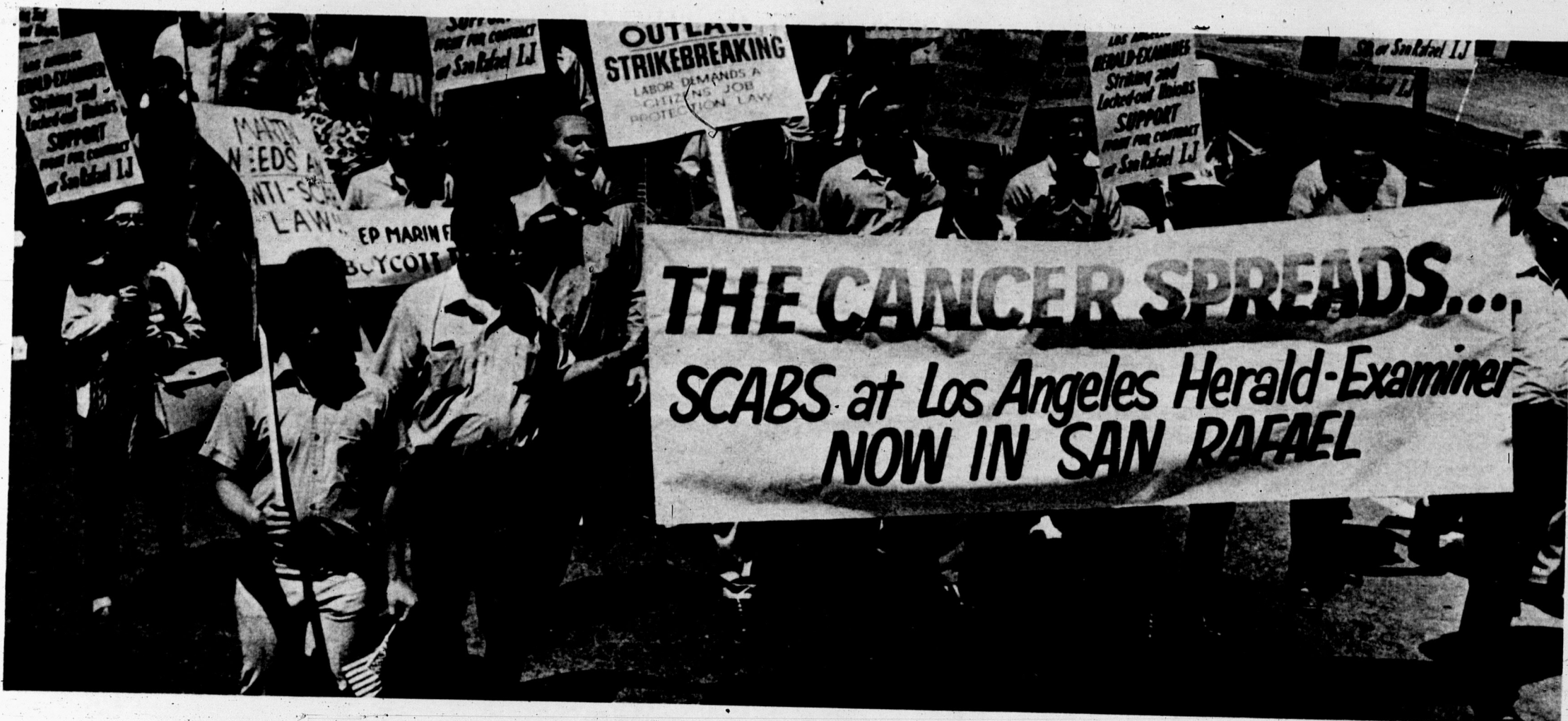




'The Cancer Spreads'

A contingent of 40 Los Angeles Herald-Examiner strikers joins a march of 2,000 unionists in support of

printers on strike for seven months at the San Rafael Independent-Journal. Their banner points out that strike-

breakers originally employed by Hearst are now working in San Rafael. (Story on Page 3.)

San Francisco-Oakland Guild photo by Barney Peterson



Vol. XXXVII, No. 15

Washington, D.C.

August 14, 1970

Mitchell Limits Press Subpenas To Ones He Personally Okays

U.S. Attorney General John N. Mitchell this week issued guidelines forbidding any Justice Department official to seek to subpoena any newsman, his notes or materials, without Mitchell's "express authorization."

And, he said in an appearance before the American Bar Association's House of Delegates in St. Louis, he generally will not authorize a subpoena unless the information can be shown to be "essential to a successful investigation," cannot be obtained from "alternative nonpress sources," and a reporter refuses to divulge it voluntarily.

Mitchell characterized the guidelines—"general rules," he

called them—as a move to allay fears over the growing use of subpoenas and to seek to "avoid a confrontation and an imposed settlement" of the issue of newsmen's privilege by the courts.

If a subpoena is obtained without his permission, he said, the Justice Department will move to quash it "without prejudice to its rights subsequently to request the subpoena upon the proper authorization."

While stating that subpoenas "normally" will be authorized only to verify published information, Mitchell reserved the option to seek to force newsmen to disclose unpublished information and materials and to testify even

when contending information sought was given in confidence.

He also said that "it must always be remembered" that circumstances may allow subpoena requests which do not conform to the guidelines.

Mitchell also called on the Bar Association to conduct a major study of newsmen's claim to privilege against forced disclosure of information and data and the government's need for evidence of crimes.

Meanwhile, a reporter for the Long Beach Independent and Press-Telegram last month disregarded a subpoena that sought to unearth the source of a story on the Tate-Labianca murder case.

Mary Neiswender, who is covering the trial of Charles Manson and three followers for the murder, was subpoenaed by the defense. It acted as the result of an interview in which a neighbor of actress Sharon Tate said he heard shots and screams more than two hours after the time at which police said the murders were committed.

Mrs. Neiswender, a member of the Los Angeles Guild, said the neighbor had asked that his name not be used, and she failed to honor the subpoena July 24.

The Independent and Press-Telegram supplied her with an attorney, and the Independent published an editorial defending her right to shield her sources under a California privilege law.

"The lawyers who subpoenaed the I.P.T. reporter wasted their money on the subpoena," the editorial said. "They would spend it better on gasoline and shoe

(Continued on Page 6)

Ridder Cut-Back Costs 85 Jobs In Garden Grove

Garden Grove, Calif.—The Orange County News suspended daily publication last week, throwing almost 85 Los Angeles Guild members out of jobs.

The Ridder publication said it would continue to publish as a thrice-weekly paper with "controlled circulation" and that four weeklies and semiweeklies would also be continued.

The company indicated that only some 40 of 123 Guild-covered employees would be retained, however—a dozen in editorial and a number not immediately specified in the business office and circulation department.

The evening News announced its demise in a front-page announcement July 27 blaming "increasing production costs." Its last daily edition was published two days later.

Subscribers were told they would receive the Orange County edition of the Long-Beach Press-Telegram, another Ridder publication.

Management, at a meeting with the Guild immediately after the announcement, agreed to pay

(Continued on Page 7)

Fleeson Dies; Columnist Aided Broun

Doris Fleeson, 69, one of the nation's best-known newswomen and a member of ANG's first National Executive Committee, died Aug. 1 of a coronary thrombosis.

Miss Fleeson, who collaborated closely with Heywood Broun in the Guild's founding, succumbed 36 hours after the death of her husband, former Secretary of the Navy Dan A. Kimball.

A Washington reporter and later political columnist for the New York Daily News, she subsequently was syndicated by United Features. Her column ap-

(Continued on Page 7)

ANG Plan Lets Members Buy Slightly Above Wholesale

Guild members will be able to buy automobiles, appliances, furniture and other major purchases at prices slightly above wholesale under a new arrangement announced by ANG.

Most new cars will be available at \$100 above wholesale prices under the arrangement. Similar savings will be available on a wide range of other products.

The arrangement has been made with the United Buying Service, which maintains offices in 23 U.S. and Canadian cities. Details were announced in a letter to Guild locals by ANG President Charles A. Perlik, Jr., and Secretary-Treasurer Robert M. Crocker.

Guild locals will be able to participate simply by sending a

letter signifying their desire to do so to the Buying Service's main office in New York. There will be no charge to either the local or its members for participation. Perlik and Crocker said.

American-made cars and light trucks, and in some areas foreign cars, can be purchased for \$100 above wholesale except for Imperials and Continentals, which will cost \$200 above wholesale, and Cadillacs and Corvettes, which are not available.

The cars can be purchased through selected dealerships and carry full warranties. The Buying Service will provide a list of wholesale prices.

Members desiring to purchase either a car or any other available item need only contact the

(Continued on Page 7)

Conference on Women Set For Chicago in November

ANG will conduct a Guildwide conference to coordinate Guild action to end sex discrimination and advance women's rights in the newspaper industry Nov. 20-22 in Chicago. ANG President Charles A. Perlik, Jr., announced this week.

The weekend conference is scheduled to be held at the Water Tower Hyatt House Hotel, beginning with a dinner meeting Friday night and continuing through Saturday and Sunday.

Convocation of the weekend conference was authorized by the 37th Annual ANG Convention in June upon recommendation of the International Executive Board.

Chicago was chosen as the site for the meeting, Perlik said, because of its "geographical convenience—to make access as easy

as possible for both large and small locals and locals on both the West and East Coasts."

The conference, under the convention authorization, will be an internal Guild conference like others ANG has conducted in the past. A second conference authorized by the convention, on acceleration of recruitment and training of minority group members, will be held next spring.

The November conference on woman's rights, the convention said, should enable local and ANG leaders and bargainers to gain a "deeper understanding of the problems faced by women" in Guild jurisdiction, as well as guidance in establishing priorities for further action the Guild can take to solve these problems.

The conference by drawing

(Continued on Page 7)

Sex Equality Amendment Is Supported

ANG's executive officers last month called upon members of the House to support the Equal Rights Amendment guaranteeing women full equality under the law.

ANG President Charles A. Perlik, Jr., and Secretary-Treasurer Robert M. Crocker acted after 218 House members signed a petition to discharge the Constitutional amendment from the Judiciary Committee July 20.

This week the House approved the amendment 346 to 15. It now awaits action by the Senate, where it has 81 co-sponsors.

The amendment has been before Congress for 47 years.

"We are pleased to see that the proposed Equal Rights Amendment to the U.S. Constitution, guaranteeing 'equal rights under the law' regardless of sex, is due to be discharged from committee by a petition of 218 House members and will at last be able to reach the House floor for a vote on its merits," Perlik and Crocker said in a letter to all congressmen.

"We in the American Newspaper Guild have been devoted from the Guild's founding to obtaining equal rights and pay for newspaper employees without regard to sex, and our own constitution forbids any discrimination because of sex," they wrote. "Consistent with this constitutional objective, our union's recent convention in June endorsed the Equal Rights Amendment as a step toward removing the last vestiges of discrimination against women."

"We urge you to vote in favor of the motion for discharge and for the adoption of the amendment, long overdue if we are to fulfill the aim of full equality for all."

Even as the Equal Rights Amendment was moving forward, however, Asst. Atty. Gen. Jerris Leonard told a House education subcommittee that the Nixon Administration is opposed to including sex discrimination among forms of discrimination outlawed in federally assisted programs by Title VI of the 1964 Civil Rights Act.

Leonard suggested instead that cases involving sex discrimination be investigated by the Women's Bureau of the Labor Department.

ANG Protests Nixon's 'Slip'

ANG's three top officers last week criticized President Nixon for permitting his feud with the press to lead him into a violation of "the basic concept" of the U.S. system of justice.

International Chairman James B. Woods, President Charles A. Perlik, Jr., and Secretary-Treasurer Robert M. Crocker made the charge in a letter to the President following Nixon's Denver statement that Charles Manson was guilty of eight murders for which he and three followers were on trial in Los Angeles.

White House Press Secretary Ronald L. Ziegler said later that the President had meant to use the word "alleged."

The ANG officers said that generally they had "not thought it appropriate" to respond to the Administration's criticism of the press, although it has "devoted a large proportion of its public utterances" to such criticism and "on more than one occasion has sought to shift to the press the responsibility for the problems it faces."

"But," they declared, "as the organizational representative of the nation's working newspapermen and women, we no longer can remain silent when, in the course of lecturing the press on its responsibilities to help preserve our system of justice, you not only violate the basic concept on which that system is built but do what may prove to be irreparable harm to a third person not a party to your dispute with the press."

Nixon had made the remark about Manson's guilt in the course of chiding the press for allegedly making such persons as Manson into "glamorous" figures.

"The newspapers we read have covered the Charles Manson trial with noticeable restraint," the ANG officers said. "If other papers have glorified and glamorized him, as you say, still nothing they may have done could be as subversive of our system of justice (and Manson's Constitu-



Copyright by Herb Block in the Washington Post

'You were saying that you saw a Western movie the other day...'

tional right to a fair trial) as the direct, public statement by you, the President of the United States, that 'here is a man who was guilty, directly or indirectly, of eight murders without reason'.

"With all due respect, it appears to us that in your eagerness once again to blame the press for the problems facing your administration you all too readily lost sight of the rights of the accused... just as when you permitted your office to exclude women from your recent meeting with editors of the Washington Star, thereby ensuring the absence of a columnist who often

has been critical of you, you all too readily lost sight of the rights of both newspaperwomen and the press itself.

"As we are sure you know, if a newspaperman were to pronounce a defendant guilty before he was convicted, as you did, that newspaperman would be held strictly accountable for his actions."

"We hope you will agree that the President of the United States should be no less accountable for his. For ultimately the question raised by your remarks in Denver is not that of the responsibility of the press but of the Presidency."

Hawaii Mayor Lifts Reporter Access Ban

Honolulu, Hawaii — Mayor Frank F. Fasi has lifted an 11-month ban on City Hall news for the Honolulu Star-Bulletin following the formation of a Honolulu media council to monitor press performance.

The mayor readmitted Star-Bulletin reporters to his office, saying he thought the paper's coverage was still biased but that

the media council would "more or less ride herd" on the press by investigating complaints of unfair coverage. Fasi imposed the ban after a series of unfavorable front-page stories on the mayor.

The ban had been protested by the Hawaii Guild and other groups, including the American Civil Liberties Union, the AFL-

CIO, the Republican Party and the American Society of Newspaper Editors. The Guild was preparing to go to court to upset the ban when Fasi relaxed it.

The new media council is headed by Dr. Harlan Cleveland, president of Hawaii University. It includes representatives of the media, business, government and the armed forces.

Stag Lunch For Nixon Draws Ire

The Washington-Baltimore Guild and women staffers at the Washington Star protested last month after President Nixon met with top editors and political writers of the Washington Star at a stag luncheon.

The suggestion that the luncheon be a stag affair was made by Ronald L. Ziegler, the President's press secretary, who later said he had intended to exclude only "spouses or escorts."

Washington-Baltimore President Llewellyn King condemned the exclusion of women in a telegram to Nixon and the Star.

Stating that across the nation newswomen are "struggling to be allowed to exercise their right to cover the news without regard to sex," King declared that "their struggle is made more difficult if at the highest level sexism is promoted and condoned."

Thirteen newswomen at the Star protested to Star President John H. Kaufmann and Editor Newbold Noyes. They also sent a telegram to Nixon terming the exclusion "an affront to all women staffers."

Nixon initiated the luncheon meeting at the Star as a celebration of columnist Gould Lincoln's 90th birthday. Ziegler dismissed suggestions that he had asked it be limited to men in order to exclude columnist Mary McGroarty, a frequent Nixon critic.

In a letter to King and the Star newswomen Ziegler said he had suggested it be "stag" because the Star editorial board, which had extended Nixon a luncheon invitation some time before, was all male; his only intention, he said, was to exclude spouses or escorts.

"Evidently I have far from mastered the usage of the term," he wrote. "Rather, it threatens to master me. I have concluded that it is a word which I shall eliminate from my vocabulary altogether."

Kaufmann said he didn't think the women's objections were well taken but conceded that he would not have agreed to a similar exclusion of blacks had that been suggested.

"But somehow when someone suggests 'having something stag you just don't react,' he explained. 'I'm afraid we haven't been thinking in those terms.'"

Antitrust Exemption Unconstitutional, Suit Charges

San Francisco, Calif.—A suit challenging the constitutionality of the Newspaper Preservation Act was launched in U.S. District Court here July 30, six days after it was signed into law by President Nixon.

The challenge came in the form of a damage suit filed by the San Francisco Bay Guardian against the jointly published San Francisco Chronicle and Examiner.

The lawsuit charged that the new statute, which exempts rate fixing, profit pooling and market splitting by jointly operated newspapers from the antitrust laws, violates the First Amendment.

The Guardian claimed that combined advertising rates sanctioned by the act discourage Bay Area advertisers from using competing media, including the Guardian. The suit seeks an injunction against rate fixing, prof-

it pooling and market splitting and asks triple damages under the Clayton Antitrust Act.

The Guardian, established four years ago as a twice-monthly publication, has recently been appearing at six-week intervals. Its publisher, Bruce B. Brugmann, announced the suit at a press conference he said was called in the Guardian's cramped office atop an arts shop "so you could see we're a failing newspaper."

The Newspaper Preservation Act, signed by Nixon July 24 in the summer White House at San Clemente, was passed as a measure to aid supposedly failing newspapers stay alive.

But Brugmann said that "what we find in San Francisco are not failing newspapers but a couple of crybaby millionaire publishers."

He cited Chronicle profits of

4.7 million dollars in 1968 and said that since the Examiner splits its profits with the Chronicle, "it is also making annual profits in the millions."

Brugmann, who has been feuding with the two San Francisco dailies since the Guardian's establishment, said the Chronicle and the Examiner had refused to run a column by Chronicle columnist Nicholas von Hoffman as a paid ad after the Chronicle declined to print the column.

Von Hoffman's column, which was printed by the Washington Post, attacked the Newspaper Preservation Act and singled out the Chronicle and Examiner for special criticism, charging that their news coverage is so poor that "the best and most reliable periodical in the city is the Bay Guardian."

The Guardian said the papers' ad department rejected the copy,

and it quoted an ad salesman as denying that the refusal was improper because the papers enjoyed a monopoly.

"We're not a monopoly," the spokesman was quoted as saying. "There are a lot of places you can go to advertise. Why you can go right across the street here and put it in the Shopping News, which comes out two or three times a week. Or you can put it in the Chinese Weekly."

The Guardian's suit charged that the Newspaper Preservation Act favored established newspapers such as the Chronicle and Examiner by allowing combined rates that corral ad revenue that otherwise might go to new papers such as the Guardian.

Stephen R. Barnett, a University of California law professor who is serving as a Guardian attorney, said the act is also discriminatory because it applies

different legal standards to established joint publishing operations than to newspapers seeking to enter such agreements.

Existing joint operations are allowed to continue as long as at least one of the papers in each arrangement was "financially unsound" at the time the arrangement was entered into, he pointed out. But papers wishing to enter new agreements must receive the Attorney General's approval and meet a stricter standard under which one must be "failing," he said.

Furthermore, he added, the provision requiring the Attorney General's approval of subsequent agreements violates the First Amendment because it "imposes on a class of newspapers... a unique requirement for prior approval of business arrangements by a high political official of the U.S. Government."

Chavez Cites Spread of Scab Cancer

San Rafael, Calif.—Similarities between the 2½-year Los Angeles Herald-Examiner strike and the seven-month printers' strike at the San Rafael Independent-Journal were cited by United Farm Workers Director Cesar Chavez at a rally of 2,000 unionists in support of the San Rafael strike July 25.

"The cancer spreads," Chavez observed, picking up a slogan emblazoned on the banner borne by 40 Herald-Examiner strikers who traveled more than 350 miles to participate in the demonstration.

The banner pointed out that strikebreakers originally employed at the Herald-Examiner are now being used in an effort to break the San Rafael strike.

Representatives from Guild locals in San Francisco-Oakland and San Jose as well as Los Angeles participated in the demonstration and a two-mile march that preceded it.

Chavez, the principal speaker, called on San Rafael clergymen to do all they can to settle the strike and to lead a boycott against Independent-Journal advertisers if they fail.

The Independent-Journal has been publishing with the aid of strikebreakers throughout a bitter seven-month strike marked by violence. The printers walked out in January after 18 months of fruitless bargaining over a company demand for retrogressions in clauses covering discharges, grievance procedures, reproduction and union membership for foremen.

The company has rejected a proposal by the Marin County Board of Supervisors for binding arbitration of the dispute, although the union has expressed willingness to follow that route.

Among those participating in the July 25 demonstration in addition to Chavez were former Undersecretary of Labor John F. Henning, now executive secretary-treasurer of the California Labor Federation, and F. D. Thorn, a member of the executive council of the New Zealand Federation of Labor. Chavez marched despite several threats on his life, telephoned to San Rafael authorities.

The Herald-Examiner delegation traveled to San Rafael by chartered bus, leaving at midnight and not returning until 24 hours later.

Auto Workers Withdraw, Guild Stays at Newsday

Garden City, N.Y. — The United Automobile Workers Union this week withdrew its petition to represent about 300 editorial employees at Newsday.

Meanwhile, the Guild, which had filed a motion to intervene with the National Labor Relations Board, intensified its organizing drive, launched after Newsday's sale to the Los Angeles Times Mirror Co. stimulated union interest among editorial employees.

A number who had supported the UAW effort have now signed Guild cards.

The UAW's withdrawal came the day before the scheduled resumption of a board hearing on its petition, which had been set



San Francisco-Oakland Guild photo by Barney Peterson

Solidarity in San Rafael

Guild leaders and rank-and-filers from San Francisco-Oakland and San Jose step out in support of striking printers at the San Rafael Independent-Journal. From left, San Jose Guild Administrative Officer Gene Bryant (in second row), Helen Palter, San Francisco-Oakland

administrative assistant; San Francisco President Carl Nolte (second row), San Francisco Executive Secretary Fred D. Fletcher and Velma Edson, a San Francisco member. Two thousand unionists rallied to support the printers in their seven-month strike.

Guild Makes Hearst Counter-Proposal

Los Angeles, Calif.—The Los Angeles Guild this week submitted counter-proposals in response to the new contract proposal made last month by Hearst's struck Herald-Examiner.

The company, saying it wanted to study the Guild proposals, requested another meeting next week.

ANG International Representative Charles Dale, while noting that some of Hearst's proposals appear to be acceptable, said that there is "major disagreement" with some of the company's proposals for resolution of a number of key issues.

The Pressmen and Stereotypers were scheduled to meet with the Herald-Examiner today after having presented their counter-proposals to a new Hearst offer July 30.

Pressmen's Vice President Mike Mulcahy said after the first meeting that the two unions had not made any counter-proposals on wages or expressed a position on Hearst management's proposal to merge the work of the unions.

"Some of their proposals are acceptable and some are not," Mulcahy said. "We want a clarification of language and intent of some articles."

In its new contract proposals, Hearst is proposing that the craft unions' jurisdiction be consolidated into four basic groups, each linking two or three unions in a common contract.

Hearst's new proposal to the Guild, a one-year contract containing retrogressions in several areas, would provide a \$194 reporter top minimum, an increase of \$19.20 over the minimum in effect when the Guild strike began in December, 1967.

A few days after Hearst made its new offer a strikebreaker's paycheck stub was found outside the Herald-Examiner building listing earnings of \$355 for 40 hours of work.

"This careless scab has to be an executive," commented On The Line, publication of the striking and locked-out unions.

Meanwhile, On The Line reported, Vice President Spiro T. Agnew met with executives of the Herald-Examiner at the Century Plaza Hotel on July 22. The meeting was unannounced, and the Herald-Examiner declined comment beyond confirming that

Into the Fray

Los Angeles, Calif.—Long-wearing Social Security cards made to withstand the fraying effect of a wallet pocket are being produced by the Herald-Examiner Joint Strike-Lockout Council to help raise funds for the strike.

The cards, of gold-colored aluminum alloy with names and numbers stamped in white, are available from the council for a dollar apiece.

The council has suggested that unit officers or stewards might conduct collections for the cards, but individuals can also order them. Checks and the necessary information—name and Social Security number—should be sent to the council at 225 W. 11th St., Los Angeles, Calif. 90015.

The Vice President had an "appointment" with the paper.

Last week the Herald-Examiner Joint Strike-Lockout Council resumed widespread transit advertising with placement of newly designed strike-lockout messages on the backs of 250 Los Angeles County rapid transit busses.

"Our ability to resume back-of-

the-bus advertising on such a big scale was due to the tremendous and gratifying response we got from all over the country to our appeal for funds for this purpose," said Dale, who appealed for continued donations.

A contribution of \$25 will finance one bus ad for one month.

With proposed anti-strikebreaker legislation bottled up in the California Assembly's Labor Relations Committee, Los Angeles Printers' President Bernie Hughes has protested Democratic Assemblyman Ken Cory's failure to attend the meeting at which the committee voted against reporting out the bill.

Noting that Cory's vote could have tipped the scales in favor of the bill, Hughes said: "Had this legislation been passed three years ago, the strike-lockout at the Herald-Examiner would have been settled a long time ago."

The Los Angeles Guild reported \$1,391 in new contributions to its strike fund, including the following:

Buffalo Guild	\$100.00
Erie Guild	50.00
Hawaii Guild	50.00
Sacramento Guild	400.00
San Francisco-Oakland Guild	300.00
St. Louis Guild	250.00
Washington-Baltimore Guild	175.00

The contributions bring the total received since the strike began to \$197,772.

Bookbinders OK Merger with LPIU

Detroit, Mich. — Nearly 300 delegates to the 36th biennial convention of the Bookbinders union last month voted unanimous approval of a recommendation to "enter into an agreement for merger with the Lithographers and Photoengravers Union."

Merger of the two international unions would create a 130,000-member union and was approved by the LPIU international council in June.

In recommending the action, the Bookbinders executive council said it would enable the union

to meet the "twin challenges of increased employer size and strength, and job insecurity caused by a changing technology."

Merger with the LPIU, it said, "will probably provide the strongest possible impetus to the creation of one graphic-arts union to cover the entire graphic-arts industry."

The convention resolution authorizes the executive council to "take any and all actions which it deems necessary to bring about a merger," with the goal of consummating the action prior to the

next convention. Any agreement must be ratified by the membership before becoming effective.

In an address to the convention the day before the merger resolution was adopted, AFL-CIO Secretary-Treasurer Lane Kirkland told the delegates that "the AFL-CIO is strongly pro-merger."

Kirkland emphasized the increased importance of mergers for unions faced with "rising costs of operations, the consolidation and merger of corporations, the growth of conglomerates and the onrush of technology."

The Newspaper Story

'There's Money in

The Industry Section of the annual Officers' Report to Guild conventions provides a comprehensive picture of the state of the newspaper business. Following are excerpts from the 1970 Report.

LORD THOMSON, who owns more newspapers than anyone else in the world, was asked not long ago why he keeps buying more whenever and wherever he can, *Forbes* magazine recently reported.

Replied the Lord of Fleet Street: "Because there's money in them. I'd be a fool—wouldn't I?—if I bought them for any other reason."

While most of us will question whether a newspaper's sole role is to make money for its owner, none will dispute that when it comes to making money Roy Thomson is no fool.

And in 1969 the industry demonstrated once again that, like Thomson says, it is one of the best places to make it—if you own one—or two—or three—or four—or more.

For, in 1969 the newspaper industry surpassed its record performance of 1968. And the signs and predictions for 1970 and the foreseeable future are for continued growth and profitability.

Since the 1969 ANG Convention some of the leading business publications, seemingly rediscovering the newspaper industry, have reported—in terms approaching awe—that not only is the industry *not* on its last legs, it is enormously profitable—and promises to become even more so.

Forbes magazine, *Barron's Business and Financial Weekly* and *Advertising Age* all devoted special attention to the newspaper industry, and found, in *Barron's* words, that it "has never been healthier," that its advertising and circulation revenues are rising and that its owners realize "a far greater return on revenues than those in other manufacturing industries."

A special report by *Marketing*, Canada's ad, sales and marketing weekly, paid like tribute to the 1969 performance and prospects for the '70s for Canada's dailies.

FLUSHED WITH THIS SUCCESS, American Newspaper Publishers Association officials told delegates to the ANPA's annual convention in April that both national and retail advertising in daily newspapers will increase as newspaper readership grows and television audiences shrink.

ANPA Advertising Bureau President Jack Kauffman said newspapers "have a real opportunity" to increase their share of the advertising dollar because "television is going the way of radio."

Dr. Leo Bogart, the bureau's executive vice president, noted that daytime television view-

ing by women has declined by 15 percent and adult viewing of network programs has declined 10 percent in the past three years.

On the other hand, he said, the increase in "newspaper advertising investments" last year was 19 percent greater than the combined gain for television, radio and magazines.

Newspaper-advertising volume continued to expand last year at a rate faster than that for the nation's economy as a whole, the ANPA reported. And newspaper employment—at 365,700, up 2,700 over 1968—continued to grow more rapidly than over-all national employment.

In 1969, according to the ANPA:

- Newspapers were the leading advertising medium once again, showing the largest increase in advertising volume—11.1 percent—over 1968 of any major ad medium.

- Newspaper-advertising revenues of 5.9 billion dollars were almost a third (29.9 percent) of the 19.6-billion-dollar total U.S. ad volume.

- Readers spent nearly 2.4 billion dollars for daily and Sunday papers in the United States last year, and 168 million dollars for Canadian papers, a six-percent increase in the United States and 3.6 percent more than in 1968 in Canada.

- Total U.S. and Canadian circulation increased .6 percent to a total of 62,059,589 copies per day.

- Newsprint consumption of 9.7 million tons was 5.3 percent more than in 1968.

- The average number of advertising pages in daily newspapers increased from 34.1 to 34.7 from 1968 to 1969, and editorial content increased from 20.9 to 21.3 pages.

- Some 410 million dollars was spent on ROP color advertising.

- There were 365,700 persons employed in the newspaper industry in 1969, a .7-percent gain over 1968 and a 12.5-percent gain for the decade, putting the newspaper industry in the position of fifth largest employer in the United States.

- The total number of daily newspapers in the United States as of Jan. 1, was 1,758, six more than on Jan. 1, 1969, and a dozen more than in 1945.

- Publishers of U.S. and Canadian daily newspapers last year spent more than 169 million dollars on plant expansion and modernization, three million dollars more than in 1968.

- Newspaper readership is up to 78 percent of the population 18 years and older. In 1967 a survey placed newspaper readership at 76 percent.

THE U.S. COMMERCE DEPARTMENT reports that the newspaper industry's position as the 10th largest U.S. industry will remain unchallenged in 1970, according to its annual industrial outlook.

In its 1970 listing of the 500 largest U.S. industrial corporations, *Fortune* magazine lists five publishing giants, up from four listed in 1969. Time Inc. is ranked 180th, Times Mirror is ranked 256th, the New York Times 381st, Cowles 470th, and the newcomer, Knight, is ranked 496th.

Fortune carefully points out that its 500 "largest industrials" listing "does not include privately held companies such as Hughes Tool, Deering Milliken and the Hearst Corp. . . ."

Newspaper circulation increased more than 10 percent during the past decade, the U.S. Commerce Department reports, while advertising expenditures climbed more than 40 percent.

The department forecasts that newspaper circulation will have increased by approximately 12 percent—the projected increase in the nation's reading-age population—by 1975 over 1968.

The industry's "value of shipments" is expected to exceed seven billion dollars this year, up five percent, and will come close to nine billion by 1975, the department says.

Although employment in the industry increased to an estimated 363,200 in 1969—up about 12 percent since 1960, the department says—newspaper operations are experiencing

manpower shortages in the editorial, advertising and other professional areas.

A recent survey by Straus Editors' Report indicates that the editorial budgets of the nation's newspapers will be up by from four to 15 percent this year, with rising costs and expanding staffs the principal factors.

A recent issue of *Headlines* 1969, an ANPA publication for journalism students, sums up the industry's economic situation this way: "The newspaper business in the United States has never been more prosperous than it is today."

Much specific information on the newspaper industry and the earnings of individual newspapers remains hidden behind the veil of secrecy that traditionally has obscured the extent of the industry's profitability.

But the trend is toward more complete information as more and more companies "go public," listing their financial performance for all to see.

Stuart Keate, publisher of the Vancouver Sun, indicated that the story of newspaper profitability in Canada takes the same superlative headlines as those generated by the U.S. industry in an article on "The Canadian Press" appearing in the December *Nieman Reports*.

Noting that "precise data are unattainable," Keate gave credence to "trade gossip" that "indicates that returns of 10 percent, after taxes, are not uncommon" in the Canadian newspaper industry. After-tax profits as percent of sales for all manufacturing industries in Canada in 1968 were about one-third that, at 3.2 percent.

Keate cited net 1968 earnings of 1.6 million and 2.2 million dollars by two large publicly held dailies, adding that "the survival rate of Canadian dailies over the past 20 years has been 98 percent," which he called "another index of robust health."

AS MORE INFORMATION about the finances of the newspaper industry and individual newspapers becomes available, so does information about the salaries of newspaper executives.

For example in 1969:

Ridder Publications: Bernard H. Ridder, chairman of the board, received \$53,100 directly, another \$55,700 from subsidiaries and, at the present rate, will enjoy annual retirement benefits of \$46,700 a year. Bernard J. Ridder, vice chairman, received \$47,475 directly, \$72,725 from subsidiaries and will receive pension benefits of \$48,7550.

Lee Enterprises: Philip K. Adler, president, and publisher of the Davenport Times-Democrat, received direct pay of \$75,334, with estimated retirement benefits of \$25,931. David K. Gottlieb, executive vice president, received \$126,371 directly, while company contributions to the employee-savings plan in his behalf were \$5,603, with estimated annual retirement pay of \$26,969.

The Cincinnati Enquirer: Francis Dale, president and publisher, received \$90,000, with estimated annual retirement benefits of \$31,500. Brady Black, vice president and editor, received \$51,616, with estimated annual retirement benefits of \$12,734. Thomas R. Gormley, vice president for advertising, received \$58,041, with estimated annual retirement benefits of \$13,650.

Gannett: Paul Miller, president, received pay of \$182,000, with estimated retirement benefits of \$44,128 a year. Allen H. Neuharth, executive vice president, received \$124,215, with estimated annual retirement benefits of \$38,251.

Knight Newspapers: John S. Knight, editorial chairman, received \$123,437, with estimated annual retirement benefits of \$100,170. James L. Knight, chairman of the board and chief officer, received \$100,000, with estimated annual retirement benefits of \$38,791. Lee Hills, president and executive editor, received \$100,000, with estimated annual retirement benefits of \$65,669. Alvah H. Chapman Jr., executive vice president, received \$85,000 and estimated annual retirement benefits of \$23,682. John B. Olson, general manager of the

Detroit Free Press, received estimated retirement pay of \$21,059. S. Donnahoe, president with estimated annual retirement pay of \$6,222—with additional contract accruing.

Los Angeles Times: M. Murphy, chairman of \$208,731. Otis Chandle received \$199,266, with pay of \$57,040, plus \$1 ing.

Time Inc.: Andrew H. board, received \$165,300 profit sharing and accrual for his retirement fund. tor-in-chief, received \$ in profit sharing while a retirement benefits. Henry received \$85,000 plus \$ while accruing \$2,902 in

ADVERTISING REVENUE and Canada hit new signs pointing to more growth.

Marketing/Communications survey reported that advertising spending during 1969 was more than it has been for any year with the single exception of 1966.

M/C's estimate, based on its survey, was that total ad spending up to more than 19.5 billion.

M/C was wrong.

Advertising Age magazine based on complete data volume of 20.4 billion in over 1968, "the largest gain since 1966."

And, *AA* said, newsprint revenue was slightly better than 1968.

AA's study matches closely by *Media Records*, which Published. *E&P* says the newspapers rose 7.8 percent, almost 400 million dollars, almost 400 million.

Classified revenue, *E&P* cent—more than 150 million. Retail revenues for the first time—up 6.7 percent.

National-ad revenues 1.05 billion dollars—up 1.05 percent.

Marketing/Communications of rates and spending that during 1969 "more in dollar spending was in physical advertising."

"At present," M/C that advertising volume larger than in 1969."

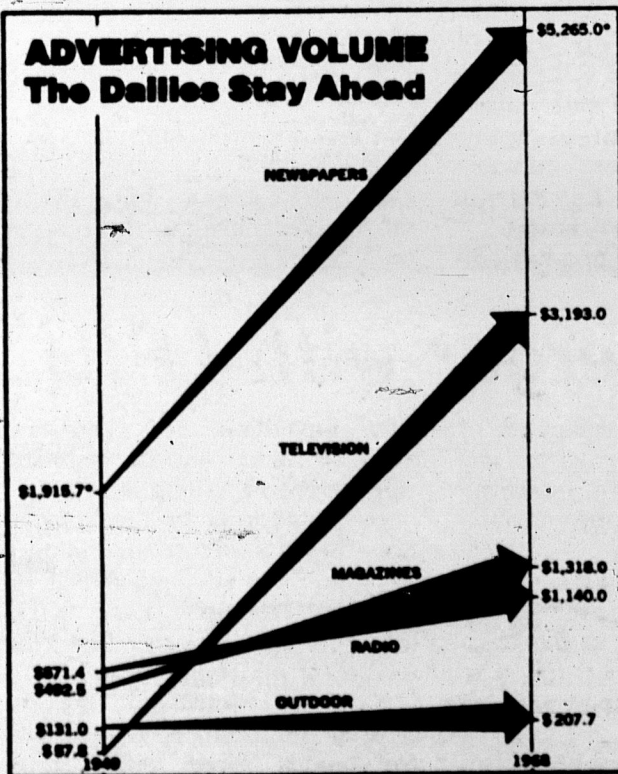
The American News Association has some even trends during 1970.

"Even if stores sales in 1970, we should add 120 million dollars to revenues of daily newsing year," says Lee B. advertising bureau.

Templeton further coming retail-business stores will tend to strengthen their ties to the new.

If anything, 1969 was a "newspapers' salvation" ad man Ted MacDonald Press Association. "No um," he said, "no more or entertaining it may want ads."

Labeling classified industry within an industry day," MacDonald pr



Are newspapers obsolete? Not so you can notice it in this graph showing the course of ad volume for the media over the 20 years from 1949 to 1968.

Them'

received \$65,000 and has pay of \$20,140. Ben of the Akron Beacon 50, with estimated re-nnant Bryan, chairman \$100,000, with esti-pay of \$7,400. Alan t, received \$75,000, retirement pay of "deferred-compensa-\$172,265.

Error: Dr. Franklin D. the board, received Times publisher, re-estimated retirement 517 from "profit shar-

iskell, chairman of the 00 plus \$10,251 from ed an added \$11,107 Hedley Donovan, edi-65,100 plus \$10,251 accruing \$11,687 in re-Luce, vice president, 4,256 in profit sharing retirement benefits.

es in the United States w highs in 1969, with ains in 1970. ations magazine's an-"the rate of growth in ring 1969 was higher year in the past decade of 1966." d on preliminary data, ng in 1969 would add 10 million dollars.

azine's annual survey, a, showed a total ad 1969—up 7.7 percent dollar and percentage

papers' ad-revenue in-er than that—7.8 per-

losely the annual study ch appears in Editor & at ad revenues of daily percent—to 5.7 billion on more than in 1968. &P said, rose 11 per-illion—to a total of 1.6 exceeded three billion ore than 190 million,

for 1969 amounted to p 60 million, or 6.1

ications said an exami-nding patterns indicat-e than half of the gain ue to a real increase olume."

concludes, "we expect in 1970 will be a bit

paper Publishers Asso-n rosier words about

curves flatten out some d still another 100 to the retail-advertising papers during the com-Templeton of ANPA's

redicts that if the up-year is a difficult one, gthen rather than weak-paper medium.

s a year in which classi-creasingly held up as " At least that's what told the Indiana Daily other advertising medi-ter how colorful, noisy be, has anything like

s "the greatest growth ustry in the world to-redicted that classified

would account for one-half of all newspaper ad linage and revenues before 1980.

The optimism about the future of classified advertising was echoed by Stan Finsness, Providence Journal and Bulletin classified manager, in his E&P "Classified Clinic" column. Finsness projected a five-year period of growth with classified-linage increases of 34 percent and revenue increases of 66 percent (based on a rate increase of one cent a line each year).

In a survey of classified-ad managers, E&P found similar optimism. The Toronto Globe and Mail's classified manager, Harry Outhet, conservatively estimates classified growth of five percent a year over the next five years and said he is expanding his staff to meet growing demands.

ANPA's Bureau of Advertising, in fact, projects classified gains of 7.5 percent and 9.5 percent per year for the coming decade.

THE ADVERTISING PICTURE in Canada is also one of growing prosperity. "Newspapers are crowing," says Marketing magazine, a Canadian advertising publication, adding that 1969 was a "vintage year" for the dailies while pointing out that all "indications are that time will see them continue to improve—like good wine."

Steve Sohmer, vice president of ANPA, told Marketing that "the next five years should be the most successful ever for newspaper advertising in Canada."

Total media ad revenues in Canada in 1969 grew 7.9 percent and passed the billion-dollar mark for the first time, the Maclean-Hunter Research Bureau said. The total 1969 gross comes to \$1,056,963,000, up from \$979,914,000 in 1968.

In 1970, the bureau predicts, the gross figure will rise an additional 5.6 percent, to \$1,115,721,000.

Daily newspapers in Canada again led all media groups, the bureau said, giving a preliminary estimate of \$249,900,000 in total newspaper ad income, which is a 6.7-percent gain over the bureau's 1968 estimate. (Harry E. Foster, a Toronto ad executive, estimated total 1969 newspaper ad revenue at 260 million.)

And preliminary estimates by the Canadian Daily Newspaper Publishers Association placed total daily newspaper ad revenue at 258.7 million—up 14.4 million, or 5.9 percent, over 1968.

The CDNPA estimated that ad linage increased nine percent, or 10 million lines, in 1969. ROP color linage was up eight percent. The biggest linage gains, the association said, were in classified, which rose 11.7 percent.

Canadian dailies' national-ad revenues increased 12.8 percent in 1969, said Marketing's survey by Ellicott Research, reaching a total of \$82,200,779.

As for the picture for color advertising in newspapers, color it green. Run-of-the-paper color-ad linage registered a seven-percent gain in 1969 among the 391 dailies measured by Media Records, reaching 307,853,116 lines.

Magazines reaped a record \$1,245,000,000 in advertising revenues in 1969—up \$52,940,587 over 1968, or 4.4 percent, according to the Magazine Publishers Association. It was the fifth year in a row in which magazine revenues were more than one billion dollars.

Advertising pages in 1969 totaled 83,295—up 710 pages, or one percent, over 1968. The 1968 figures include the now-defunct Saturday Evening Post. A comparison of the figures for 1969 and 1968, excluding the Post, shows a gain of seven percent in dollars and two percent in pages.

Life magazine reported 1969 advertising revenue of \$153,272,371, down less than one percent over 1968. Look had 1969 revenue of \$77,366,363, a gain of less than one percent over 1968. Newsweek registered a gain of 21 percent in revenue, Saturday Review's revenues rose 12 percent, and Time magazine's ad revenues rose 10 percent.

A feature in a recent issue of Business Week declares that magazines, despite some unevenness, are a healthy, growing industry.

You'd call us small town newspapers except for one thing.

\$149 million revenue.

That was our gross last year. And our net revenues rose a good chunky 13%. That's not small town. It is small city—the rather special type of city where we have chosen to go big time with 34 newspapers. These are cities that are the heart of metro markets, where there's growth and where there's diversification, and where there's plenty of retail advertising for good newspapers. We make good newspapers by keeping them local. Local editors and publishers are the editorial bosses. That makes each Gannett newspaper very local—yet all very national. Because

we back them up—with our own special news service to supplement the major wire services, with modern printing production technologies, and with fiscal control to make it turn out profitably. And it does. For our 34 newspapers, our 8 radio and television stations, and our other interests. If you would like more figures, ask for our annual report.

Gannett Co., Inc.,
55 Exchange St.,
Rochester, N.Y. 14614

Gannett

Newspapers still biggest ad medium

Newspapers remain the country's biggest advertising medium. Fastest growing, too. Up 11.1% last year to \$14.6 billion. Why? Think about it. Is your day complete without your local newspaper?

Gannett ad in the financial press tells it like it is.

Newspaper circulation and circulation revenues continued to grow in 1969 in the United States and Canada.

The ANPA said that U.S. readers spent 1.8 billion dollars on daily newspapers, a 3.8-percent increase over 1968, and 626 million dollars on Sunday newspapers, an 8.9-percent boost. U.S. daily circulation, meanwhile, increased .6 percent, to 62,059,589 per day.

DAILY CIRCULATION in Canada rose from 4,561,973 in 1968 to 4,669,636 in 1969. And Canadians laid out 17.3 percent more—for a total of 29 million dollars—for their Saturday and Sunday papers last year while paying 139 million for their weekday papers, a 1.1-percent gain over 1968.

Advertising Age magazine estimates that the population of the United States will grow by seven or eight percent in the next five years. The newspaper-reader figure, however, is expected to show a 9.5-percent gain, growth that is 22 percent faster than the population's increase. In 1970, it said, total newspaper circulation should be at 70,200,000.

The five-cent newspaper is rapidly going the way of the five-cent cigar (not to mention the cigar-store Indian). More than 90 percent of the daily newspapers in the United States and Canada now sell for 10 cents a copy. Less than five percent still sell for five cents. And the number of papers selling for 10 cents to 15 cents increased in 1969.

Only 28 percent of the Sunday papers now sell for 20 cents. Most common price now is from 25 to 35 cents.

Ivan Veit, a New York Times vice president, said recently that "the course of economic history would suggest the 15-cent (daily) price is inevitable; the question is when."

The newsprint news of 1969 was a general across-the-board price hike of \$5 a ton. Total 1969 newsprint consumption was 9.7 million tons, up 5.3 percent over 1968.

An ANPA study indicates that total U.S. newsprint consumption should reach 11,400,000 tons by 1975.

U.S. and Canadian daily newspapers spent more than 169 million dollars, an all-time high, for plant expansion and modernization in 1969,

according to ANPA's annual survey.

The survey, covering 617 U.S. newspapers representing 42 percent of the total U.S. daily circulation and 30 Canadian dailies representing 41 percent of that country's total circulation, showed that U.S. dailies spent \$160,475,403 and Canadian dailies \$9,519,099 on capital outlays in 1969.

Six hundred and seven newspapers, including dailies in the United States and Canada, Puerto Rico, West Indies and Bermuda, reported they plan to spend more than 141 million dollars on capital improvements in 1970, causing E&P to comment editorially that "it doesn't sound like the newspaper business is planning on any recession."

Noting that 1970 projections follow hefty outlays during 1969, E&P continued: "Add that to the more than 100 million dollars spent annually by newspapers for these items over the last 20 years and you have a sizeable wager that the nation's newspapers are going to stay in business and prosper."

Dollars and Percents

How did newspaper chains and individual newspapers make out in the great wave of 1969 prosperity?

Gannett's "greatest year" (its president's words) yielded it a net of more than 10 million dollars, up 16.7 percent.

The Los Angeles Times Mirror Co. earned an all-time high of 27.8 million dollars, up 13 percent.

Knight Newspapers turned a profit of \$12,661,000, up 67 percent (22.6 percent if the Detroit Free Press, struck in 1968, is excluded from the calculation).

Southam Ltd. earned \$8,070,000, up 7.3 percent.

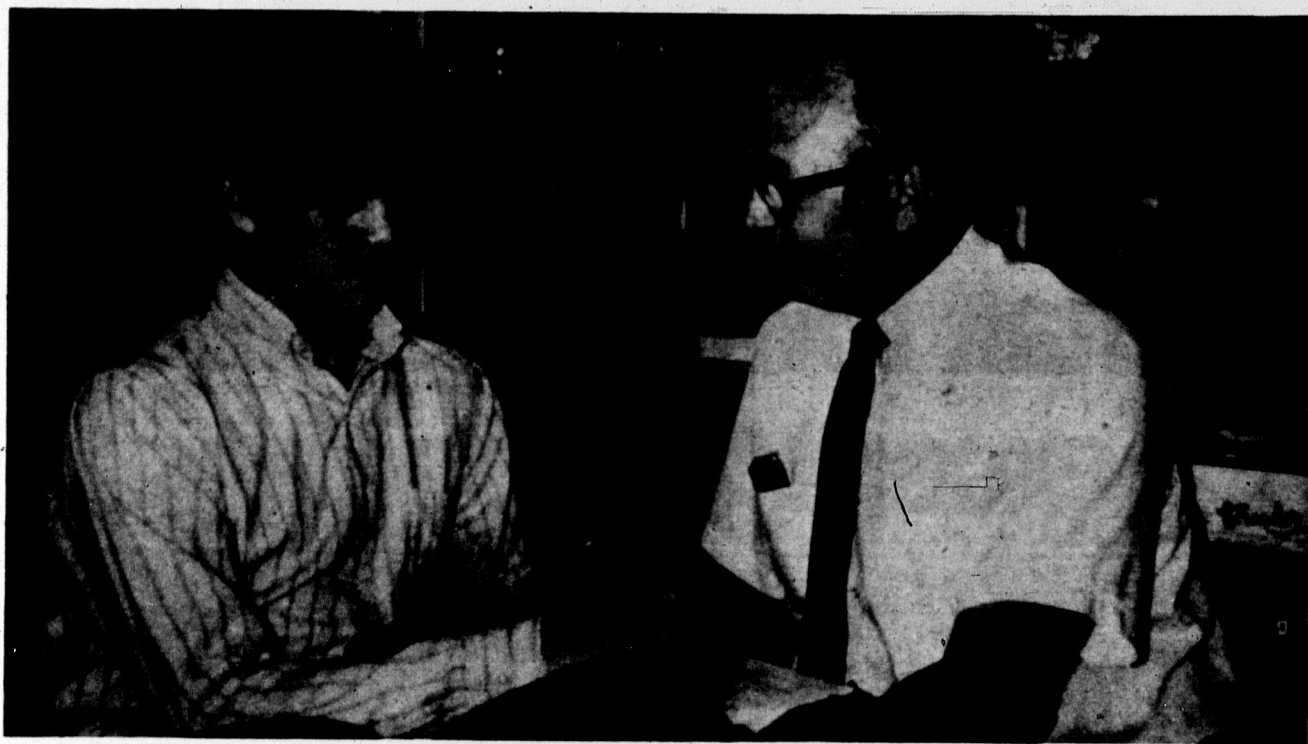
Lee Enterprises netted \$2,880,053, up 19 percent.

Ridder Publications pocketed \$8,291,000, a 5.7-percent increase.

Thomson Newspapers earned \$12,119,292, up 27.2 percent.

The Cincinnati Enquirer netted \$2,300,000, up 15.1 percent.

And so it went—or, rather, came.



A Family Affair

ANG International Chairman James R. Woods didn't have to leave home to sign up the St. Louis Guild's newest recruit—his son, Christopher, a copy boy at the Post-Dispatch. Christopher is the

third Guild member in the family; Woods's wife, Hattie, is a former chairman of the stewards' council at the St. Louis Globe-Democrat and was once local education chairman.

To Members Only

ANG History Offered at Discount

Copies of Daniel J. Leab's "A Union of Individuals," a history of the Guild's early years, are being made available to all Guild members at a 30-percent discount, ANG Research and Information Director Jim Cesnik announced last month.

The 386-page book, published by Columbia University Press, has received wide acclaim as a chronicle of the Guild's founding. It is based on interviews with many of the participants as well as research in the Guild's archives.

Members can order copies through ANG's Research and Information Department for \$7.35, including postage and handling, Cesnik said in a letter to locals. The book sells in book stores for \$10.

Orders and checks should be sent to the Research and Information Department at ANG headquarters in Washington, Cesnik said. Checks can be made out to either ANG or Columbia University Press.

Leab is associate dean for academic affairs and assistant professor of history at Columbia. His book has won favorable reviews from a number of critics.

Dale Larson, a former ANG staff member and author of ANG's "The Newspaperman Who Founded a Union" (a brief biography of Heywood Brown), wrote in a review for Press Associates Inc., a labor-news service, that the book "sets a new high-water mark of union historiography."

"Leab has probably done about all one man can do to put together a record of those turbulent and critical years in the Guild's history," Larson said.

Curtis D. MacDougall, Jour-

nalism professor at Northwestern University and secretary of the St. Louis Guild in its early years, writes in the latest issue of the Columbia Journalism Review that "those of us who lived through those crucial years certainly applaud the task" that Leab has performed.

Tom Lask of the Guild's New York Times Unit, writing in the New York Guild's official organ, Frontpage, said the book "should be salutary reading for all Guild members," terming it "a history which still offers lessons to our membership."

The book brings "bittersweet memories of the Guild's founding years flooding back for those

who were 'present at the creation' or heard about it from those who were," wrote Eugene A. Kelly, a founding member of the Cleveland Guild, in a Guild Reporter review (June 19).

Jerome H. Walker, executive editor of Editor & Publisher, said the book "overcomes academic dryness and puts down neatly 'for the record' some of the history of the Guild that is unknown to most of its members, even some who jeopardized their careers to become charter members."

Publishers' Weekly termed it "a valuable and relevant study," and the Library Journal called it "exceptionally well done and highly recommended."

Pickets Allege Hiring Bias

Alexandria, Va.—Pickets demonstrated at the Alexandria Gazette Aug. 8 and again Aug. 10, charging it with following racist hiring practices.

The first demonstration was organized by the Black Association for Cultural Advancement, which charged that "since 1874 the only blacks hired by the Gazette have been in menial capacity."

Gazette General Manager Lewis A. Stearman denied the charge, stating that the paper was "an equal-opportunity employer."

But Leo W. Burroughs, president of the Black Association, said the Gazette "has no black advertising salesmen, no black secretaries, no black reporters, no black photographers and no black editors."

Burroughs met with manage-

ment Aug. 2, at a meeting in which he received the support of representatives of the Washington-Baltimore Guild's Gazette Unit.

The Guild spokesman, Bryan Harrison, said the unit had agreed unanimously to demand a contract clause requiring the company to "recruit, hire and train minority-group employees." The Guild is in negotiations.

The Aug. 10 demonstration, led by Leonard Galloway of the Laborer's Union, a member of the COPE committee of the Greater Washington Area Central Labor Council, protested both the paper's hiring practices and an Aug. 7 editorial which attacked Harrison's public advocacy of aggressive efforts to recruit, hire and train blacks for jobs at the paper.

Pressmen Gain \$76 In N.Y. Settlement

New York City—The Pressmen's Union last month reached agreement with New York's four major dailies providing a wage increase of \$76.93 over three years, but no progress was reported in Guild bargaining.

The new pressmen's contract, subject to ratification by the membership, provides for increases in the day scale of \$27.68 in the first year, \$23.34 in the second and \$25.91 in the third. The day scale was \$184.52.

The agreement, with the Times, News, Post and Long Island Press, replaces a contract that expired March 30 and provides pension increases at the Times, News and Post.

The Pressmen, who concluded the agreement July 23, are the second of nine craft unions to reach agreement with all four papers.

The Printers have ratified a new contract providing for a wage increase of \$76.89 over three years, and Mailers have reached agreement with the Times and the News on a settlement providing for an increase of \$72 but are still in negotiations at the Post and Press.

Guild bargaining with the Times, News and Post has been deadlocked over the publishers' refusal to grant the Guild any contract improvements beyond the 41 percent wage increase won by the Printers. The Guild's contract with the Press does not expire until next year.

Meanwhile, the Times reported that the "recovery of \$750,000 from strike insurance" had partially offset the loss of advertising revenue it sustained as the result of the series of chapel meetings that preceded the printers' settlement May 25.

The paper reported that net earnings for the first six months of the year totaled \$4,841,000, down from \$7,481,000 for the comparable period of 1969. It attributed the decline to the advertising loss, wage increases, business recession and deferment of dividends by the Spruce Falls Power and Paper Company.

Telegram Supports Vietnam Resolution

New York City—Thirty-five New York Associated Press staffers last month sent Wire Service Guild headquarters a telegram supporting the 1970 ANG Convention's call for immediate withdrawal of U.S. troops from Southeast Asia.

Earlier a group of New York AP staffers had wired the local's convention delegation urging defeat of the antiwar resolution, and the New York AP Branch had rejected a motion calling for U.S. withdrawal.

A Case of Suicide

New York City—Mediator Theodore W. Kheel walked out of negotiations in the 1966 World Journal Tribune strike because he was convinced the Herald Tribune did not want to continue publication, it was disclosed this month.

Fred C. Shapiro, in a profile of Kheel written for the New Yorker magazine, said the mediator withdrew because he "became convinced that the owners of the Herald Tribune had decided against continuing to publish their paper under the merger and that, without saying so, they were working to prevent its publication."

When the Tribune's suspension was announced three months later, World Journal Publisher Matt Meyer charged "the unions killed the Tribune."

MAD Donates to Schick Memorial

Wilkes-Barre, Pa.—The Middle Atlantic District Council this month voted a \$500 contribution to a journalism-scholarship fund in memory of David S. Schick, late administrative officer of the Philadelphia Guild.

The fund is being set up by the Philadelphia Guild in co-operation with Schick's family.

William M. Brown, Philadelphia administrative officer, said contributions should be made out to the David S. Schick Memorial Scholarship Fund, in care of the local.

The council's next meeting will be Oct. 31 and Nov. 1 in Scranton.

Strike Is Authorized By Brockton Local

Brockton, Mass.—The Brockton Guild voted July 31 to authorize strike action in its quest for a new contract at the Brockton Enterprise & Times.

Wages, a Guild shop, checkoff, sick leave and retirement pay are among the main issues in dispute. The company has offered a two-year contract with four four-percent increases, eight percent less than was recently won by the Typographical Union.

Another bargaining session was scheduled for today. Guild bargainers at a meeting earlier this week informed the company that if it did not present it a substantially improved offer at today's session, the Guild would be forced to exercise its strike authorization next week.

The old Brockton contract expired April 23.

Mitchell Issues Guidelines on Subpenas

(Continued from Page 1)

leather, as Mary Neiswender did."

In San Francisco, meanwhile, the New York Times submitted a brief supporting Guildsman Earl Caldwell's appeal against a contempt conviction for refusing to appear before a grand jury investigating the Black Panthers.

The government, it said, must show that the information it is seeking from Caldwell cannot be obtained from any other source and that justice would miscarry without it.

It cited two recent cases in which subpoenas were issued for

Times newsmen even though alternative witnesses were available—one for Guildsman John Kifner in a case involving the destruction of draft records in Chicago and the second for Donald Janson in connection with an antiwar coffeehouse for servicemen in South Carolina.

Both subpoenas were withdrawn after the Times protested.

The American Civil Liberties Union has also filed a brief in Caldwell's support. It argued that enforcement of the subpoena would destroy Caldwell's relationship with the Panthers and make it "all but impossible for

him to report on them in the future."

Court Bars Newsmen, Washington Protests

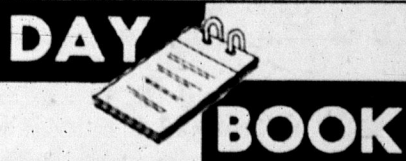
The exclusion of newsmen from a Federal Court hearing on the admissibility of wiretap evidence in a narcotics-conspiracy trial was protested last week by the Washington-Baltimore Guild.

The press and the public were barred from the Washington hearing at the suggestion of a U.S. attorney, who noted that American Bar Association standards require that such a request come from the defense. Defense attorneys

huddled and then announced their agreement.

Judge Aubrey E. Robinson at first exempted reporters from the directive. But the prosecution objected that the main purpose of its suggestion was to bar newsmen.

Washington-Baltimore President Llewellyn King, in a telegram to the judge, Defense Attorney and Atty. Gen. John N. Mitchell, said the Guild was "unalterably opposed to any interference, legal or physical, that bars the right of unfettered access of the media to the sources of the news."



Empire State District Council, summer meeting, August 22 and 23, Kingston.

New England District Council summer meeting, Sept. 12, East Weymouth, Mass.

Middle Atlantic District Council, fall meeting, Oct. 31 and Nov. 1, Hilton Inn, Scranton.

International Executive Board, fall meeting, Oct. 12-15, ANG headquarters, Washington.

ANG Conference on Women's Rights, Nov. 20-22, Water Tower Hyatt House Hotel, Chicago.

38th Annual ANG Convention, July 12-16, 1971, Statler-Hilton Hotel, Boston.

Doris Fleeson Dies, Was Guild Pioneer

(Continued from Page 1)

peared in 100 newspapers before her retirement in 1967.

Miss Fleeson was active with Broun, ANG's founder and first president, in organizing the New York Guild in 1933. She and Broun were among those who represented the fledgling union in September 1933 at National Recovery Administration hearings on a labor code for the newspaper industry, urging a five-day, 40-hour week and a \$20 starting minimum and a \$30 top minimum for newsmen.

Miss Fleeson was a delegate to the Guild's founding convention in Washington later in the year and was elected a member of the National Executive Committee.

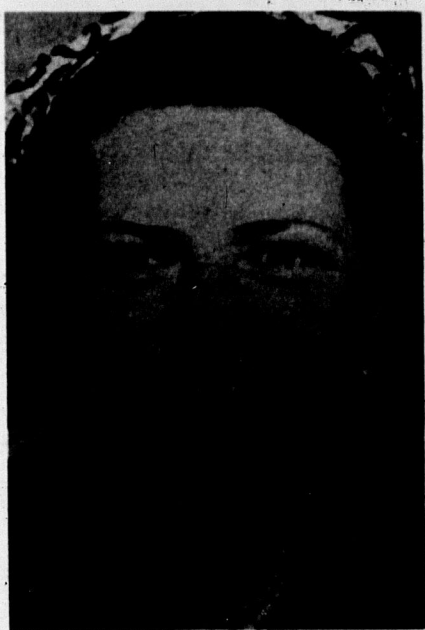
A militant feminist as well as trade unionist, Miss Fleeson led a battle for installation of women's rest-room facilities in the Senate press gallery in the 1940s. She was a caustic critic of the National Press Club for its exclusion of women.

Active in the Woman's National Press Club, she sponsored the first Negro applicant for membership in 1953.

A liberal in politics, her column was known for its biting criticism of those in authority whenever she deemed it was merited. She won numerous journalism awards, including the Raymond Clapper Award.

A graduate of the University of Kansas, Miss Fleeson worked for papers in Pittsburg, Kan., and Evanston, Ill., and as city editor of the Great Neck (N.Y.) News before landing a job on the New York News. She joined the News's Washington bureau in 1933.

She and her first husband, John O'Donnell, collaborated on the News's "Capitol Stuff" column for many years, but their



DORIS FLEESON

views became growingly disparate as O'Donnell drifted to the right while Miss Fleeson remained an ardent New Dealer. They were divorced in 1942.

During World War II Miss Fleeson became a war correspondent for the Woman's Home Companion; after the war she began a political column in the Washington Star. The column later became syndicated and won her a reputation as one of the nation's most outstanding newswomen.

"Her prose was a true blade which cut through the fraud, pettiness, egotism and male supremacy which were her daily fare during the 20 years she prowled the Capital," wrote Star columnist Mary McGrory, a longtime friend, the day after her death. On the night of her death, Miss McGrory reported, Star Editor Newbold Noyes visited her.

"Doris," he said, "you must write a book so that the young reporters on the Star will know that they did not invent rebellion at the Establishment."

ANG Arranges Buying Plan At Near-Wholesale Prices

(Continued from Page 1)

nearest Buying Service office and request a purchase order for the article they want.

The Buying Service will provide locals with brochures for distribution describing the service and giving full details on how to use it, Perlik and Crocker said.

The list of available items varies from place to place, but in most areas it includes furniture and household furnishings, television sets, air conditioners, music systems, ranges, laundry equipment, freezers and other major appliances, cameras and photographic equipment. In some

areas musical instruments, jewelry and furs will also be available.

The Buying Service has offices in Albany, Atlanta, Boston, Bridgeport, Buffalo, Chicago, Dallas, Detroit, Denver, Houston, Indianapolis, Los Angeles, Louisville, Minneapolis, Montreal, New York, Philadelphia, Pittsburgh, Providence, St. Louis, San Francisco, Toronto and Washington.

Many of the offices cover an entire state or province, although some locals will be too far away to use the service.

The Toronto Guild has participated in the service for several years.

Cut-Back Costs 85 Jobs

(Continued from Page 1)

severance, vacation and notice pay to those dismissed.

Management told the Guild that profits from its weekly and semiweekly papers—the Buena Park News, Anaheim-Fullerton Independent, La Mirada Lamp-lighter and Huntington Beach Independent, had been subsidizing the News.

The News has had a circulation of 24,000; management said it anticipates a Wednesday circulation of 80,000 and a Friday and Sunday circulation of 30,000 under the "controlled circulation" system.

Management said any employ-

ees who elected to quit rather than work on a semiweekly would receive severance pay.

Announcement of the paper's suspension as a daily came only a few days before the scheduled start of negotiations for a new Guild contract. The Guild said bargaining would be postponed "until the dust settles and we find out what the total picture is."

The Guild said it would attempt to find as many jobs as possible for displaced employees but added that "in today's job market we're not very optimistic about the success of such an effort." A number have already obtained other jobs, however.

IT

Danger of Reprisal Cited In Newsmen's Subpenas

SAN JOSE, CALIF.

Editor:

Overlooked in the issue of disclosing sources is the menace of reprisal both against a reporter and his sources by corrupt officialdom.

Years ago, as a New York newspaperman, I was subpoenaed by district attorneys in New Jersey to testify before grand juries about a series I had done concerning Joe Adonis and a gambling network. I refused, was summarily forced to go, though my family was threatened and was under a 24-hour police guard—and the grand juries voted no indictments.

Not long thereafter I was subpoenaed by Jersey, this time by a special deputy attorney general, was flown back from Europe under armed guard, presented exactly the same testimony, and this time 38 indictments were voted—and there were 38 convictions and Adonis was subsequently deported. The district attorneys were also indicted—those who had urged their grand juries to vote "no."

In the interim, one of my sources was badly beaten, arrested and died in jail. Thus neither newsmen nor sources have safeguards when involved in a corrupt complex are the bench, politicians, district attorneys and the police.

J. ALVIN KUGELMASS
San Jose Guild

Washington Site Urged For Women's Parley

EUCLID, OHIO

Editor:

I was surprised to learn that the all-male International Executive Board was considering holding the women's-rights conference outside Washington. Did it consider asking the women in the Guild which site they preferred?

All of our convention delegates and we who stayed at home assumed it would be held in Washington—

● The place we women look to for the legal redress of our grievance because it is where the law makers and enforcers conduct the business of this country.

● The place where our union headquarters is located. A meeting there would mean the staff wouldn't have to travel at added expense away from the home office where records and office equipment are handy.

● The place where much of the impetus for the women's-rights movement within the Guild has come, by virtue of the activities of our union sisters in the Washington local.

The women's caucus in Cleveland urges like-minded Guild members around the country to add their voices to ours—both in urging Washington as the site for the conference and in urging the board to vote to subsidize the cost of sending delegates to the conference as it has done in connection with collective-bargaining seminars.

BETTY KLARIC
Past President
Cleveland Guild

San Francisco Reopener Assailed as 'Damnable'

SAN FRANCISCO, CALIF.

Editor:

Many of us in the San Fran-

SEEMS TO US

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.

cisco-Oakland Guild's Examiner Unit are appalled at the deal currently being concocted behind closed doors, a contract "reopening" that is to provide us with a few pieces of silver at the expense of improving a contract untouched for seven years.

While our national convention speaks out for more equality, a more direct voice, in our product, other contractual provisions "designed to protect employees' integrity in the course of their work," negotiations are continuing here to lock us into an archaic contract.

And this damnable situation has the explicit approval of ANG's Contracts Committee. (See the all too brief story on Page 16 of July 10 GR.)

I repeat: This plan to dump all but economic issues is a direct contradiction of the mandate of the Guild convention. It means we really don't give a damn for contractually guaranteed minority-training programs, that direct voice, or any other kind, or any of the other provisions the Seattle delegates considered so important. Obviously, it means we are a bunch of hypocrites.

More basic, the contract, except for the money table, becomes meaningless. Other locals should take notice.

ALAN D. CLINE
San Francisco Examiner Unit

Editor's Note: The Contracts Committee gave the San Francisco-Oakland Local permission only to proceed with exploratory talks on the reopening proposal.

Action on 'Social Issues' By Convention Scored

WASHINGTON, D.C.

Editor:

The Seattle Convention chose an unwise course by passing resolutions and recommendations on "social questions," such as the war, the credibility gap, full home rule for the District, etc.

I pay \$17 a month to enable the Guild to maintain a balance of power between labor and management. Working conditions, improved wages and benefits and

job security are the only social questions the Guild has any legitimate interests in.

Why don't the delegates petition Congress, using their own names, leaving the Guild's out of it? Why not join political organizations?

The convention completely overlooked the social questions of capital punishment, narcotics addiction and let's not forget abortion. Perhaps, we should save some of these for the next convention.

Is this a sample of what we can expect, if compulsory unionism is totally achieved throughout the industry? Could it be that nonmembers have been handed one more reason for not joining the Guild, or that some members might quit, feeling that the Guild has gone too far?

The Guild had better wake up to the fact that it has alienated me and probably others by its actions. The price of the convention could be higher than we think.

THOMAS COSTAS
Wire-Service Guild

Convention Photos Hailed as Change

SCRANTON, PA.

Editor:

Centerfold of July 10 convention issue a refreshing change from Guild Reporter usual fare.

Convention photo coverage of Reporter indicates that you're becoming aware of importance of good-quality photographers.

PHILLIPS BUTLER
Scranton Guild

The Deadly Game

New York City—"Deadline" may be an apter word than its originator knew.

The mortality rates for correspondents, journalists, editors, authors and critics are the highest of all occupational groups whose members are listed in Who's Who in America, according to two life-insurance statisticians.

Jules V. Quint and Bianca R. Cody, writing in the American Journal of Public Health, said the death rate for correspondents and journalists was more than twice that of the entire sample studied and was the only rate exceeding that for all white males in the population as a whole.

Conference on Women Is Set For Chicago in November

(Continued from Page 1)

upon the knowledge and experience of women members and local leaders, Perlik said, "should provide the impetus for intensified, co-ordinated Guildwide bargaining and contract enforcement to eliminate discriminatory practices in the industry based on sex, just as prior conferences have mobilized members and leaders to new offensives in such areas as wages and pensions."

The official conference call is expected to be issued to locals in early September, Perlik said, noting that local members of a committee to help plan the conference program will be named at about the same time.

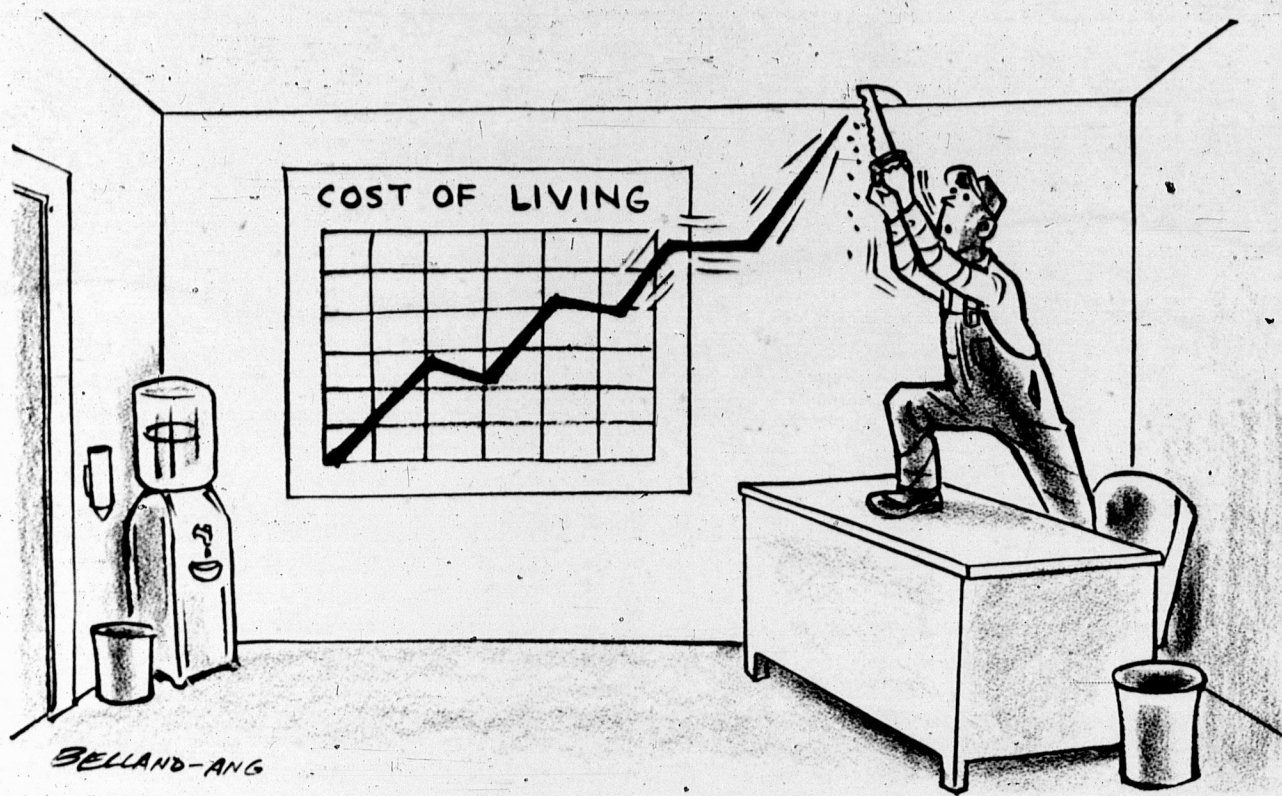
He urged locals to postpone selection of delegates to the con-

ference until they receive the call.

A sex-discrimination questionnaire, which will provide part of the basis for formulation of the conference program, is in preparation by Director of Research & Information Jim Cesnik, who has responsibility for staff preparation necessary for the conference.

GR to Skip Issue

The Guild Reporter will skip the August issue because of the convention. The September issue will be the first after the convention.



DATELINE: WASHINGTON

Reedy's 'Twilight of Presidency,' A Uniquely Disturbing Book

By WILLARD SHELTON, Washington Guild



LIKE OTHERS, I have read the standard books on the American presidency. It is elementary self-indoctrination for a Washington reporter.

I have never read anything like George Reedy's "The Twilight of the Presidency," for the simple reason that nothing like it was written before 1970, and possibly that no analyst like Reedy was around to write it. I found the experience of confronting it almost unbearably disturbing.

Its central thesis is that the Founding Fathers made a ghastly mistake in combining the office of Chief of State with that of Chief of Government. This is never stated that way, because it would be malicious nonsense to sit in judgment over the Constitutional Convention of 1787 and say it should have invented some nameless repository for the functions of Chief of State foreign to its own experience and the experience of mankind generally.

The only Chief of State the constitution-drafters were familiar with was George III, king of Great Britain, and the French kings, and other potentates prating of their divine rights. In the Constitutional Convention there were some who thought we should have an American king—but the people had just made a revolution against the divine rights doctrine, and it passes belief that they would have set up another king on this continent.

So we have an elected President, both Chief of State and

Chief of Government, and what Reedy does say is that the system has gone sour. Lest anyone think this a venomous book aimed at Lyndon B. Johnson, whom Reedy served for years on the Senate Democratic Policy Committee staff and later as White House press secretary, I can simply say it is not true.

WHAT HAS GONE WRONG is a twentieth-century corruption of the Office of President arising from the fact that the White House man is too many men—Chief of State, head of his political party, Commander-in-Chief of the armed forces, director of foreign policy, originator of legislation (through the Budget and State of the Union messages), moral preceptor of the nation.

And never, never does he have to climb down, down into the blood and sweat of politics, where political decisions should be made, and wrestle on equal terms with the egos of other powerful and strongwilled men to reach an accord on policy.

From the day he enters the doors of 1600 Pennsylvania Avenue (and his wife begins to think about redecoration of the rooms and shifting the furniture), a President is cushioned from reality. Partly by mere creature comforts: he can have meals at any hour of day or night; he has fleets of luxury cars, helicopters, jet planes, holiday retreats, to use at his whim.

More seriously, no one ever

pounds his fist on the table and rudely tells a President that his policy proposal is ludicrously wrong—not his party's legislative leaders, not his cabinet. All of them sit abashed in the White House "court," never speaking until asked, speaking deferentially when they are asked.

Well, Reedy obviously thinks that our democracy would flourish in a more healthy state under a parliamentary system. But, he doesn't think our people will change things:

"THE AMERICAN people are not going to call a constitutional convention to form a parliamentary government. They are not going to separate the functions of Chief of State and Chief of Government . . . And if they do call a constitutional convention, it will probably be for the purpose of abolishing the Bill of Rights and restricting the authority of the judiciary."

"Disturbing," I called the book. Its prognosis is grim.

It is somehow charming to find Reedy confessing that if someone had stood up and screamed four-letter obscenities earlier, the angry blacks and the long-haired white kids wouldn't have to do it now. "The thing must be made human again," he writes. "Somehow we must learn to govern our people from an office that is secular and not from a court that is sanctified."

Buffalo Guild Files For 40 Circulators

Buffalo, N.Y. — The Buffalo Guild is seeking to add about 40 circulation district managers to its bargaining unit at the Buffalo Evening News.

A representation petition was filed with the National Labor Relations Board July 29 after the company refused voluntary recognition.

At an NLRB hearing management said it would agree to a consent election if the local would agree that six in the unit sought are supervisors and exempt from Guild jurisdiction. The Guild took the proposal under study.

The local represents editorial-department employees at the News and editorial and outside circulation employees at the Buffalo Courier-Express.

Editorial

A Matter of Opinion

Editor & Publisher, in a recent issue, takes exception to the 1970 ANG Convention's adoption of resolutions "which covered everything from the war in Southeast Asia to campus unrest."

It recommended that Guild delegates "consider phasing out" convention resolutions for the same reason it said the American Society of Newspaper Editors has discontinued its own: stated doubt about their value and effectiveness.

We don't know about the ASNE—but its members are editors who have no difficulty getting their viewpoints on national and international affairs into print via editorials.

Newspapers don't hesitate to run editorials that are much further afield than the Vietnam war and campus unrest. And they are not deterred by doubts about whether anybody is listening.

Convention resolutions are the Guild's editorials—written by delegates representing the Guild's 32,000 members. Like the publishers' own editorials, they may not change the world overnight, but they contribute to creating the climate of opinion that does, though perhaps glacially, bring about change.

Which Side Are You On?

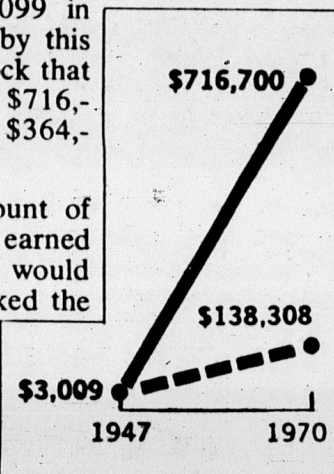
The accompanying graph, prepared by the United Automobile Workers, tells a story that probably could be duplicated in the newspaper industry if figures were as readily available.

The solid black line represents the amount of money a General Motors stockholder who received \$3,099 in dividends in 1947 would have reaped by this year had he kept the 1,003 shares of stock that produced that dividend. It amounts to \$716,700—\$352,400 in cash dividends and \$364,300 in the form of stock appreciation.

The broken line represents the amount of money a General Motors worker who earned average GM pay of \$3,099 in 1947 would have received by this year had he worked the entire 23 years—a total of \$138,308.

In other words, starting from the same income line, the stockholder clipping his coupons would have received more than five times the amount received by the employee toiling daily on GM's assembly lines.

It all depends which side you're on—the downside or what the late newspaper critic A. J. Liebling used to call the lopsided.



Up the Down Staircase

In case you hadn't noticed . . .

U.S. prices rose another .4 percent in June, raising the Consumer Price Index to six percent above a year ago. And while the average wage for 45 million workers rose \$1.65, their purchasing power fell below the level of the year before for the 15th consecutive month.

The Guild Reporter

DAVID J. EISEN
Editor

Published by the American Newspaper Guild (AFL-CIO, CLC), the second and fourth Fridays of each month. \$5 per year. Single copies 25c. Guild Reporter deadline at 1126 16th St., N.W., Washington, D.C. 20036: News, the Monday preceding publication; features and letters, Friday preceding publication. Letters limited to 200 words by ANG convention action.

Vol. XXXVII, No. 15

August 14, 1970

American Newspaper Guild

1126 Sixteenth St., N.W., Washington, D.C. 20036
Area Code 202-296-2990

INTERNATIONAL CHAIRMAN: JAMES B. WOODS
PRESIDENT: CHARLES A. PERLIK, JR.
SECRETARY-TREASURER: ROBERT M. CROCKER

REGIONAL VICE PRESIDENTS: Region 1—Edward J. Schrode, 3 Brown St., Wilkes-Barre, Pa. 18702; Region 2—Joe Holt Anderson, Jr., 1735 34th St., N.W., Washington, D.C. 20007; Region 3—George McCormick, 1991 N. Adolphus St., St. Paul, Minn. 55117; Region 4—Hugh H. Harrison, 1201 E. Lynn St., Seattle, Wash. 98102; Region 5—Philip Brennan, 1381 E. 15th St., Brooklyn, N.Y. 11230; Region 6—Glen Ogilvie, 399 Spruce Ave., Oakville, Ont.

AT-LARGE VICE PRESIDENTS: Joseph B. Downey, Furnace Lane, Pembroke, Mass. 02359; John C. Edgington, 235 Brookhaven Dr., N. Gahanna, Ohio 43020; James G. McMahon, 1994 Stanhope St., Grosse Pointe Woods, Mich. 48236; Barney Peterson, 288 Grand View Ave., San Francisco, Calif. 94114; Harry E. Ryan, 330 First Ave., Apt. MD, New York, N.Y. 10009; James Young, 1090 Cliff Ave., North Burnaby, B.C.

DIRECTOR OF FIELD OPERATIONS: J. William Blatz.
DIRECTOR OF ADMINISTRATIVE OPERATIONS: Ellis T. Baker.
DIRECTOR OF RESEARCH AND INFORMATION: James M. Cesnik.
EXECUTIVE SECRETARY, CONTRACTS COMMITTEE: Robert W. Christofferson.

INTERNATIONAL REPRESENTATIVES: Ed Allen, Edna Berger, Charles Dale, Harry L. McCormick, Dick Pattison, Richard Ramsey, Robert J. Rupert.

Sloan Joins Wire Guild Staff As Assistant Administrator

New York City—Former ANG Representative John K. Sloan became assistant administrator of the Wire Service Guild last week.

Creation of the assistant's post was authorized by the local's representative assembly last February. Sloan's principal tasks will be the organization of free riders and handling grievances.

Sloan was a member of the ANG staff for 11 years until his resignation last September. He

served as an international representative from 1958 to 1963, as an international-affairs representative assigned to Latin America for four years after that and as an IR again from 1967 to 1969.

A graduate of the University of Wisconsin, he worked in the promotion department of the Minneapolis Star and Tribune before joining the ANG staff. He is a former treasurer of the Twin Cities Guild.

The Wire Service Guild, meanwhile, is preparing to vote for an interim secretary-treasurer to replace Robert T. Kerr, who resigned last month.