



AS CRISIS LOOMS: Executive Vice President Thomas J. Murphy reports on merger developments to mass meeting of 1,000 New York Guild members.

3 N.Y. Papers Pose Ultimatum: Merger Or Shutdown April 25

THE GUILD REPORTER



OFFICIAL ORGAN OF THE AMERICAN NEWSPAPER GUILD (AFL-CIO, CLC)

Vol. XXXIII, No. 9 Washington, D. C. April 22, 1966

Key Minimums Rise \$19.25 In 2 New Seattle Contracts

Seattle, Wash.—Increases of up to \$19.25 in key minimums have been won by the Seattle-Tacoma Guild in new two-year contracts at the Seattle Times and Post-Intelligencer.

Top minimums for reporters

and display salesmen go up \$9.25 the first year and \$10 the second to reach \$180 at both papers. Starting minimums go up \$7.25 and \$8.25 to reach \$112.75.

General increases range from \$2.75 to \$6 each year. But special

adjustments raise a number of lower-slotted salaries by greater amounts.

The top for circulation district managers goes up a total of \$12 at the Times and \$13 at the Post-Intelligencer to put both at the \$154 level. The top for home-economics assistant rises \$17.75 at the Times and \$15.88 at the Post-Intelligencer, putting both at \$121.25.

The top minimum for subeditors goes up \$19.25, to \$189 at the Times, \$188.80 at the Post-Intelligencer. The top for classified outside salesmen increases \$10 at the Times, to \$130.75, and \$9 at the Post-Intelligencer, to \$123.50.

Special adjustments at the Times will raise the copy-boy top minimum \$11.75, to \$79.50, and the top for head copy boy by \$14, to \$100.50. A new key-punch operator's category is created at the Times, with a top of \$98 the first year, \$102 the second.

At the Post-Intelligencer, man-

a simultaneous election among proofreaders, 5 to 1.

The City News Service election was won by a 14-to-4 vote despite a last-minute letter campaign by the company. The Guild immediately began drafting bargaining proposals for the news service, where the Guild had a contract until 1946.

In a fourth National Labor Relations Board election April 20, the Guild lost a bid to represent classified-advertising employees at the Long Beach Independent and

(Continued on Page 7)

L. A. Guild Gains 2 Units In Labor-Board Voting

Los Angeles, Calif.—The Los Angeles Guild won its second representation election in a week yesterday, gaining bargaining rights for 33 circulation employees at the suburban Ventura County Star-Free Press.

A week ago the Guild gained representation rights for 23 editorial employees at the City News Service.

The Guild won the Ventura circulation election by 21 to 6. It lost a separate election among editorial employees, 23 to 11.

The Typographical Union won

Farson's Broadcast On N.Y.:

'Failing' Papers' Owners Seen Reaping 'Outlandish' Profits

The New York Herald Tribune, Journal-American and World-Telegram & Sun are being allowed to consummate a monopolistic merger as "failing newspapers" despite the fact their parent companies are all making money, ANG Executive Vice President William J. Farson charged in a network radio broadcast last week.

Farson, in an interview on the AFL-CIO's "Labor News Conference," questioned the applicability of the "failing-company" doctrine to the New York merger.

"Scripps-Howard makes outlandish profits all over the country," he declared. "Hearst is making profits. The Herald

Tribune organization is making profits."

"With corporations such as these," he asked, "does every little unit . . . have to make a profit?"

Farson cited one Scripps-Howard paper in which stock originally costing \$19,000 now pays \$26,900 a year in dividends and is worth \$323,000, and another in which stock that cost \$587,000 now pays \$337,000 and is worth five million.

He questioned whether Hearst's Journal-American, even as a self-contained entity, was actually operating at a loss.

In Los Angeles, he pointed out, a government auditor found that excessive syndicate costs were being charged off

against Hearst's old Herald-Express to convert a six-million-dollar profit into a two-million-dollar "loss."

"They charged themselves \$21 per thousand" for magazine sections while charging other publishers \$2 a thousand, he said.

Farson was interviewed on the Mutual Broadcasting System program by Kenneth Crawford, contributing editor of Newsweek and a former ANG president, and Harry Conn, editor of Press Associates Inc., a labor news service.

Farson voiced fear that "the three-headed monster" created in New York would sound the death knell of the New

York Post if the papers are not prevented from fixing combined advertising rates and setting ad matter once for all three of the papers.

Farson said events of recent years suggest a continuing "deal" between Hearst and Scripps-Howard, starting with the merger of United Press and International News Service and continuing through mergers in San Francisco, Pittsburgh and now New York.

He predicted an attempt to have Scripps' UPI do most of the picture-taking for the three papers.

The continuing growth of newspaper

(Continued on Page 6)

Printers' Parleys Fail; Antitrust Suit Barred

New York City—The New York Herald Tribune, Journal-American and World-Telegram & Sun will print as merged papers April 25 or they will not print at all, their publishers announced this week.

Negotiations with the Typographical Union over job protection were broken off suddenly April 20 over the publishers' refusal to grant more than three weeks' severance pay, and Bertam A. Powers, local president, said printers would not work on the merged papers on the 25th.

Bargaining was continuing with the Guild late this week but Executive Vice President Thomas J. Murphy was pessimistic. The pub-

lishers have rejected a Guild proposal for severance pay without a ceiling and have refused to follow strict seniority in staff reductions.

Possible legal obstacles to the merger evaporated April 20 when the Justice Department announced it would not file suit to prevent the consolidation on antitrust grounds.

Matt Meyer, president of the new World Journal Tribune Inc., laid down the "publish-or-perish" ultimatum in response to the newspaper unions' position that their 5,700 members will not work for the merged corporation until an agreement is reached on job protection.

Meyer's announcement followed a New York City Publishers' Association decision to accept the new corporation into membership, raising the possibility of a

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Pay Increases Lift Per Capita By 8½ Cents

With the average reporter top minimum in Guild contracts up \$5.16 over last year, per-capita payments by Guild locals to ANG are scheduled to go up 8½ cents, to \$24.44½, effective May 1 under the Guild's new formula linking the two.

Forty percent of the increase—more than three cents—will go to

Assessment To Continue In May . . . Page 3

bolster the International Defense Fund.

Locals were notified of the prospective increase last week by ANG Secretary-Treasurer Charles A. Perlík, Jr.

The per-capita formula, adopted by ANG's 1964 Convention, bases payments, like local dues, on members' wages. It ties the per-capita to a percentage of the average reporter top minimum in Guild newspaper contracts.

The new top-minimum average, computed from 137 contracts in effect April 1 covering newspapers published five days a week or more, was \$150.61. Perlík re-

(Continued on Page 7)

IT SEEMS TO US

San Francisco Increases Seen Ranging to \$39.75

SAN FRANCISCO, CALIF.

Editor:

SFONG's Cruttenden and Murphy apparently ignore alternatives in complaining (GR, March 25) that the recent SFONG settlements boosted reporter-display tops by \$28.75 to \$200 a week but failed to maintain full differentials for all those paid over the minimum.

Admittedly some merit-paid members will receive no more than \$16, and granted that maintenance of dollar differentials is a sound principle ordinarily observed by SFONG. But these were not ordinary settlements.

The complaining brothers might well consider other money features of these settlements and ponder the union's objectives, then ask whether such extraordinary minimum increases could have been achieved along with guaranteed maintenance of differentials. Given the actual bargaining situation, the question answers itself.

But my main purpose is to point out what neither they nor defenders of the settlements have noted in this column: Of those who were at the old minimum, many will receive not just \$28.75 in increases but, rather, \$33.75 or \$39.75 because of the \$5 and \$6 general increases scheduled for dates after their minimums will have jumped \$28.75 to \$200 a week.

This may not soothe the few complainants' feelings, but the

By ANG Convention action, letters shall be limited to 200 words and shall avoid libel and subjects detrimental to the Guild. Members subjected to personal attack shall be given opportunity to reply in the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

record should reflect the true nature of these settlements.

FRED D. FLETCHER
Executive Secretary
San Francisco-Oakland Guild

Merit-Pay Recipients Held Unhurt By Pact

MILL VALLEY, CALIF.

Editor:

I'll eat my hat—and initiate a grievance pronto—if the pay checks of Brothers Murphy or Cruttenden are cut by one cent, let alone \$12.75, by the new contracts here reaching to \$200 a week.

As one member of the negotiating committee, I deny that the settlement authorizes any cuts in over-scale pay or that it was reached "at the expense of the over-scale people."

Terms of the contract show that such members will receive a total of \$16 weekly in three step-ups between now and the fall of 1967. This general increase is exactly what a good many of the \$171.25 journeymen—who have their abilities, too—will receive in the same period. Under a percentage formula, considerable numbers of journeymen will receive another \$12.75 boost to \$200 in the last half of SFONG's three-year contract.

The over-scale members already have demonstrated their salesmanship in convincing management of the value of their abilities. Presumably they can exercise the same talents in the future.

Let the record show that Brother Murphy, at the SFONG Representative Assembly meeting which acted on the \$200 contract, spoke out against the Guild seeking such a minimum to begin with.

WILLIAM A. MILLIS
Chairman
San Francisco Examiner Unit

Bakersfield Commercial Group Wins Up To \$27.50 In 1st Pact

Bakersfield, Calif.—Wage increases of up to \$27.50 will be received by 44 commercial employees of the Bakersfield Californian under an initial 22-month contract with the Bakersfield Guild.

The contract, which provides for a \$5 general increase retroactive to Jan. 1 and a \$2.50 raise in October, will increase the salaries of 30 employees by \$15 or more as a result of minimum schedules established for the first time. Ten of 21 clerks will get raises of \$18 or \$19.

The 22-month agreement establishes a top minimum of \$152.50 for advertising salesmen now and \$157.50 in October.

Other top minimums are \$77.50 in the first year and \$80 the second for clerks and telephone operators, \$82.50 and \$85 for bookkeeping-machine operators, \$80 and \$82.50 for intermediate bookkeepers, and \$65 and \$72.50 for janitors.

The contract provides for a \$1-per-shift night differential, a five-day, 40-hour week (janitors formerly worked six days), six paid holidays, four weeks' vacation after 20 years' service, up to 30 weeks' severance pay at the rate of one week for each six months of service, a Guild shop for new employees, from two to 30 days' sick leave a year, and company payment of \$20 toward automobile insurance.

Janitors will be included for the first time in the health-insurance plan covering other employees at a monthly cost of \$40 to the company.

Oregon Labor Press Unit Wins \$10, Dental Plan

Portland, Ore.—A new two-year contract between the Portland Guild and the Oregon Labor Press provides for a \$5 increase in top minimums each year. In addition, the paper will pay



Lichty, Publishers Newspaper Syndicate

"If they won't accept the wage settlement we offer, we'll fire them and run the plant ourselves. . . . Does anyone know just where it is?"

for dental-insurance benefits and up to \$2.40 a month for a prescription-drug plan.

All minimums are up \$5 each year with the exception of the fourth-year minimum, which is up \$10. The editorial top will go to \$170 in the second year of the agreement.

Ninety days' notice of new equipment and consultation with the Guild are required, and a jurisdiction clause approximating that of the Guild's Model Contract is incorporated into the agreement.

The contract is retroactive to Feb. 28.

Toronto Members Vote To Press For One Big Newspaper Union

Toronto, Ont.—The Toronto Local this week called for a "complete merger" of all graphic-arts unions and urged that the Guild initiate continuing merger discussions with other international unions and with "professional people in the field of communications, data processing and information retrieval."

At its annual meeting April 18, the local approved a merger resolution drafted by a committee of Toronto newspaper-union officers. The committee was appointed last summer after a unity meeting arising out of the Toronto printers' strike, during which most

members of other unions have continued to work.

The Guild was represented on the committee by Jack Dobson, president of the Toronto Local.

Noting "an increasing number of disputes between unions in the graphic-arts industry" because of technological developments that are "erasing traditional jurisdictional boundaries," the resolution declares it is "imperative" that the unions work with "unity of purpose" to solve their problems.

"There is a growing desire among the rank-and-file members of the various unions . . . for the establishment of one union to represent all segments of the industry," the resolution declares.

The resolution calls on all local unions in the field to urge their international officers "to meet on a continuing basis with the ultimate objective of complete merger." It also calls for progress reports to be issued to locals after each meeting.

A clause urging that the Guild initiate merger discussions with other international unions was added by the Toronto executive committee to the interunion committee's resolution.

Dobson reported that the resolution had already been adopted by several Toronto newspaper unions.

The recent merger of two unions—the Lithographers and Photoengravers—"has proven that merger is possible," the resolution said. The new Lithographers' and Photoengravers' Union is now engaged in merger discussions with both the Pressmen's and Stereotypers' unions.

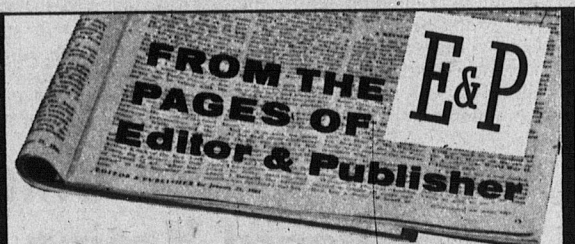
Meanwhile, Guild and International Typographical Union officers have met three times since the 1965 ANG Convention in a continuing effort to improve cooperation between the two unions and have exchanged proposals for a limited form of affiliation.

Toronto Unions Back Printers

Toronto, Ont.—Leaders of the Toronto Guild and other newspaper unions agreed yesterday to urge publishers of the city's major newspapers to sit down to the bargaining table with striking printers and ITU President Elmer Brown.

The attempt to end the 21-month-old strike was launched at a meeting between Brown and the union leaders, arranged by the Ontario Federation of Labour. Later Toronto Guild President Jack Dobson sat at the head table at a printers' meeting at which Brown urged an effort "to build unity that should have been built 10 or 15 years ago."

Brown, who conceded the printers had made "mistakes" in Toronto, met the day before with Ontario Labour Minister Leslie Rowntree. Rowntree agreed to make a new attempt to get the publishers back into bargaining, Brown reported.



From the Issue of March 19, 1966

THE BIRTH OF A DAILY

To the newspaperman, there is nothing quite like the excitement of creating an entirely new daily. Out of seemingly uncontrolled confusion, insurmountable problems and irreconcilable differences, a newspaper is born. E&P's story of the birth of the Cocoa (Florida) TODAY reports an act of faith in the importance and future of the entire industry.

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Increases Up To \$14.50 Bargained In St. Paul; Court Told 12 Tried To Buy Tucson Paper

St. Paul, Minn.—First-year increases of up to \$14.50 in minimums and a \$4.60-a-month increase in medical-insurance payments have been won following strike authorization at the St. Paul Dispatch and Pioneer Press.

The pact provides for an additional \$4-a-month increase in insurance payments and a wage reopener in the second year.

An improved job-security clause bars automation dismissals and requires 60 days' notice to the Guild of any intention to reduce the force as a result of new equipment. Employees affected by automation will have the option of resigning with severance pay in lieu of retraining or transfer.

General increases range from \$1.50 to \$5, with the top minimum for reporters and display salesmen rising \$6.50, to \$164.50, the top for classified telephone solicitors rising \$7.50, to \$86.25, and that for classified counter solicitors by \$8, to \$89.25.

The addition of a sixth year to the progression schedule will increase the top for classified outside salesmen by \$14.50, to \$142.50, and a similar addition will raise the top for circulation supervisors by \$7.50, to \$127.75. The contract calls for the circulation top to rise by \$1 more than whatever increase is won in the reporter top in the second year.

A reclassification increases the minimum for sports slot man at the Pioneer Press by \$22.95, to \$180.95.

The contract is retroactive to Dec. 1, with insurance payments rising from \$12 to \$16.60 a month on signing and to \$20 next Dec. 1.

The service requirement for a fourth week's vacation is reduced from 25 years to 15, and mileage allowances are increased from 8 cents to 10 for the first 100 miles within the city and from 6½ cents to 8 flat outside the city.

Minimum Pay Rises \$10 On St. Paul Labor Paper

St. Paul, Minn.—A \$10 increase has been negotiated by the Twin Cities Guild in a new one-year contract with the St. Paul Union Advocate.

The contract raises the minimum for editor and business manager to \$210 and for the first time provides the advertising manager with a minimum monthly guarantee of \$732.50.

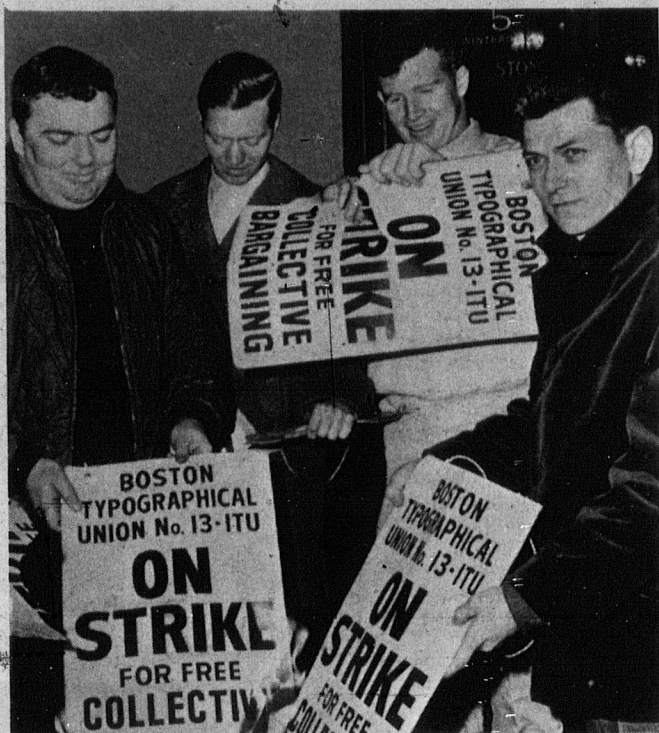
The Advocate will contribute an additional dollar a month to health and welfare, raising the total to \$18 for employees with dependents and \$12.40 for those without.

'Our Company, Right Or Wrong'

Toronto, Ont.—A Canadian Broadcasting Corp. executive presented a case for what might be described as a "management-wrongs" clause as bargaining with the Canadian Wire Service Guild began this month.

Rejecting the Guild's demand for elimination of a "management-rights" clause from the contract, Derek Nelson, CBC's industrial-relations manager, presented the following credo:

"Management will continue to manage, even when it is not right."



INTO THE FIRE: Boston printers burn their picket signs following the end of their 32-day strike against the Boston Globe, Record-American and Herald and Traveler.

Assessment To Run For Second Month

Assessments initiated last month will continue in May despite the end of the Boston newspaper strike, ANG Secretary-Treasurer Charles A. Perluk, Jr., notified locals last week.

Barring new emergencies in New York and elsewhere, he said, ANG officers will recommend termination of the assessments at the International Executive Board's May 23-27 meeting.

Reports from Boston indicate that benefit payments to Guild members idled by the printers' and mailers' strike will exceed the amount collected through the April assessment, Perluk said in a letter explaining continuation of the assessment.

Perluk recalled that International Defense Fund assets were ap-

proximately \$25,000 below their constitutional floor of a million dollars when the strike began. The cost of the strike will widen the gap even further, he said.

"In view of these circumstances," he said, "and as importantly, in view of the unsettled bargaining situation in New York as influenced by announced plans of three papers to merge—their operations, Defense Fund emergencies present and imminent preclude termination of the assessment at this time."

Perluk said he and ANG Executive Vice President William J. Farson will recommend its termination at the May IEB meeting, however, if no further emergencies develop.

Lawmaker Urges Labels For Canned Editorials

AFL-CIO News Service Congress should give "serious consideration" to requiring publications to identify the real source of "canned" editorials, Rep. Frank Thompson, Jr., New Jersey Democrat, declared last week.

Thompson urged his House colleagues to read an article by Ray Denison in the March issue of the AFL-CIO American Federationist, which revealed how "right-to-work" lobbyists had paid self-described news services to distribute editorial material opposing repeal of the Taft-Hartley Act's Section 14(b).

Identical editorials and supposed news items appeared in hundreds of newspapers from coast to coast—with no clue to the reader "that the views being presented had been paid for by an organization with a direct personal stake in the issue," Thompson said.

Thompson, in addition, put into the Congressional Record an editorial from Publishers' Auxiliary, a newspaper trade publication, which termed the use of unlabeled

canned editorials a "betrayal" of the reader.

As Thompson was warning the House of the growing use of "canned" opinion in newspapers, the National Association of Manufacturers was reporting on its success in influencing weekly newspapers. An NAM bulletin said more than 3,500 weekly editors receive its Industrial Press Service, which includes editorials, news stories, features and cartoons.

California Rules Tardiness Is Not 'Gross Misconduct'

Sacramento, Calif.—Excessive tardiness is not "gross misconduct," the California Unemployment Insurance Board held last week in awarding \$1,200 in unemployment compensation to a discharged Los Angeles Guild member.

The board overturned a ruling by both the State Department of Employment and a referee as-

Detroit, Mich.—Wage increases, of up to \$7.50 plus \$5 in pension money and a fourth week's vacation after five years' service instead of 20 have been gained by the Detroit Guild's Free Press Unit in negotiations marked by the first strike vote in the unit's history.

Top minimums for display salesmen, copyreaders and rewrite men will go up \$3.75 in each of two years, to \$193.10. The flat minimum for subeditors will go up the same amount, to \$206.61.

The contract, which is retroactive to Nov. 16, provides for increases ranging from \$1.75 to \$3.75 the first year and from \$1.65 to \$3.75 the second.

The company will pay \$2 a week into a new joint pension plan the first year and an additional \$3 the second.

In addition, it will pay into the fund an amount equivalent to the difference between the cost of its present unilateral plan last year and its cost in subsequent years as fewer pensioners remain under coverage. Ultimately, the full 1965 cost of the company plan will go into the new fund.

The top minimum for reporters will go up \$3.75 each year, to \$177.99; the top for telephone operators will go up \$2.50 each year, to \$96.81. A new research assistant's classification has been established, with a second-year top of \$124.86.

The five-year service requirement for a fourth week's vacation is only the second in a Guild newspaper contract to reach this low. The other is at the Detroit News.

The requirement for three weeks' vacation is reduced from three years to two.

The mileage allowance is increased from nine cents to ten, and the photographer's weekly mileage guarantee is increased 50 cents, to \$3.50.

A fair-hiring clause has been added, and the contract now gives an employee the option of time and a half or another day off when a holiday falls on his day off.

Newburgh-Beacon Ends Women's-Pay Disparity

Newburgh, N.Y.—A wage gap between society writers and reporters has been eliminated in a new two-year contract providing an \$8.30 wage-fringe package at the Newburgh-Beacon News.

Reclassification of society writers into the reporter group increases their top minimums by \$7 the first year and \$3 the second, to \$134.25. The reporter top is up \$2 and \$3, the same as other minimums except that for darkroom operators, which rises \$4.42 and \$3, to \$110.29.

In addition, the company will pay \$3.30 a week for medical insurance to cover employees and dependents after six months' service.

signed to hear an appeal by the Los Angeles Guild.

The Guild member was dismissed six months ago by the Los Angeles Racing Form on the ground of tardiness. The company opposed her application for unemployment benefits on the ground that her lateness constituted "gross misconduct," making her ineligible for benefits.

Tucson, Ariz.—A dozen other purchasers submitted bids to buy the Arizona Star before its sale to owners of the competing Tucson Citizen early last year, it was disclosed as trial of the Justice Department's antitrust suit against the merger began this month.

The revelation was made by chief defense attorney R. J. MacLaury, who said the highest offer was 10 million dollars by Brush-Moore Newspapers.

The Citizen, which had been operating under a joint-production arrangement with the Star for 25 years, considered Brush-Moore "an incompatible partner" MacLaury said, and exercised an option of first purchase under the 1940 agreement.

"There was no thought of monopoly," said MacLaury, who maintained that the acquisition was intended to reduce losses and permit "two editorially independent newspapers" to survive.

He reported that the Citizen's owners went voluntarily to the Justice Department after purchasing the Star to state that their principal reason for buying it was to resell it to a "responsible" competitive publisher.

Charles D. Mahaffie, Jr., acting chief of the Antitrust Division's general-litigation section, charged that formation of the joint-production company to consolidate advertising, circulation and mechanical operations in 1940 was based on an intention to create a monopoly situation. The Citizen's purchase of the Star 25 years later fulfilled that intention, he said.

The government, charging that the agreement provided for fixing advertising and circulation prices, is seeking to dissolve the joint-production arrangement and force the Citizen owners to sell their interest in the Star to an outside purchaser.

The newspapers, claiming that the Citizen was suffering financial losses and couldn't compete with the Star, are attempting to justify the merger under the Supreme Court's "failing-company" doctrine, which permits monopolistic mergers if a business is unprofitable.

Star Publisher William R. Mathews testified that the Star had "operated at a profit from the day we bought the paper in 1924."

He said he had opposed a complete merger with the Citizen at the time of the joint-production compact because "I didn't want to be part of a monopoly in Tucson."

Vincent J. Manno, New York newspaper broker, testified that the Citizen's assets at the time of consolidation were \$86,000 less than its liabilities. Both papers' financial standing is now good, he said.

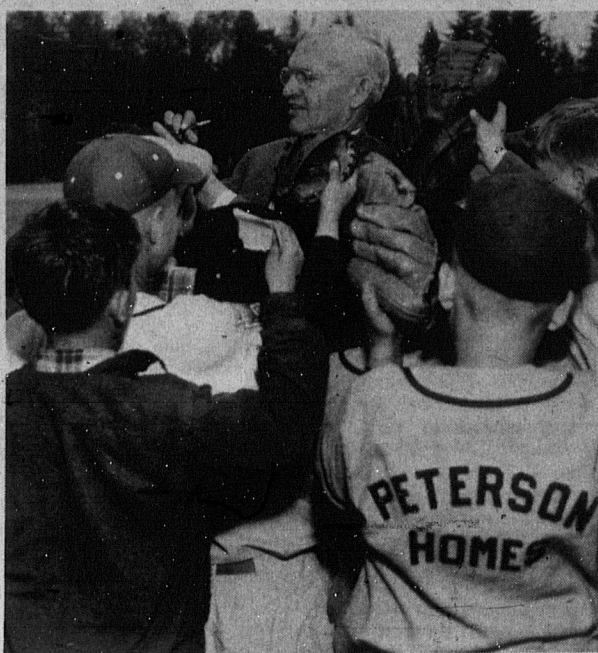
The case is considered a landmark one for the validity of widespread newspaper joint-production arrangements and is expected to reach the U. S. Supreme Court.

Dues Increase Loses In Los Angeles Vote

Los Angeles, Calif.—Los Angeles Guild members this month rejected a proposal to increase monthly dues from a 5-percent-of-salary schedule to 6 percent.

Referendum ballots, counted April 18, showed 401 against, 365 in favor.

Guildsman's Gift \$250,000 To Youth



Seattle Post-Intelligencer Photo, by Harvey Davis

ROYAL BROUGHAM Autographs For His Beneficiaries

Seattle, Wash.—Royal Brougham, who has been writing the news for 56 years for the Seattle Post-Intelligencer, made some himself this month.

Brougham, the Post-Intelligencer's 71-year-old sports editor, announced he was donating \$250,000, the major part of his fortune, to establish a foundation to finance the education of needy children.

Brougham, a 29-year Guild member, received his fortune in the manner that he gave it up. He was the astonished beneficiary of a \$300,000 estate left in 1962 by his predecessor, Portus Baxter, to whom Brougham had persuaded the Post-Intelligencer to pay a consultant's fee after his retirement.

The veteran sports editor has long been a civic-affairs activist, leading a campaign to desegregate Seattle golf courses and bowling alleys several years ago. He also teaches Sunday school.

"It will be a challenge to be sort of poor again," Brougham said after giving up the \$250,000 and bestowing \$150,000 on a daughter.

LaSalle's 'Collegian' Wins Middle Atlantic Contest

Allentown, Pa.—The Collegian, campus newspaper of LaSalle College in Philadelphia, has been named winner of the Middle Atlantic District Council's 1966 intercollegiate journalism contest.

Runner-up was the Triangle, of Drexel Institute of Technology, also in Philadelphia, which won the contest in 1964. Third-place

Schenley Yields To Grape Strike

Los Angeles, Calif.—California grape workers, on strike for seven months in the Delano area, achieved a major victory this month when Schenley Industries, the area's largest grower, agreed to recognize the National Farm Workers Association and negotiate a contract.

Christian Brothers, another major wine producer, followed Schenley's lead.

However, the Farm Workers Association rejected a proposal by the second largest grower, the Di Giorgio Corp., for a representation election because it would permit strikebreakers to vote. The association called for a nationwide boycott of Di Giorgio, producer of S & W Foods, and discontinued a four-month Schenley boycott.

Drive At BNA Doubles Unit; Talks Resume

A whirlwind 30-day free-rider drive has more than doubled the Washington-Baltimore Guild's membership at the Bureau of National Affairs, and contract-renewal negotiations have been resumed.

A campaign conducted with the assistance of ANG International Representative Edna Berger succeeded in raising the Guild's membership from 43 to 106, attaining its goal of signing up a majority of the unit's 175 employees.

The unit returned to the bargaining table April 15 to resume its pursuit of union security, the issue on which negotiations foundered two months ago. It also presented revised wage and transfer-clause proposals.

The local executive board, at a meeting April 11, rescinded an earlier resolution warning that it would vacate the Guild's certification at BNA in the absence of a strike vote or a settlement with union security. It congratulated the BNA Unit on the success of its campaign.

The unit, citing its minority status among covered employees, had voted to recess negotiations while conducting a campaign to achieve a majority.

Guild Member In N.Y. Race For Congress

New York City—New York Guildsman Martin J. Steadman, prize-winning investigative reporter for the New York Herald Tribune, resigned his job this week to seek a seat in Congress.



Steadman, who won New York Guild Paper One awards in 1964 and 1965 for crusading journalism, is the Democratic designee to oppose incumbent GOP Rep. John W. Wylder in the 4th Congressional District of Nassau County, L.I.

Steadman, who lives in Garden City, won both awards for series on conflicts of interest in the state legislature. In the series that won last year's award he was teamed with William F. Haddad, who also made a bid for Congress, in 1964, and later was named to a government post in the poverty war.

Steadman, a Guild member since 1955, has won numerous other awards for journalistic achievement. Most recently he has been covering City Hall.

LOCAL ELECTIONS

Sacramento
President, Lee Fremsted; vice president, Tom Horton; secretary-treasurer, Lillian Hickey; recording secretary, Patty L. Blinn.

San Jose
Treasurer, Thomas J. Rowen. (Interim election.)

Terre Haute
President, Gene D. Rogers (Rogers, 42, Kent Harris, 37); vice president, Ruth Ventura; secretary-treasurer, Elvin C. Mahan.

Victoria
President, L. M. Sallaway; first vice president, Roger Shubanks; second vice president, Patrick O'Neill; secretary, Elsie Robertson; treasurer, Nancy Tschett.

WE ARE still confronted with the 60 million Americans who buy a paper every day and have every prospect of being stuck with what they have. A few papers do very well, some more do pretty well, but most are mediocre or worse.

Whether any given citizen gets a good paper or a bad one is a matter of accident. If the owner happened to have a son who understood what a newspaper ought to be and how to produce one and, being that way, happened to remain in the good graces of his father long enough to inherit the paper, the community is lucky. If the local bank administers the paper, or 14 heirs through a committee, or the son happens to be an idiot, then the community is unlucky. And there is nothing it can do about it.

The late Joe Patterson, publisher of the New York Daily News, once told an editor whom he had just overruled: "The fact that I decide against you is no proof that I'm right and you're wrong. It's purely because of an accident of birth that I happen to be in a position where I get my way. But I do get my way, and don't ever forget that."

We are members of a political system in which popular ignorance or apathy leads to disaster, yet for the foreseeable future every American community has to play Russian roulette with its newspaper owner, the man who controls the quantity and quality of public information in his town.

TO ADD to the morbidity of monopoly we have the fact that most papers are conservative and governed by a set of social and economic values that have been at odds with reality for over a generation. It goes deeper than presidential endorsements, which

have been remarkable. Of 41 presidents who conducted public campaigns, only 20 had the majority of the press on their side. In this century all of them were Republicans except Lyndon Johnson.

But the social impact is deeper than that. The editorial page helps create community standards for discussion, if for no other reason than its effect on the commercial community. It is a major factor in deciding which issues become issues, and it tends to limit the breadth of alternatives considered respectable or viable; it provides the basic arsenal of ideas and the vocabulary of public discussion. This is where the American editorial page has failed most significantly. For the last 40 years this country has been confronted with a revolution in the structure and function of its society, yet the newspapers, which should have provided the most sensitive measure of this change and offered up the greatest variety of alternatives, have also monolithically opposed change and nagged at it after it came.

For example, the social and economic history of the last generation cannot possibly be understood without a realistic view of the role and performance of labor unions. I wonder what would happen if someone wrote a textbook about American unionism based solely on what he found in American daily editorials. I am not, as I have confessed, a shrewd gambler, but I think I am safe in making this public offer: a dime for a copy of every editorial in a local daily paper that supported a specific strike. The 1965 Statistical Abstracts of the United States says that in the years 1955 to 1964 inclusive there were a total of 32,726 work stoppages in the United States. There are 1,700 daily newspapers in the United States, so my maximum liability, if each paper supported each of those work stoppages, would be 55,634,000 favorable editorials, or a cost to me of over 5½ million dollars.

I would be in shakier condition if I offered to pay for editorials which said that unions have their place in certain times but hinting that this is in some other continent during some other century. I am tempted to pay a dollar for editorials that explain the role of unions in preserving purchasing power and economic growth, but I think I have gone far enough.

EDITORIAL unreality extends to other areas. At a time when the economic crisis of John Maynard Keynes was the operative principle in our economy, these economies were almost uniformly denounced. They weren't debated on their merits; the editorial-page view of economics from the 1930s until recently has been one of primitive sloganeering.

Another dirty word in editorials used to be "planning." Every newspaper publisher who was not a moron planned his own private economy as carefully as he could, but he called it un-American if his own community or government did the same thing. Papers have changed on this issue. They discovered they were suffering because their cities were sick and the cities were sick partly because they didn't plan. Now most newspapers are for heavy planning in their cities, if for no other reason than to get the circulation trucks out faster.

I think that high unemployment became persistent,

The accompanying text represents the second part of Ben H. Bagdikian's A. J. Lieblich Memorial Lecture to the annual convention of the International Labor Press Association. The first appeared in the April 8 issue.

that racial inequity was unseen until it exploded, that poverty prevailed unnoticed for so long because the American newspaper was so rigid in its ideas and its social-economic vocabulary that it was incompetent to detect these things or to describe them in significant terms. The papers for a long time were out of touch with that part of the world that was changing, and that happens to be the most important part.

Papers are changing slowly. But the world is changing much faster. Reporters aren't perfect, but they are far better than they ever were before. Yet the controlling factor, the owners, have changed very little, and much of that change has been for the worse.

WE CAN continue what we do now—exhort the reader to make himself heard, educate the general public to be discriminating, and continue criticizing. These all have some generalized effects. Criticism seldom moves the worst offenders, but there is no question it sensitizes many publishers who try to avoid embarrassment. There is no question, for example, that the crescendo of criticism over newspaper handling of campaign news in 1952 brought about changes in behavior, or that sharp criticism about pretrial publicity has altered press practice.

Criticism is not wholly lost. But it is never finished. There will be another campaign with a new publisher

cinnati won, and the paper became more conservative than the Tafts, and Cincinnati is, for all practical purposes, now a single-management town.

A law as suggested by the Guild would have prevented a number of recent murder-suicide pacts between competing papers. But this would not affect the 96 percent of our communities already served by a single management.

THE SIMPLEST thing we can do is to identify the real owners of the paper and any other significant financial interests they have. If the local shoe factory owns the local paper, the reader ought to know it.

The Atlantic Coast Line Railroad has ownership control of the newspapers in Jacksonville, Fla. The most spectacular strike right now is the railroad brotherhood strike against the duPonts' Florida East Coast Railroad, a matter of some interest in Jacksonville. But reports of the railroad strike in the railroad-owned paper in Jacksonville have not been distinguished for their penetrating detail and detached analysis.

The duPonts own the only papers in Wilmington, Del. Until recently Anaconda Copper owned all but one of the papers in Montana. In hundreds of other places the ownership is less obvious but just as significant.

There is no reason in law or logic why the public is not entitled to know who is telling them the news and what other interests the paper has. There is existing legal precedent. Users of the second-class mailing privileges must file each year with the Post-office a statement of ownership. But the present statement is usually meaningless. For one thing, it

makes no distinction between a 1-percent owner and a 99-percent owner, requiring only a listing of all who own 1 percent or more. For another, the beneficial owners are not always listed. Instead, the reader who manages to find the legal printing of this information, usually in early October and usually in agate in the most obscure part of the paper, sees only a list of banks or legal firms acting for unnamed principals under the will of some long-deceased person.

The Securities and Exchange Commission requires public disclosure of all officers and holders of 10 percent of stock or more of traded companies, and each of these persons must list his holdings of stock in other traded companies.

It is time for papers to make public disclosure of their ownership and of their finances. The few papers whose stock is traded publicly have to disclose, and their profits don't seem to have plunged since they started printing their statements. The usual reason for nondisclosure, of course, is that it will help the competition and give the management an unfair disadvantage in bargaining with unions. But any paper with a competitor or a union that doesn't already know the paper's basic finances has nothing to worry about.

There is another reason one hears about, and that is that to force disclosure of finances and interlocking interests would be a violation of business privacy. Newspapers are the recipients of special protections under the First Amendment, they enjoy largely monopoly status, and they serve too profound a public educational function to hide behind conventional commercial secrecy.

Newspapers have been quick to insist that public officials in Washington disclose their financial connections and even dispose of interests that might tempt them to conflict of interest. If this is good for those who make policy, why not for those who report it?

FINALLY, there is a need for some mechanism by which the monopoly paper—and the competing one, for that matter—and its community can carry on a dialogue. Barry Bingham of Louisville has proposed 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. Undoubtedly, many proprietors would find it a pain in the neck, but as with politicians, that should be part of the job.

I think we have gone too long complaining merely of monopoly. It is going to be with us for many years. We need now to develop ways of bringing existing papers into the mainstream of modern economic and social life, to bring them to the cutting edge of changes in society instead of their traditional position of whitening in the background.

The village is disappearing in this country, but one strength of the old village editor was that he personally met on the sidewalk the people he wrote about. It was a wonderful way to keep in touch and sometimes to get a black eye; it kept citizens and paper close. We are in the urban big time now, but we still need to bring the American newspaper closer to the man who reads it.

Borstel, Bassford Win Washington Awards

Gerard H. Borstel, named co-winner of ANG's 1966 Guild Service Award only two months ago, won new honors this month.

Borstel, who led the Washington-Baltimore Guild's Sunpapers Unit through its 47-day strike at the Baltimore papers last spring, was named the local's "Guildsman of the Year." The award consists of a \$250 cash prize, as well as a plaque.



Borstel

The award, the local's major citation for union service, was to have been presented at an awards luncheon being held today. But Borstel is in Detroit attending a three-week course at the United Automobile Workers' Leadership Studies Center on a scholarship that goes with the Guild Service Award.

Other union-service awards were to go to Walter Bassford, local treasurer, for "long and selfless service," and Dominic Fornaro, president of the Baltimore Council of AFL-CIO Unions, who was to receive the local's Arthur Rindan Memorial Award for effective contribution to the labor movement.

The local's annual "Front Page Awards" were also to be presented at the luncheon. Top awards

were won by Clare Crawford of the Washington Daily News in the reportorial category and James Atherton of United Press International in the photographic competition. Mrs. Crawford won for a series on prenatal-clinic care; Atherton for a shot of a Nazi in blackface invading the Senate chamber.

Mrs. Crawford and a Daily News colleague, Tom Kelly, won nationwide attention last year when they joined a White Citizens Council in suburban Maryland, helped integrationists take it over and affiliate it with the Congress of Racial Equality, and recounted the operation in a feature story.

Terre Haute Returns Strike Contributions

Terre Haute, Ind.—The Terre Haute Guild has returned \$844.26 in local contributions to its 1964-65 strike against the Terre Haute Tribune and Star in accordance with instructions from the International Executive Board.

The amount represented the balance of contributions over strike expenses. Its return was directed by the IEB in February.

The IEB also renewed a directive to the Detroit Guild to return a \$4,929.79 balance from local contributions received during the 1964 Detroit Pressmen's strike.

\$1,900 In Back Pay Won In Four Coast Grievances

San Francisco, Calif.—Some \$1,900 in retroactive wage increases has been won for four employees of the San Francisco Examiner as a result of grievance action by the San Francisco-Oakland Guild.

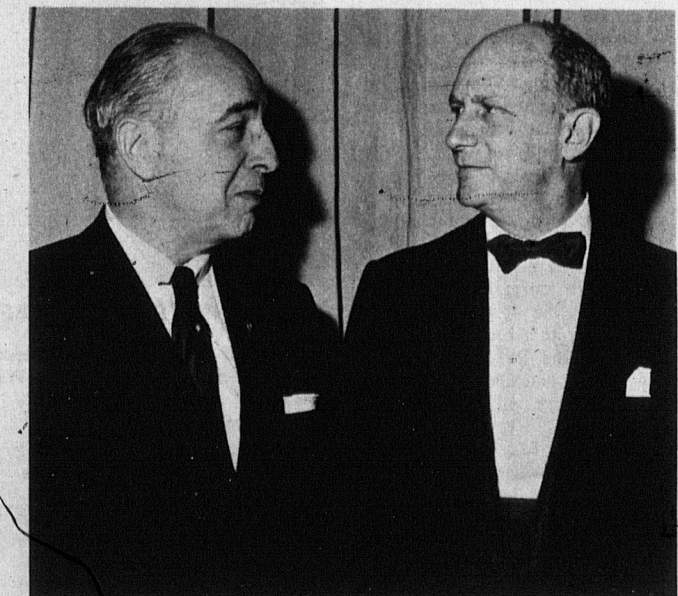
In each case, management had assigned Sunday-department employees in lower pay brackets to work normally carried out by those in higher classifications.

Two cases involved copy boys who were assigned to work as editorial assistants and one a secretary who also performed editorial-assistant duties. One copy boy received an increase of \$35 a week, with retroactivity for 7½ months; the other an increase of \$30.75, with retroactivity for 12

weeks. The secretary received an increase of \$6.50 with a month's retroactivity.

The fourth case involved a girl rated as an editorial clerk but working as an editorial assistant, whose grievance antedated the merger of the Examiner and News Call Bulletin. After being displaced by the merger, she received nearly \$500 in retroactive pay.

In another grievance, the local succeeded in bringing a halt to the farming out of Guild work involved in the use of an outside messenger service between the Examiner, Chronicle and old News Call Bulletin buildings. A Guild member was returned from the rehiring list to fill the job.



ANNIVERSARY: ANG President Arthur Rosenstock, left, chats with Donald B. Straus, president of the American Arbitration Association, at an April 12 dinner marking the AAA's 40th anniversary. The New York Guild received a plaque as one of three unions and six companies that were pioneer members of the voluntary-arbitration organization.

3 N.Y. Publishers Vow Merger Or Shutdown

(Continued from Page 1)
voluntary suspension by other New York dailies in support of the merged papers.

If the New York Times and Daily News did not shut down during a long suspension by the merged papers, Meyer said this week, "a hard decision would have to be made as to whether to put the Herald Tribune back in publication."

Meyer said April 17 that unless preparatory work for production of the merged papers took place early this week, a shutdown would be "inevitable." The Guild and other unions have declined to perform such preparatory work until an agreement on jobs is reached.

Both the publishers and mediator Theodore W. Kheel, who was called in to aid the printers' talks, termed an April 25 shutdown "unavoidable" after the rupture in negotiations.

Powers said agreement had been reached on secondary issues but that the publishers had refused to "offer us one dime" over the three weeks' severance pay provided in the printers' contract. Meyer termed the union's demands "extortionistic," but Powers said the printers hadn't made any demands at all, having asked the publishers vainly "to make a fair offer."

"I can only assume that the publishers are being deliberate in provoking the situation," he declared.

Earlier, Murphy had protested that the April 25 deadline left "an unreasonably short time" to achieve agreement on the publishers' proposal to eliminate 900 of 1,790 Guild jobs. He termed chances for an accord by that date "very slim."

"All of the publishers' plans call for the complete disregard of their obligations under the old contracts," Murphy said. "Their position is that they first have an obligation to make the new corporation a success. . . . In other words, forget seniority, forget the contracts; just let us make the merger a success."

The Guild, in a citywide bulletin April 20, warned that as matters now stand, if the publishers "insist on going ahead Monday morning with the World Journal Tribune, we will have to set up picket lines Sunday evening."

The ITU Mailers' Union filed an unfair-labor-practice charge against the publishers April 18, declaring that the merger violates a clause requiring 65 days' advance notice of any contract change and that the papers' failure to provide such notice constituted a refusal to bargain.

It asked the board to seek an injunction against the merger.

The Justice Department, in announcing it would not challenge the merger "at this time," said the decision was based "primarily on the severe operating losses sustained by the three papers, the probability that such losses would continue, the lack of alternative purchasers and the apparent absence of any other alternatives that would be likely to insure the continuance for any length of time of a greater number of independent major newspapers."

In a statement similar to one issued at the time of last fall's San Francisco consolidation, the department said it "remains free to challenge the arrangement in the future if subsequent developments or information not now available indicates that such action is warranted."

The Times reported that the department was concerned, how-

ever, that the merged company might sell advertising at a combined rate "made so attractive that it might hurt the prospects for survival of the New York Post."

Meyer, announcing that the corporation's decision to publish a merged afternoon daily and the morning Herald Tribune on April 25 was "firm," declared:

"We will either publish our two daily papers on April 25 or we will publish no papers at all."

A dispute over preparatory work erupted at the Journal-American early this week, when Guild editorial employees refused to process material for a television guide earmarked for the May 1 issue of the merged Sunday paper.

Exempt Journal-American personnel was assigned to the work, but the Guild voiced new protests when exempt World-Telegram employees were sent over to help out. The Telegram employees were finally withdrawn.

Whether the Times, News and two Newhouse papers on Long Island would join in a shutdown by the merged papers was uncertain.

The Publishers' Association, in whose name the city's papers have conducted retaliatory lockouts in the past, voted unanimously April 14 to accept the new corporation into membership. The Journal-American and the World-Telegram have been members, but the Tribune withdrew during the Guild's strike against the Times last fall.

John J. Gaherin, president of the Publishers' Association, said afterward that the publishers' "traditional policy" of "an 11th-hour look at any particular situation" by each member would prevail. But he added that the asso-



Crook in Newsday
"Sorry, this is going to hurt a bit."

ciation's acceptance of the new company constituted "a positive assertion of solidarity and policy."

The Post, the new company's sole remaining competitor in the afternoon field, is not a member of the association.

The Guild, in a move to head off a lockout, asked the Times and News this week for advance arbitration of their right to shut down under their Guild contracts if the merged papers failed to publish. There was no immediate response from either paper.

With Guild strike preparations in full swing, Mayor John V. Lindsay assigned former City Mediator Morris Tarshis to sit in on negotiations with all of the unions. Meyer said there had been "reasonable progress" in the talks, but at least three union spokesmen disagreed.

Murphy said last week that "not a single important issue" had been settled, and Joseph Baer, president of the Newspaper

and Mail Deliverers' Union, announced after an April 17 meeting that there would be no further talks with the publishers "unless they have a realistic offer to make."

A Mailers' spokesman reported after an April 19 session that "we got nowhere."

The Guild, which has taken the position that efforts should be made to accomplish the proposed staff reduction without dismissals, demanded that any employee be allowed to resign with full severance pay in place of employees marked for dismissal.

But management indicated it wanted to exert some control over who is allowed to resign with severance, and it flatly rejected a Guild proposal that unlimited severance be paid to dismissed employees at all three papers. Only the Herald Tribune contract is without a severance-pay ceiling; 60-week tops are in effect at the Journal-American and Telegram.

Murphy reported after an April 18 bargaining session that the publishers now want a separate editorial staff for the Herald Tribune, except for photographers, artists and librarians, with the staff to be selected entirely from present Tribune employees.

The Guild was seeking to apply a single seniority line, by departments and job classifications, to the merged operation. The publishers, who originally announced plans to publish with a single staff, said they want to avoid a single seniority line in order to "retain the identity of the three papers," the Guild reported.

The publishers also objected to following strict seniority.

Murphy has emphasized that

the Guild will not consent to the elimination of job classifications, threatened in several areas. They include advertising-department secretaries; the publishers have proposed to eliminate the jobs of all nine Guild-covered secretaries while retaining nine of 12 "confidential" secretaries, who are exempt from the contract.

The Guild also questioned the publishers' announced intention of retaining a new advertising representative, asking a written guarantee that the agency would not displace present employees.

The Guild also stipulated that from 15 to 20 Journal-American and World-Telegram office jobs reportedly scheduled for elimination by a new computer system must be considered jobs lost because of automation and not merger. The employees holding them would be protected from dismissal by a Guild proposal barring automation dismissals.

Management said it "hopes to avoid" that kind of restriction on its right to dismiss, the Guild reported.

The Guild was also pressing for four months' notice of new equipment.

On another sector of the bargaining front, ITU President Elmer Brown joined Typographical Union negotiators April 18. Addressing union members a day earlier, he promised them the international's full support.

Powers reported after the April 18 session that the publishers had agreed to cut the number of printers' job reductions from 450 to 400. The three papers currently employ 900.

In addition to seeking extra compensation for those members scheduled for dismissal, the union was seeking a citywide seniority system for new printers, additional publisher payments into the union's health and welfare funds to counteract their depletion, and other steps to soften the merger's impact.

Powers warned that agreement on such matters as seniority and job assignments would have to be reached at least four days ahead of time if the publishers were to print the merged papers by their stated goal of April 25.

Figures assembled by the unions show that the publishers propose to eliminate close to 2,100 employees in all departments. In addition to the 900 Guild employees and 400 printers, they include 163 of 450 pressmen, 418 of 873 drivers, 64 of 189 mailers, 60 of 131 stereotypers and 53 of 90 photoengravers.

2 Years' Grace For Tribune?

New York City — The New York Herald Tribune can be scrapped by its partners in New York's merged newspaper enterprise if it doesn't show a profit in two years, according to Newsweek.

The magazine, in its April 18 "Periscope" column, reported that "the final deal" between Hearst, Scripps-Howard and John Hay Whitney "gave Whitney two years to get his paper into the black." "After that," it said, "his partners can vote the Trib out of business."

Newsweek's rival, Time, this week quoted Tribune editors as denying it.

Newsweek said Whitney's insistence on maintaining the Tribune as a separate morning paper was the factor that delayed the merger for so long.

Farson Points To 'Outlandish' Profits



RADIO PRESS CONFERENCE: Concern about the growth of newspaper monopoly is voiced by ANG Executive Vice President William J. Farson, center, on the AFL-CIO's "Labor News Conference." Interviewing Farson are Kenneth Crawford, left, contributing editor of Newsweek, and Harry Conn, editor of Press Associates, Inc.

(Continued from Page 1)
monopoly threatens "the stifling of divergent voices in a community," the ANG officer warned.

"One man is determining what a city hears," he said, "what news it shall have."

Where two separately owned papers are operating under a joint-production arrangement, their supposed editorial independence is frequently a fiction, he asserted, since one paper usually has control over the entire business operation and in effect pays the second

paper "to produce an editorial section."

"Now how independent can that . . . paper be?" he asked. "It has no income of its own."

Farson cited the Guild's proposed legislation calling for notice to the Justice Department before a monopolistic sale or merger could be consolidated, with an intervening period in which outside purchasers would be allowed to buy instead at the paper's fair market value.

In the case of the New York Mirror, he pointed out, it has recently been reported that the Thomson chain sought unsuccessfully to buy the paper before it was sold to the Daily News and suspended.

Farson, while noting the diminishing number of big-city papers, cited a growth of suburban papers as a countervailing trend, although he pointed out that their national and international news coverage is often limited.

Pay Increases Hike Per Capitas

(Continued from Page 1)
ported. The 1965 average was \$145.45.

Last year's increase in the top-minimum average was only \$3.62, producing a per-capita increase of six cents.

The new average was multiplied by .01625, producing a per-capita figure for the next fiscal year of \$2.44741, rounded off to \$2.44½.

In establishing the formula two years ago, ANG determined that

the then-existing per capita of \$2.30 represented 1.625 percent of the 1964 top-minimum average of \$141.83.

The ANG Constitution provides that the new per capita take effect May 1 "unless revised by the International Executive Board."

This year's average top of \$150.61 includes minimums on five foreign-language dailies. Had only English-language dailies been included, the average would have been \$151.59, or almost \$1 higher.

That figure represents an increase of \$5.18 over the equivalent average for April 1, 1965, the largest increase in the past 13 years.

The new per-capita formula was designed to provide ANG with an increasing level of income to meet rising costs, geared to the increase in its members' own income.

The Constitution requires that 40 percent of every per-capita payment go into the Defense Fund. This year's prospective increase—3.4 cents—will raise the Defense Fund's portion to 97.8 cents.

The General Fund will gain 5.1 cents for a total of \$1.467.

Key Minimums Climb \$19.25 In Seattle Pact

(Continued from Page 1)
agement will put an additional 50 cents a week per employee into pensions, bringing its total contribution to \$4.77.

Both contracts provide for a fourth week's vacation after 15 years' service instead of 20 and require time-and-a-half pay for time worked in excess of 5½ hours on holiday shifts.

A number of other improvements are contained in the Times contract. They include a \$500 increase, to \$5,000, in the maximum death-benefit payment, and a \$1 increase, to \$4, in the daily premium paid to circulation district advisors working without an assistant.

Part-time employees will receive vacation, holiday and overtime benefits for the first time, and a two-year maximum experience credit for time in military service is increased to four.

Employees will be allowed to resign with severance pay in lieu of others slated for economic dismissal, and those dismissed will have bumping rights. The Guild must receive four weeks' notice of such dismissals instead of two.

An improved transfer clause will require employee consent for transfers between major departments and, in the case of key employees, between subdepartments in the newsroom.

The Wage Ladder

The 1965-66 increase of \$5.18 in the average Guild reporter top minimum on English-language daily and Sunday papers is the greatest increase in 13 years, as the following 20-year table shows:

Date	Average Top Minimum	Gain Over Previous Year
June 1946	\$61.67	—
June 1947	73.77	\$12.10
June 1948	80.63	6.86
June 1949	86.84	6.21
July 1950*	88.62	1.78
April 1951	92.54	3.92
March 1952	96.27	3.73
March 1953	101.79	5.52
March 1954	105.87	4.08
March 1955	108.92	3.05
March 1956	112.09	3.17
March 1957	115.64	3.55
March 1958	119.79	4.15
April 1959	124.15	4.36
April 1960	127.33	3.18
April 1961	130.96	3.63
May 1962	134.11	3.15
April 1963	137.98	3.87
April 1964	141.83	3.85
April 1965	146.41	4.58
April 1966	151.59	5.18

L.A. Guild Victorious In 2 NLRB Elections

(Continued from Page 1)
Press-Telegram. The 31-to-23 vote followed an intensive anti-Guild campaign by the company.

The Guild, which represents 300 members in other departments of the paper, had asked the company for voluntary recognition after signing up a majority in the classified department. Management said it wanted a National Labor Relations Board election to test the majority.

When it was called, the company launched a campaign marked by intimidation, \$15 salary increases to telephone sales personnel, a series of individual interviews, special-delivery letters and a "captive-audience" dinner meeting that all employees were required to attend.

NLRB Schedules Election At Oregon Daily May 4

Coos Bay, Ore. — Twenty-five editorial, advertising, business and circulation employees of the Coos Bay World will vote May 4 in a National Labor Relations Board election to decide whether they will be represented by the Guild. Agreement on an election was

reached between the Guild and World management at an NLRB hearing in Portland April 19. World publisher Sheldon Sackett, who also puts out a number of California labor papers, had refused to grant voluntary recognition even though 90 percent of the eligible employees had joined the Guild.

A new Guild local will be established in Coos Bay if the Guild wins the election.

Copley's Circulators Called 'Independent'

Sacramento, Calif. — Forty circulation managers whom the Sacramento Guild is seeking to represent at the Sacramento Union are "independent contractors," management claimed at a hearing concluded last week.

Copley Newspapers, which purchased the Union only last month, retained one of California's largest law firms to battle the Guild's bid at a three-day National Labor Relations Board airing. The Guild currently represents advertising, business, editorial and inside circulation employees.

Stewards' Seminar To Be Held By Midwest District Council

The Midwest District Council will sponsor a seminar on contract enforcement for Guild officers and stewards May 14 at the St. Clair Hotel in Chicago.

The seminar, to be conducted by ANG Research and Information Director Ellis T. Baker, will include discussions of contract enforcement and the steward's role, as well as "What Is a Grievance?", "Processing a Grievance," "Just and Sufficient Cause: A Case History," and "Grievance Procedure and Arbitration."

A seminar on collective bargaining will be conducted for the New England District Council by Baker and ANG Collective Bargaining Director J. William Blatz May 7 at Portland.

Similar seminars, dealing with the theory and mechanics of collective bargaining and with specific bargaining goals, will be conducted by Baker for Pacific

Northwest locals in Seattle April 23 and 24 and by Blatz for Colorado locals in Denver April 30 and May 1. The Denver seminar will also include sessions on contract enforcement and stewards' training.



Colorado Seminar on Collective Bargaining and Stewards' Training, April 30 and May 1, Denver.
New England District Council, ANG Regional Training Institute on Collective Bargaining, May 7, Portland.
ANG Stewards' Training Seminar, Midwest District Council, May 14, St. Clair Hotel, Chicago.
Empire State District Council, quarterly meeting, May 21 and 22, Albany.
California-Nevada District Council, quarterly meeting, June 4 and 5, San Jose.
Middle Atlantic District Council, quarterly meeting, June 4 and 5, Asbury Park, N.J.

Millions of people who can't agree on who's going to win the pennant, which end of the pond to fish, which channel to tune in or anything else... agree on this



Seagram's 7 Crown—The Sure One

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY, BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS.

Editorial

Preventive Medicine

The Justice Department's decision not to challenge the New York newspaper merger raises more questions than it answers.

In applying the so-called "failing-company" doctrine to the New York merger, the department cites three primary factors in support of its decision:

1. Severe operating losses by the three merging papers.

But are the papers—Hearst's Journal-American, Scripps-Howard's World-Telegram & Sun and Whitney's Herald Tribune—so far gone in failure that there are "no reasonable prospects of rehabilitation through available corporate resources," as a department official recently defined the minimum prerequisites for a "failing-company" defense?

And in any event, even if the papers are losing money as individual publications, does—or should—the "failing-company" doctrine legitimize their merger when their parent corporations all are making money, and lots of it?

2. The absence of alternative arrangements, short of merger, that would insure the continuance of a greater number of independent papers.

But might not a carefully limited joint-production arrangement, for example, have provided the papers with financial relief and at the same time permitted them to continue to operate as separate enterprises?

3. The lack of alternative purchasers.

But the question is not simply whether there were alternative purchasers. The question is: Did the papers make a bona-fide offer to sell—and at what price?

These are serious questions.

The jobs of more than 2,000 New York newspaper employees are threatened by the merger, which will reduce the number of general-circulation newspaper publishers in the city by one third, from six to four. It is true that there still will be separately owned, competing newspapers in both the morning and afternoon fields, but already fears have been expressed that the merger will threaten the survival of the other remaining afternoon daily.

But how can anyone be expected to buy a failing newspaper, in New York or anywhere else? That depends on the opportunity and the price. (Only last month it was disclosed that Lord Thomson tried unsuccessfully to buy the New York Mirror shortly before it sold out to the Daily News late in 1963. He was told the paper was not for sale.)

That's why the Guild has proposed legislation requiring that the Justice Department be given 60 days' notice of proposed mergers and that newspapers seeking to invoke the "failing-company" defense first offer to sell to alternative purchasers at a fair market price, to be determined by expert, independent appraisal.

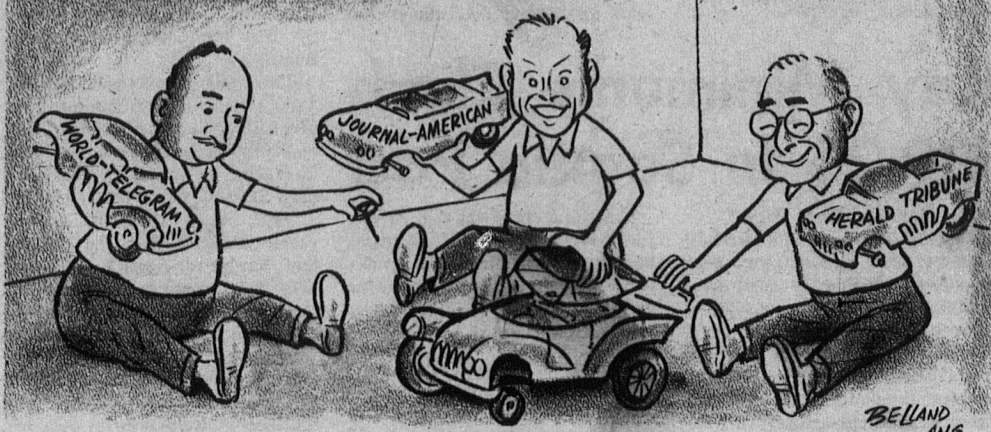
Press critic Ben H. Bagdikian recently urged adoption of the Guild's proposal in a widely praised speech reprinted elsewhere in this issue. He said at that time that such a law "would have prevented a number of recent murder-suicide pacts between competing papers."

It now appears that had such a law been in effect 2½ years ago, there might still be a New York Mirror today.

And were it in effect today, there might still be a Journal-American, World-Telegram & Sun and an independently owned Herald Tribune.

"The same columnists and syndicated features can be used anywhere; they are interchangeable parts. . . . Editorials . . . already sound as if they were the first element in journalism to have achieved full automation."

—A. H. Raskin in the Saturday Review



Editorial Writer's Daydream

'I Never Saw A Sacred Cow'

The following transcript of an imaginary editorial conference appeared originally in the Ohio AFL-CIO News and Views.

First editorial writer: While we're waiting for the boss, let's kick around a few ideas for editorials. Any ideas?

Second editorial writer: We could do a real zinger on the indictment of eight steel firms for price fixing.

Third editorial writer: Yeah, it could make a good series of editorials. That was the seventh antitrust action against the industry in two years, you know.

First writer: Sounds good. The series could be called, "What Ever Happened to the Law of Supply and Demand?" or even "The Big Steal."

Second writer: This last indictment should appeal to the man in the street, too, because it involved carbon sheet steel that's used in automobiles, refrigerators, washing machines . . . real human-interest stuff.

Third writer: And we could run photos of the hotel rooms where the government says the

company brass met and decided what to charge for the carbon sheet steel.

First writer: We could follow up by sending special correspondents to cover the trial, carry texts of the testimony and cross-examination, and all the usual jazz we carry on other trials.

Second writer: Or we could knock out some socko stuff on excessive missile profits. The Senate Investigations Subcommittee has uncovered some good stuff.

Third writer: Yeah, I read where Douglas Aircraft was allowed a profit of \$1,211,777 for making \$3,330 worth of plastic dust covers and where Western Electric made a profit of 31.3 percent for some work on Nike contracts.

First writer: Good, solid thinking, men. But, then, everyone must have a dream editorial or dream series he would like to work on. Well, here comes the boss. We can decide what we're going to do.

Editor: I have to get to a luncheon of the Chamber of Commerce, but I have decided on a couple of editorial subjects. I want you to do one on government harassment of business and one on the threat of unions to price stability. Sorry to dash off.

AMONG



OURSELVES

Joseph H. Karlin, past chairman of the Boston Guild's Waltham Unit, is the new city clerk of Newton, Mass.



Karlin

Karlin, a seven-year Guild member, has left his job at the Waltham News-Tribune to take the municipal post. He was feted at a farewell dinner prior to his departure.

A municipal position has also been taken by Frank Beckman, a former executive-board member of the Detroit Guild. Mayor Jerome P. Cavanagh has appointed him to an assessor's post.

Marvin Zeldin, a former assistant editor of the Guild Reporter, has been appointed information director of the Conservation Foundation in Washington. Zeldin, who was on the ANG staff from 1947 to 1950, has been

Willard Shelton, whose "Date-line: Washington" column usually appears on this page, is ill. His column will be resumed upon his recovery.

executive director of the Electric Consumers Information Committee and the Thomas L. Stokes Award Committee for the past seven years.

Wire Service Guildsman James A. Bourdier, an Associated Press photographer, was one of nine newspapermen to receive annual George Polk Memorial Awards. He won for a series of photographs showing the fatal shooting of a student by a Dominican soldier.

New York Guildsman Wayne Phillips has been appointed the first public-relations chief of the new Department of Housing and Urban Development. Phillips, a former reporter for the New York Times, has been serving as chief of the Democratic National Committee's news and communications service.

Charles Zaines, a former president of the Lehigh Valley Guild and an ex-vice president and secretary of the Middle Atlantic District Council, found himself assisting at the birth of a neighbor's baby not long ago.

Zaines, who is now public-re-

lations director for Pennsylvania's State Liquor Control Board, was summoned from dinner by the neighbor's 8-year-old son when the baby began a premature arrival. He reached the scene ahead of an ambulance to perform an emergency chore usually reserved for police.

Who Owns Ads?

Brattleboro, Vt.—A federal judge has ruled that ads are owned by the companies that pay for them rather than the newspapers that create and publish them.

U.S. District Court Judge Ernest W. Gibson, acting in a test case brought by the Brattleboro Daily Reformer against a weekly shopper, held that advertisers could have the shopper copy ads placed originally in the daily. The newspaper is appealing the decision.

The Reformer contended its copyright protection covers news stories as well as ads, but Judge Gibson said the copyright is held by the advertiser unless there is a specific agreement to the contrary.

The Guild Reporter

ELLIS T. BAKER, Editor

and
Director of Research & Information
DAVID J. EISEN, Associate Editor

Published by the American Newspaper Guild (AFL-CIO, CLC), the second and fourth Fridays of each month. \$3 per year. Single copies 15c. Guild Reporter deadline at ANG headquarters: News, the Monday preceding publication; advertising, features and letters, Friday preceding publication. Letters limited to 200 words by ANG convention action.

Vol. XXXIII, No. 9

April 22, 1966

American Newspaper Guild

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

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