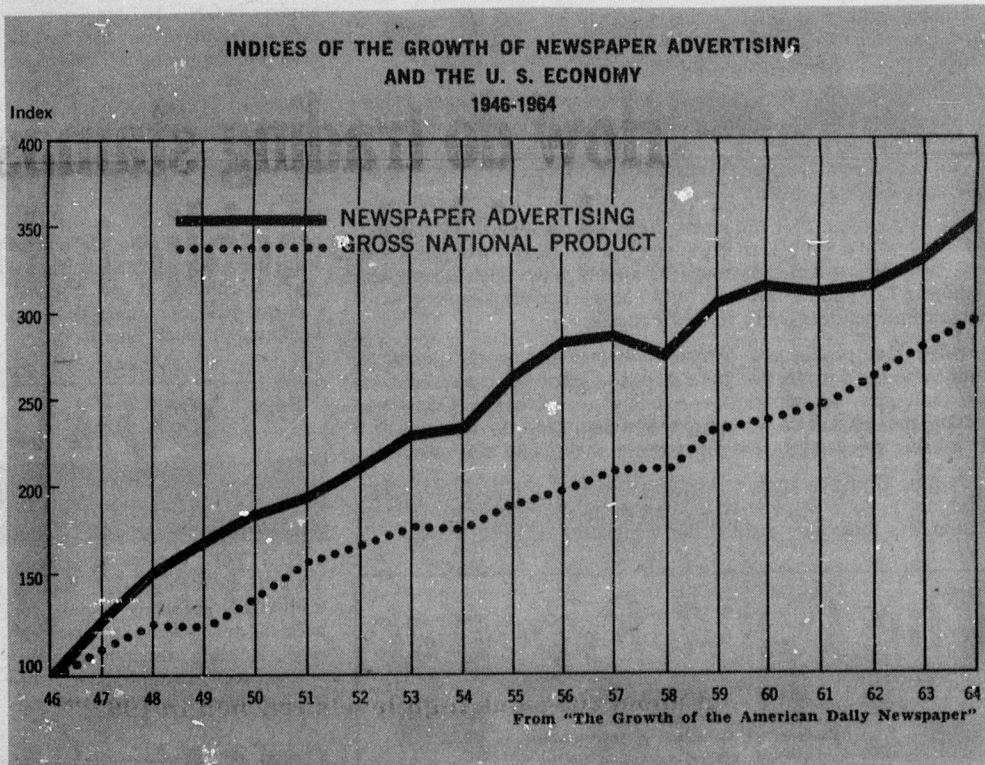
"Newspapers have adjusted successfully to rising costs, the introduction of a new communications medium and a change in reading habits," Udell said. "Despite these and other adjustments, the papers' growth has exceeded that of the economy."

"Expenditures on newspaper advertising have grown faster than the Gross National Product, newspaper employment has expanded 3½ times as fast as all other manufacturing employment, newsprint consumption has increased more rapidly than the product, and circulation has advanced as fast as the population between the ages of 21 and 65."

Newspapers can look forward to between 16.4 and 22 million more potential customers by 1980, Udell said. The 1964 circulation figure was 60.4 million.

"Daily circulation should increase more in the decade ahead than in any other decade in the history of the U. S. newspaper business," Udell predicted. "The expansion of circulation and newspaper size should accelerate."

Newspaper advertising reached 4.1 billion dollars in 1964, more than 3½ times that of 1946, Udell noted, declaring that consumers rely more heavily on newspaper advertising than on advertising in any other medium. And advertisers have found it more profitable to invest money in newspaper ad-



vertising than in any other medium, he added.

Udell, in another report prepared for the American Newspaper Publishers Association, forecast advertising and circulation gains over the next decade that Editor & Publisher said would increase the industry's annual income to 10 billion dollars a year.

Udell predicted daily circulation of 70,400,000, up 10 million over 1964; Sunday circulation of 55,500,000, up seven million; local advertising revenue totalling 5.6 billion dollars, up 70 percent; national advertising of one billion dollars, up 19 percent, and newsprint consumption of 11.4 million tons, up 42 percent.

E&P, converting the circulation figures into dollars, adding them to Udell's predicted advertising revenue and assuming an increase in advertising rates, estimated that total revenue would reach 10 bil-

lion dollars by 1975.

Udell's prediction of augmented advertising revenue in the decade ahead was echoed by Charles T. Lipscomb, Jr., president of the American Newspaper Publishing Association Bureau of Advertising, in a speech to the Los Angeles Advertising Club.

Lipscomb also forecast that 1964 revenue would more than double in the next ten years, approaching 10 billion dollars by 1975.

Asserting, with Udell, that newspapers are "a big business" and "a very healthy business," Lipscomb cited record circulation as well as record advertising and revenue figures.

"Anyone who questions the fact that newspapers are one of our great growth industries should try to buy an established paper—large, medium or small," he declared.

Classified advertising will be up

about 10 percent for the current year, according to Stanley E. Finsness, classified advertising manager for the Providence Journal-Bulletin.

Finsness, reporting in Editor & Publisher on a survey of advertising managers' predictions, said classified lineage is expected to climb another 5 percent next year.

Classified advertising offers newspapers their greatest opportunity for growth, Prof. Kenneth Byerly of the University of North Carolina School of Journalism told a group of Copley Newspapers executives last month.

Byerly reported that classified lineage increased 82.2 percent from 1950 to 1964 on 173 typical dailies, compared to an average growth of 44.3 percent for all categories. The over-all lineage growth, he added was two-thirds greater than that of the nation's population.

Editorial

'Monopoly For Sale'

The Guild's three-year-old proposal for legislation to stunt the growth of newspaper monopoly is gathering fresh support, and none too soon.

With San Francisco's recent three-into-1½ merger and the imminent combination of two or three newspapers in New York, the time to preserve competition is fast running out. It may not be long before there is no competition left to preserve.

That's why it's especially gratifying that within the span of two weeks, support for the Guild's proposed legislation has come from such widely disparate sources as the AFL-CIO convention and press critic Ben H. Bagdikian.

Such legislation would require any newspaper contemplating merger with a competitor to give the Justice Department 60 days' notice before effecting it. In the case of a failing newspaper, the law would require that an outside buyer be given a chance to purchase it at a fair market price before it could be sold to its competitor.

The notice provision would make it possible for the Justice Department to head off a merger before the eggs were hopelessly scrambled. The fair-market provision would eliminate those unconscionable situations in which a competitor pays more to buy a paper and close it than an outside buyer can afford to pay to keep it publishing. It would put newspapers, not monopolies, on the auction block.

The value of such a statute was highlighted by Bagdikian, who pointed out to the International Labor Press Association's recent convention that sale of the Cincinnati Enquirer to owners of the rival Times-Star was averted in 1952 when Enquirer employees obtained a court injunction and then raised the money to buy the paper themselves.

The Enquirer fell into the toils of monopoly a few years later when there was no interested party in a position to obtain an injunction against a new sale. Legislation of the type proposed by the Guild might have averted it.

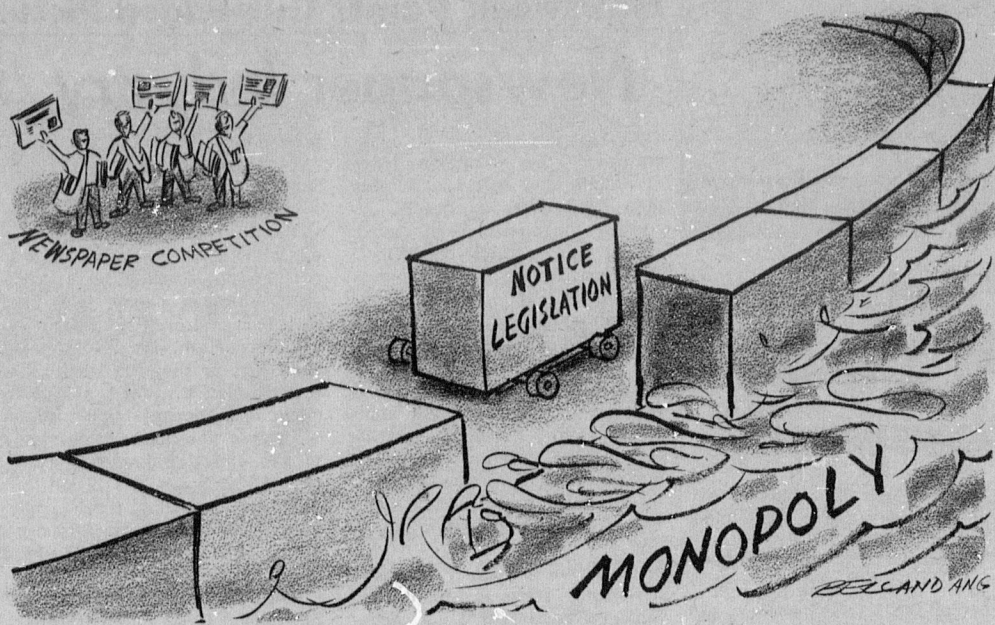
In San Francisco, the Justice Department was persuaded to allow Hearst's two papers to combine with the Chronicle without even a try at profitable operation as a single, merged entity.

The head of the department's Antitrust Division said Hearst produced data indicating that a merger of the Examiner and News Call Bulletin would not have taken its San Francisco operation out of the red, but there is more than a little reason to take Hearst's financial calculations with a sprinkle of salt.

In Los Angeles, an auditor for the House Antitrust Subcommittee found two years ago that the red ink on Hearst's books showing a two-million-dollar annual loss should have been deep black to show a 6.1-million-dollar profit. The Justice Department made no such independent audit in San Francisco.

Hearst also produced a broker's letter saying no outside buyer could be found for the two papers, but at what price and on what basis—merged or separated—remains undisclosed. Legislation opening the market to all comers and requiring no more than a fair market price might have produced a different response.

It's time Congress took a long, hard look at the problem before monopoly engulfs the last remaining outposts of newspaper competition. It's later than most of the legislators seem to think.



IT

SEEMS TO US

15 SFONG Members Hit Building Purchase

SAN FRANCISCO, CALIF.

Editor:

It is interesting for SFONG members to learn that International President Arthur Rosenstock [GR, Nov. 26] opposed lending SFONG \$62,500 from the ANG Defense Fund for the local's building-purchase program.

A large minority in SFONG tried hard to fight off the project, both on grounds of tying up Defense Fund monies and because of the blue-sky optimism of the projected income of the building, but we were helpless in the face of a united executive committee with the office staff and mimeograph machines at its disposal, and our paid executives devoting (apparently) much time to propa-

gandizing for the project. The office staff was not nonpartisan, either; at least one member who called the office for information was urged to vote for the building purchase.

Finally, when the initially approved program fell through and a second meeting had to be called to pass on the \$62,500, 4-percent loan, the local's chairman gavelled down a quorum challenge, declared that attendance at the Nov. 12 meeting constituted a quorum, and the proposal was steamrolled through, to the con-

tinued dismay of many members who fear loss of SFONG income through merger-caused dismissals, as well as higher assessments should the venture not prove successful.

BRUCE W. GOODELL

Representative Assemblyman

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Chronicle Unit

GUILD



BRIEFS

New York City — The New York Guild's Page One Ball, a traditional gathering point for political and entertainment celebrities, is being discontinued.

The local executive board voted last month not to hold the

Carl P. Adamshick Dies; Led Toledo

Toledo, Ohio—Carl P. Adamshick, an organizer and first president of the Toledo Guild, died here last month at 66.

Adamshick, a public-relations man for the Owens-Illinois Glass



Co. before his retirement in 1961, had worked as a sports writer, city-hall reporter, columnist and city editor during an 18-year newspaper career on the Toledo Times, News-Bee and Blade. He was Guild president in 1934.

Later, while with Owens-Illinois, he became a director of the American Association of Industrial Editors and served as chairman of a state committee on employment of the physically handicapped.

ball in 1966 because of decreasing financial returns. It was feared that a 1966 ball would have resulted in a deficit.

A committee will be appointed to study the feasibility of continuing two activities related to the ball — awards for journalistic and other achievement and the local's Page One Book.

Sacramento, Calif.—Politicians large and small, reapportionment and Disneyland, Mary Poppins and a young lady named Pussy Nomore played to an enthusiastic audience of 600 newspapermen and their guests at the Sacramento Guild's 18th annual Page One Ball.

The one-night-only perform-

ance of an original musical comedy is given each year before a select invited audience of attorneys, legislators, public officials, judges, lobbyists and others in public life.

This year's musical was entitled "The Men from A.U.N.T.I.E." (Americans United Nationally to Investigate Everybody).

Pussy Nomore bounced on stage as Miss Economic Opportunity of 1965, sadly in need of retraining because her Post Office job was lost to the underprivileged nephew of a congressman. The episode referred to the Post Office hiring last summer of a nephew of Rep. John E. Moss of Sacramento under a federal youth-opportunity program.

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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Wanted: Administrative Secretary

The Newspaper Guild of Greater Boston is seeking a permanent Administrative Secretary qualified to negotiate contracts, handle grievances, prepare reports and bulletins and conduct the day-to-day operations of a thousand-member local. Salary up to \$11,700 plus fringe benefits. Interested applicants should write Joseph B. Downey, President, Newspaper Guild of Greater Boston, 40 Boylston St., Boston, Mass. 02116.