

\$28 Increase Lifts Reporter Top To \$205 In 2-Year Chicago Pact



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Bridgeport Guild Wins Hike Of \$31.50 On Sunday Paper

Fairfield, Conn.—An increase of \$31.50 in the reporter top minimum has been won in a two-year contract between the Bridgeport Guild and the Connecticut Sunday Herald. Other minimums are increased by as much as

\$51.25 over the contract term. The Guild also won wide-ranging improvements in automation protection, hours, holidays, vacations, severance pay and other clauses. The reporter top is raised from

\$121 after five years' experience to \$152.50 after three, with increases of \$10.75 retroactive to Feb. 1 and on Aug. 1 and \$5 next Feb. 1 and the following Aug. 1. The starting minimum for deskmen is raised from \$101.75 to \$153, with increases of \$33.75, \$7.50, \$5 and \$5. The top goes up from \$131 after 2½ years' experience to \$156 after six months'.

General increases of \$5.50 retroactive to Feb. 1 and on Aug. 1 go to employees earning \$136 and under, with those earning from \$136.01 to \$164.99 receiving \$5 and \$5, and those at \$165 and over receiving \$3 and \$3. The work week is reduced from 40 hours to 37½, the number of holidays increased from six to 10, and a fourth week's vacation added after 15 years' service. The service requirement for a third week is decreased from 10 years to seven.

The severance-pay ceiling is increased by 10 weeks, to 36, with payment on death provided for the first time. The mileage allowance is increased from eight cents to 10.

A revised job-security clause bans automation dismissals and requires 30-day notice to the Guild of new processes or equipment that would result in new or altered jobs. The company is also required to give one month's notice, or a month's notice pay in addition to severance, of dismissals resulting from sale or suspension.

Clauses from the Guild's model (Continued on Page 6)

Starting Rate Raised To \$140, Guild Peak

Chicago, Ill.—A \$28 increase—\$23 in the first year—will bring the reporter top minimum to \$205 in the second year of a new two-year contract won by the Chicago Guild at Marshall Field's Sun-Times and Daily News.

The \$28 increase will raise the reporter starting minimum to \$140, the highest yet negotiated in a Guild contract and higher than the reporter top at 38 Guild papers. The rate is \$4.75 higher than the highest previously negotiated, at the New York Times.

The average \$14-a-year increase at the top reporter level is the largest annual reporter increase in any daily-newspaper contract in two decades.

General increases range from \$10 to \$20 over the two-year span, with minimums rising by as much as \$34 on some steps.

The agreement was reached after Guild members authorized strike action, rejecting an offer to raise the reporter top to \$200 in the second year. The top will

Pittsburgh Unit Rejects \$46

Pittsburgh, Pa.—The Pittsburgh Guild's Post-Gazette Unit last week voted to authorize strike action, rejecting a three-year offer to raise the reporter top minimum from \$154 to \$200.

The local, in renewed bargaining, is seeking to reach the \$200 mark in two years, win a higher general increase than the \$30 offered and gain a number of fringe improvements.

go to \$200 Sept. 1, six months after an initial \$13 increase to \$190 retroactive to March 1.

The Guild also achieved gains on another major issue: health insurance. Starting Sept. 1 the company will contribute \$3 a week toward hospital and medical coverage for married employees and \$1 for single employees.

Position minimums for assistant city editors, assistant department heads, telegraph editors, columnists and critics are increased \$30 in some cases, \$25 in others, to \$235.

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Per Capita Up 9½ Cents As Wages Climb

With the average reporter top minimum in Guild contracts up \$5.72 over last year, per-capita payments by Guild locals to ANG are scheduled to go up 9½ cents, to \$2.54, effective May 1 under the Guild's constitutional formula linking the two.

Forty percent of the increase—almost four cents—will go to bolster the International Defense Fund.

Locals were notified of the prospective increase last week by ANG Secretary-Treasurer Charles A. Perlik, 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 136 contracts in effect April 1 covering newspapers published five days a week or more, was \$156.33, Perlik reported. The 1966 average was \$150.61.

Last year's increase in the top-minimum average was \$5.16, producing a per-capita increase of 8½ cents.

The new average was multiplied by .01625, producing a per-capita figure for the next fiscal year of \$2.5403625, rounded off to \$2.54.

In establishing the formula three 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 (Continued on Page 6)

Suit Against Secrecy Won By Sacramento

Sacramento, Calif.—The Sacramento Guild last week won a major victory in its legal battle against secrecy in local government.

Superior Court Judge B. Abbott Goldberg ruled April 17 that a closed-door conference by the Sacramento County Board of Supervisors, the county counsel and members of the Sacramento Central Labor Council violated anti-secrecy provisions of the state's Ralph M. Brown Act.

The county announced it will appeal.

The Guild's victory is of statewide significance because Judge Goldberg wiped out a 1960 attorney general's opinion that discussions of litigation are exempt from the antisecrecy statute.

Goldberg, in an 18-page opinion, characterized the County Supervisors' closed Feb. 8 meeting as "a device whereby the Labor Council was given the opportunity

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Profits Zoom 32 Percent At Typical Medium Daily

Achieving its fifth successive record year, the "average medium city newspaper" surveyed annually by Editor & Publisher increased its after-tax profit 32 percent last year, to \$598,600.

In the last two years the paper's net has climbed 83 percent, from \$325,900 in 1964, when it gained 7½ percent over the previous year. Profits rose 33 percent in 1965.

Both operating revenue and before-tax profit showed similar gains.

The paper took in \$4,407,000, 11 percent more than in 1965, while operating expenses rose only five percent. More than half of the paper's net revenue, in other words, was added to profits.

Before-tax profit, totaling \$1,209,300, was 32 percent higher (Continued on Page 6)

The Philadelphia Story

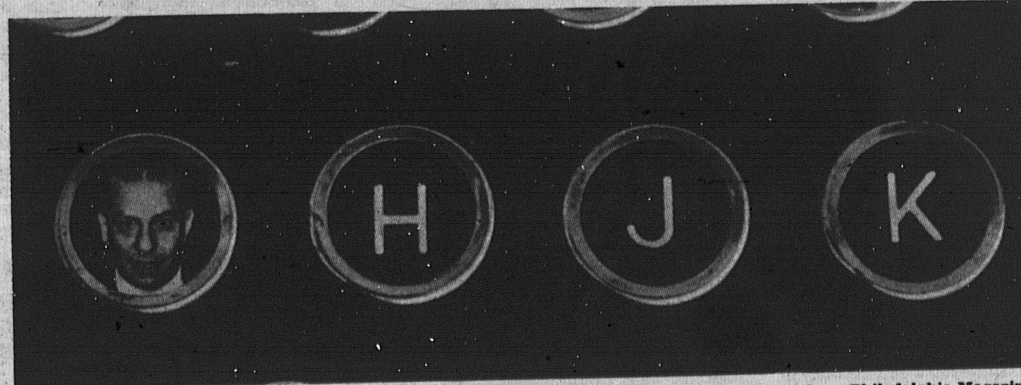
Strikebreaker Fired, Branded 'Shakedown Artist'

Philadelphia, Pa.—On July 1, 1958, Harry J. Karafin, the Philadelphia Inquirer's star investigative reporter, crossed his fellow Guild members' picket lines to become a strikebreaker during the union's 38-day strike against the Inquirer.

When Karafin went back to work, the Inquirer devoted a half column on Page One to a statement in which Karafin and a fellow strikebreaker said their return was "the only course which will allow us to retain our honor as newspapermen and as free-thinking individuals."

This month the Inquirer announced with "bitter regret" that it had fired Karafin as "a shakedown artist" who it charged had "prostituted his position, an honorable profession and the integrity of the Philadelphia Inquirer for his personal gain."

In an 11-column story April 16 setting forth in startling detail what it called the "sordid story" of Karafin's operations, the Inquirer predicted that current city and federal investigations will take him into criminal court—"which is where people who betray their profession, their colleagues and their employers belong."



Reprinted from Philadelphia Magazine

"The trouble was," said the Inquirer in a case-by-case analysis accusing Karafin of using the paper to extort thousands of dollars from Philadelphia business firms, "Harry wouldn't always stay bought."

The Inquirer said Karafin, after obtaining \$15,000 plus weekly "consultants' fees" of \$500 from a sales company under threat of exposing its consumer-finance manipulations in the Inquirer, pub-

(Continued on Page 6)

Hochstein Out In Newhouse Policy Dispute

Philip Hochstein, S. I. Newhouse's key lieutenant for more than four decades and a long-time foe of the Guild, has been forced into retirement, reportedly as the result of a policy dispute involving the Newhouse National News Service.

The 65-year-old Hochstein, who will receive a pension of more than \$60,000 a year, has been replaced as news-service editor by Dean Reed, 36, the service's chief correspondent.

Hochstein, according to Newsweek magazine, was retired abruptly early this month in the culmination of a clash over emphasis of the news service.

Newsweek quoted Hochstein as expressing disappointment over "lack of support" for the service from Newhouse, who he said met requests for expanding and upgrading the service with a suggestion that Hochstein seek additional funds from individual publishers in the chain.

Hochstein, according to Newsweek, said Newhouse papers were already resentful over the news service and played down its copy because they were required to pay for it by a direct levy instead of having it supported by the chain's general profits.

Newsweek said there had also been friction between Hochstein and Newhouse's brother, Norman, editor of the Long Island Press.

Newhouse, according to Newsweek, denied that news-service policy had anything to do with Hochstein's retirement. Newhouse said he "called Hochstein in" because he was devoting too much time to the Jewish Week, a Washington paper.

"He said he bought it for his son," Newsweek quoted Newhouse, "but he was spending more time there than his son was. We asked him to give up the paper or take retirement. He refused to give it up."

Hochstein, who had headed the news service for the past five years, was supervisory editor of the Newhouse newspapers for many years.

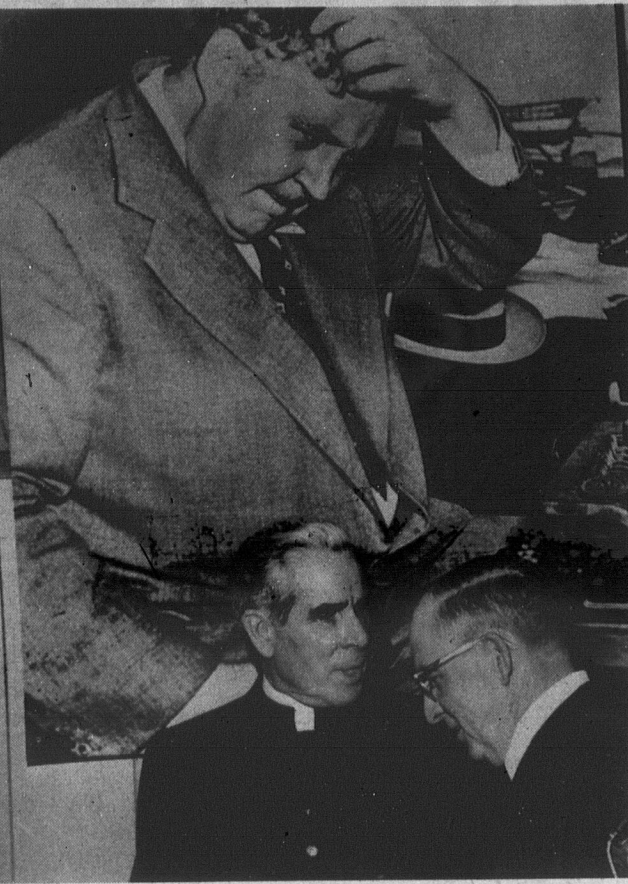
Long an opponent of the Guild, he was managing editor of Newhouse's Long Island Press when the paper resisted Guild recognition until the Guild posted its first picket line in 1934 and was managing editor of the Staten Island Advance when the Guild called its first strike over the firing of a Guild activist in the same year.

He was also managing editor of the Newark Ledger later in the '30's during a prolonged series of battles with the Guild before the courts and the National Labor Relations Board.

Hollywood Dealers Ruled Employees; Vote Ordered

Los Angeles, Calif.—Rejecting a company claim that outside circulation employees at the Hollywood Citizens-News and Valley Times are independent contractors, the National Labor Relations Board's regional director last week granted a Los Angeles Guild petition for a representation election. No date has been set.

Director Paul Cassidy found that the company exercised a "significant amount" of control over the operations of some 30 district managers, home-delivery



Rochester Guild Photo by T. Gordon Massecar
BROWN AND THE BISHOP: Bishop Fulton J. Sheen, who guided Heywood Brown to Catholicism, stands beneath a photomural of ANG's founder as he prepares to address the Rochester Guild's annual breakfast following introduction by Local President Thomas J. Murphy, right.

Bishop Sheen Lauds Brown At Guild Fete

Rochester, N. Y.—The Most Rev. Fulton J. Sheen, bishop of the Roman Catholic Diocese of Rochester, stood beneath a photomural of Heywood Brown, whom he guided to Catholicism, as he addressed more than 150 persons at the annual breakfast of the Rochester Guild April 16.

"I commend you for honoring this man," Sheen said, pointing to the portrait of ANG's founder and first president.

"He was a man who loved humanity... one of the few men I know outside missionary circles who had such a great love for everybody," added Sheen, who brought Brown into the Church shortly before his death in 1939.

Sheen's address to Guild members and their guests in the Rochester Turners Club, the Guild's new home, was his 133rd speech since he became head of the Rochester Diocese Dec. 15.

Declaring that a new mission of the press could be "the uplifting of humanity," the prelate urged newspapermen and women to report more of the goodness displayed by people.

"The songs of youth are sad," Sheen said. "They sing of death

There is real fear, and it's not just of the Bomb."

Francis E. Bonn, first president of the Rochester Guild, presented a gift from Guild members to Miss Elisabeth Keiper, retired garden editor of the Rochester Times-Union and a charter member of the local.

Secrecy Suit Is Won By Sacramento

(Continued from Page 1)

nity to make a private presentation of its point of view on matters of grave public importance."

The session was called to discuss a controversial social workers' strike.

The Guild resorted to legal action after three newsmen were excluded from the luncheon session, which involved County Counsel John B. Heinrich in addition to the supervisors.

Heinrich contended in arguments before Judge Goldberg that, in addition to the Brown Act's explicit exceptions for matters involving national security and the appointment or dismissal of personnel, there is a third exception, covering matters of litigation.

But Goldberg found the key language of the Brown Act to be clear and unequivocal in its thrust that all meetings should be open and public. Lax interpretation of that clear legislative intent, the judge wrote, could pose the danger of eroding the power of the Legislature.

"Today we would read into the law an exception for litigation, which appeals to some," he said. "Tomorrow we might read in an exception for matters of public health, and the next day for disaster relief or any other emergency."

Toronto ITU Leader Cites Disunity Peril

Toronto, Ont.—Newspaper unions must stand together or be "slaughtered separately," the president of Toronto's striking Typographical Union told the Rand Royal Commission on Labor Disputes March 30.

Commissioner Ivan C. Rand, appointed to review Ontario's labor laws, particularly the use of injunctions in strikes, quizzed printers' President Robert McCormack on the union's three-year-old strike against the Toronto Star, Telegram and Globe & Mail. The papers' printers and mailers have been replaced by strike-breakers.

McCormack said the union was not prepared for a strike but was "forced out" when the publishers fired printers who refused to handle punched tape introduced unilaterally before final agreement with the union on a new contract permitting its use.

"If you were not prepared for a strike," said Rand, "your action could only be called precipitate." He said the dismissals could have been dealt with as grievances.

But McCormack replied that "the foreman was going down the line" firing men who refused to handle the tape and "we were never sure how far he would go."

Imposing new conditions before agreement with the union violated all past bargaining policy, McCormack said, declaring, "you don't change the terms of a contract while you're still negotiating."

Robert Earles, president of the Toronto ITU Mailers, told Rand that the strike "will never be terminated unless we get a settlement."

Earles urged the enactment of a law providing for government intervention to prevent the destruction of either a union or a company in labor disputes. But Rand observed that government intervention is generally opposed by both labor and management. The International Typographical Union is scheduled to present a brief to the commission when it sits in Ottawa next month.

Ontario Labor Renews Anti-Injunction Appeal

Toronto, Ont.—The Ontario Federation of Labour has renewed its call for outlawing the use of injunctions in labor disputes and the hiring of "outside strikebreakers" in legal strikes.

Last year's Toronto Guild strike at the Oshawa Times and the mass picketing that followed brought the question of injunctions "dramatically to the public's attention," the federation declared in legislative proposals to the provincial government.

The subsequent jailing of 25 workers for picketing at the Tilco Plastics plant in Peterborough "has aroused the union membership in Ontario to a greater degree than any other issue in recent years," it said in urging an end to antipicketing injunctions.

The federation also urged the discontinuation of compulsory conciliation and opposed the imposition of compulsory arbitration.

Sun Printers Get Guild Support

Baltimore, Md.—The Washington-Baltimore Guild has urged its members at the Baltimore Sunpapers not to cross printers' picket lines in the event of a strike for which the Baltimore Typographical Union has sought international sanction.

Administrative Officer Brian L. Flores, in an emergency bulletin, said the Guild "wholeheartedly

CLC Combats Drive To Split National Units

Ottawa, Ont.—Attempts by the separatist Confederation of National Trade Unions to replace national bargaining units by regional ones were denounced by more than 200 representatives of the Canadian Labour Congress in two days of lobbying here April 10 and 11.

They told members of Parliament that the fragmentation of national bargaining units sought by the CNTU would produce chaos.

Among the examples cited was the attempt of a CNTU affiliate, the Cinema, Radio and TV Syndicate, to break off Quebec units of the Canadian Wire Service Guild and other unions representing Canadian Broadcasting Corp. employees. The Canada Labour Relations Board is currently weighing a syndicate petition to sever 70 Guild employees in Montreal and Québec from the Guild's CBC Unit.

Yvon Chénier, vice president of the Association of Radio and Television Employees, outlined the CBC situation, asserting that the CNTU was no longer a labor organization but had become part of the separatist movement.

Mark Wright Dies; Ex-Head Of San Jose

Boulder Creek, Calif.—Mark Wright, former president of the San Jose Guild and assistant city editor of the San Jose Mercury, died of a heart attack at a Boulder Creek restaurant April 14, five days before his 54th birthday.



Wright

A newspaperman from the age of 17, Wright won two national awards for excellence in newspaper makeup and two awards from the Seattle Press Club.

He served at various times as editor of the Chehalis (Wash.) Advocate, a reporter for the Detroit Free Press, magazine and Sunday editor of the San Jose Mercury and News and managing editor of the Hawaii Press Newspapers, a chain of weeklies.

Printers Step Up Chapel Sessions In N.Y. Deadlock

New York City—Seeking improved terms in five major areas of bargaining with the Daily News, the New York Typographical Union this week increased the pressure of its on-the-job chapel meetings.

The meetings, which started as two-hour sessions each shift, were expanded to five hours April 24 as bargaining continued deadlocked.

News Publisher F. M. Flynn, terming the meetings "a three-quarter strike," announced that the paper planned to continue publication but said it anticipated "further pressures" that "will in the end make it impossible to produce a presentable newspaper."

Printers' President Bertram A. Powers said the meetings have forced the News to curtail much of its local advertising. The April 23 Sunday issue, he said, contained only 240 pages, compared with 540 pages on the equivalent Sunday last year.

Editor & Publisher estimated that as of last week the meetings had cost the News some 400,000 lines of advertising. A News spokesman said the lineage loss was "closer to 700,000 lines."

Editorial content has also been cut, and some editions have been late.

Powers charged that an April 13 News offer described by a management spokesman as "the most generous" ever made in the U.S. news industry was "insufficient" and "mis-stated."

Powers said the News's offer of a seven-percent first-year wage increase was really an offer of 6 1/4 percent, since \$1.30 would be deducted for fringe benefits.

Proposed increases of four percent in the second year and five in the third really amounted to 3 3/4 and 4 3/4, he said, since both were calculated on the scale provided in the expired contract.

"The Daily News can well afford to pay more than this offer," Powers said. "It can and must be improved."

The average printer with a wife and two children takes home only \$127 a week, he said, de-

World Journal Up For Sale?

New York City—The freshly minted New York World Journal Tribune may be on the auction block, Women's Wear Daily reported last week.

The trade publication said rumors are that Hearst, Scripps-Howard and Whitney are prepared to sell the paper, which it reported has been faring well in advertising six days a week but having difficulty Sundays despite growing circulation.

World Journal Tribune President Matt Meyer said he "knew nothing" of any plan to sell the paper but added he wouldn't know about it if it were happening, Women's Wear reported.

clarifying "that's just not enough."

The company proposed to pay a cost-of-living increase in the second and third year based on half of any increase in the New York price index; the printers are seeking a clause compensating them for the full increase.

Negotiations last week failed to break the deadlock. Bargaining resumed April 24 after a weekend recess during which mediator Theodore W. Kheel urged both sides to prepare "to bring negotiations to a swift conclusion."

Meetings last week between New York Guild negotiators and management of the News and the Times brought no progress, a Guild spokesman said, and no further meetings have been scheduled.

Only the Pressmen and Stereotypers, in addition to the printers, were meeting with the publishers this week.



Memphis Guild Photo by Jim Shearin

TOP CITIZEN: Memphis Guild President James H. White, left, presents local's annual stick-of-type award for outstanding citizenship to Downing Pryor, who led a movement that resulted in replacement of Memphis's old commission government by a mayor-council form.

Looking on are Granville Allison, second vice president, and Dorothy Pullen, corecipients of the local's Guildsman-of-the-Year Award. Presentations were made during the local's annual party, at which the Guild played host to eight Argentine newspapermen visiting Guild locals during a national tour.

Canada Orders UPI To Pay \$2,500 In Violations; Guild Pact Reached

Ottawa, Ont.—A government order requiring United Press International of Canada to pay between \$2,000 and \$3,000 to its Guild employees in compensation for labor-code violations was issued last week as management and the Canadian Wire Service Guild reached final agreement on an initial contract.

The Canadian Labor Department found that UPI had violated the Canada Labour Standards Code by failing to pay the minimum wage, overtime, holiday compensation and minimum vacation pay.

In addition to the requirement that it reimburse the employees involved, UPI may be subject to a \$100 fine per employee for each week of the overtime violation:

working employees more than 48 hours. Some were worked as much as 56.

In Montreal, meanwhile, Guild negotiators reached agreement with the company on terms of a 27-month contract that will produce increases ranging from \$7 to \$43, with a final reporter top minimum of \$150.

The settlement was ratified this week by the 16-member UPI Unit, whose size has been pared in half by staff reductions since the Guild was certified as bargaining agent 14 months ago.

The original settlement was rejected on the ground that editorial minimums on early steps were too low. The negotiators were unable to win higher minimums but succeeded in obtaining merit increases for four employees and added experience credit for a fifth.

UPI, which previously had to pay \$385 for minimum-wage violations, must reimburse two more employees who received less than the minimum of \$50 a week. Thirty will receive compensation for the company's failure to pay time and a half for some holidays and anything at all for others, including Christmas.

The company also is required to reimburse employees for failing to pay the required four percent of salary for vacation; UPI has been paying only two percent.

In addition to possible fines for

UPI Members Ratify Pact

New York City—Wire Service Guildsmen at United Press International have ratified a two-year contract that will raise Class I newsmen's top minimums to \$212.

Ratification of the settlement, which drew opposition on grounds that it failed to provide a Guild shop and that wage increases were insufficient, was by 312 to 203 in a vote announced last week.

The contract raises newsmen's top minimums by up to \$27.

working employees more than 48 hours, UPI must pay time and a half for all time worked over 40.

The order covers the period from July 1, 1965, to April 21.

Following the contract settlement, the Guild agreed to withdraw pending Criminal Court charges that the company illegally altered working conditions during bargaining.

Last month a charge that Eric Riel, UPI's managing director, violated the law by dismissing an employee for Guild activity was dismissed in a Montreal court on grounds of insufficient evidence that the dismissal was not motivated by economy.

Combat At Union Rates

Guild Pay To Follow GIs To War

Long Beach, Calif. — Long Beach Independent and Press-Telegram employees whose military service takes them to Vietnam will receive Guild wages under an agreement reached last month between management and the Los Angeles Guild.

Pay checks making up the difference between their military pay and Guild salaries will be sent to them under a unique contract clause committing the company to such a policy "in time of war."

The company originally maintained that the policy did not apply to Vietnam in the absence of a declared war, but discussions with the Guild produced an agreement to pay those serving in "combat areas," whether in South

Vietnam or elsewhere.

All employees in combat zones will receive the differential, whether or not they see front-line action.

Six Long Beach employees are currently in the armed forces, but none are yet serving in Vietnam.

The military-pay policy is set forth in a past-practice clause and a policy statement issued as part of the Guild's last contract settlement a year ago.

It applies to any employee with at least six months' service "who is called to duty or enlists in time of war."

Its intent, says the policy statement, is "to see that employees who serve their country in the armed services in time of crisis are adequately cared for."

The pay differential continues for up to 30 days after the employee's discharge following conclusion of the war but not if an employee re-enlists afterward.

Fred T. Kearney, administrative officer of the Los Angeles Guild, credited the policy to Herman and Daniel Ridder, publishers of the Long Beach papers. He said the local will seek to extend it to other contracts.

Guild Wins San Juan Radio Unit

San Juan, P.R.—The Puerto Rico Guild has won representation rights covering 22 employees of one San Juan radio station and is seeking a unit of 120 at another.

Employees of Hearst Radio's Station WAPA voted 12 to 6 for Guild representation in a National Labor Relations Board election April 24.

The unit includes announcers, office workers, control technicians and transmitter operators.

Earlier this month the Guild filed a representation petition covering a similar group six times

as large at WIPR-TV, a commonwealth-owned broadcasting station. The NLRB has not yet acted on the petition.

In February the Guild gained representation rights at two other Puerto Rico stations—WITA in San Juan and WRJS in San German.

In another election this month, a group of six electricians at the San Juan daily El Mundo voted 4-to-2 for Guild representation. The Guild already represents more than 100 editorial, advertising, commercial, janitorial and inside circulation employees at El

Mundo, the city's largest daily.

The Guild has appealed to the full NLRB against Regional Director Raymond J. Compton's dismissal of its petition to represent 14 El Mundo circulation dealers who Compton ruled last month were independent contractors.

In its petition, filed April 20, the Guild contends that the director misapplied board policies, giving too much weight to the dealer's nominal status of "contractor" and too little to the degree of control exerted by the paper over their activities.

NLRB Cites Scientific American

New York City—The National Labor Relations Board has issued an unfair-labor-practice complaint against Scientific American magazine for refusing to provide payroll information to the New York Guild.

NLRB Regional Director Ivan

C. McLeod set May 8 as the date for a hearing on the complaint.

McLeod charged that the magazine refused to give the Guild salary information on employees earning more than \$250 a week despite repeated requests by the Guild.

The American Newspaper

— It's Just Bad News

LAST APRIL several hundred editorial workers on New York newspapers received mimeographed sheets that began "Dear employee." The first paragraph announced that three New York dailies were merging into one successor, the World Journal Tribune Inc. The second paragraph began with one of the more bizarre formulations in the English language: "Your employment will be continued by the successor enterprise. We regret to inform you, however, that this employment will be terminated..."

It was signed: "World Journal Tribune Inc., the Hearst Corp., New York Herald Tribune Inc., New York World-Telegram Corp."

Three major American papers, operating in the largest city with the most sophisticated citizenry, during a period of unprecedented increases in spending, literacy and hunger for news, had stumbled into homogenized oblivion. The owners, impelled by an irrepressible death wish, permanently buried the best of the three, the New York Herald Tribune, while mating the remaining two, the former Journal-American and World-Telegram, in an ingenious hybrid that preserved the worst traits of both parents.

Newspapers as a whole are in no such shaky corporate or semantic shape, nor have most shown such monumental ineptitude in labor relations as the New York publishers. But most papers are stumbling into the future, though at the moment they are stumbling all the way to the bank.

Even the worst newspaper has a life of its own that becomes intertwined in an intimate way with the lives of men who write for it. When the paper dies it carries part of its staff with it. But in New York, as elsewhere, the ultimate loser is the public, which has been exhibiting an historic thirst for information on public affairs that has been met by the typical American paper by a reduction in the amount of news it prints.

Considering the great new market for news and the reaction of most papers, the most kindly comment about contemporary American newspaper proprietors can be borrowed from a panhandler who used to hang around Piccadilly Circus behind dark glasses, a tin cup and a semiscapular sign that read, "Nearly Blind."

The newspaper trade literature is a litany of complaints about rising costs, but the newspaper industry makes profits quite a bit higher than the steel industry. Publishers have a standardized outrage at their obstinate unions, but most newspaper operators don't know enough about their own economics to realize where their long-range self-interest lies.

There are real problems for the metropolitan papers confronted with sprawling suburbs, yet it was only recently that a few brighter publishers perceived the uses of scientific analysis to solve their technical problems. Dailies will remain free and creative not as printing industries but as social institutions with a commanding purpose, like the local college, art museum or bawdy house, yet most of them

are not.

Ben H. Bagdikian, who has inherited the late A. J. Liebling's mantle as the nation's foremost press analyst, is president of the Mellett Fund for a Free and Responsible Press. A writer on social problems who contributes frequently to the Saturday Evening Post and the Columbia Journalism Review, Bagdikian was formerly Washington correspondent for the Providence Journal, where he was a member of the Providence Guild.

The article printed here originally appeared in Esquire under the title, "The American Newspaper Is Neither Record, Mirror, Journal, Ledger, Bulletin, Telegram, Examiner, Register, Chronicle, Gazette, Observer, Monitor, Transcript Nor Herald Of The Day's Events—It's Just Bad News."

organize their corporations no differently than textile mills.

The unique strength of the American daily is its roots in its own community, yet indifferent and narrow local leadership of papers has encouraged galloping consolidations so rapidly in the last ten years that by now 44 percent of all dailies are controlled by chains and 54 percent of all papers sold daily are published by a multipaper corporation operating in more than one city.

IN THEIR slow response to raising popular standards, publishers seem haunted by H. L. Mencken's aphorism, "No one ever went broke underestimating the taste of the American public."

Mencken was wrong. Since World War II a lot of papers have gone broke that way, among them the Boston Post, the Los Angeles Mirror, the Houston Press, the St. Petersburg Independent, the New York World-Telegram, the New York Journal-American and most of the other petrified specimens in the old Hearst empire.

Mencken's own paper, the Baltimore Sun, has been a cornucopia of profits because it provided thorough national reporting, though it only recently woke up to its own community. The New York Times is the most solid property in that journalistically unhappy city for about the same reason with the same exception. The Los Angeles Times has turned handsome profits since it ended its career as a strident family trumpet and began being a good newspaper.

The Louisville Courier-Journal, a high-quality paper in a small city in a poor state, has a balance sheet to gladden the heart of the Internal Revenue Service. The Washington Post, loaded with sophisticated if disorganized talent, has been making so much money that its late proprietor, Philip Graham, used to tell people he bought the stock of Newsweek magazine just to get rid of the profits jamming the Post's cash register.

The source of the profits is obvious: The country is rich, it is reading, and it is interested in public affairs.

The source of underlying trouble with newspapers is almost as obvious: Most of them are riding this easy tide, complacent in their monopoly status, without making basic reforms that they and the readers deserve.

Some of the needed changes are relatively easy. Newspaper technology needs to be brought up to date, using science, engineering and rational problem-solving in mechanical and distribution problems. This requires a top-level industrywide working relationship with the craft unions, a project just recently started after years of chaos.

The most fundamental reform is not so easy. Leadership and policy control on newspapers need to be made more responsive to the society at large, not as a mirror image of the body politic but sensitive to social and economic reality as a good university is to learning. Yet there is no organizational mechanism in newspapers to keep leadership responsive, as there is in higher education and in other large social enterprises like the better foundations and private agencies.

The problem has peculiar agonies for the newspaper because it has to be a godless corporation run for profit and at the same time a community institution operated for the public good, with the two functions largely insulated from each other. This requires the good publisher to have the mixed qualities of John Jacob Astor and Albert Schweitzer, which would try the ingenuity of the most conscientious board of directors.

Yet this crucial national institution is run by a multitude of mostly parochial businessmen selected by worse-than-conventional corporate happenstance. Colleges and shoe factories select leaders with more care than is shown in the process by which men come to operate daily papers.

The good papers today are run by strong men, almost never by a committee or by trustees or by absentee owners. Their papers mean more to them than any other enterprise in the world, and these men are driven by the

obsession that whatever important happens in the world must be told to the readers by their local paper and that paper alone.

Most American dailies fail this standard. A few are excellent, most are mediocre, and many are wretched. The quality of reporting and editing has increased markedly in the last generation, but this is no contradiction of the fact that most newspapers are failing their present duty.

THE NEW urgency in local and national public events, the faster reaction time of all social movement and the dramatic change in the nature of the American audience are widening the gap between the responsibilities of the press and its performance.

The newspaper audience today is unrecognizable from the one in the Twenties. Since that time, people with family incomes over \$6,000 (in constant dollars) increased from 18 million to 90 million. Men and women voting for President went from 29 million to 71 million, white-collar and skilled workers from 16 million to 42 million. Just since World War II the number of adults with better

because of its vast geography but because it, unlike any other modern country, organizes some of its central institutions—schools, police powers, property taxes, etc.—on a local basis, voted on by the local citizen.

Increasingly the American citizen has children in the public schools and worries about them, owns his own house, drives his own car, fights over zoning and City Hall. No national paper, magazine or broadcasting network can tell him what he wants to know about such things.

How have American papers responded? Most of them still cover their local governments wretchedly. It is common to have the primary ruling body hold open meetings without personal press coverage. Over half the papers in state capitals get most of their state-house coverage from sources outside their own staff, like wire services, outside papers or press releases. Some quality coverage has been outstanding, but a mass of indifferent local papers remain.

In the face of enormously increased interest in public affairs, newspapers have reduced their average space devoted to news. In 1940

By Ben H. Bagdikian

zines, for example, tend to sell more copies where the local paper has inadequate news. Time magazine sells twice as many copies per capita in Boston, San Francisco and Manchester, N. H., as it does in Louisville, Nashville and New York.

Since World War II, sales of newspapers per family have dropped 18 percent. There are more cities than ever and fewer papers. Community growth has become volatile as newspapers have become more ponderous.

In 1910 there were 2,200 dailies published in 1,200 cities; 53 percent of all urban places had their own paper. Today only 24 percent of urban places have their own paper, mostly because there are many more cities, partly because the number of papers is down to 1,760. The lack of a local paper and its function of tying together urban populations have increased the lack of community identity in urban America.

In 1910 the majority of cities with papers had competing ones; today only four percent have.

ONE REASON the newspapers have moved so slowly and adapted clumsily is that most of them blind themselves with paranoid secrecy. Basic statistics common to other industries are clutched jealously by individual papers. Publishers probably have the least accurate picture of themselves of any major economic activity in the country.

Accounting methods are archaic and variable. Advertising rates are a Byzantine morass so arcane that often both paper and advertiser have trouble figuring out how much is being paid for what kind of space. Drifting in a for-giving economy, papers survive this with profits that, when their employees change, they are uncomprehending and sometimes unviable.

This is a contributing cause of monopoly. "The old monopoly"—domination of one city by one newspaper management—is just about complete. There are 14 cities left (out of 1,400 newspaper cities) with face-to-face competition, a morning paper against a morning paper, or an evening paper against an evening paper. At last count, 45 papers with two managements had divided their spheres of influence, one taking the morning, the other the evening. Half of these 45 are semimerged in joint operations in such areas as printing and in the selling of ads. The remainder of the 1,400 cities have one newspaper.

"The new monopoly" is that of groups, a word evolved from the old-fashioned "chain," as "funeral director" is from "undertaker." A group, or chain, consists of a single management that controls papers in more than one city. They are growing like wildfire.

Ten years ago there were 94 groups that controlled 491 papers. Today there are 154 groups (or 161, depending on whether you bother with twin groups controlled by the same stockholders) that control 752 dailies. This does not include Sunday papers.

Papers in trouble, because their hierarchies are at each other's throats or living in Majorca, are candidates for the chains. This is the secret of Samuel Newhouse, who controls 18 papers. He keeps dossiers on papers that are not well run or are torn by dissension; when the inevitable time of trouble comes, he makes his offer.

Newhouse appears to be uninterested in the local editorial product; his purchase agreement usually keeps in office the same crew that allowed the paper to drift. He brings in essentially national-caliber credit, rational management, accounting, purchasing and marketing. By applying ordinary modern business methods he makes money where others throw it away. Editorially, his papers are neither better nor worse than before. He makes it easy for them to be better in some ways. He maintains a fairly enterprising Washington bureau whose output is available but not mandatory for member papers. The best reporting in depth from this bureau is regularly picked up by only two members of the chain.

(To be concluded next issue)

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Mellett Board To Weigh Pilot Council In June

Directors of the Mellett Fund for a Free and Responsible Press will meet June 10 to consider proposals from universities for the establishment of a pilot community press council, the Fund announced after its annual meeting at ANG headquarters April 15.

President Ben H. Bagdikian said the Fund hopes to underwrite the creation of one or more university-sponsored press councils during the 1967-68 academic year. The councils, he said, would provide an opportunity for community representatives to meet regularly with newspaper leaders to improve mutual understanding without interfering with editorial autonomy.

"Once a proposal has been funded," Bagdikian emphasized, "its design, operation and report will be entirely in the hands of the designated academic institution."

Deadline for submissions is May 31, and the directors are deferring consideration of all proposals until their June meeting. The Mellett Fund had its origin in a stock bequest by the late Lowell Mellett to the Guild to seek ways of furthering press responsibility without impairing press freedom. The Guild last year turned over equivalent money to the Fund, an independent, nonprofit foundation governed by a nine-man board of directors headed by Bagdikian.

At the Fund's annual meeting, the directors voted to make available regular reports on Fund proceedings, including an annual financial statement, to all interested persons.

Washington Guild Honors Insurance-Union Leader

The Washington-Baltimore Guild last week gave its labor-service award to William A. Gillen, president of the Insurance Workers' International Union, and its Guildman-of-the-Year award to George Riveire, chairman of the local's Bureau of National Affairs Unit.

Gillen last June led his union's general executive board on the BNA picket line, where Riveire was guiding his unit through a bitter seven-month strike.

Gillen, who addressed ANG's

IFJ Meeting Canceled By Greek Coup

Brussels, Belgium—An International Federation of Journalists' meeting in Athens that ANG President Arthur Rosenstock and Executive Vice President William J. Farson had been scheduled to attend was canceled yesterday in the wake of last week's Greek military coup.

IFJ Secretary General Theo Bogarts said the federation's Greek affiliate, the Journalists' Union of Athens Daily Newspapers, had advised it would be impossible to hold the executive-committee meeting under prevailing conditions.

The ANG delegates and officers of the Greek union were to have signed a mutual-cooperation agreement at the May 8-12 meeting.



CRUSADERS: ANG President Arthur Rosenstock, center, presents New York Guild trophies to Paul Sann, left, managing editor of the New York Post, and Post reporter Edward Katcher at Page One Award dinner. Sann received the Crusading Newspaper Award on behalf of the Post for a series on an investigation of Surrogate's Court; Katcher received a duplicate trophy on behalf of staff members who wrote the series.

Rockford Dailies Swell Gannett Chain To 30

Rockford, Ill.—The Gannett chain expanded to 30 newspapers this month with the purchase of the Rockford Morning Star and Register Republic.

Gannett purchased all of the papers' common stock for an undisclosed price. The chain already owned a Rockford television station, acquired in 1963.

The Rockford Guild's contract with the two papers will not be affected by the sale, Ronald Leys, local president, notified members in a bulletin-board notice.

Acquisition of the two papers, with a combined circulation of

100,000, gives the Gannett chain a total circulation of 1,250,000 in five states—New York, New Jersey, Connecticut, Florida and Illinois.

Newhouse To Merge Two Corporations

New York City—Two Newhouse-owned corporations will be merged under a plan to be submitted to stockholders of Conde Nast Publications at their annual meeting June 6.

Arrangements disclosed last week call for Conde Nast, publisher of Vogue, Mademoiselle and other women's magazines, to be fused with the Patriot-News Co. of Harrisburg, Pa., which owns 82 percent of Conde Nast's stock. Holders of the remaining shares will receive \$18.50 a share under the merger plan.

The Newhouse group's holdings in Conde Nast have increased steadily since its purchase of five million dollars worth of stock in 1959.

Anderson Chooses Michigan Seminar

Joe Holt Anderson, Jr., winner of ANG's 1967 Guild Service Award, will attend a 10-day collective-bargaining seminar to be conducted jointly by the AFL-CIO and Michigan State University's Industrial Relations Center at East Lansing May 3 through 12.

Anderson, a former president of the Washington-Baltimore Guild, will attend the seminar on an award scholarship of up to \$1,000. He received the award for his leadership in two strikes, the merger of the Washington and Baltimore locals and break-through wage gains at Washington's dailies.

Consumer Unit Votes Strike

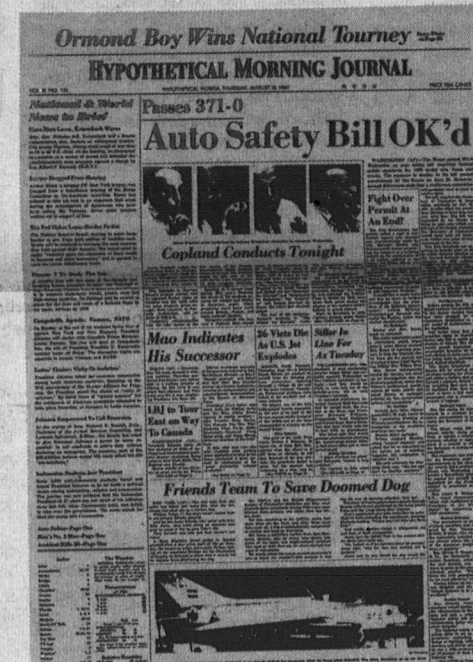
New York City—New York Guildmen at Consumer Reports magazine voted 151 to 19 April 19 to authorize strike action unless an agreement is reached to replace one that expired Dec. 31.

The company has offered wage increases of three percent in each of three years, has rejected proposed improvements in automation and jurisdiction protection and has refused to renew an existing job-security clause.

Farson Reappointed To UNESCO Group

Secretary of State Dean Rusk last week reappointed ANG Executive Vice President William J. Farson to the U.S. National Commission for UNESCO (the United Nations Educational, Social and Cultural Organization).

Farson, who represents the Guild on the commission, will be serving his third term. He is a member of its freedom-of-information committee.



FACE LIFTING: Bagdikian performs plastic surgery to show how one paper could give its readers the news of the day on Page One without altering its traditional makeup. At right, the front page of the Daytona Beach Morning Journal for Aug. 18, 1966. At left, the Hypothetical Morning Journal as fashioned by Bagdikian, with addition of a two-



column news summary, a story on President Johnson's tour and replacement of a Vietnam terrorism story by a Vietnam plane-crash story, all at the expense of two pictures, a promotion box and an ad. The retouching, he notes, would permit the Journal to continue such practices as using a fifth of its Page One text space for the story of a condemned New York dog.

than eighth-grade educations rose from 29 million to 67 million.

Newspapers congratulate themselves for keeping up with the change in size of the adult population, and this is largely true. But in the last 10 years book sales have doubled; the number of new books on social and economic subjects has increased more than six times.

Social change, which provides the most dramatic materials for newspapers—or should—has accelerated at dizzying speed. The amount of knowledge is said to double every 10 years. Political evolution that used to take decades is sometimes measured in months. Its personal impact is enhanced by instant communication.

The involvement of men in social affairs and the world at large is magnified; men who in childhood could travel no farther than from Kansas City to Chicago in eight hours now can go from Kansas City to Paris in the same amount of time. The enlarged concern with national and global news is obvious.

Less noticed, especially by foreign observers and most nonprofessional American ones, is the deep involvement of the reader in community news, which, contrary to the European tradition, is not a sign of provincialism. The United States lags two national papers not primarily

the average American daily had 27 pages. In 1965 it had 50 pages. Of the additional 23 pages, three went to "news" and 20 to advertising. But during that same period the reader lost more than three pages of live news.

Type size was enlarged and white space used more liberally to make papers more readable. There was a radical increase in the number and size of photographs used. Syndicated features ranging from comics to political columns took vastly more space.

Some of these elements have advantages for the serious reader, but because they and the ads have eaten into former news space, the result is a decrease in live news. One rule-of-thumb of some editors is that it is impossible to tell the news adequately without a minimum of 40 columns of "hard news"—what is left after subtracting ads, features, specialized information and entertainment. In some large cities the readers get an average of 20 columns.

Yet the modern audience is a collection of specialists, each looking for comprehensive information in his field; they include the baseball fan with his insatiable appetite, the PTA leader, the zoning fighter, the man who owns stocks, the man who drives a car, the new political activists. Mostly they look elsewhere because their paper fails them. News maga-

The Medium's Message: Profits Belie Size

Profits Before Taxes					Profits After Taxes					
Year	Annually In \$	% of Revenue*	% Increase Over Prior Year	% Increase Over 1958	Cumulative Since 1958	Annually In \$	% of Revenue*	% Increase Over Prior Year	% Increase Over 1958	Cumulative Since 1958
1958	468,000	21				218,000	10			
1959	560,000	22	20	19	1,028,000	260,000	10	19.27	19	478,000
1960	538,000	20	—4	15	1,566,000	248,000	10	—4.60	14	726,000
1961	509,500	18	—5	9	2,075,500	236,500	8	—4.64	8	962,500
1962	589,900	18	16	26	2,665,400	273,600	9	15.69	26	1,236,100
1963	660,400	20	12	41	3,325,800	302,000	9	10.74	39	1,539,100
1964	689,700	19	4	47	4,015,500	325,900	9	7.56	50	1,865,000
1965	915,800	23	33	96	4,931,300	453,400	11	39.12	108	2,318,400
1966	1,209,300	27	32	158	6,140,000	598,600	14	32.02	174	2,917,000

* OPERATING REVENUE: Revenue (from advertising and circulation) increased from \$2,259,000 in 1958 to \$4,407,000 in 1966, an increase of 95 percent.

Source: Editor & Publisher

\$28 Increase Lifts Chicago Top To \$205

(Continued from Page 1)

A second group of position minimums, covering copyreaders, rewrite and make-up men, goes up \$22.69, to \$215, at the top level, and \$26, to \$146, at the start.

The top for secretaries and editorial and library assistants is increased to \$131, up a total of \$22, \$16 and \$10 respectively; the top for clerks, stenographers and receptionists goes up \$10, to \$103.50, and that for head copy boys and girls goes to the same figure, up \$23.50.

Employees earning \$250 and over receive general increases of \$10, \$5 and \$5; those from \$225 to \$249.99 get \$8, \$5 and \$5; those from 200 to \$224.99 receive \$7, \$5 and \$5; those from \$175 to \$199.99 get \$6, \$5 and \$5; those from \$150 to \$174.99 get \$5, \$4 and \$4, and those under \$150 get \$4, \$3 and \$3.

Employees will receive at least 50 percent of the proceeds of work sold after publication, and compensation is provided for by-line contributors to the Daily News wire. Baseball writers will get a third additional week of vacation in lieu of overtime.

The ceiling on severance pay is removed in cases of death.

\$11.75 Increases Won At Wall St. Journal

Chicago, Ill.—General increases ranging up to \$11.75 over two years will raise the reporter top minimum to \$190.25 in a new Chicago Guild contract with the Wall Street Journal.

The Guild also won a \$1.50-a-month increase in the publisher's contribution to health insurance, increasing it to \$14.50, and reduced the service requirement for a fourth week's vacation from 13 years to 12.

Employees earning \$175 and over receive general increases of \$5.75 retroactive to last June 1 and \$6 next June 1; those from \$150 to \$174.99 get \$4.75 and \$5.25; those from \$125 to \$149.99 get \$4.25 and \$4.75; those from \$80 to \$124.99 get \$4.25 and \$4.50, and those under \$80 get \$3.25 and \$3.

The flat minimum for subeditors goes up by the top amounts, to \$207, and the top for copyreaders, make-up men and rewrite men rises similarly, to \$201.

... Bridgeport

(Continued from Page 1)

contract are added on jurisdiction and information, as is a clause barring discrimination. A new transfer clause bars shifts to another department, job classification or area without the employee's consent.

Profits Rise 32 Percent At Medium Daily

(Continued from Page 1)

than in 1965, when it increased 33 percent, compared with a 1964 gain of four percent.

Before-tax profit amounted to 27 percent of revenue last year, up from 23 percent the year before, and after-tax profit was 14 percent of revenue, compared with 11 percent in 1965.

The paper's profit rate was 2½ times greater than the 1966 average for all other U.S. manufacturing corporations, which the Securities and Exchange Commission reported was 9.3 percent before taxes and 5.6 percent after.

The Guild's average reporter top minimum rose 3.4 percent last year and 2.9 percent in 1965, climbing from \$145.07 in De-

Mighty Mouse

The 27-percent profit on revenue earned by Editor & Publisher's typical 50,000-circulation daily represents a higher return than that realized by the American Telephone and Telegraph Co., the nation's top corporate money maker.

AT&T's net 1966 income amounted to 15.9 percent of its operating revenue—\$1,978,943,000 in profit before taxes on revenue of \$12,419,000,000.

December 1964 to \$154.42 in December 1966.

In the last five years the paper

has more than doubled its profits, both before and after taxes. Over the same period, the average reporter top minimum rose 17 percent, from \$134.11.

In the nine-year period since 1958, when E&P first began reporting the paper's financial position, its revenue has risen 95 percent, its profits 158 percent before taxes and 174 percent after.

The average reporter top minimum in those nine years has risen only 26 percent.

Noting that advertising revenue has risen 101 percent, E&P said "the most spectacular increase" was made by classified advertising, with a gain of 189 percent.

While in 1958 classified ac-

counted for 14 percent of all ad revenue, in 1966 it provided 21 percent, E&P noted. Of the increased ad revenue last year, classified accounted for 36 percent and local advertising for 60 percent.

National advertising, which took a 14-percent drop in 1965, bounced back last year with a 19-percent increase.

In the nine-year span of reports, the paper's circulation has climbed from 37,000 to 50,700, while circulation revenue per 1,000 copies has risen from \$53.44 to \$68.84.

Cumulative profits are more than six million dollars before taxes, nearly three million after.

Strikebreaker Fired, Held 'Shakedown Artist'

(Continued from Page 1)

lished the story anyhow when the firm approached insolvency, and the fees stopped coming.

Karafin, the Inquirer said, was fired March 2 after admitting that he had been on the payroll of the Broadway Maintenance Co. for \$15,000 a year while writing stories about charges of bid-rigging against it. Karafin, who had not been a member of the Guild since the 1958 strike, received severance, notice and vacation pay totaling \$10,000 under the Guild's contract with the Inquirer.

The Inquirer said inkblots of Karafin's activities first came to it as long ago as 1963, when police reported that he was listed as president of an appliance firm whose offices were a gathering place for racket figures. The Inquirer accepted statements from Karafin and a company lawyer that his name had been so listed without his permission.

Karafin, the Inquirer said, told it of his Broadway Maintenance connection—which he said consisted exclusively of "market analysis"—when he was questioned following his attempt to enjoin Philadelphia magazine from publishing information he said was "illegally obtained" from his income-tax returns.

The injunction suit failed to halt publication—and at the beginning of April Philadelphia broke the Karafin story.

It was a story of what the Inquirer was later to describe as "shakedown as a way of life," pursued in association with "the closest thing to a criminal mastermind ever produced in the city of Philadelphia"—640-pound Sylvan Scolnick, convicted of fraud and now reportedly talking to the district attorney.

Philadelphia reported that Karafin had been receiving in the neighborhood of \$27,000 a year—2½ times his Inquirer salary—as a "public-relations consultant" not only for Broadway Maintenance but for home-repair firms, finance companies and the First Penn-

sylvania Banking and Trust Co., using the Inquirer as his calling card.

Two weeks later the Inquirer made its public announcement of Karafin's dismissal in a combination confession and indictment that has been termed "unprecedented in modern American journalism."

It told of Karafin and an associate going to one firm after another—respectable and shady alike—and threatening to "expose" it in the Inquirer unless it agreed to pay lump sums as high as \$15,000 and/or "consultants' fees" ranging up to \$2,000 a month.

If the firm demurred, the Inquirer said, there would often appear what Scolnick jokingly called "a roll of thunder and a dark cloud in the Inquirer the next day"—such as a story reporting that the Better Business Bureau was urging a crackdown on "shyster" home-repair firms.

Karafin, the Inquirer said, wasn't above compounding a story out of whole cloth—such as one reporting the issuance of a fictitious warrant for the arrest of a finance-company official.

Much of Karafin's activity, the Inquirer reported, was carried out in association with a former Inquirer copy boy turned public-relations agent, whose father had been a strikebreaker along with Karafin.

The agent's firm, it said, received money along with Karafin, who also wrote a column for the agent's weekly newspaper under the name of "H. Joseph Nifarak"—Karafin's name spelled backward.

Karafin, the Inquirer noted, was a legman who seldom wrote a line of the stories that won him numerous awards. He gave his stories—including those sounding "rolls of thunder"—to rewrite men.

The Inquirer said Karafin also picked up handsome payments for removing clippings about "clients' records from the In-

quirer morgue. And two former Inquirer reporters writing in the Washington Post said Karafin would frequently "prop his colleagues for information they had garnered about his patrons."

The Philadelphia Guild, in a statement issued following the Inquirer's self-expose, registered shock and anger over the "cloud of suspicion" cast by Karafin on "honorable people and an honorable profession," declaring that he had "victimized innocent fellow workers who wrote stories phoned in by Karafin and whose by-lines appeared with his."

Condemning "without reservation the prostitution of himself and his job ascribed to Karafin," the Guild termed his actions "totally indefensible" and said they flouted ANG's constitutional aim of attempting to assure honesty in the news.

Karafin, it pointed out, had not been a Guild member "since he first betrayed his coworkers by strikebreaking."

The Guild said it "wanted nothing to do with him then" but was "forced to represent him as his collective-bargaining agent under the Taft-Hartley Law."

Karafin, whose activities the Inquirer said are currently under investigation by the Philadelphia district attorney, the U.S. Attorney's Office and the Internal Revenue Service, has issued a categorical denial of all the charges.

"I don't know what the hell it's all about," he declared. "The articles are completely false, and I have retained an attorney to sue Philadelphia and the Inquirer. I didn't do any of these things. Other people did and used my name."

Karafin wasn't averse to using other people's names himself, according to the Inquirer, which said he told "victims" he had a "close relationship" with the Inquirer's publisher, the late M. L. Annenberg, and that Annenberg had assured him of a lifetime job at the paper as part of his will.

The Inquirer said Karafin's only relationship with Annenberg was delivering the paper to him as a copy boy in 1958.

"A cocky little guy with a flip way about him," said Philadelphia magazine of Karafin, "he could con his way into places his more conservative colleagues wouldn't think of going."

Philadelphia reported that Karafin, whose Inquirer salary was \$214.50 a week, lives in a \$45,000 home with \$20,000 worth of furniture, owns two cars, sports expensive jewelry and is addicted to vacations in such places as Europe and Puerto Rico.

Philadelphia's publisher, D. Herbert Lipson, accusing the Inquirer of failing in its responsibility, wrote that it was "difficult to believe that this situation could have gone unnoticed for so long a period."

"Either his supervisors didn't know," said Lipson, "or they knew and did nothing about it."

"Considering the power possessed by the newspaper—its very capacity to shape the actual direction of the community's thinking—we don't know which is more frightening."

... Per Capitas

(Continued from Page 1)

Board."

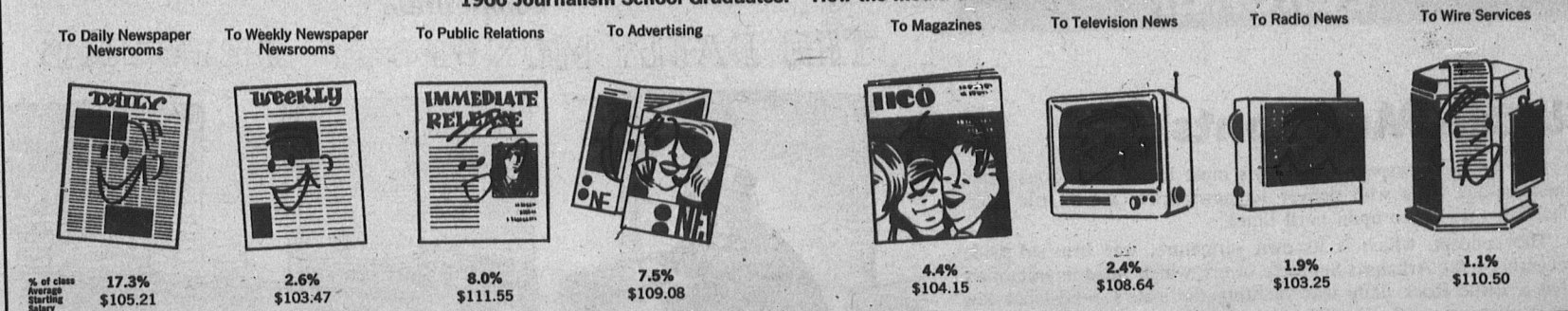
This year's top-minimum average of \$156.33 includes minimums on five foreign-language dailies. The average for English-language dailies only was \$157.15, or 82 cents higher.

That figure represents an increase of \$5.56 over the equivalent average for April 1, 1966, the largest increase in the past 14 years.

The Constitution requires that 40 percent of every per-capita payment go into the Defense Fund. This year's prospective increase—3.8 cents—will raise the Defense Fund's portion to \$1.016.

The General Fund will gain 5.7 cents for a total of \$1.524.

1966 Journalism School Graduates: How the Media Shared Them



Reprinted from the Newspaper Fund Report

Starting Pay At \$105

Bait Fattened, But Papers Get Few Nibbles

Offered starting pay averaging more than \$100 a week for the first time in history, more than half of the Class of 1966 in U.S. journalism schools and departments said no.

So reports the Newspaper Fund in its third annual study of employment patterns among journalism-school graduates.

In all media—dailies and weeklies, public relations and advertising, radio and television, magazines and wire services—average wages offered beginners were more than \$100 a week last year.

Yet only 45 percent of last year's journalism graduates went to work in any branch of journalism. Since 1964, the Fund reported, the proportion of students who go directly to other fields has grown from 51 percent to 55.

"For employers, the situation deteriorates steadily," it said. "The manpower crisis will not disappear in 1967. It may continue to worsen throughout this decade."

"Conversely," it declared, "there are tremendous opportunities for bright young men and women in all phases of journalism."

Out of 3,080 graduates reporting from the class of 1966, the Fund noted, only 532, or 17 percent, went to work on dailies. The

average pay was \$105.21, up from \$95.74 the year before.

"Yet by conservative estimate," it said, "3,500 openings occur annually in daily-newspaper editorial departments."

Here are the hiring figures in the other media:

► **Public relations:** 245 of the 3,080, or eight percent, at an average salary of \$111.55, up from \$105.63.

► **Advertising:** 232, or 7.5 percent, at an average of \$109.08, up from \$102.09.

► **Magazines:** 135, or 4.4 percent, at an average of \$109.08, up from \$92.17.

► **Weekly papers:** 81, or 2.6 percent, at an average of \$103.47, up from \$92.17.

► **Television news:** 74, or 2.4 percent, at an average of \$108.64, up from \$90.67.

► **Radio news:** 60, or 1.9 percent, at an average of \$103.25, up from \$100.38.

► **Wire services:** 35, or 1.1 percent, at an average of \$110.50, up from \$101.78. The lowest wire-service hiring pay reported was \$97; the highest, \$135.

The number of candidates for advanced degrees rises each year, the report said. In 1966, one out of 10 journalism students was in graduate school, but few of these were going into news careers. Of

22 who received doctoral degrees, 17 became teachers and four entered other fields; of 405 masters, 50 are teaching and 44 are in industry or business.

The proportion of those avoiding any form of journalism has increased more than 60 percent in two years.

Journalism enrollments have increased 16 percent in the last year, the Fund noted, with a current total of 22,339 taking courses in 118 schools.

But the report held out little hope that youngsters will be drawn to journalism in larger numbers.

"Much optimism will be read into the news that all eight branches of the media in 1966 paid average starting salaries of more than \$100 a week," it said.

"But employers in journalism would do well to compare their starting salaries to those in other professions and occupations."

It cited a study showing average starting salaries of \$137.92 in engineering, \$137.07 in accounting, \$124.53 in business administration and \$123.69 in other liberal-arts fields.

While there are firm projections for higher starting pay in these fields this year, it said, there are no such projections for the news industry.

"Competition for journalism school graduates was stiff this year," it warned. "It will be stiffer in 1967."

California publishers, meeting in San Francisco recently, were advised to offer a "basic \$100 a week" to attract newcomers "with a few years of college and some classroom journalism."

E. B. Beisner, executive officer of the California Newspaper Pub-

lishers Association, said he had found in a survey that weeklies in his area were offering starting pay of only \$90 to \$98, dailies \$95 to \$105.

Syracuse University Prof. Edmund C. Arnold, addressing New York State publishers, had the pithiest advice for those seeking new recruits:

"You should offer a salary that won't insult them."

Local Copy

A PAGE FOR OFFICERS AND STEWARDS

Newspaper Revenue Topples All Records

Newspaper revenues soared to new heights last year as both advertising and circulation shattered records.

U.S. circulation at the end of 1966 was up more than a million copies a day, for a six-month average of 61,397,252, according to the Audit Bureau of Circulation. Daily circulation in Canada rose by more than 15,000, to 4,299,202.

Estimated advertising revenue of U.S. dailies climbed almost 10 percent, to within shouting distance of five billion dollars, according to Printers' Ink magazine.

Total ad income was \$4,876,000,000, compared with \$4,456,500,000 the year before. Local ads accounted for more than 80 percent, national for 19.5 percent.

The American Newspaper Publishers Association, citing these gains at its New York convention this week, noted that newspapers added 420 million dollars to their advertising revenue in 1966 while the combined gain of television, radio and magazines was only 10 million dollars higher.

The nation's whole 1966 advertising budget, according to McCann-Erickson's annual estimate for Printers' Ink, was \$16,545,000,000, 1.29 million dollars more than the year before.

Newspapers captured 29.5 percent of the total, almost double the 16.7 percent enjoyed by television, their nearest rival. Newspapers' share of the advertising pie was up .3 percent, continuing a steady climb that began in 1964 when the industry began regaining lost ground from television.

Magazine revenue was up 10 percent for weeklies, 8.9 for monthlies, McCann-Erickson reports. In total, it amounted to \$1,295,000,000, compared with 1965's \$1,198,800,000.

The nation's total advertising budget, which exceeded 15 billion dollars for the first time only two

years ago, will reach 17.8 billion this year, McCann-Erickson predicted.

Seventeen newspapers published more than 50 million lines of advertising last year, Editor & Publisher reported, noting that a decade ago only five carried such volume. The leader again was the Los Angeles Times, with 109 million.

Premium-rate-run-of-paper color was again the big gainer, E&P noted, rising to 581 million lines, compared with 1965's 519 million.

Over the same period, ANPA said, newspaper editorial content has risen from an average of 12.3 pages in 1946 to 20.3 last year, while advertising content has risen from 14.7 pages to 32.7.

Newsprint consumption was up 7 percent last year, to 9,076,792 tons, the association said.

Newspaper spending on plant improvements and new equipment rose 6 percent last year, to \$140,938,106, the ANPA reported, up from the record 120 million spent in 1965. Canadian papers spent \$8,011,294, it added.

U.S. dailies expect to spend another \$142,024,694 and Canadian papers \$3,989,082, the ANPA said.

There's No Biz Like News Biz

"Shattered all previous records."

"Led the world."

"Most gratifying performance."

From Billboard? Variety? Where else but in theatrical ads do you read rave notices like these?

In newspaper profit statements, that's where. Editor & Publisher culled them this week from a group of assorted stockholders' reports.

Family Of 4?

\$140 Salary Seen Minimal In N.Y.

New York City—The cost of living for an average New York City family of four rose 8.6 percent in the 12 months ending last October, according to a survey by the Community Council of Greater New York.

It took a minimum salary of

\$140.02 a week to support a wife, a boy of 13 and a girl of eight in New York in October 1966, the study showed, \$11 more than the \$128.92 it cost a year earlier.

The one-year increase in the minimum required after taxes,

which rose from \$113 to \$119.48, was the steepest rise in the survey's 10-year history.

The survey is made annually to establish "an adequate standard of living at low to moderate cost" and is used as an ability-to-pay guideline by city social, health and welfare agencies.

For the family of four it contemplates total weekly expenditures of \$45.15 for food, \$29.35 for housing, including rent, furniture, utilities and laundry, \$11.17 for clothing, \$3.01 for personal care, \$6.72 for medical care, \$6.14 for transportation (no car), \$17.94 for all other goods and services and \$20.54 for taxes.

Last year's record increase was led by a rise of 7.3 percent in both food and medical care. Clothing rose 4.4 percent, housing 1.6, personal care 1.7, and other goods and services 3.1 percent.

The council's minimum budget, based on actual family purchases, was \$11 higher than the \$129 requirement for the New York area estimated by the AFL-CIO in a recent updating of the Labor Department's eight-year-old "City Worker's Family Budget." The AFL-CIO calculated a national average of \$131 for a minimum budget. Both budgets use the same basic family unit.

Where Do We Stand?

Boston, Mass.—"Your Standard of Living: Modest or Shabby?"

This blunt question heading a bargaining bulletin early this year brought home to Guildsmen at the Boston Herald and Traveler that major gains were overdue.

The bulletin cited an AFL-CIO study showing that a salary of \$139 a week was the minimum on which a Boston wage earner could support a wife and two children on a "modest but adequate" budget.

While Boston ranked second-highest in living costs among 16 listed U.S. cities in which the Guild holds contracts, the bargainers noted that it ranked 13th among them in the Guild's reporter top-minimum table and next to the bottom in its reporter starting minimum.

The "modest but adequate" budget offers little luxury and no savings, unit members were reminded, and has been renamed "shabby but respectable" by one economist. Still, the bulletin pointed out:

"More than 160 of us don't even make enough to live modestly but adequately under these standards. And there are many more of us only a shade over this level. . . .

"Take another look at that paycheck."

They did—and last month increased it by up to \$46 in a new three-year contract.

Editorial

'Little Merchants'

One of the newspaper industry's most hallowed fictions—that the teen-age boys who deliver its newspapers are "Little Merchants"—has come upon hard times.

The concept, which is its own caricature, was brushed aside recently by the Arkansas Supreme Court, which ruled unanimously that a Little Rock daily was violating the state's child-labor law by employing a 13-year-old boy, whether it called him an employee or an "independent contractor." One judge said out of hand that the "contractor" claim was nonsense and that the paper stood in "a master-and-servant relationship" to the boy.

Another case, involving an older "contractor" but the same principle, is currently before the U.S. Supreme Court. A St. Louis carrier whose contract was terminated by the Globe-Democrat when he acted on the premise that a merchant should be able to set his own price is suing the paper on an antitrust charge.

Small wonder, then, that the industry itself occasionally gets its lines crossed, as in a recent Editor & Publisher story that drew an angry rebuke from a circulation manager. E&P had reported that three central-states papers "are paying the boys 11 cents, one 12 cents, one 13 cents and two 14 cents."

"Maybe in the central states they do pay their Little Merchants," grumbled a circulation manager from Yakima, Wash., in a letter to E&P. "Here in the Pacific Northwest we 'pay' them nothing. They are young businessmen and earn a profit based on the difference between retail income and wholesale costs and overhead. . . . In view of the fact that most of us in circulation are daily aware of the constant battle to make sure that our Little Merchants are not employees, this reference to what they are paid is a little disturbing."

The stakes in this "constant battle" were made clear in a recent article in the Wall Street Journal, where fiction receives little play. "This arrangement," the WSJ observed of the "Little Merchant" system, "permits newspapers to skirt any problems involved in employing children and to avoid the minimum-wage laws."

Last year, when newspaper boys in Morristown, N.J., thought that, as "merchants," they should be able to pass along a half-cent increase to their customers, they met the same response as their older counterpart in St. Louis. A group of boys who picketed in protest were terminated after refusing a company offer to go back to the old rate if they would keep it secret from the boys who didn't protest.

"We thought that would be unfair," one carrier explained, displaying a concept of ethics that cast an interesting light on the comment of the paper's managing editor: "Just a couple of kids who wanted to overcharge their customers."

Nobody intimately concerned, of course, takes the "Little Merchant" concept seriously—not the industry representatives who speak of what they "pay" their carriers; not the carriers themselves, who consider that they "work for" the paper; not the customers, who complain to the newspaper, not the carrier, when something goes wrong.

The concept persists only as a legal fiction. And if the Arkansas decision is any indication, it may be nearing the end of its run.

'He Says If We Don't Like Their Prices We Can Do Business With The Competition'

THE DAILY MONOPOLY-TRIBUNE



DATELINE: WASHINGTON

Florida's Sharp Right Turn Bad News For Liberals

By WILLARD SHELTON, Washington Guild



Miami, Fla.—The news in this state is not only that it is Republican, and rapidly swinging more so, but also that it is intensely conservative—anti-Johnson, anti-federal government, anti-welfare spending. It is a Deep South state and the future does not look promising for liberal Democrats.

Eleven months ago, when the liberal mayor of Miami, Robert King High, won a runoff primary for nomination as governor against the incumbent, Haydon Burns, the prospects were far different. High is a modernist, a metropolitan-city man and the first Democrat from populous South Florida ever to be nominated for governor. Burns was shocked beyond measure to be beaten for renomination, after only a two-year term, by a Miami upstart.

Euphoria for the liberals did not last long. The word reaching Washington was that Robert King High was "sinking fast" in his

general-election battle again Republican Claude Kirk.

The information was entirely accurate. Conservative Democrats cut High in carloads, and Kirk won a decisive victory.

Not only that, but Kirk has a legislature with enough Republicans in each house to uphold any vetoes he may apply to Democratic legislation. It's a thing never seen in Florida before.

The legislature is in session in Tallahassee—one of those 60-day sessions designed by the framers of an arcane state constitution to get the members in and out in a hurry. The theory of such a provision is that if you get rid of them fast enough, they won't have time to do too much damage to the people who elected them.

We must write down Florida as the first of the Deep South, Old Confederacy states to go outright Republican. Conservative defecting Democrats gave Kirk his majority, but there is no law saying a citizen has no right to change parties.

Informed local political sources say that Mr. Johnson doesn't have a prayer of carrying the state in 1968; he barely won it in 1964 against Sen. Goldwater.

Four of Florida's present 14 members of the House are Republicans, and two or three of the incumbent Democrats hold their seats only by voting conservative.

The 1970 census is expected to show that Florida is entitled to a 15th House seat. It is also expected that the new seat will be safely Republican.

This makes the state somewhat more Republican in coloration than South Carolina, for instance, where Democrats have not yet begun to lose the governorship, or than Texas, where Sen. John Tower is a special case, or than

Mississippi, Alabama and Georgia.

There isn't anything wrong with the growth of a genuine two-party system in the South; it would be good for one and all. Somewhat wistfully, perhaps, one could wish that the rising Republicans would not always campaign to the right of the Democrats.

Gov. Kirk, it must be said, is proving more of a statesman in office, than might have been expected. This reporter never heard a more cool, decisive explanation from a governor in office as he spelled out the reason he was abandoning his campaign oratory and asking for the new taxes he had promised he would never, never demand.

This comment must not be misunderstood. It is a credit to the governor that he faces the realities and responsibilities of his office. Campaign oratory, in most cases, must be taken with salt. The obligations of office are something else again.

Three Locals Map Ingersoll Council

New York City—Plans to form a council of Guild locals with contracts on newspapers in the fast-growing Ingersoll chain were initiated here April 15.

Representatives of three Ingersoll locals—Philadelphia, North Jersey and Kingston—exchanged information at an informal meeting and decided to seek local authorization to organize a council at the Guild's 1967 Convention July 24 through 28 in Ottawa.

A fourth Ingersoll local, Pawtucket, was not represented at the meeting.

Among possibilities under study is cross-representation on local bargaining committees.

NLRB Election Slated At N.Y. Spanish Daily

New York City—Sixty employees of the Spanish-language daily El Tiempo will vote May 2 on a representation bid by the New York Guild.

The election was ordered by the National Labor Relations Board despite the claim of an independent union, the National Organization of Industrial Trades Unions, that its contract with the paper still had a year to run.

The Guild, which charged that the union was management-dominated, contended that the contract was invalid because it was signed when El Tiempo was a weekly with less than 30 percent of its current staff.

The independent union will be on the ballot along with the Guild in next week's voting.

Meanwhile, El Tiempo reinstated two of four employees it had fired during the Guild's organizing drive and agreed to severance pay for the other two, who said they did not want to return. The action followed the filing of unfair-labor-practice charges against the company.

The election will take place in a unit including editorial, advertising, business-office and composing-room employees.



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

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ELLIS T. BAKER, Editor
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Director of Research & Information
DAVID J. EISEN, Associate Editor

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