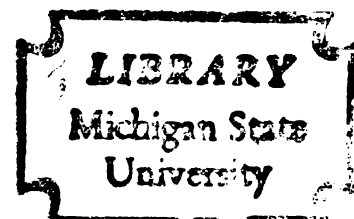




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## ABSTRACT

### A UNIQUE INTERIM: THE DETROIT DAILY PRESS

by Margaret Anne Fauver

One of the by-products of the lengthy metropolitan newspaper strikes of the past five years is the interim press. The interim press is only one solution to the newsless voids in struck cities: broadcast time, circulars, papers from other cities, and expanded area weeklies are other solutions. Yet the interim press is the most interesting as a stopgap means of disseminating news because it faces, in a short time, the same problems that regular papers have worked with for several years.

During the 134-day Detroit, Michigan, newspaper strike in 1964 one interim paper, the Detroit Daily Press, distinguished itself by hiring some of the best professional newsmen in Detroit, by using ingenious methods of gathering news to compensate for the lack of a national news service, by maintaining a daily circulation that exceeded 200,000, by printing 123 issues, by carrying over 4,000,000 lines of advertising, by running a financially sound operation that grossed more than \$500,000, and by sharing profits with the editorial staff.



Margaret Anne Fauver

The Daily Press stopped publishing six months before this study was started. Virtually all of the information in this study was gathered from interviews with people who worked for, or with, the Daily Press. Sometimes these people could not agree on or remember a specific instance. All questionable material was verified. Interviews were supplemented by a study of the issues of the Daily Press, but no content analysis was done. No attempt was made to evaluate the effectiveness of the paper for readers or advertisers. This type of study must be done while a paper is publishing.

Several conclusions can be drawn from this study. The Daily Press was a success because a group of college students believed in an idea and were able to convince a financial backer, circulation managers, a printer and a few professional journalists that the idea was worth a try. In the first ten days the future of the paper looked dim. Then the State Editor and a make-up man from the Detroit Free Press were hired as Managing Editor and Assistant Managing Editor. These men gave depth to the staff. A re-organization of the advertising department also put the paper on firm ground.

The major problem of the Daily Press was finding a means of getting national news. United Press International offered its services on a five-year basis and Associated Press service was available only to members. The Daily

Margaret Anne Fauver

Press established a unique and amazingly comprehensive group of correspondents and used phone calls to obtain news. Only in reporting the national elections did they rely on radio or television news.

By the end of the strike the Daily Press looked like a regular metropolitan paper. It carried its own amusement section, its own columnists on local and national issues; it endorsed a full slate of candidates in state and national elections. It provided excellent coverage of news stories as large as the deposition of Khrushchev, the nuclear explosion by the Chinese, and the Presidential campaign.

Because most material on newspaper strikes is inaccurate, an appendix to this paper provides information on strikes and suspensions of publications since 1960. Another appendix gives information on interim papers in this period.

Basically, though, this study includes the who, what, where, when, and why of the establishment of a very successful interim press. Since a second paper was started by the same publisher--during the 1965 strike in Baltimore--it is possible that a method of running a profitable interim may have been found that is applicable in other cities during long newspaper strikes.

A UNIQUE INTERIM:  
THE DETROIT DAILY PRESS

By

Margaret Anne Fauver

A THESIS

Submitted to  
Michigan State University  
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1965



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1965



## PREFACE

Three groups--college students, professional journalists, and teamsters--were in the proverbial right place at the right time during the first week of the 1964 Detroit newspaper strike. Their incentive, ingenuity, and individual skills combined to produce a most unique and most successful interim newspaper, the Detroit (Mich.) Daily Press. Unfortunately, there is no permanent record of what they did. Personally, the story of the Daily Press is fascinating. This study was made so that others can know that story.

In the broadest sense the Daily Press is a by-product of labor-management relationships in newspaper publishing. Mediation between publishers and unions has been far from successful since 1960. Frequently newspapers and all but one or two unions have settled differences. But a single union, exercising its power to strike, can deprive a city of regular newspapers and several hundred employees of jobs.

Emergency or, preferably, interim papers are born in this type of situation. Citizens and advertisers who have depended on the regular papers for the dissemination of information need to find reading substitutes. Newspaper employees have to look for other employment. Somewhere in the city there is at least one person who has always



wanted to publish a newspaper. These are the factors necessary for the birth of any interim paper.

The focus of this study is how these factors led to the organization and operation of the Detroit Daily Press that published from July 22, 1964 to November 22, 1964. No attempt has been made to discuss specific instances of newspaper strikes in the United States. Since little information is available on interim papers, it is impossible to compare the Daily Press with other interims. Information on newspaper strikes and other interim dailies in the 1960 to 1965 period is provided in the Appendix.

The Daily Press had stopped publishing six months before I started this study. Therefore, evaluations that should be done while a paper is publishing have been eliminated from the study: the attitude of the public toward the paper; the effectiveness of local coverage; the influence on voting patterns; the effectiveness as a watchdog press; the return on advertising.

Virtually nothing has been written on the Daily Press. After some research it was apparent that most of what was written was very inaccurate. Because of this, most of my information was gathered through personal interviews. Frequently the people interviewed did not agree on specific details. In these instances the information provided by the person most directly concerned with the specific phase of production was used. This information was then verified by another source.

No attempt has been made to present a content analysis of the Daily Press. Complete files of the Daily Press are available on microfilm, so this can be done later. It was necessary to compile this history before memories of events became less sharp.

Since the relationship between the Detroit newspapers and unions is still unsettled, and since Detroit has had nine strikes in the last nine years, it would seem likely that another strike might occur in the not too distant future. Several of the people connected with the Daily Press predict that this interim, or a similar one, will appear during the next lengthy strike. Organization and operating procedures have been tried. It would be easier next time. This then is a story of the past--possibly for the future.

This study was possible because many people were interested. Without the cooperation of Harry Shaw, Frank Gill, William Parker, Frank Quinn, and Michael G. Dworkin, this study would have been inaccurate and uninteresting. They, and others, spent hours discussing the Daily Press and looking for the missing parts of its story. These interviews plus microfilmed copies of the Daily Press, generously loaned by the State Library in Lansing, provided a basic framework for research.

George A. Hough, III, and W. Cameron Meyers of the School of Journalism, Michigan State University, gave encouragement and tactical advice throughout my master's

program and specifically on this thesis. The enthusiasm of my chairman, Frank B. Senger, over my initial thesis proposal provided some of the impetus for this study. Every time I took a question to him I left with an answer-- I couldn't ask for more.

This has been a pleasurable challenge. Between these lines is a special thanks to friends and family for encouragement and to Sue Williams, for patiently deciphering my drafts.

## TABLE OF CONTENTS

	Page
PREFACE . . . . .	iii
LIST OF TABLES . . . . .	viii
LIST OF APPENDICES . . . . .	ix
INTRODUCTION . . . . .	1

### A UNIQUE INTERIM: THE DETROIT DAILY PRESS

#### Chapter

<p>I. A PAPER STARTS: July 14, 1964 to August 2, 1964 . . . . .</p>	7
<p>II. <u>DAILY PRESS</u> MATURES: August 3, 1964 to October 14, 1964 . . . . .</p>	31
<p>III. <u>DAILY PRESS</u> CONTINUES: October 15, 1964 to November 22, 1964 . . . . .</p>	48
BIBLIOGRAPHY . . . . .	74
APPENDICES . . . . .	77

## LIST OF TABLES

Table	Page
1. Daily Newspaper Strikes Started in 1960 . . .	80
2. Daily Newspaper Strikes Started in 1961 . . .	81
3. Daily Newspaper Strikes Started in 1962 . . .	82
4. Daily Newspaper Strikes Started in 1963 . . .	85
5. Daily Newspaper Strikes Started in 1964 . . .	87
6. Daily Newspaper Strikes Started in 1965 . . .	89
7. Summary of Publication Suspension at the De- troit <u>Free Press</u> and the Detroit <u>News</u> , 1960-1965 . . . . .	90

## LIST OF APPENDICES

Appendix	Page
A. SUMMARY OF NEWSPAPER STRIKES IN THE UNITED STATES, 1960-1965 . . . . .	78
B. DETROIT NEWSPAPER STRIKES, 1960-1965 . .	90
C. INFORMATION ON OTHER INTERIM AND STRIKE PAPERS . . . . .	91
D. PAGES PER ISSUE OF THE DETROIT <u>DAILY PRESS</u>	106
E. EDITORIAL MEMBERS OF DETROIT <u>DAILY PRESS</u>	107

## INTRODUCTION

Today, when people hear that a regular daily newspaper has not been published in a metropolitan area for over 100 days, they are not surprised; Americans have had to accept this situation frequently in the last five years. Since January, 1960, there have been ninety-two union strikes against newspaper publishers.<sup>1</sup> This figure excludes instances of work stoppage.

Three metropolitan areas were without regular newspapers in 1962 and 1963 for more than 100 days; the Cleveland suspension was 129 days; Minneapolis, 116; New York, 114. These strikes, though not the longest in recent history, caused a tremendous gap in the reporting of regional news because the strikes overlapped. A similar strike pattern occurred in 1964 when Detroit papers were not published for 134 days and the Terre Haute, Indiana, papers were suspended for 234 days.<sup>2</sup>

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<sup>1</sup>This number counts each striking union in a strike but only includes the strikes reported to the Labor Relations Committee of the American Newspaper Publishers Association (Infra, Tables 1-6).

<sup>2</sup>Until the Terre Haute strike the longest on record had been an American Newspaper Guild strike for 181 days in 1954 against the Wilkes Barre, Pennsylvania, papers; a Guild strike against the same papers for 174 days in 1939; and a 144-day strike involving all papers in Springfield, Massachusetts, in 1946 ("Challenging the Strike Record," Time, LXXXV, No. 4 [January 22, 1965], 44).



Every time the presses of a city shut down, several thousand employees are without work--many without the benefits of union subsidies. Businesses lose a means of getting news of sales to customers and papers lose their percentage of the advertising dollar. Candidates must seek election without the advantage of reaching the voters' breakfast tables.

Used car dealers, real estate agents, and employment agencies have to find other methods to sell their services. Television listings and movie schedules are not available. New shows open without reviews; people die but friends can't learn of the deaths through obituary notices. In short, the city is without its guide to daily events on local, national, and international scenes.

Other media attempt to fill the news gap. Specific revisions in schedules and approaches vary from strike to strike, but similar patterns can be seen. Radio and television news coverage increases; sometimes the struck newspapers present hour-long news summaries. But broadcasting schedules can include only a small portion of normal newspaper coverage. Existing weeklies often publish extra editions and neighboring dailies increase press runs and distribution in the struck city. Sometimes special English editions are published by foreign language newspapers.

Many advertisers can't afford, or find available enough broadcast time to advertise adequately for their sales. Frequently advertisers band together and produce

throwaway circulars for mail or house-to-house delivery. Candidates have to travel to specific street corners to get their platforms to the public. In the main, though, people simply go without the coverage and advertising that is found in regular metropolitan dailies.

Occasionally, in recent strikes, displaced newspaper personnel have attempted to fill the void created by the absence of regular dailies by using their own medium, the written word. In some instances newspapers continued to publish limited editions for all or part of the strike period.<sup>3</sup> In the past five years, locals of the American Newspaper Guild have produced the Portland (Ore.) Daily Reporter, the Cleveland (Ohio) Record, the Youngstown (Ohio) Steel Valley News and the Baltimore (Md.) Banner.<sup>4</sup> These "Guild papers" employ only union workers: in most cases the workers are paid in the form of strike benefits. Profits are distributed in bonuses after the books are closed. Until recently bonuses went to only those members of the Guild who worked on the paper. Now everybody who is a member of the local, even if he doesn't work on the paper, must have a share of the profits.<sup>5</sup> Because

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<sup>3</sup>Infra, Tables 1-6.

<sup>4</sup>Infra, Appendix C.

<sup>5</sup>Interview with James McMahon, Treasurer, ANG Local 22, August 23, 1965.

of this change it is doubtful that many Guild papers will appear in the future since few people want to work so that someone else will get paid. Some Guild papers, e.g. the Daily Reporter and the Steel Valley News, are strike, or protest, papers while others are interim papers.<sup>6</sup>

When a Guild paper is started, cooperation is often enlisted from other unions. The paper may, in fact, be published by an inter-union group. Inter-union cooperation is seldom available to individuals who attempt to organize their own interim papers.

The interim press has been one important source of news dissemination during several recent strikes. No two papers are alike. Some are put out by amateurs, some by professionals. All face the same general problems of locating capital, obtaining printers, acquiring staff, and gathering news. Very few of the papers last throughout a strike. Most of the failures of interim presses can be traced to the cost of starting and operating a new newspaper, inability to get wire services, and inadequate distribution systems.<sup>7</sup>

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<sup>6</sup>For the purpose of this study "interim papers" are those papers that start after publication of the regular dailies has been suspended. The term "emergency paper" is often used in reports of interim papers. This, however, implies that the papers are hurried make-overs of other editions. If regular dailies are publishing during a strike, the newspaper must be called a "strike paper."

<sup>7</sup>A good discussion of the problems of New York interim papers appears in "Interim: a case of malnutrition," Columbia Journalism Review, II, No. 2 (Spring, 1963), 6-7.

The Detroit (Mich.) Daily Press found at least adequate solutions to all of these problems. It published from July 22 to November 22, 1964. During this period the news events of most importance in the Detroit area were the state-wide primaries, elections brought about by redistricting, two strikes in the automotive industry, and school and transit referendums. The most important events on the national scene included the release of the Warren Commission report, the Presidential campaign, the Jenkins case, the successful nuclear explosion in China, the Labor Party victory in England, and the deposition of Nikita Khrushchev.

This was the news climate when the Daily Press published. Publication ceased only because the Detroit Free Press<sup>8</sup> and the Detroit News resumed publication. The Daily Press had said that it would "end when the strike ends."<sup>9</sup> It did. As a matter of fact, by the end of the strike the Daily Press had done almost everything it had said that it would do.

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<sup>8</sup>All citations for established newspapers agree with the listing, compiled under the direction of George A. Schwegmann, Jr., in Newspapers on Microfilm, 5th ed. (Washington: Library of Congress, 1963).

<sup>9</sup>Interview with Michael Gordon Dworkin, Editor and Publisher, Daily Press, June 2, 1965.

A UNIQUE INTERIM:  
THE DETROIT DAILY PRESS

## I. A PAPER STARTS:

July 14, 1964 to August 2, 1964

### Bull Session at the Daily Collegian

Michael Gordon Dworkin was finishing his master's degree in economics at Wayne State University in Detroit when the Free Press and the News suspended publication July 13, 1964. As an undergraduate Dworkin had been active on the Wayne State Daily Collegian as photographer, photo editor, columnist, managing editor, and editor. He had never taken a journalism course.

In 1962 he had worked with other collegiate editors to form the United States Student Press Association, a non-profit group that operates a press service for collegiate news. Dworkin was on the executive board of the Association in July, 1964. Each summer the Student Press Association holds a national convention. Tuesday, July 14, Dworkin stopped at the Daily Collegian to see if the staff had registered for the convention.<sup>1</sup>

Several members of the staff were trying to decide if they should include national news in Daily Collegian during the strike. Dworkin joined the discussion. The Daily Collegian does not have a national wire service. In other strikes the paper had carried national news while

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<sup>1</sup>Ibid.

metropolitan newspapers were suspended. Since this strike occurred in the summer, the staff faced slightly different problems: the paper was only published twice a week; the summer staff was too small to handle the monitoring and rewriting of material from other news sources that was necessary since the Daily Collegian didn't take a wire service.

No one knows who started the idea, but suddenly that small group at the Daily Collegian was playing with the idea: "Why don't we try to put out a paper ourselves?"<sup>2</sup>

One of their friends in the labor-relations department of the Free Press had predicted that the strike would be a long one. By the time the Tuesday bull session ended, the boys had decided to wait at least a week before making definite commitments to publish a new paper. In the spirit of a good bull session, however, they had tossed out ideas and made rough plans for their mythical publication. These plans didn't have much value later. Wednesday and Thursday the bull sessions continued. Dworkin asked Frank P. Gill, Adviser of Student Publications at Wayne, if he thought the students could start an interim newspaper.

Gill had over twenty years experience on the Detroit Times, the Free Press and the Toronto (Ont.) Star, in addition to his teaching experience. He'd seen lots of budding journalists wrestle with half-formed ideas and felt

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<sup>2</sup>  
Ibid.



that his job was to head them in a realistic direction. The tempest that was brewing in his office on East Warren Street would die out just as others had before, he thought. "Don't be silly," Gill told Dworkin, "You can't start a paper in this town unless you have \$10,000,000."<sup>3</sup>

By Sunday, July 19, Gill was ready to withdraw that statement. Dworkin, former Daily Collegian advertising manager Gary Stern, Mark Stern, and Richard Siegel, a Daily Collegian photographer, had decided on Friday afternoon that the project might be worth it. From then on things continued to roll.<sup>4</sup>

#### Immediate Problems

As soon as the foursome of Dworkin, Siegel and the Stern brothers decided to try to start an interim paper, the problems of getting financial backing, a printer, offices, and a distribution system had to be settled. Gary Stern tried to locate a printer to handle the still mythical paper. The group had decided the printer had to have a union shop:

We were a 100 per cent union operation all the way. This is consistent with my [Dworkin's] political point of view, and in this town it doesn't pay to get tagged with a non-union or anti-union label.<sup>5</sup>

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<sup>3</sup>Interview with Frank P. Gill, Adviser of Student Publications, Wayne State University, August 17, 1965.

<sup>4</sup>Interview with Dworkin, June 2, 1965.

<sup>5</sup>Ibid.

But Stern had trouble getting a printer. Many shops couldn't handle another large-scale operation and printers who didn't know the students weren't willing to gamble. Before long the group decided to locate everything else that they needed first.

Samuel Nathanson, publisher of several weeklies in the northwest Detroit area, had already started the Emergency Press. The Emergency Press was published daily but basically was simply a weekly with a page one make-over.<sup>6</sup> Nathanson called Gary Stern to offer him a job, hoping to dissuade Stern from working on another daily. Nathanson, who had experience with other interim papers, had learned that Stern had called advertisers to discuss the tentative plans for an interim daily. Nathanson offered Stern \$1,000 a week plus commission if Stern would bring his advertising contracts. This was an exceptional offer since Stern didn't have a single contract.<sup>7</sup> At this point the boys had nothing to start a paper--just confirmation that the idea might be a good one.

Gary Stern put out feelers to see if he could locate a group to handle the circulation side of the operation. One of the first calls was to Local 372 of the International

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<sup>6</sup>Interview with Frank M. Quinn, Partner, Press Distributors, Inc., October 13, 1965.

<sup>7</sup>Interview with Dworkin, June 2, 1965.

Brotherhood of Teamsters. Because of union regulations, other activities of the union at the time, and past union policy, Stern soon realized that there was no chance that the union itself would handle the circulation for an interim paper. He was told that he was free to contact individual members of the local. Stern tried a couple of teamsters without any result.<sup>8</sup>

Besides trying to locate a printer and a distributor, the four students had to find financial backing for the paper. Among them, they could put over \$1,000 in a sinking fund, but they knew they would need more. Then too Dworkin, the only member of the group with editorial experience, had to make a fast decision on whether the venture was worth it to him at that point in his career. Dworkin was about two weeks from completing his master's thesis at Wayne State and was preparing to enter a doctoral program at the University of Michigan, reviewing Russian for his language exam. He had a graduate teaching assistantship at Wayne State and, at the same time, was working on plans for the Student Press Association Convention and serving on a committee of that group to study censorship of Oakland University's student press.<sup>9</sup>

Dworkin called a cousin, Irving A. Hershman, and outlined the situation to him. "Grab it, Mike," was

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<sup>8</sup>Ibid.

<sup>9</sup>Ibid.

Hershman's first response. "Come over and tell me about it."<sup>10</sup>

### Dworkin Finds Financial Backing

After Dworkin explained the possibilities for an interim paper during the strike, Hershman, a broker at Dempsey-Tegeler, Inc., in Detroit, called several advertisers to determine the support an interim paper might receive. He figured the potential cost and profit of the proposed venture and agreed to put up \$5,000 capital. One problem was solved. Actually the paper was self-supporting almost immediately; the corporation never went into the capital fund for more than \$1,000 to \$2,000.<sup>11</sup>

### Teamsters Offer Services

Meanwhile Gary Stern was still trying to locate distributors. One of his calls solved the problem--but not in a way he had anticipated. Thomas P. Toomey, a District Circulation Manager for the News, overheard one side of a phone conversation and sensed that someone was starting a new paper. Toomey jotted the phone number he heard on a matchbook cover.<sup>12</sup>

He called Frank M. Quinn, also a District Manager

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<sup>10</sup>Ibid.

<sup>11</sup>Ibid.

<sup>12</sup>Interview with Quinn, October 13, 1965.

at the News, because Quinn had worked with the last Detroit interim, the Reporter,<sup>13</sup> and Quinn contacted Lynwood Brinson, a former fight promoter who had numerous contacts in Detroit. Maurice Ford was in Brinson's office when Quinn called. Almost by accident Ford came to the first organizational meeting of the distributors. "It was a happy accident; he was instrumental in figuring out routes and the sales potential of an area."<sup>14</sup> Before the first meeting, Jerome W. Carrier, Gerald F. Ferrell, Chuck Shelton, and James D. Purcell, had been added to the "interested group."

Friday evening the eight men, all district circulation managers from the News, met at Carrier's apartment to discuss the possibility of handling circulation for an interim paper. A local newscaster actually forced them to a decision by publicly announcing that some Wayne students were going to start an interim daily. After a brief discussion the teamsters called Stern and offered to handle all circulation and related problems if they were guaranteed exclusive rights to distribution of the interim, by that time referred to as the Daily Press.<sup>15</sup>

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<sup>13</sup>The Reporter was published by the Guild during the first strike in Detroit newspaper history, in 1955.

<sup>14</sup>Interview with Quinn, October 13, 1965.

<sup>15</sup>Ibid.

Stern called Hershman's house to discuss the offer with Dworkin. The two decided to accept the offer if the teamsters would buy the papers at the printer's each day and make a down payment on the first day's order. Friday night Stern, Dworkin, Hershman and the teamsters worked on circulation plans until 4 a.m.<sup>16</sup>

The publishers said the distributors had to purchase a minimum of 85,000 copies daily. The distributors agreed almost immediately because they felt the eight of them could handle that number. To protect themselves against late press runs the distributors agreed to pay for only the portion of the 85,000 copies that was printed by 11 a.m. each day. The distributors would be reimbursed by the publishers for unsold papers from press runs that exceeded the minimum figure.<sup>17</sup>

Over a year later Gill called the circulation arrangements a "sheer stroke of genius." The teamsters were totally responsible for circulation and the \$10,000 to \$12,000 they paid for papers each day more than covered the overhead in the beginning.<sup>18</sup>

Detroit Daily Press, Inc.

On Sunday, July 19, Detroit Daily Press, Inc., was

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<sup>16</sup>Interview with Dworkin, June 2, 1965.

<sup>17</sup>Interview with Quinn, October 13, 1965.

<sup>18</sup>Interview with Gill, August 17, 1965.

established for the purpose of publishing an interim daily. The corporation included Hershman, Dworkin, Siegel, and Mark and Gary Stern. Corporation officers were: Hershman, Chairman of the Board; Dworkin, Editor and Publisher; Siegel, General Manager; Gary Stern, Finance Manager; Mark Stern, Advertising Director.<sup>19</sup> Mark Stern, who had no newspaper experience was, at the end of the strike, the least active member of the group. Alfred J. Simmons, a Free Press advertising salesman, was made Advertising Director soon after the Daily Press started publishing. Mark Stern then became Manager of Classified Advertising.<sup>20</sup>

Simmons and Nathan Roth, Business Manager, though not members of the corporation, sat in on most of the discussions and decisions of the group.<sup>21</sup>

#### Press Distributors, Inc.

Press Distributors, Inc., organized for the purpose of handling all types of circulation, was official on July 22. Though initially organized for the purpose of distributing the Daily Press, this group maintained they could "put an apple on every doorstep if that is what someone wants."<sup>22</sup> As of October 15, 1965, the corporation was still open though not active.

<sup>19</sup>Daily Press, July 27, 1964, p. 6.

<sup>20</sup>Interview with Dworkin, June 2, 1965.

<sup>21</sup>Ibid.

<sup>22</sup>Interview with Quinn, October 13, 1965.



Members of the corporation are: Jerome W. Carrier, President; Gerald F. Ferrell, Treasurer; Lynwood Brinson; Maurice Ford; James D. Purcell; Frank M. Quinn; Charles Shelton; and Thomas P. Toomey.<sup>23</sup>

The distributors operated as a small business partnership.<sup>24</sup> Initially, each member contributed whatever he could to the corporation--the total was \$25,000. When the first profits were made, the largest investors were paid back so that each member of the corporation had equal money invested.<sup>25</sup>

#### The Garfield Building

Between the meeting Friday night and the formation of Detroit Daily Press, Inc., on Sunday, Gary Stern had located office space on the fourth floor of the Garfield Building, 4612 Woodward Avenue, Detroit. The Garfield Building is close to Wayne State, but this wasn't its main attraction: it was cheap and available. By Sunday morning four telephones had been installed in the Daily Press offices; desks and typewriters had been rented. Gill, Jim Morché, Al Holtz and Lloyd Weston, associates of the publishers from Wayne State, started setting up the offices and recruiting staff. The biggest development on Sunday

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<sup>23</sup>Ibid.

<sup>24</sup>This is the corporation's income tax classification (Interview with Quinn, October 13, 1965).

<sup>25</sup>Interview with Quinn, October 13, 1965.

was that Richard Siegel got Cy Aaron Publication Company, Inc., to agree to print the Daily Press.<sup>26</sup>

Cy Aaron Publication Company, Inc.

The majority of issues of the Daily Press were printed by Cy Aaron Publication Company, Inc., which is commonly known as Unique Press.<sup>27</sup> The interim paper was printed on a press that was used for Marshall Field's New York PM in 1940. Unique Press bought the press from a machine company in 1952. It can run 55,000 papers an hour for twenty pages straight, double delivery.<sup>28</sup>

Finding a News Staff

People went in and out of the Garfield Building all Sunday, July 19. Executive Editor Gill spent most of the day on the telephone. The Free Press had laid off many staff members and these people were the target of Gill's

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<sup>26</sup>Interview with Dworkin, June 2, 1965.

<sup>27</sup>The company regularly publishes the Michigan Chronicle and the Legal Chronicle. The forty-eight page Michigan Chronicle has a circulation of 60,000; during the strike circulation grew to 90,000. The monthly Montgomery Ward circular published by Unique doubled in size that summer and ran to 800,000 copies weekly. Unique also prints seventy-two wrap-around editions of the Michigan AFL-CIO News each month and the bi-weekly Ford Facts (Interview with Philip S. Aaron, Vice-President, Cy Aaron Publication Co., Inc., August 24, 1965).

<sup>28</sup>Ibid.

first calls.<sup>29</sup> Gill's experience on the Free Press and the old Detroit Times was helpful. By noon he had twelve professional news people to work out of the city room.

One of the first things that Gill did was to make certain that Local 22 of the American Newspaper Guild was not going to start an interim paper. The Guild published the Reporter during a strike in Detroit in 1955. Gill was told that the Guild would not start another interim. Robert C. O'Brien, Executive Secretary of Local 22, said that it didn't seem that the strike would last and that it would have been difficult to get the necessary unions working together. In addition, a new union ruling required that all profits from interim papers be split among the entire membership.<sup>30</sup>

Gill told the publishers when he accepted the position of Executive Editor that the news staff had to be of professional caliber. The publishers, too, were after a professional quality publication. Aside from the members of the corporation most of the young people on the Daily Press had minor jobs. They had opportunities for good experience but they did not have positions of responsibility.

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<sup>29</sup> Editorial employees of the News are not members of the Guild. Since they had no opportunity to collect strike benefits, the News kept them on at least a reduced payroll throughout the strike. Guild members at the Free Press received \$50 a week in benefits if they had more than three dependents (Interview with Ronald C. O'Brien, Executive Secretary, ANG Local 22, August 23, 1965).

<sup>30</sup> Ibid.

By the middle of August, the paper was basically a professional job done by professionals.<sup>31</sup>

Fewer advertising salesmen were available for work than editorial staff members. This, and the newness of the venture, made soliciting of advertising difficult. Copy and bona fide advertising was sparse in the first edition.

### Emergency National Wire Not Available

One of the greatest handicaps to interim papers is that most of them cannot purchase services of a national wire service. This, maybe more than anything else, prevented the Daily Press from offering its readers complete news coverage. By the end of the strike coverage was good, but it is impossible for an individual paper to match the coverage of a regular news service. Because service from Associated Press is available only to members, "no real attempt" was ever made to get an Associated Press wire.<sup>32</sup>

Several attempts were made, however, to obtain the services of United Press International. Originally Gill and Dworkin decided to try to get U. P. I. wire service "if the News and Free Press didn't give us trouble."<sup>33</sup>

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<sup>31</sup>The staff and publishers of the Daily Press resent implications that the paper was a student paper. One newspaper article said "Staff members refer to the Daily Press as the junior achievement paper" (New York Times, November 9, 1964, p. 38).

<sup>32</sup>Interview with Gill, August 17, 1965.

<sup>33</sup>Ibid.

Gill called Harvey Patton, Managing Editor of the News. Patton told him that he had no objections but that he would check with others and talk with Gill later. On the second call Gill was told that the News had no objections to the Daily Press obtaining United Press International wire service. The same response came from Lee Hills, Publisher of the Free Press. Hills told Gill that he had no objections but would give his final word later: the "no objections" came shortly. When Hills called back he gave Gill the number for the private line of Mims Thomason, General Manager of United Press International.<sup>34</sup>

Thomason said that the Daily Press could get U. P. I. service by signing a five-year contract for \$2,480 a week. In addition, the fifth year had to be paid in escrow.<sup>35</sup> Obviously the Daily Press could not guarantee that it would be able to subscribe to the service for five years, since it intended to cease publication as soon as the strike was settled.<sup>36</sup>

As soon as the Daily Press realized that it wouldn't have a national news service, efforts were made to buy wire

<sup>34</sup>Ibid.

<sup>35</sup>Ibid.

<sup>36</sup>Virtually no more information can be obtained on this subject at the present time because Detroit Daily Press, Inc., has filed suit in U. S. District Court against United Press International, the Evening News Association and Knight Newspapers Inc. (Infra., p. 70). The suit maintains that the defendants conspired to prevent the Daily Press from obtaining U. P. I. service.

service from Reuters of London, Ltd. Gill called the New York office and was told, once again, that he would receive final word later in the day. This time the message was "jolly good old chap, you can have it."<sup>37</sup> It took two weeks for a Reuters' machine to be installed at the Daily Press. In the meantime a complete news budget for the day was sent, without charge, airmail special delivery from the New York office.<sup>38</sup> The first Reuters' copy appeared in the paper July 25.<sup>39</sup> Reuters' service cost the Daily Press \$200 a week.<sup>40</sup>

Admittedly Reuters' Service did not help on national news but the staff was very pleased with its coverage of the international scene. This was particularly important in the changes in the governments in the Soviet Union and Great Britain and in obtaining information on the Chinese nuclear explosion.

The Daily Press also carried news from the Dow Jones business wire. The first story appeared in the July 23 issue. Some tips on non-business stories were gained from the wire as general news bulletins came with the business news and stock quotations.

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<sup>37</sup> Interview with Gill, August 17, 1965.

<sup>38</sup> Ibid.

<sup>39</sup> Daily Press, July 25, 1964, p. 2.

<sup>40</sup> Interview with Gill, August 17, 1965.

Circulation Setup

After meeting with the publishers, the distributors returned to Carrier's apartment to organize circulation. R. L. Polk and Company, which specializes in distribution systems, had given them a large map of the city. Quinn estimated that the detailed map cost \$125. The distributors divided the city into zones and called on members of Teamster Local 372 to manage the zones. The managers, or jobbers, started contacting stores and arranging for boys to solicit for home deliveries.<sup>41</sup>

For three days the distributors tried to rent a warehouse near Unique Press. They offered to pay six months rent in advance, but people apparently didn't believe that the Daily Press would last. Finally the distributors rented the "Blue Room," a large all-purpose room in the basement of St. Anne's Rectory, 1000 St. Anne's Street, Detroit. The side yard and the parking lot could be used for distribution of papers. Though facilities were hardly ideal for circulating a paper of 200,000, rent was cheap--\$75 or \$80 a week.<sup>42</sup>

The distributors gave a \$1,000 deposit to the phone company and four lines were installed. Minimum headquarters were ready late Tuesday. When radio and television carried

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<sup>41</sup>Interview with Quinn, October 13, 1965.

<sup>42</sup>Ibid.

the first spot announcements on the Daily Press, the phones started to ring. They stopped ten hours and 3,500 home delivery orders later, when they were shut off. Meanwhile, two men who regularly work on the circulation order desk of the News had routed the requests to zones.<sup>43</sup>

Almost immediately some of the zones had to be reduced or shared. One jobber turned in a request for 6,000 copies of the first paper. By the end of the strike, four regulars and one relief man worked the zone.<sup>44</sup>

Vol. I, No. 1

Detroiters saw the first edition of the Daily Press on Wednesday, July 22. The staff had worked on the paper since Sunday and the end product was sixteen pages, eight of those advertising. Copy was late getting to the printers and this was disastrous. The Michigan Chronicle, a regular customer of Unique Press, was already on the presses. It was 5 p.m. when the first copies of the Daily Press got on the streets.

In a self-introduction to Detroit readers, the paper said:

The Detroit Daily Press will be published as a service to the people of metropolitan Detroit for the duration of the strike that has interrupted publication of the Detroit News and the Detroit Free Press.

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<sup>43</sup>Ibid.

<sup>44</sup>Ibid.



It is not the intention of this paper to compete with the News or the Free Press. . . . [During the strike] we hope to provide the public with a readable, interesting and informative newspaper.

. . .

For the short amount of time that we worked on it, we think you'll find today's paper pretty good. But give us a little time. It will get better.<sup>45</sup>

Fortunately, all this was true. The paper did stop publishing at the end of the strike. This was a necessity, since almost all of the employees returned to the Free Press. But more important than that, the paper improved. The stories without by-lines or notation of source, very common in the first issues, gradually disappeared. Sports coverage expanded beyond just racing results. Daily Press personnel no longer had to ask people if they would like free congratulatory ads: thousands of lines of advertising appeared daily. Fortunately too, after the first issue, the names on the masthead were actually owners or employees of the Daily Press.<sup>46</sup>

Without any news service, adequate advertising, or sufficient staff, the Daily Press was able to publish July 22. This issue is not an example of a metropolitan newspaper. It is, to be sure, a throwaway laid out in an

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<sup>45</sup>Daily Press, July 22, 1964, p. 1.

<sup>46</sup>Arthur Dorazio was listed as managing editor on the masthead of the July 22 Daily Press. Later the paper apologized for the mistake. Dorazio had turned down the job offer (Daily Press, July 24, 1964, p. 3).

amateurish fashion. Dworkin said simply "It was miserable."<sup>47</sup> Nonetheless, the first paper was on the street. It could only improve, and it did.

### Circulation of First Issue

At 9 a.m., July 22, most of the jobbers had paid for their orders. The total press run was to be 85,000. It was a long day for the distributors who, after collecting money for the press run, had to wait until 5 p.m. to dispatch the first papers.

Quinn admitted that, "We were disgusted with the whole operation. We had been geared to operate, and we never really got a chance."<sup>48</sup> The jobbers were touchy, and doubts about the future of the paper were seemingly confirmed. The distributors knew that the paper was too short on copy to be worth a dime, but after the papers were dispatched they headed downtown just to see how many the eight of them could sell. "We hollered 'late race results' and in a matter of minutes we'd sold between 2,000 and 3,000 copies. The city was really hungry for something to read, and we were encouraged."<sup>49</sup>

### The First Ten Days

"The first week was touch and go," according to

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<sup>47</sup>Interview with Dworkin, June 2, 1965.

<sup>48</sup>Interview with Quinn, October 13, 1965.

<sup>49</sup>Ibid.

Dworkin. "We made mistakes and so did the printer."<sup>50</sup> Most interim papers have their hardest times during the first week or ten days. Interim papers usually start publishing before they are organized and adequately staffed. Because everyone is short on sleep, mistakes are compounded. Capital is short, and the papers can't afford to gamble more than necessary. Often a paper will fail because it didn't hire the few extra staff members necessary to make the paper function more efficiently.

One of the biggest breaks for the Daily Press came when Gary Stern got Alfred J. Simmons, a Free Press ad salesman, to agree to be Advertising Director. Simmons brought most of the Free Press salesmen with him, organized the advertising staff, and started the paper on its way financially. Simmons started classified ads, recruited national ads, and got an advertising representative in New York City. By the time the paper closed in October, more than 4,000,000 lines of advertising had been published.<sup>51</sup>

Nathan Roth was also a Free Press ad salesman before the strike. His role on the Daily Press is hard to define. Though Roth was Business Manager he spent most of his time during the first week as a liaison between the printer

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<sup>50</sup>Interview with Dworkin, June 2, 1965.

<sup>51</sup>Ibid.

and the staff. Probably the most important thing he accomplished, though, was the recruitment of Harry B. Shaw, the Assistant Managing Editor of the Daily Press, and George William (Red) Parker, the Managing Editor.

Roth convinced Shaw, a night make-up man at the Free Press, to join the Daily Press on July 31.<sup>52</sup> Ostensibly Shaw was to be the night make-up man. But Roth and the publishers had decided to put out a Sunday paper, and they thought Shaw could do the job. Shaw refused several times, but at about 4 a.m. Saturday morning Roth caught him in a weak moment.

#### First Sunday Edition

The publishers decided that for a paper to be respected by both advertisers and the general public, it needed to be a seven-day paper. Originally no one considered putting out a Sunday edition. The distributors initially refused to handle an extra edition each week. Their "no" was an important one since the distributors had control of press runs. The distributors knew that a small Sunday edition would be hard to sell to a readership that was accustomed to papers of more than 100 pages. The jobbers were set against it. "They had gotten used to not working on Sundays, and they hadn't made arrangements for

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<sup>52</sup>Interview with Harry B. Shaw, Assistant Managing Editor, Daily Press, August 25, 1965.

Sunday carriers.<sup>53</sup> That was Thursday, July 30.

Friday morning, July 31, the publishers still needed the teamsters to agree to handle a Sunday paper and they didn't have an extra person on the staff who could edit the paper. Nonetheless the first Sunday Daily Press was published August 2.

Late Friday the publishers convinced the distributors of the value of a Sunday paper in soliciting advertising and, ultimately, in the total operation. When the distributors agreed, they didn't realize that the comics would be in tabloid form. Safrens, printer of the TV Guide for the News, produced the comics for that first edition and the quality was excellent. The teamsters didn't feel that the Detroit market was ready for tabloid inserts but their major complaint came late Saturday afternoon.<sup>54</sup>

The offset printer didn't have a counter that could handle the tabloid inserts. The distributors had to hire thirty Mexican boys from the community to count, individually, all 85,000 copies of the insert. Since jobbers paid fifteen cents a copy of the edition, the distributors couldn't afford to hand out approximated bundles.<sup>55</sup>

Shaw, the newest member of the Daily Press staff, was responsible for supervising the Sunday paper. Shaw

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<sup>53</sup> Interview with Quinn, October 13, 1965.

<sup>54</sup> Ibid.

<sup>55</sup> Ibid.

still maintains that it was the worst nightmare he's ever lived through. His consignment of staff was one rewrite man, one police reporter, two "converted office boys," and Executive Editor Gill who filled in whenever he was needed. At 9 a.m. Saturday Shaw had virtually no copy for a paper that had to be off the presses by 5 p.m.<sup>56</sup>

Fortunately for Shaw, a \$1,000,000 fire broke out at a paint plant. He sent two reporters to the scene with a photographer and added their reports to those from the police reporter. By the time the paper was to be on the presses, Shaw had found just about enough news for page one but not enough for the other fifteen pages. That Sunday Reuters Service saved the day. Shaw grouped several stories together for a page one summary news column, "Reuter News."<sup>57</sup>

The Daily Press took quite a financial beating on the paper because of missing the late Saturday sales, heavy rain Saturday night and Sunday morning, and the quarter per issue price. Understandably, returns were heavy.

Shaw met with the publishers on Saturday. After almost twenty-four solid hours of work, he was tired. He says that he was in a mood to tell them what was wrong with the Daily Press operation.<sup>58</sup> He apparently did just

<sup>56</sup>Interview with Shaw, August 25, 1965.

<sup>57</sup>Daily Press, August 2, 1964, p. 1.

<sup>58</sup>Interview with Shaw, August 25, 1965.

that. At any rate, the news flow, the make-up, the relationship with the teamsters, and everything in general seems to have improved after that fateful first Sunday edition.

## II. DAILY PRESS MATURES:

August 3, 1964 to October 14, 1964

### Recruitment of Professionals

With the publishers and the distributors aware that the Daily Press could function as an interim daily, the loop-holes in internal organization started to close. One of the most noticeable changes occurred when Nathan Roth added a second major recruitment to his growing list of accomplishments. During the first week in August, George William (Red) Parker, State Editor of the Free Press, accepted the position of Managing Editor of the Daily Press.

Parker, in addition to working for the Free Press, has his own free-lance business, Parker Associates. He writes for American Metal Market, a five-day paper in New York, Time and Fortune, and does promotion work. When the strike started Parker decided to concentrate on his free-lance work. This plan lasted less than a month. When he joined the Daily Press staff, Parker found "a few pros and a collection of collegians."<sup>1</sup> One of his jobs as Managing Editor was to gradually build the staff of professional people.

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<sup>1</sup>Interview with George William Parker, Managing Editor, Daily Press, August 25, 1965.



Parker faced several recruitment problems. Almost all of the staff of the Free Press who had vacations coming were claiming them. Those who didn't have vacations had located jobs on their own or with the help of the Free Press management. Several were at the Knight papers in Charlotte, North Carolina, Akron, Ohio, and Miami, Florida. Still others had found jobs through the placement bureau set up by Local 22 of the American Newspaper Guild. Several of the Free Press sports writers had formed an association to handle publicity and publication of race results for Detroit race tracks.

One by one reporters returned from vacations and tired of other jobs. Gradually these people were added to the staff of the Daily Press. The additional staff members added to the quality of the news coverage and also to the cramped conditions in the newsroom. Several typewriters were added to the original four, but it was still necessary "to stagger the use of typewriters as the staff grew."<sup>2</sup>

#### Organization of Editorial Department

Dworkin has described his staff as a fluctuating one. Throughout the strike the Daily Press added staff members and shifted responsibilities. When the strike ended, there were over 100 people working on the editorial side of the

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<sup>2</sup>Ibid.

paper. But many of these people remained, throughout the strike, in spots they didn't belong in. Before Shaw and Parker joined the staff, Dworkin knew he had problems in the front office. But the people involved were professionals, and he didn't think he should tell them what to do. Dworkin still thinks this was the right decision.<sup>3</sup>

When Shaw started supervising make-up at the printers and Parker began handling personnel and copy-flow problems in the office, the staff gained the professional depth that it needed. Dworkin feels that the Daily Press became "a real newspaper at that point."<sup>4</sup>

Executive Editor Gill held down two jobs during the first month of the strike. He was at the Daily Press in the morning and evening and at Wayne State in the afternoon. After a month Gill had to devote more time to his teaching assignment at Wayne State. Though he retained the title of Executive Editor, Gill then acted more as an adviser on the Daily Press. "When you have Parker and Shaw on a staff, you don't need anybody else."<sup>5</sup>

#### Second Sunday Edition

By the time that the second Sunday edition of the Daily Press appeared, August 9, the improved staff

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<sup>3</sup>Interview with Dworkin, June 2, 1965.

<sup>4</sup>Ibid.

<sup>5</sup>Interview with Gill, August 17, 1965.

organization showed. The 20-cent edition, because it was cheaper and on the streets on time, brought actual sales of 170,000.<sup>6</sup> The comics were in standard rather than tabloid form so they no longer had to be counted by hand. The comics were printed by an affiliate shop of Unique Press, Capco Press, 6400 Miller, Detroit.

Capco Press continued to publish the comic sections throughout the strike. The quality of the Safrens' comics the first week was superior to any subsequent editions of the comic section. The Capco Press offset process could only carry three colors. Each week a different color was dropped to see which combination produced the best results.<sup>7</sup> Blue was dropped permanently but the comics, minus one color and frequently out of register, were definitely the weakest feature in the Sunday Daily Press.

Even Philip S. Aaron, Vice-President of Cy Aaron Publishing Company, admits "at the start they didn't look so good."<sup>8</sup> Gill maintains that the Daily Press added a comic section before it could be adequately produced and that the \$3,000 the publishers paid for comics was an unnecessary expense.<sup>9</sup>

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<sup>6</sup>Interview with Quinn, October 13, 1965.

<sup>7</sup>Interview with Aaron, August 24, 1965.

<sup>8</sup>Ibid.

<sup>9</sup>Interview with Gill, August 17, 1965.

### Need for Two Printers

By the time of the second Sunday paper the output of the Daily Press exceeded the facilities at Unique Press. Deadlines were always tight but the printer had more work than he could handle on Tuesday night and Saturday afternoon. Tuesday night Unique Press was publishing the weekly Michigan Chronicle and the Wednesday edition of the Daily Press. The Saturday edition of the Daily Press and parts of the Sunday edition needed to be produced at the same time. To relieve these bottlenecks and provide for larger press runs on the Wednesday and Sunday editions the publishers contracted the American Publishing Corporation to print these editions.<sup>10</sup>

American Publishing printed the Sunday editions of August 9 and August 16. Thereafter, they printed the Wednesday and Sunday editions of the Daily Press. Frequently the company shared split runs with Unique. Staff members of the Daily Press have a great respect for the American Publishing Corporation operation. Feelings are mutual. Originally the Daily Press had tried to get American Publishing Corporation to print the Daily Press. The company would have liked to have the entire Daily Press contract, but there was a misunderstanding as to whether

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<sup>10</sup>The American Publishing Corporation continued to publish the Polish Daily (Ted Pekala, Plant Superintendent, American Publishing Corporation, August 16, 1965).

two dailies--the Polish Press and the Daily Press--could be printed by the same plant. "When Roth and Hershman came to us the second time to explain deadlines and scheduling, they sounded like they knew what they were doing. At that point we agreed to help."<sup>11</sup>

By splitting the printing load between Unique Press and American Publishing Corporation and by exchanging classified forms for advertisements that were to appear again on days when the paper was printed in the other shop, the two plants were used with a minimum loss of efficiency. The press at American Publishing Company averages 45,000 per hour. The largest paper that they printed for the Daily Press was forty-eight pages. American Publishing Company had a good record for being on time. They were never more than fifteen minutes behind schedule. "If we had trouble we called and they [the publishers] had it straightened out in a few minutes."<sup>12</sup>

American Publishing Company turned down several orders to print the major competitor of the Daily Press, the Emergency Press. They felt it would be unfair to regularly publish the paper. A few times during the strike American Publishing Corporation handled part of a run for Nathanson's, Emergency Press, but there was no Daily Press work in the plant at the same time.<sup>13</sup>

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<sup>11</sup>Ibid.

<sup>12</sup>Ibid.

<sup>13</sup>Ibid.

### Deadlines at the Printers

It took more than a month for the Daily Press deadlines at the printers to seem totally realistic. The schedule called for ads for the Tuesday paper to be in by 1 p.m. Monday. Straight matter was due by 4 p.m. with the exception of the front, jump, and sport pages that were due at midnight. Dummies were at the printers by midnight but changes in the front page could be made as late as 3:30 or 4:00 a.m. Press time was 5 a.m. and the first papers reached the streets at 5:30 a.m.<sup>14</sup> The Sunday edition was made up all night Friday night and the presses started turning by 1:30 p.m. Saturday.<sup>15</sup>

### Technical Changes at Unique

Several changes were made in the Unique shop to handle the Daily Press work. Two linotype machines were bought from the Free Press for the six-point classified ads. A partition was built around the main press: "It threw off an awful lot of ink. This was all right for the one day a week, but when it was used every day, the partition was necessary."<sup>16</sup>

During the strike the supplier for Unique Press couldn't provide enough paper so some had to be shipped in

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<sup>14</sup>Interview with Aaron, August 24, 1965.

<sup>15</sup>Interview with Shaw, August 25, 1965.

<sup>16</sup>Interview with Aaron, August 24, 1965.

by rail. This paper was more narrow than the original stock so the margins had to be scrimmed down. The first time the narrow paper was used there were virtually no margins on the Daily Press.<sup>17</sup>

#### Mail Distribution

From the beginning the circulation practices of the Daily Press were like those of the News except for the limitations that a smaller staff imposed. One difference though was that all special orders of paper were mailed, even those for Detroit addresses. These orders included daily mailings to the telephone company, the gas company, and Air France. Air France put copies of the Daily Press on overseas flights.<sup>18</sup>

Several libraries subscribed daily and these, along with the other mailings, were sent at the expense of the distributors--the customer's price was the same as the 10-cent street sale. The distributors assumed that most of the requests were from people who wanted the paper as a matter of record. Complete sets of the Daily Press were sent to individuals out of the state, presumably for collectors' items.<sup>19</sup>

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<sup>17</sup>Ibid.

<sup>18</sup>Interview with Quinn, October 13, 1965.

<sup>19</sup>Ibid.

On September 25, Daily Press, Inc., applied for a second class mailing permit. After a routine inspection of circulation records by a post office inspector, the permit was granted October 2, effective on the date of application. The second-class mail rate for non-local mail is based on the percentage of advertising in the particular issue. Local second-class mail is one cent per piece. The Daily Press apparently found second-class service too slow. They only used the second-class mailing permit one day, the day that permission was granted, October 2. The remainder of the time they paid first-class rates. Based on totals for the one issue that was mailed, the mailing requirements clerk at the Detroit Post Office estimates that the Daily Press mailed no more than 500 copies per issue.<sup>20</sup>

### Circulation Problems

When papers came off the presses two or three hours late the distributors estimated that they lost 60,000 circulation. This was the biggest circulation problem in the first weeks of the Daily Press. Home deliveries were encouraged because these papers could arrive late in the afternoon and still be assured sales. The first batches of papers had to go to the downtown areas. The papers

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<sup>20</sup> Interview with Robert M. Block, Mailing Requirements Clerk, U. S. Post Office, Detroit, October 15, 1965.



started to reach the distributors on time after Shaw and Parker started working. "Parker wasn't there more than two days when [there was] a difference in the flow of copy. . . . He was a whiz."<sup>21</sup>

Breakdowns in the presses also held up circulation. Unique Press ran more copies per hour than the American Publishing Company but was, unfortunately, more susceptible to breakdowns. Two basic problems face all hustlers: they must have time to sell a product and the product must be good. Gradually the improvement of the product made the circulation job easier. The distributors feel they detected the dissatisfaction of almost every customer over the absence of a national news service. Not very many people had ever heard of Reuters Service according to the distributors.<sup>22</sup>

#### Methods of News Gathering

Because the Daily Press could not purchase a national wire service, other methods of news gathering had to be devised so that the readers could receive as much national news as possible. The staff does not quite agree on the extent to which radio and television reports were used. Managing Editor Parker says, "We cadged national and international news off broadcasts."<sup>23</sup> Parker said members of

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<sup>21</sup>Interview with Quinn, October 13, 1965.

<sup>22</sup>Ibid.

<sup>23</sup>Interview with Parker, October 25, 1965.

the staff listened to news broadcasts and because of the brevity of the reports, called long distance to fill in the details.

In many instances the Daily Press called a local paper's city editor and offered to pay for the services of one of their reporters. Gill said that they had complete cooperation in almost every instance. This, in effect, gave the Daily Press its own man on the scene. "Long-distance reporting" often was more direct. A radio report of the overturning of a truck carrying noxious gas in a suburban Miami section sent staff members to the phone. Information from police headquarters and local hospitals provided the lead story on August 19.<sup>24</sup>

Governor George C. Wallace addressed the Platform Committee of the Democratic convention in Atlantic City, and the Daily Press wanted to run a story on his speech. Gill called Wallace's hotel suite and got the Governor's financial adviser to read the speech over the phone. Again the phone had brought another lead story.<sup>25</sup>

Curt Haseltine, the City Editor, suggested that American Telephone and Telegraph might declare a special dividend because of the Daily Press account. He said that

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<sup>24</sup>During an interview (August 17, 1965) Gill told about gathering the story (Daily Press, August 19, 1964, p. 1).

<sup>25</sup>Daily Press, August 22, 1964, p. 1.

one day the staff spent more than \$1,000 in long distance calls.<sup>26</sup>

### Correspondents

Contacts in cities throughout the United States also helped with national news coverage. The professional newsmen knew reporters on other dailies and the Wayne State students were acquainted with members of the collegiate press all over the country. Because of both types of contacts it was frequently possible to locate a sympathetic journalist who would file a story directly with the Daily Press or send a carbon of a story he had written for his paper.<sup>27</sup>

By the end of the strike the Daily Press had five correspondents in Washington, D. C. The first correspondent to agree to send material from the city refused to have a by-line on his work because he was working for the Washington Post. Gill, who was very relieved to know that the Daily Press would have material from Washington, wrote the by-line "G. Schenk Gott" on the first story from Washington.<sup>28</sup> G. Schenk Gott is a play on the German phrase Geschenk von Gott, a gift from God. Later G. Schenk

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<sup>26</sup>Daily Press, November 1, 1964, p. C-2.

<sup>27</sup>Interview with Parker, August 25, 1965.

<sup>28</sup>The by-line appeared as G. Scheuk Gott in the first issue but was later corrected (Daily Press, July 22, p. 2).

Gott was made Chief of the Daily Press Washington Bureau.<sup>29</sup>

Correspondents and stringers were considered the same thing on the Daily Press because there were no bureaus other than the one in Washington. During the Presidential campaign the Daily Press had two primary stringers on the campaign trails. Two other people filed copy part-time. All of the campaign stringers were with a trade magazine group in Washington.<sup>30</sup>

#### Additional Feature and Wire Services

Besides Reuters News Service and the Dow Jones Wire Service, the Daily Press carried a racing wire, a Western Union and an American Bell Telephone tie-up. Central Press Mat Service provided for regular features and was used for locating special pictures and copy on a short notice. Once rush copy was requested it could be on its way to Detroit in an hour. King Features supplied specialized columns and comics and Chronicle Features from San Francisco sent some feature material.<sup>31</sup>

#### Largest Circulation Issue

A story about a triple murder<sup>32</sup>--a former television

<sup>29</sup>Ralph Hemmel, a former Editorial Director of the Daily Collegian at Wayne, wrote under this by-line. Hemmel worked at the Pontiac (Mich.) Press before going to the Washington Post (Interview with Gill, August 19, 1964).

<sup>30</sup>Interview with Shaw, October 12, 1965.

<sup>31</sup>Ibid.

<sup>32</sup>Daily Press, September 15, 1964, p. 1.

announcer and a nude couple--gave the Daily Press its largest paid circulation for a single day. "We sold 290,000 copies of the Pierre Paulin issue and could have gone to 500,000 if they [the papers] had been printed."<sup>33</sup> Over 6,000 copies were sold in one area alone by 9:30 a.m. The distributors dispatched the papers to the downtown area in two loads so all of the jobbers would have a chance to make the extra profit.

### Carriers Return to School

Every fall newspaper circulation departments lose a number of carriers because of the opening of school. Because of this change over the Daily Press had a drop in circulation. Dworkin estimated that circulation went down 30,000 to 40,000 the first day school opened. "Veterans told us that if they [the distributors] could get that back in two weeks they were lucky."<sup>34</sup> Dworkin said the circulation figures rose in three days.

One of the main reasons for this quick recovery was the start of incentive pay for jobbers. The average of the draws<sup>35</sup> of a jobber was figured for several weeks prior to the opening of school. That average was the man's incentive base. For each 100 copies that he sold over that base he

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<sup>33</sup>Daily Press, September 15, 1964, p. 1.

<sup>34</sup>Interview with Dworkin, June 2, 1965.

<sup>35</sup>Draws means the same as daily sales.

earned 30 cents extra. Some men earned as much as \$140 a week of just incentive pay. This helped the men defray the cost of repairs on their automobiles that resulted from hauling heavy loads.<sup>36</sup>

### Bringing Home the Warren Report

One of the biggest stories in the fall was the release of the Warren Commission Report. Newspapers all over the country carried excerpts and digests of the report within hours of the release date. The Daily Press wanted to do the same thing, but there was a problem--the major source of information on the report and copies of the report itself came from the national wire services. To get a copy of the report, the Daily Press sent Don Beck to Washington to pick it up as soon as it was available. Beck flew back to Detroit, worked with the report enroute, and gave it to various members of the staff who immediately wrote sidebars.<sup>37</sup>

By using this method of acquiring a copy of the Warren Commission Report, news of the findings was given to Detroit readers on September 27, the release date for the report.<sup>38</sup> Condensations of the report, background information and interpretations were carried daily through October 9.

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<sup>36</sup>Interview with Quinn, October 13, 1965.

<sup>37</sup>Interview with Shaw, October 12, 1965.

<sup>38</sup>Daily Press, September 27, 1965, p. 1.

### Ward Goes to Rome

Hiley H. Ward, Religion Editor of the Daily Press, was sent to Rome to cover the Ecumenical Council.<sup>39</sup> Originally plans were for Ward to file copy by a telephone-typewriter communication system. However, the system was not working while Ward was in Rome: he had to send his copy by R. C. A. cable and airmail special delivery.<sup>40</sup>

### An Established Interim

By the middle of October three months had passed since the first bull session at the Daily Collegian. The interim paper that was born in the office of the Daily Collegian had set up a fairly complete system of news coverage to compensate for not having a national wire service. Copy under the by-line of "Our Washington Bureau" was carried daily and correspondents on the Johnson and Goldwater campaign trails filed frequent reports. Local beats were covered by experienced reporters, mostly from the Free Press. Announcements of new-model cars had been placed in the Daily Press. The paper had published a complete election guide for the September primaries and had taken editorial stands on local and national issues. It was, in fact, a

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<sup>39</sup>Hiley H. Ward's first story on the Ecumenical Council appeared on page one of the October 4 issue of the Daily Press.

<sup>40</sup>Interview with Shaw, September 3, 1965.

metropolitan newspaper boasting a circulation of 250,000 on week days and 280,000 on Sundays.<sup>41</sup>

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<sup>41</sup>This figure apparently represents total press run rather than paid circulation. It appears in an ear on page one of the October 11, 1964 issue of the Daily Press.



### III. DAILY PRESS CONTINUES:

October 15, 1965 to November 22, 1964

#### Jenkins Case Coverage

October 15, 1964, was an amazing news day because three major stories broke at once--the Jenkins case, Khrushchev's deposition and a labor party victory in Great Britain. Washington correspondents sent word that something unusual had happened to one of Johnson's aides the night before the Jenkins story broke. As soon as the verified facts were available the next day, stories came in to the Daily Press on a direct Western Union tie line, and arrived at the same time as they appeared on U. P. I. wires. Dworkin, Parker, and Shaw held the story until 4 a.m. and then decided to run it as the lead story that day, October 15. The story was a factual, unsensationalized account of the Jenkins' arrest that "even now is excellent reading."<sup>1</sup>

#### Khrushchev Steps Down

The Daily Press received the first report of Khrushchev's deposal on the Reuters' wire in the morning of

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<sup>1</sup>Richard Rustin, "Interim paper: best yet," Columbia Journalism Review, IV, No. 1 (Winter, 1965), 9.

October 15. Confirmation of the report was delayed and the Reuters' wire was full of the results of the British election. By 11 a.m. the staff assumed that the report was true. They called Central Press Mat Service to request that Central Press airmail mats on Khrushchev to the Daily Press as soon as possible. Two reporters were sent to the library to get background material. Other members of the staff got books on Soviet affairs from their own libraries. Very little of the library material was used because Reuters provided sidebar material almost immediately.<sup>2</sup>

Normally the press run of the Daily Press finished by 1:30 or 2:00 p.m. That day Shaw stopped the presses early. The plates were held on the presses until a make-over edition was compiled and final confirmation on the story was received. An extra was on the street within an hour of the confirmation of the story.

Dworkin and other staff members meanwhile contacted experts on Soviet affairs from Wayne State, Michigan State University and the University of Michigan to get information on possible implications of the event. The next day's papers carried summaries and analyses of the British election and the change in Soviet power structure.<sup>3</sup>

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<sup>2</sup>Interview with Dworkin, June 2, 1965.

<sup>3</sup>Interview with Shaw, October 17, 1965.

### Cramped Quarters

By the final weeks of the strike the Daily Press offices took up most of the fourth floor of the Garfield. One by one additional rooms had been rented. The final office was added the last Wednesday that the Daily Press published. By Saturday of that week the phone wires in the office had been completely re-strung--they were used for one day.<sup>4</sup> James S. Fowler, a feature writer on the Free Press started working with Daily Press in the final weeks of the strike. He was amazed at the crowded conditions; the typewriters all had two or three name tags on them and the dark room was so small "that if two go in at the same time the smaller gets trampled to death."<sup>5</sup>

### Editorial Page

Dworkin was responsible for the editorial page. Don Schram, who had been a city hall reporter and State Editor on the Free Press for twenty-five years, joined the editorial page staff at the first of October as Associate Editorial Page Editor. Until then Dworkin and three associates from the United States Student Press Association wrote most of the copy for the page. The three students were Mark Acuff from the University of New Mexico,

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<sup>4</sup>Interview with Parker, August 25, 1965.

<sup>5</sup>Daily Press, November 3, 1964, p. 8.

Paul Danish from the University of Colorado, and Dean Gottehrer from Tulane University.<sup>6</sup>

### Advertising

Though there were open rates for advertising, some favoritism was shown to large advertisers. Contract agreements were made that guaranteed an advertiser a certain rate for specific amounts of advertising. No attempt was ever made to see if advertisers inserted the minimum line-age that entitled them to the low rates.<sup>7</sup>

Figures on charges for advertising changed during the strike. By the last issue of the Daily Press the open retail rate per inch was \$10. Advertisers were given a rate of \$8.14 per inch for a minimum of 1,000 lines of copy, \$6.98 per inch for 5,000 to 9,999 lines, and \$6.40 for over 10,000 lines. National advertising was sold at 90 cents per line for under 500 lines, 88 cents per line for 501 to 1,000 lines, 84 cents a line for 1,001 to 2,000 lines, 81 cents a line for 2,001 to 2,400 lines, and 79 cents per line for more than 2,401 lines. All classified ads cost \$1.00 a line.<sup>8</sup> One of the biggest problems in soliciting advertising for the Daily Press was that salesmen

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<sup>6</sup>Interview with Gill, August 17, 1965.

<sup>7</sup>Interview with James Sadler, Classified and Credit Department, Daily Press, September 1, 1965.

<sup>8</sup>Ibid., October 15, 1965.

could not give any verified records of the paper's circulation.<sup>9</sup>

Apparently at least one of the Daily Press advertisers was pleased with his relationship with the paper and the printer. When American Publishing Corporation printed three pages of color ads introducing the 1965 Chevrolets, representatives from Chevrolet watched the actual printing of the ads. It only took twenty-five minutes to get the ads in register and Pekala called the representatives "good examples of happy advertisers."<sup>10</sup>

Some of the major advertisers never bought space in the paper. Hudsons and Sears preferred publishing their own shopping news to advertising in the Daily Press. Winkelman's bought broadcast time and put out circulars.

### Primary and November Elections

The Daily Press carried voting guides with background information on candidates before the primary and November elections.<sup>11</sup> Special assignment of reporters to the Presidential campaign parties and the receipt of additional information from stringers provided pre-election coverage.

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<sup>9</sup>Interview with Alfred J. Simmons, Advertising Director, Daily Press, June 2, 1965.

<sup>10</sup>Interview with Pekalo, August 16, 1965.

<sup>11</sup>The guides appeared in the August 30 and November 1 issues.

Since the Daily Press didn't have a national wire service the publishers had to find some way to cover the election results from outside the Detroit area. Dworkin admits that:

We stole the results off of radio and television. In the beginning we said, "if we couldn't do it [publishing] ethically, we wouldn't do it at all." . . . But the mass media industry includes a very hypocritical and sanctimonious batch of people who pass themselves off as doing something for no other reasons than that it is good for the public.<sup>12</sup>

By monitoring the radio and television programs and wire services, the Daily Press was able to compile the story of the 1964 election results. There was, in truth, no other way they could have covered the story.

The issue of the Daily Press with second largest circulation, about 260,000, contained the results of the November elections.<sup>13</sup> Over 300,000 orders were placed, but the orders couldn't be filled. The largest request for back issues was for that date.<sup>14</sup>

#### Distributors Have Minor Personnel Problems

The distributors handled personnel problems once the circulation setup became routine. They had a few complaints

<sup>12</sup>Interview with Dworkin, June 2, 1965.

<sup>13</sup>Election results appeared in the November 4 issue of the Daily Press.

<sup>14</sup>Thirty-five copies of each issue were kept in a morgue so that limited requests for back issues could be handled (Interview with Quinn, October 13, 1965).

from the police department: girls were distributing some of the papers and boys, soliciting at stop lights on busy highways, refused to leave the streets when the light turned green. The problems were referred to the zone managers.<sup>15</sup>

A few of the jobbers moonlighted on the Emergency Press. The distributors asked the men to choose which paper would be their employer. Only one was fired by the distributors; he was caught stealing. Occasionally, while counting returns from jobbers, distributors discovered that the inside section of a return was not from the Daily Press.

#### Circulation Refunds

The distributors gave jobbers refunds for unsold issues. Originally there were to be no refunds. Later the distributors said they would refund five per cent of the returns. "Actually no man lost a dime on a paper. One of us would take the man aside and give him a voucher for the full cost of the returns."<sup>16</sup>

When the jobbers' orders exceeded the press run on the election issue, the distributors refunded the full price of the papers to them. Since both the jobbers and the carriers had waited, the distributors felt that they

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<sup>15</sup>Ibid.

<sup>16</sup>Ibid.

should be paid for their time. The jobbers were told to "pass on some of that [refund] to the kids. Don't take all the gravy."<sup>17</sup> Only some of the jobbers took this suggestion, according to reports that the distributors received.

### Jobbers Threaten Strike

An announcement on a late newscast that the jobbers were going to strike against the distributors caused concern to Daily Press people. The report was unconfirmed but there was dissension among the teamsters.

The next morning the distributors were prepared to talk with the would-be strikers. Very little was said about a strike, though, since most of the jobbers were making more money than on their regular jobs and most of the leaders of the dissension were earning more than \$300 a week, for four hours work a day. Distribution of the papers proceeded as usual that day.<sup>18</sup>

### Reporting of the Strike

Some of the most pointed criticism of the Daily Press concerns its coverage of the Detroit newspaper strike. The New York Times called the coverage "superficial if not nonexistent."<sup>19</sup> Richard Rustin, writing for Columbia Journalism

<sup>17</sup>Ibid.

<sup>18</sup>Ibid.

<sup>19</sup>New York Times, November 9, 1964, p. 38.



Review said that by the end of the strike the Daily Press conquered most of its problems of news gathering on both the local and national scenes. "Only in reporting the strike itself did the Press fall down."<sup>20</sup>

When one of the members of Governor George W. Romney's Blue Ribbon Commission to study the strike urged the public to put moral pressure on unions to accept an offer of the News and the Free Press that would end the strike, the Daily Press never mentioned the story in its columns. The New York Times carried a story of more than twenty column inches.<sup>21</sup> Dworkin said that the committee member, the Right Rev. Richard S. Emrich, spoke as an individual and that his statement was derogatory toward the unions. If the statement had been printed in Detroit strike negotiations might have been affected. A large advertiser in Detroit told the publishers that he would find favor with the Daily Press if the Bishop's statement was printed. The Daily Press decision to ignore the story was, in part, based on an unwillingness to be pressured into running a story.<sup>22</sup>

## Vol. II

After the one-hundredth issue of the Daily Press was published the volume on the dateline changed. Sometime

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<sup>20</sup>Rustin, Columbia Journalism Review, IV, No. 1, 9.

<sup>21</sup>New York Times, November 3, 1964, p. 18.

<sup>22</sup>Interview with Dworkin, June 2, 1965.

during the November 1 press run the dateline changed from "Vol. I, No. 102" to Vol. II, No. 2."<sup>23</sup> Numbering continued this way until the final edition "Vol. II, No. 23"<sup>24</sup> with one exception. A typographical error in the dateline of the November 14 issue yielded a limited run of "Vol. III"--a one-day issue.<sup>25</sup>

#### Circulation in State

For three weeks of the strike, copies of the Daily Press were taken by truck to Flint, Saginaw, Bay City, Port Huron, and Samaria. The publishers had requested that a limited statewide circulation be set up so that more advertising, especially national advertising, could be solicited. The distributors organized the program and held a kick-off dinner in Midland, Michigan.<sup>26</sup>

#### Union Pressures

At the beginning of the strike many members of the Teamsters Local were not interested in working for the distributors. Later these people wanted jobs and tried to use their seniority status to get routes. Toward the end of the strike the union tried to negotiate pay increases and benefits for the jobbers.

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<sup>23</sup>Daily Press, November 1, 1964, p. 1.

<sup>24</sup>Daily Press, November 22, 1964, p. 1.

<sup>25</sup>Daily Press, November 15, 1964, p. 1.

<sup>26</sup>Interview with Quinn, October 13, 1965.

"They asked us to meet union wages, pay hospitalization and vacation benefits, and hire relief men."<sup>27</sup> Late in the fall the distributors agreed to hire relief men. Union demands would have brought the base pay per man to \$208 for a five-day week. The distributors' payroll would have risen to \$50,000 a week.<sup>28</sup> The distributors say that if they had met the demands they would have had to reduce the number of men employed and increased the sales quota per man. Negotiations were stalled by the distributors and the strike ended.

#### Relations with Printers

What actually went on in the print shops that worked with the Daily Press may always be a mystery. The publishers and staff of the Daily Press and the personnel at American Publishing Corporation agree--the two had a mutually satisfactory, mutually profitable relationship.<sup>29</sup>

The relationship between Unique Press and the Daily Press is not so clear. The Daily Press had hoped to have all of their printing done at one plant. However too many problems arose at Unique. "They had a chaotic operation," said Shaw.<sup>30</sup> Dworkin said Unique Press was

<sup>27</sup>Ibid.

<sup>28</sup>The actual payroll of the distributors was between \$9,000 and \$10,000. Only the relief men were included on the payroll (Ibid.).

<sup>29</sup>Interviews with Dworkin, Shaw, Parker, Gill and Pekala support this statement.

<sup>30</sup>Interview with Shaw, August 25, 1965.

extremely inefficient. He "even tried to lay out a floor plan for them [Unique Press]. . . . If they didn't think they could set type fast enough they'd put it [copy] away in a drawer."<sup>31</sup> The Daily Press kept duplicates of everything because copies of stories got lost almost every night.<sup>32</sup> Aaron didn't agree with these statements. He said there was no problem with losing copy in the shop because every piece of copy was stamped with the paper's name and the time it entered the shop. He remembered only one or two times during the entire strike when a piece of Daily Press copy was lost.<sup>33</sup>

### Local Columnists

Many members of the Daily Press staff developed into local columnists. When specific assignments were finished, staff members were told to write whatever they wanted to. As a result, students and copy boys from the Free Press saw some of their work in print.

### Amusement and Cultural Coverage

Six or seven members of the amusement staff were students from the Daily Collegian. The coverage that they gave on cultural events was almost equal to that of the

<sup>31</sup>Interview with Dworkin, June 2, 1965.

<sup>32</sup>Interviews with Dworkin on June 2, 1965 and Shaw on August 25, 1965.

<sup>33</sup>Interview with Aaron, August 24, 1965.



regular papers. About the seventh week of the strike, the staff started a Sunday amusement supplement for the paper.<sup>34</sup>

### Daily Press Printers Were Busy

Since five types of union workers at Unique Press and the American Publishing Corporation were the same as those involved in the strike--the pressmen, the stereotypers, the mailers, the composers and the paper handlers--the extra men needed to publish the Daily Press were located through the union headquarters. Union contracts at the two plants had to be honored, so the extra men were not considered strike-breakers.

Unique Press added an extra shift in the composing room during the strike. Supervisors worked six and seven days a week instead of the usual five days. An average of 500 extra people were on the payroll each week. The payroll at Unique went from \$8,500 to \$30,000 during the strike. Most of this was straight time because of the extra shift. Saturday work was paid at time-and-a-half while Sunday work was double-time. At one time or another during the strike all of the composers from the Free Press and the News worked there. Three machinists from the News were hired to handle the maintenance because there wasn't time to shut down for repairs. Unique doesn't usually

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<sup>34</sup>Interview with Dworkin, June 2, 1965.

have machinists on their payroll. The shop is too small for that.<sup>35</sup>

During the strike the Daily Press work took one press room shift out of every two or three at Unique Press--depending on whether the Montgomery Ward circular was printed that week. Seventy per cent of the composing room work of the plant was on the Daily Press.<sup>36</sup>

The American Publishing Corporation added 400 or 500 employees to their payroll during the strike. If a man worked for twelve or thirteen days a month, the American Publishing Corporation paid his hospitalization benefits. The unions permitted men to work two days a week and still collect benefits. Apprentices who normally made \$90 with American Publishing Corporation were able to earn \$300 a week during the strike.<sup>37</sup>

Much of the Daily Press work at American Publishing had to be charged at one-and-a-half or double-time. "They [the publishers] were more than willing to pay," Pekala said.<sup>38</sup> The Daily Press paid for all papers before the papers left the plant.<sup>39</sup>

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<sup>35</sup>Interview with Aaron, August 24, 1965.

<sup>36</sup>Ibid.

<sup>37</sup>Interview with Pekala, August 16, 1965.

<sup>38</sup>Ibid.

<sup>39</sup>The American Publishing Corporation would not release figures on the amount collected from the Daily Press. The press work charge was levied per 1,000 copies and the composing room charge on a per paid basis (Interview with Pekala, August 16, 1965).

### Circulation

Reliable circulation figures are available for regular metropolitan dailies through the Audit Bureau of Circulation. Unfortunately, but understandably, these figures are not compiled for interim dailies. Any verification of daily circulation figures of the Daily Press is impossible.<sup>40</sup>

According to a rough estimate of the publisher, between 200,000 and 250,000 copies of the Daily Press were printed each day.<sup>41</sup> The exact count varied with the importance of the news of the day and the time that was required to print the paper. On many days the press run does not represent the potential sale of the paper but rather what could be printed. Unique Press estimates that the average run at that plant was 150,000 with the number increasing to 250,000 on the biggest papers.<sup>42</sup> The American Publishing Corporation says that the largest collective run on a single issue between Unique Press and American Publishing Corporation was a Sunday run of 370,000. The average run at American Publishing reportedly exceeded 250,000.<sup>43</sup>

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<sup>40</sup>The printers and the publishers will not release specific information on press runs, the amount of printing bills, or the cost per paper.

<sup>41</sup>Interview with Dworkin, June 2, 1965.

<sup>42</sup>Interview with Aaron, August 24, 1965.

<sup>43</sup>Interview with Pekala, August 16, 1965.



It would seem that the two most reliable circulation figures come from the distributors and, for one issue, the U. S. Post Office in Detroit. A post office employee checking on the Daily Press application for a second-class mailing permit certified that the paid circulation for October 2 was 203,000.<sup>44</sup> These figures are considerably lower than the "over 250,000 daily circulation" and "280,000 circulation on Sundays" that was claimed in ears on the front page of the Daily Press.<sup>46</sup>

#### Returns

The returns on unsold papers averaged 10,000 a day during the strike. On rainy days and days when the paper was late, the returns ran as high as 30,000. Sometimes returns went as low as 4 per cent. All returns were donated to St. Anne's Rectory. The distributors had two or three semi's full each week.<sup>47</sup> This scrap paper was probably worth more to St. Anne's than the rent. The publishers reimbursed the distributors at cost for these returns.

Usually donations of large corporations are deducted from income taxes. In this case the Daily Press was more

<sup>44</sup>Interview with Block, October 15, 1965.

<sup>45</sup>Interview with Ferrell, October 17, 1965.

<sup>46</sup>Daily Press, October 16, 1964, p. 1.

<sup>47</sup>Interview with Quinn, October 13, 1965.

generous than it meant to be. Because of an oversight no deduction for the charity was made on the Daily Press income tax return.<sup>48</sup> No estimate of the actual loss was available. If the average daily return was 10,000 copies and the per copy cost to the publishers was, hypothetically, 2.5 cents,<sup>49</sup> the deduction would have amounted to \$30,000.

### The Final Issue

The Daily Press was never published on a day when the News or Free Press printed. When the strike was settled the Daily Press announced its final issue would be printed Sunday, November 22, 1965. Sunday's paper, the one hundred twenty-third issue of the Daily Press, carried a congratulatory note from the Mayor of Detroit, Jerome P. Cavanagh:

I think you should be commended for stepping briskly into the void created by the newspaper strike . . . [and for] providing employment for so many people who otherwise would have suffered severe financial harm. . . . [The Daily Press performed an] outstanding role.<sup>50</sup>

The Daily Press was in the process of carrying a series on lobbying in the state legislature at the end of the strike. New staff members had been hired that last week and several office changes had been made. The paper

<sup>48</sup>Interview with Dworkin, August 16, 1965.

<sup>49</sup>It is conceivable that the publisher's cost per copy was more than 2.5 cents. If this was the case the loss not reported would have been higher.

<sup>50</sup>Daily Press, November 22, 1964, p. 1.

had in fact, continued at full speed until publication of the regular dailies was resumed. The final issue, an unemotional farewell, leaves readers with the impression that the paper stopped, it didn't die. Most of the staff members returned to their regular newspaper jobs on Monday. A few lingered to collect accounts and close the files.

### Commissions and Profits on Circulation

Jobbers called in orders every night for the next day's press run. In the morning the jobbers paid in advance for their orders and from this in-take the distributors paid for the press run. At the completion of the press run the publishers purchased all copies of the Daily Press. The distributors then bought the papers from publishers.<sup>51</sup> No one will say how much the publishers or the distributors paid per issue. The New York Times said that the distributors earned \$2.00 on every 100 papers they purchased.<sup>52</sup> Since the distributors will say that they sold the papers to the jobbers for \$6.25 per 100 papers<sup>53</sup> the distributors' purchase price would have been \$4.25 per 100.

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<sup>51</sup>The actual cost per page is not available. Quinn said this was an issue with the union at the end of the strike so the distributors would not release the figure (Interview with Quinn, October 13, 1965).

<sup>52</sup>New York Times, November 9, 1964, p. 38.

<sup>53</sup>Interview with Quinn, October 13, 1965.

The jobbers sold the papers to carriers at \$8.00 per 100, earning \$1.75 for each 100 papers that they handled. Since carriers sold the papers at 10 cents each, their profit was \$2.00 for each 100 copies sold. Jobbers had to guarantee that they would handle 1,000 a day. If a jobber handled only the minimum number of papers each day for six days a week he would make \$105 a week. This does not include the incentive pay that was started in September. Jobbers' earnings actually averaged between \$200 and \$300 a week. Some men earned up to \$450 a week.<sup>54</sup>

No figures are available on either the net or gross profit of Press Distributors, Inc. The distributors say that average paid daily circulation was 200,000. If you take 120 days--the paper published 123 but this figure allows for the first days--and multiply by the average circulation you know that approximately 24,000,000 copies of the Daily Press were sold. If the distributors made only 1.5 cents per paper<sup>55</sup> their gross profit during the strike was \$360,000. From this amount the major expenses were salaries of relief men and office personnel, rent at St. Anne's, phone expenses, and mailing expenses. If expenses totaled \$70,000 the net profit for each partner in Press Distributors, Inc. was \$36,250.

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<sup>54</sup>Ibid.

<sup>55</sup>This is a conservative estimate even though the New York Times reported the profit as 2 cents per page.

### Editorial Salaries and Bonuses

The only salaries of the Daily Press staff that can be confirmed are those of editorial workers. The majority who started with the paper in its first weeks made \$100 a week. After about a month all salaries were raised to the individual's minimum on the Guild salary scale. These raises, paid in two installments, were retroactive to the first day of employment.<sup>56</sup>

Bonuses were paid to editorial workers at the end of the strike. Shaw, Parker, and Gill made recommendations to the publishers on the amount of the bonus. General staff bonuses ranged from \$100 to \$750. The top men in top editorial positions got considerably more, probably the equivalent of their salary for one month.<sup>57</sup> Advertising personnel made a salary plus commission. Figures on their earnings are only "guesstimates." Salesmen averaged from \$200 to \$300 a week. At least one salesman earned as high as \$2,000 a week.<sup>58</sup>

### Profits of Daily Press, Inc.

There is a big hole in the story of the Daily Press at this point. Dworkin admits that the Daily Press, Inc., made at least \$500,000 net profit. Estimates from reliable

<sup>56</sup>Interview with Dworkin, June 2, 1965.

<sup>57</sup>Interview with Shaw and Parker, August 25, 1965.

<sup>58</sup>Interview with Sadler, September 1, 1965.

sources put the figure closer to \$750,000. Whatever the profit of the Daily Press was, Gill, Morché and Holtz received a portion of the profit greater than they would have gotten on a straight bonus because they had initially helped start the paper.<sup>59</sup>

#### Opposition to the Daily Press

Some of the major advertisers refused to advertise in the Daily Press. The publishers think there are strong indications that some of the bigger firms among the non-advertisers sought to encourage others to follow their example.<sup>60</sup> Even if it could be proven that this were true, it is apparent that there was no city-wide boycott on the part of advertisers. Had there been, the Daily Press could not have continued to make a profit as long as it did.

Each of the members of the Daily Press staff interviewed remembered that at least one of the Detroit radio stations accused the Daily Press of prolonging the strike and editorially opposed them in other ways. All agree that there was opposition, but none can agree on which radio station provided the opposition. Since virtually every major radio station in Detroit was mentioned at least once, the only conclusion is that the opposition that the Daily Press had from radio stations wasn't very strong.

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<sup>59</sup>Interview with Dworkin, October 17, 1965.

<sup>60</sup>Ibid.

Reportedly the Free Press and News management opposed operation of the interim newspaper. This may be true, but instances can also be found where members of the management of both papers helped members of the Daily Press staff in projects directly related to the Daily Press. If there is any proof of outright conspiracy against the Daily Press on the part of the two papers, a pending court case against the two papers and United Press International will be decided in favor of the Daily Press. Until the outcome of the court case, the principles on both sides refuse to discuss specifics on relationships between or among any of the parties.

One instance was reported of a News employee being fired for moonlighting on the Daily Press. The reporter started working with the Daily Press after the News reduced editorial employees to a four-day week. Because the man was responsible for the care of his two mentally retarded children he sought additional work. After dismissal from the News the man was hired by the Free Press.<sup>61</sup>

Some pressure was exerted on Clarence Hilberry, President of Wayne State University, to get Gill to either leave the Daily Press or leave Wayne State. Gill received a call about the situation but was working a reduced load at the Daily Press and the strike soon ended so no "choice" was necessary.<sup>62</sup>

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<sup>61</sup>Interview with Gill, August 17, 1965.

<sup>62</sup>Ibid.

After the Final Press Run

The Daily Press had provided the city with a respectable, informative paper. It gave about 500 newspaper employees jobs and at the same time was a financial success. The story of the Daily Press does not stop with the final issue. Another chapter was started November 20, 1964, when the Daily Press, Inc., filed a \$7,500,000 suit against United Press International, the Evening News Association and Knight Newspapers, Inc.<sup>63</sup>

The Daily Press charged that the defendants violated Sections 1 and 2 of the Sherman Act and Sections 15 and 26 of the Clayton Act. The plaintiff asserts that U. P. I., the Evening News and Knight Newspapers "contracted, combined, and conspired to monopolize interstate trade and commerce in the sale of news services, newspapers and newspaper advertising."<sup>64</sup>

The case has been prolonged because of a heavy court docket and illnesses. The court file now contains the original complaint and answers to specific charges. No pre-trial conference has been set.

United Press International is represented by William Butler of Clark, Klein, Winter, Parsons and Prewitt Law Firm. Knight Newspapers, Inc. is being represented by

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<sup>63</sup>Civil Action 26056, U. S. District Court, Detroit, Michigan, p. 1.

<sup>64</sup>Ibid., p. 15.



the firm of Murray and Murray. Leslie Flemming of the Butzel, Eaman, Long, Gust, and Kennedy firm represents the Evening News Association. The Daily Press, Inc., is represented by Erwin Ziegelman of Emery, Parsons, Bahr, Tennant, and Hogan and by Eugene Driker of Friedman, Meyers and Keys.<sup>65</sup> All of the firms are in Detroit.

This case will decide whether news services are free to determine whom they shall serve or if, especially in a strike situation, they must offer their services under some type of emergency contract to all newspapers of general daily circulation.

#### Daily Press Continues

After the members of the staff returned to their regular jobs, four of the members of Daily Press, Inc., looked for similar ventures. In March, 1965, they surveyed the possibilities of starting an interim paper in New York City if a major strike occurred. Hershman, Siegel, Gary Stern, Dworkin, and Alfred J. Simmons, the new member of the group, formed the corporation H. D. S. Associates to publish an interim paper if the New York papers had been struck. The strike never materialized.

Shortly thereafter, a city-wide newspaper strike started in Baltimore. H. D. S. Baltimore Associates was formed, but the corporation waited to see how long the

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<sup>65</sup>Interview with Erwin Ziegelman, Attorney, Emery, Parsons, Bahr, Tennant and Hogan, August 16, 1965.

strike would last. They started the Baltimore (Md.) Daily Tribune, but they'd miscalculated. In four days the strike ended. Yet, with the experience of Detroit behind them, the paper was organized more quickly.<sup>66</sup>

During the summer of 1965 the same five men started T. V. Guide, Inc., in Toledo. They now are publishing a weekly T. V. Guide for free distribution by Kroger Stores, Lane Drug Stores and Toledo Trust Company. Dworkin figured that this type of distribution would get to 85 per cent of the customer market in Toledo. The firm expects to make its profit solely from the advertising in the booklet. Dworkin said that if the venture is successful the corporation will consider publishing guides in other cities where no weekly television guide is carried in the newspapers.<sup>67</sup>

Daily Press, Inc., has changed to H. D. S. Associates, H. D. S. Baltimore Associates and T. V. Guide, Inc. What the next project of this group will be is anybody's guess. Dworkin has said that if another newspaper strike occurs in Detroit he will consider starting another interim daily.

It seems likely that if a strike occurs, and if Dworkin and his associates don't start an interim paper, someone else will. Press Distributors, Inc., is still functioning

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<sup>66</sup>Infra, p. 104.

<sup>67</sup>Interview with Dworkin, August 16, 1965.

because of this possibility. Members of the Daily Press who have fond memories of a large party at the Whittier Hotel and of sizable bonus checks, are likely to join another such venture.

The success of the Daily Press can be traced to a few simple things. A group of young people had an idea that they convinced Hershman, a printer, and the distributors, was worth trying. The publishers needed to have professionals to execute the idea and they hired them. Financial success was almost assured when a group of teamsters agreed to purchase at the printers all of the papers published every day. The interim press had no problem with the unions and union contracts because of farming out all copy to job shops already under union contracts.

In the end it was a well-run commercial paper that paid off after the initial gamble. "It was run, from an ethical point of view, as if it would run forever."<sup>68</sup> Detroit readers who saw the paper regularly could not help but notice almost daily improvements in layout and content.

[Toward the end of the strike] when negotiators could have been excused for doubting that the strike would ever end, a visitor to Detroit picking up a copy of the Daily Press could have been excused for doubting that one had begun.<sup>69</sup>

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<sup>68</sup>Interview with Parker, August 25, 1965.

<sup>69</sup>Rustin, Columbia Journalism Review, IV, No. 1, 9.

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## APPENDICES





## APPENDIX A

### SUMMARY OF NEWSPAPER STRIKES IN THE UNITED STATES, 1960-1965

Because there seems to be no readily available list of the instance and length of specific union strikes against newspaper publishers, this information is given below in Tables 1 through 6. Footnotes provide the specific dates of suspension of newspapers. When no footnote is provided, information was not available to prove that the paper closed during the strike.

Below is a code to the abbreviations used within the tables:

ALA - Amalgamated Lithographers of America

ANG - American Newspaper Guild

BSEIU - Building Service Employees' International  
Union

Deliv. - Newspaper and Mail Deliverers' Union

E - afternoon or evening newspaper

IAM - International Association of Machinists

ILWU - International Longshoremen's and Warehouse-  
men's Union

IMU - International Mailers' Union

IPEU - International Photo Engravers' Union

IPF&AU - International Printing Pressmen and Assist-  
ants' Union

IS&EU - International Stereotypers' and Electrotypers'  
Union

ITU - International Typographical Union. The union has two separate branches: ITU Mailers and ITU Printers.

M - morning newspaper

PH&PH - Paper Handlers' and Plate Handlers' Union,  
a division of IPP&AU

Teams. - International Brotherhood of Teamsters

Table 1.--Daily Newspaper Strikes Started in 1960<sup>a</sup>

City and Newspaper	Union	Strike Began	Strike Ended
Utica (N.Y.) <u>Press and Observer-Dispatch</u> (M, E)	ITU	7-9	7-12
Juneau (Alaska) <u>Alaska Empire</u> (E)	ITU	7-25	
Arlington (Va.) <u>Northern Virginia Sun</u> (E)	ITU	8-2	
Fostoria (Ohio) <u>Review Times</u> (E)	ITU	8-11	8-19
Portland (Ore.) <u>Oregon Journal</u> (E), <u>Oregonian</u> (M)	ANG	8-28	
New York (N.Y.) <u>Times</u> (M)	Deliv.	9-2	9-2
Omaha (Neb.) <u>World Herald</u> (M,E)	IAM	11-5	11-5
Washington (Ind.) <u>Herald</u> (E), <u>Daily Times</u> (E)	ITU	11-17	11-19
Clinton (Iowa) <u>Herald</u> (E)	ITU	12-8	

<sup>a</sup>Letter from Lilyan Kaye, Secretary to Miles P. Patrone, Chairman, Labor Relations Committee, American Newspaper Publishers Association, October 15, 1965.

Table 2.--Daily Newspaper Strikes Started in 1961<sup>a</sup>

City and Newspaper	Union	Strike Began	Strike Ended
Carbondale (Ill.) <u>Southern Illinoisian</u> (E)	ITU	1-18	3-2
New York (N.Y.) <u>Times</u> (M)	Deliv.	2-23	2-23
Chicago (Ill.) <u>Defender</u> (M)	ANG	4-16	
New York (N.Y.) <u>Times</u> (M)	ITU	4-26	4-27
Martinez (Calif.) <u>Contra Costa Gazette</u> (E)	IPP&AU	7-12	9-25
Miami (Fla.) <u>Herald</u> (M)	IPP&AU	8-1	
	IMU	8-2	
Detroit (Mich.) <u>Free Press</u> (M)	IPP&AU	8-19	8-24
Quincy (Mass.) <u>Patroit Ledger</u> (E)	IPP&AU	11-4	
Milwaukee (Wis.) <u>Journal</u> (E)	ITU		
	Mail.	11-15	12-11 <sup>b</sup>

<sup>a</sup>Letter from Kaye, October 15, 1965.

<sup>b</sup>The Journal published throughout the strike. Editions during the first two weeks were almost normal in size and were engraved from typewritten copy. Later editions were smaller, were set by tape, and contained no ads ("Milwaukee Journal cut to 8 Pages," Editor and Publisher, XCIV, No. 47 [November 25, 1961], 10). The first post-strike edition, on December 10, ran 268 pages ("Milwaukee Journal Strike is Settled," Editor and Publisher, XCIV, No. 50 [December 16, 1961], 14).

Table 3.--Daily Newspaper Strikes Started in 1962<sup>a</sup>

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
RECOGNITION			
Fairmont (Minn.) Daily <u>Sentinel</u> (E)	ITU	5-25	
Florence (S.C.) Morning <u>News</u> (M)	ITU	9-5	
Herkimer (N.Y.) <u>Telegram</u> (E)	ITU	1-11	
Little Falls (N.Y.) <u>Times</u> (E)	ITU	1-10	
BREACH OF CONTRACT			
St. Louis (Mo.) Pulitzer Publishing Co. with <u>Globe-</u> <u>Democrat</u> (M)	PH&PH	12-5	12-6
NEW CONTRACT			
Alliance (Ohio) <u>Review</u> (E)			
Cleveland (Ohio) <u>Plain</u> <u>Dealer</u> (M), <u>Press &amp; News</u> (E)	Teams.	11-29 12-20	12-9 <sup>b</sup>
<u>Plain Dealer</u> (M)	ANG	11-30	
<u>Press &amp; News</u> (E)	ANG	11-30	
Detroit (Mich.) <u>Free Press</u> (M)	Teams.	4-11	4-19 <sup>c</sup>
<u>Free Press</u> (M), <u>News</u> (E)	ITU	4-20	5-6
<u>News</u> (E)	PH&PH	5-7	5-9

<sup>a</sup>Letter from Kaye, October 15, 1965.

<sup>b</sup>The Teamsters returned to work December 9 but resumed the strike December 20 (Letter from Kaye, October 15, 1965). Publication of the two papers was resumed on April 8 (New York Times, April 8, 1963, p. 1).

<sup>c</sup>Publication of both papers was resumed on May 11 after a twenty-nine day absence (New York Times, May 11, 1962, p. 35).

Table 3.--Continued

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
NEW CONTRACT (Cont'd.)			
Flint (Mich.) <u>Journal</u> (E)	BSEIU	7-24	7-26
Long Branch (N.Y.) <u>Record</u> (E)	ITU	3-29	
Milwaukee (Wis.) <u>Sentinel</u> (M)	ANG	5-27	d
Minneapolis (Minn.) <u>Star</u> (E) and <u>Tribune</u> (M)	Teams.	4-12	8-3 <sup>e</sup>
	ITU		
	Print.	4-13	7-22
	ITU		
	Mail.	4-13	7-22
	IS&EU	5-11	7-26
	IFP&AU	6-1	7-28
New York (N.Y.) <u>Daily News</u> (M)	ANG	11-1	11-8 <sup>f</sup>
New York (N.Y.) <u>Daily News</u> (M), <u>Times</u> (M), <u>World Telegram</u> & <u>Sun</u> (E), <u>Journal American</u> (E)	ITU	12-8	g

<sup>d</sup>The Milwaukee (Wisc.) Sentinel was sold to the Milwaukee (Wisc.) Journal on July 19 (New York Times, July 20, 1962, p. 23). When the Guild struck against the Sentinel, it was the first time in 125 years that publication of Wisconsin's oldest paper had been suspended (Guild Strike Stops Milwaukee Sentinel," Editor and Publisher, XCV, No. 22 [June 2, 1962], 10).

<sup>e</sup>Technically, so that issues of the Star and Tribune would be continuous, thirty copies of each were produced daily and used as an "internal journal." The Star edition was produced by photographed Varitype stories and heads. Photon composition was used for the Tribune (Schuyler, Editor and Publisher, XCV, No. 26, 10). Regular publication was resumed August 7 after a 116-day suspension (New York Times, August 8, 1962, p. 47).

<sup>f</sup>The New York Daily News was published in the Journal American plant on November 2 (New York Times, November 2, 1962, p. 1). Regular publication started November 9 (New York Times, November 9, 1962, p. 1).

<sup>g</sup>The New York Post withdrew from the New York Publishers Association and began publication March 4, 1963



Table 3.--Continued

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
NEW CONTRACT (Cont'd.)			
Toledo (Ohio) <u>Blade</u> (E) and <u>Times</u> (M)	IS&EU	5-10	5-11 <sup>h</sup>
Utica (N.Y.) <u>Observer-</u> <u>Dispatch</u> (E) and <u>Press</u> (M)	IPP&AU	11-1	11-2
Wichita Falls (Tex.) <u>Times</u> (E) and <u>Record-News</u> (M)	IS&EU	10-20	

(New York Times [Western Edition], March 14, 1963, p. 5). Hereafter entries for the New York Times, December 10, 1962, to March 31, 1963, though they are from the Western Edition will be cited New York Times. The 114-day strike ended when the other papers returned April 1, 1963 (New York Times, April 1, 1963, p. 1).

<sup>h</sup>The Blade and Times resumed publishing on May 12 (New York Times, May 12, 1962, p. 24).



Table 4.--Daily Newspaper Strikes Started in 1963<sup>a</sup>

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
RECOGNITION			
Salisbury (Md.) <u>Times</u> (E)	ITU	6-12	
Texas City (Tex.) <u>Sun</u> (E)	ITU	7-16	8-7
BREACH OF CONTRACT			
Detroit (Mich.) <u>News</u> (E)	IPP&AU	10-21	10-24 <sup>b</sup>
Philadelphia (Pa.) <u>Inquirer</u> (M)	ITU	3-28	3-29
NEW CONTRACT			
Brooklyn (N.Y.) <u>Eagle</u> (M)	Deliv.	6-27	
Charles City (Iowa) <u>Press</u> (E)	ITU	6-27	9-4 <sup>c</sup>
Cleveland (Ohio) <u>Plain Dealer</u> (M), <u>Press &amp; News</u> (E)	ITU		
	Print.	1-28	4-4 <sup>d</sup>
	ITU		
	Mail.	1-28	4-4
	IAM	2-4	4-4
Concord (N.H.) <u>Monitor</u> (E)	ITU	6-12	
Florence (Ala.) <u>Times</u> (E), <u>Tri-Cities Daily</u> (E)	ANG	8-9	9-1
Homestead (Pa.) <u>Messenger</u> (E)	ITU	11-19	11-20

<sup>a</sup>Letter from Kaye, October 15, 1965.

<sup>b</sup>The News resumed publication on October 24, 1963  
(New York Times, October 25, 1963, p. 28).

<sup>c</sup>Publication of the Brooklyn Eagle was suspended on June 27. It was reported on August 15 that agreement had been reached on a new contract. However, bankruptcy proceedings were instituted and publication was not resumed (Letter from Kaye, October 15, 1965).

<sup>d</sup>Supra, Table 3.

Table 4.--Continued

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
NEW CONTRACT (Cont'd.)			
Honolulu (Hawaii) <u>Advertiser</u> (M), <u>Star-Bulletin</u> (E)	ALA	6-21	e
	ANG	6-21	8-2
	IAM	6-21	8-2
	ILWU	6-21	8-2
	IPEU	6-21	8-3
	IPP&AU	6-21	8-2
	ITU	6-21	8-3
New York (N.Y.) <u>Journal</u> <u>American</u> (E), <u>News</u> (M), <u>Times</u> (M), <u>World Telegram</u> & <u>Sun</u> (E)	ITU		
	Mail.	1-9	3-24 <sup>f</sup>
	IS&EU	3-6	3-17
	IPEU	3-19	3-31
Pensacola (Fla.) <u>Journal</u> (M), <u>News</u> (E)	ITU	11-9	
Toledo (Ohio) <u>Blade</u> (E), <u>Times</u> (M)	ANG	11-16	11-22 <sup>g</sup>
West Palm Beach (Fla.) <u>Palm</u> <u>Beach Post</u> (M), <u>Palm Beach</u> <u>Times</u> (E)	ITU	11-9	

<sup>e</sup>The papers resumed publication August 7 after a forty-four day suspension (New York Times, August 11, 1963, p. 59).

<sup>f</sup>Supra, Table 3.

<sup>g</sup>The newspapers and the Guild declared a truce because of the assassination of President John F. Kennedy. Publication was resumed November 23, 1963. The strike had been the Blade's first in 135 years (New York Times, November 24, 1962, p. 11).

Table 5.--Daily Newspaper Strikes Started in 1964<sup>a</sup>

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
RECOGNITION			
Lafayette (La.) Daily <u>Advertiser</u> (E)	ITU	12-2	
BREACH OF CONTRACT			
New York (N.Y.) <u>Times</u> (M)	Deliv.	1-27	1-27
Olympia (Wash.) <u>Olympian</u> (E)	ITU	11-5	12-11
Washington (D.C.) <u>Evening Star</u> (E)	ITU	5-8	5-12
NEW CONTRACT			
Albany (N.Y.) <u>Times-Union</u> (M), <u>Knickerbocker News</u> (E)	ANG	11-22	12-9 <sup>b</sup>
Columbus (Ohio) <u>Dispatch</u> (E), <u>Citizen-Journal</u>	ITU	6-8	6-25 <sup>c</sup>
	ITU		
	Mail.	6-8	6-25
Detroit (Mich.) <u>Free Press</u> (M)	IAM	5-22	5-22
Detroit (Mich.) <u>Free Press</u> (M) <u>News</u> (E)	IPP&AU	7-13	11-21 <sup>d</sup>
	PH&PH	7-13	11-13
East St. Louis (Ill.) <u>Journal</u> (E)	ITU	11-25	<sup>e</sup>

<sup>a</sup>Letter from Kaye, October 15, 1965.

<sup>b</sup>The Times-Union and Knickerbocker News continued to publish throughout the strike ("Issues Arbitrated, Albany Strike Ends," Editor and Publisher, XCVII, No. 50 [December 12, 1964], 14).

<sup>c</sup>Publication was resumed June 29 after a twenty-one day suspension (New York Times, June 26, 1964, p. 9).

<sup>d</sup>The two papers resumed publication on November 25 after a 134-day absence (New York Times, November 25, 1964, p. 20).

<sup>e</sup>The Journal published through December 5 ("Metro East Journal Suspends in Strike," Editor and Publisher, XCVII, No. 50 [December 12, 1965], 14). Publication was resumed March 29, 1965, after the 123-day suspension (New York Times, March 30, 1965, p. 34).

Table 5.--Continued

Type of Dispute City and Newspaper	Union	Strike Began	Strike Ended
NEW CONTRACT (Cont'd.)			
Edwardsville (Ill.) <u>Intelligencer</u> (E)	ITU	11-25	12-21
Louisville (Ky.) <u>Courier-</u> <u>Journal</u> (M), <u>Times</u> (E)	IPEU	4-7	5-15
Roanoke Rapids (N.C.) <u>Herald</u> (E)	ITU	8-12	
Terre Haute (Ind.) <u>Star</u> (M), <u>Tribune</u> (E)	ITU	10-22	f
	IS&EU	10-26	
	ANG	10-26	
	ITU		
	Mail.	10-26	
Youngstown (Ohio) <u>Vindicator</u> (E)	ANG	8-18	g

<sup>f</sup>Publication was resumed on June 14, after 234 days (New York Times, June 10, 1965, p. 30).

<sup>g</sup>The paper was published on a limited scale and sold in the lobby of the newspaper offices from August 19 to September 21, 1964, at which time the paper broke a record of continuous publication from 1868 (New York Times, September 22, 1964, p. 27). No mention can be found as to when publication was resumed, but a twenty-eight page Sunday paper and weekly editions of six to eight pages were published the week of December 10 ("NLRB Told of Violence and Damage," Editor and Publisher, XCVII, No. 50 [December 12, 1964], 63).

Table 6.--Newspaper Strikes Started in 1965<sup>a</sup>

City and Newspaper	Union	Strike Began	Strike Ended
Baltimore (Md.) <u>Sun</u> (M,E)	ANG	4-17	6-3 <sup>b</sup>
Detroit (Mich.) <u>Free Press</u> (M)	IPP&AU	3-11	3-12 <sup>c</sup>
New York (N.Y.) <u>Post</u> (E)	ITU	6-22	6-23
New York (N.Y.) <u>Times</u> (M)	ANG	9-16	10-10 <sup>d</sup>

<sup>a</sup>Letter from Kaye, October 15, 1965.

<sup>b</sup>Publication was resumed May 27 after thirty-eight days (New York Times, May 27, 1965, p. 40).

<sup>c</sup>Publication was suspended for March 11, 1965 (New York Times, May 11, 1965, p. 15).

<sup>d</sup>Publication resumed October 10 (Interview with Kaye, October 12, 1965).

## APPENDIX B

### DETROIT NEWSPAPER STRIKES, 1960-1965

Table 7.--Summary of Publication Suspension at the Detroit  
Free Press and the Detroit News, 1960-1965<sup>a</sup>

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1962	
Work stoppage tactics of the Plate and Paper Hand- lers prevented <u>Free Press</u> publication for one day. The <u>News</u> continued to publish.	2-15
The <u>News</u> and the <u>Free Press</u> published only one com- bined edition, April 15, during this nine-day sus- pension. The <u>Free Press</u> did not publish April 11. <sup>b</sup>	4-12 to 5-11
The local Pressmen's Union at the <u>News</u> protested that the speed of the presses was unsafe. Only one edition of the paper was published. <u>Free Press</u> publication was not affected.	9-25
1963	
A work stoppage prevented delivery and printing of the <u>News</u> . A few three-star editions were de- livered on October 21. The four-star edition on October 24 was the first to be published. <sup>c</sup>	10-21 to 10-24
1964	
No issues of either the <u>Free Press</u> or the <u>News</u> were published from July 14 to November 22. The strike was settled after 131 days and publica- tion was resumed after 134 days. <sup>d</sup>	7-13 to 11-23

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<sup>a</sup>Compiled from microfilmed copies of Free Press and  
the News, Michigan State Library.

<sup>b</sup>Supra, Table 3.

<sup>c</sup>Supra, Table 4.

<sup>d</sup>Supra, Table 5.

## APPENDIX C

### INFORMATION ON OTHER INTERIM AND STRIKE PAPERS

#### Portland (Ore.) Daily Reporter

When the stereotypers struck the Portland (Ore.) Oregonian and the Oregon Journal on November 9, 1959, publication of the papers continued. For about five months the papers printed combined editions in the Oregonian plant. Management personnel and non-union help produced the paper. In August, 1961, Samuel I. Newhouse, Owner of the Oregonian, purchased the Journal and continued to use non-union help.

In mid-February, 1960, the Interunion Strike Committee, in protest of the use of non-union labor at the Oregonian plant, started a weekly tabloid giveaway, the Portland Reporter.<sup>1</sup> Soon after, the Portland Reporter Publishing Company, Inc. was formed and Robert D. Webb was elected President. Webb claimed the strike paper had a circulation of 130,000 shortly after it started to publish twice a week.<sup>2</sup> The Portland Reporter became the Portland Daily Reporter on February 11, 1961. Regular strike benefits had been sent, until November, 1960, to members

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<sup>1</sup>New York Times, November 11, 1962, p. 71.

<sup>2</sup>New York Times, September 18, 1960, p. 62.

of the American Newspaper Guild employed by the Portland Reporter.<sup>3</sup> As an afternoon paper the Daily Reporter's circulation rose from 52,000 in 1961 to 60,000 in 1962, to become third ranked of Oregon's dailies.<sup>4</sup>

The Reporter, from the start, existed only because of financial help of outside interests. The International Typographical Union provided printing machinery, used previously for a strike paper in Miami, for only \$10 per year plus taxes and insurance. Over 100,000 shares of \$10 par value stock were sold to individuals and organizations. Hubert Humphrey, Arthur Schlesinger, Jr., and the late Mrs. Eleanor Roosevelt had shares and Mrs. Marshall Field had the largest individual stock holding.<sup>5</sup> Eight non-newspaper unions purchased an old Wells Fargo Express Company stable and leased it to the paper for 3.5 per cent of purchase and remodeling costs plus taxes.<sup>6</sup>

When the Daily Reporter started, officials "expected [it] to operate at considerable loss for a considerable period of time."<sup>7</sup> They didn't realize that their statement

<sup>3</sup>New York Times, November 4, 1960, p. 38.

<sup>4</sup>Gene Klare, "Portland: a strike paper that lasts and lasts," Columbia Journalism Review, II, No. 2 (Spring, 1963), 37.

<sup>5</sup>Ibid., 38.

<sup>6</sup>New York Times, September 18, 1960, p. 62.

<sup>7</sup>New York Times, November 5, 1960, p. 47.





was a prophesy. A much-too-late subscription charge of \$1.25 per month didn't make ends meet. Expenses were \$840,000 higher than revenues during 1961 and 1962 and only \$630,000 of this was offset by the sale of stock.<sup>8</sup>

Webb announced February 27, 1964, that the Daily Reporter would stop publishing on February 29, since the \$100,000 needed to operate until June 1 probably could not be raised.<sup>9</sup> Public donations and two \$25,000 loans from businessmen who refused to be named enabled the Daily Reporter to continue publication missing only the March 2 issue. The Portland Newspaper Publishing Company assumed corporate control of the Portland Reporter Publishing Company, Inc. on April 21. This refinancing permitted the Reporter to publish until September 30. At that time Robert J. Davis, President of the company, announced:

There appears no reasonable likelihood of a successful operation within the limits of the monies available to the company at the present time.<sup>10</sup>

The Reporter was a protest or strike paper not an interim paper. It never substituted for the regular dailies, and most of the staff members gave up jobs on regular Portland newspapers to join the Reporter staff. Llewellyn M. Gardiner edited the Reporter after sixteen years on the

<sup>8</sup>Klare, Columbia Journalism Review, II, No. 3, 37.

<sup>9</sup>New York Times, February 27, 1964, p. 17.

<sup>10</sup>New York Times, September 29, 1964, p. 35.

Oregonian; Managing Editor Lynn Wykoff had been on the Oregonian for twenty-four years.<sup>11</sup>

Minneapolis (Minn.) Daily Herald

During the 116-day Minneapolis strike in 1962 Maurice McCaffrey, owner of McCaffrey Advertising Agency, started a four-days-a-week interim paper, the Minneapolis Daily Herald.<sup>12</sup> The first edition of the paper appeared May 1. Circulation of the paper by the end of May was 110,000 and issues ranged from twenty-eight to forty-eight pages. Initially, McCaffrey financed the paper himself except for an anonymous donation of \$5,000.<sup>13</sup>

The Daily Herald, in June, had "a total staff of 160 . . . [with] 15 on the editorial side and no wire service."<sup>14</sup> Mail copy was received from the North American Newspaper Alliance. McCaffrey had agreed to pay the Associated Press \$90,000 in advance--covering monthly payments of \$1,000--and to post a \$1,000 bond but A. P. never provided service to the paper.<sup>15</sup> Because the Daily Herald

<sup>11</sup>Klare, Columbia Journalism Review, II, No. 2, 39.

<sup>12</sup>Philip N. Schuyler, "79 Days of Minneapolis Shutdown; New Daily Gains," Editor and Publisher, XCV, No. 26 (June 30, 1962), 10.

<sup>13</sup>New York Times, May 29, 1962, p. 28.

<sup>14</sup>Schuyler, Editor and Publisher, XCV, No. 26, 10.

<sup>15</sup>There is no specific information on why the deal wasn't completed.

did not have a major wire service, radio operators monitored newscasts from Beirut and "friends in Washington and all over the country" sent copy.<sup>16</sup>

Type for the paper was set in four shops and the press run was handled by three commercial printing plants. McCaffrey was looking for a building to house his entire operation at the time Philip N. Schuyler interviewed him for Editor and Publisher. Late in June circulation rose to 125,000. A zone setup was used for the 45,000 home circulation that was carried by 700 boys.<sup>17</sup> The 10-cent paper carried advertising from "most of the large Minneapolis advertisers except a few banks and public utilities."<sup>18</sup>

Francis R. McGovern edited the Daily Herald. From 1950 to 1960 he edited a weekly, the Minneapolis Argus. At the end of the Minneapolis strike McCaffrey announced that he would continue publishing after the strike and that he was still trying to arrange for a major news service. At that time the Daily Herald circulation was 150,000.<sup>19</sup>

#### New York (N.Y.) Daily Report

The Daily Report, an English edition of the Il-Progresso

<sup>16</sup>Schuyler, Editor and Publisher, XCV, No. 26, 10.

<sup>17</sup>Ibid.

<sup>18</sup>"Minneapolis Misses Local News Routine," Editor and Publisher, XCV, No. 22 (June 2, 1962), 16.

<sup>19</sup>New York Times, August 5, 1965, p. 80.

Italiano-Americano was published by Fortune Pope. The first issue of the 10-cent tabloid, published December 10, 1962, was sixteen pages.<sup>20</sup> It claimed a circulation of 300,000.<sup>21</sup> The last edition of the Daily Report was March 30, 1963. It published longer than any other interim during the 1962-1963 strike in New York City.<sup>22</sup>

New York (N.Y.) Metropolitan Daily

The Metropolitan Daily was actually a city-wide daily version of the established weekly Town and Village that serves Manhattan's East Side. During the strike Charles Hagedorn, Publisher, increased his press run from 10,000 to 200,000.<sup>23</sup> The Metropolitan Daily published from December 10, 1962, to March 8, 1963.<sup>24</sup> Initially most of the staff was from the New York Times but they were "gradually supplanted."<sup>25</sup>

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<sup>20</sup>"Some Effects of the N.Y. Press Strike," Fol Digest, IV, No. 4 (January - February, 1963), 3.

<sup>21</sup>New York Times, April 1, 1963, p. 21.

<sup>22</sup>"Interim press: a case of malnutrition," Columbia Journalism Review, II, No. 2 (Spring, 1963), 6.

<sup>23</sup>Donald Paneth and Herbert Shuldiner, "New York's Newspaper Strike," Nation, CXCIV (December 22, 1962), 440-42.

<sup>24</sup>New York Times, April 1, 1963, p. 21.

<sup>25</sup>"Interim," Columbia Journalism Review, I, No. 2, 6.

New York (N.Y.) Pest and Dally News<sup>26</sup>

Two parodies, put out by Monacle and an anonymous lawyer, brought comic relief to the abismal New York strike situation in 1962. Monacle, publisher of political satire, had recruited personnel--most of them also remaining anonymous--from the New Yorker, Time, Inc., Show, Esquire, New York Post, New York Times, Armstrong Daily, Random-House Publishing Company, and Newsweek.<sup>27</sup>

The "Late Parody Edition" of the New York Pest carried one picture, an announcement of an inside story--"Goodby, Mrs. Chips," by Clark Kenton--and a front page editorial with a bold-faced headline:

## 1. RESULTS

S T R I K E: 2. HOW  
THEY  
DID IT

3. WHY? <sup>28</sup>

Larry Bensky, who normally works for Random House, edited the edition.

<sup>26</sup>Since these papers cannot be classified as interims, information is provided simply as examples of publications that had a short-lived reason, if only therapeutic, for appearing on New York City newsstands during the strike.

<sup>27</sup>Rick Friedman, "Spoofs on 2 Papers Appear in New York," Editor and Publisher, XCVI, No. 1 (January 5, 1963), 14.

<sup>28</sup>Ibid.



A free-lance writer, C. D. B. Bryan, edited the Daily News, "New York's Pitcher Newspaper." The front page of the issue had two pictures of youngsters captioned "No Christmas For Publishers' Kids" and the headline:

STRIKERS, BOSSES,  
TALK, TALK, TALK!  
Presses Hum and Haw<sup>29</sup>

Both 10-cent papers sold more than 200,000 copies. Printed at Western Printing and Lithography Company, Poughkeepsie, New York, they appeared December 20. Victory Navasky, President of Monacle, was to edit a spoof of the Herald Tribune, but it never was actually printed. The planned take-off on the Times was scratched when a printer was not available for the job.<sup>30</sup>

#### New York (N.Y.) Standard

A close look at the production problems of the New York Standard shows how remarkable the newspaper that was sponsored by a credit card company really was. Professional newsmen wrote copy at a Madison Avenue office. Type was set by eight shops and assembled in galley form at Western Graphic Arts. The galleys became part of a page form and the page forms were used to produce mats. It gets even more complicated: the mats were taken by helicopters to Newark Airport in New Jersey; cars made the final leg to

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<sup>29</sup>Ibid.

<sup>30</sup>Ibid.



the Elizabeth (N.Y.) Journal. Soon after the 10 p.m. press time, copies of the New York Standard were in Metropolitan News Company trucks headed for newsstands in the city.<sup>31</sup>

The production problems of the paper apparently didn't deter Uni-Service, a corporation that works with retail credit systems, from sponsoring the New York Standard. Joseph P. Williams, President of the corporation, was the Publisher and Harry Welker Jr., who had been with the New York Herald Tribune Syndicate, was Editor. Originally the paper was to be sent to Uni-Service clients and an equal number were to go to newsstands. The demand in street sales far exceeded plans.<sup>32</sup>

Foreign News Service, Inc. provided overseas copy for the paper and the staff, with the permission of NBC-News, monitored foreign news. Stock tables were from Bache and Company tickers. Alden Whitman from the New York Times was National News Editor and Marshall Peck, who used to be Cable Editor for the Herald Tribune, was Foreign News Editor.<sup>33</sup>

Circulation rose to 400,000 by the end of the strike.<sup>34</sup>

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<sup>31</sup>Schuyler, "New York Standard Has All-Pro Staff," Editor and Publisher, XCVI, No. 2 (January 12, 1963), 12.

<sup>32</sup>Ibid.

<sup>33</sup>Ibid.

<sup>34</sup>New York Times, April 1, 1963, p. 21.

The final issue appeared on March 24. That weekend the fifty-member editorial staff and the advertising staff of twenty-five returned to their regular jobs.<sup>35</sup> The New York Standard stopped publication, but it did not fold. It was, in fact, a very successful interim paper.

#### New York (N.Y.) Chronicle

Stanwood Opotowsky, Assistant City Editor of the Post, edited the Chronicle for its five issues before "distribution problems"<sup>36</sup> caused it to fold. The paper was printed at the Mount Kisco (N.Y.) Patent Trader plant.<sup>37</sup> Most of the staff was from the New York Post and the Times.<sup>38</sup> Opotowsky and Stanley Getteson, both of the Post, organized the unsuccessful paper that only published from January 23 to January 27, 1963.<sup>39</sup>

#### New York (N.Y.) Independent

The Automotive Advertising Manager of the New York Herald Tribune, Pierce Chauncey, formerly of the Chronicle, published the Independent.<sup>40</sup> With financial backing from

<sup>35</sup>"Interim," Columbia Journalism Review, I, No. 2, 7.

<sup>36</sup>New York Times, February 25, 1963, p. 5.

<sup>37</sup>New York Times, April 1, 1963, p. 21.

<sup>38</sup>"Interim," Columbia Journalism Review, I, No. 2, 7.

<sup>39</sup>"2 More Papers for N.Y.," Editor and Publisher, XCVI, No. 4 (January 26, 1963), 11.

<sup>40</sup>"New Standard Size Stop-Gap Paper Starts," Editor and Publisher, XCVI, No. 9 (March 10, 1963), 10.



Hagedorn of Town and Village, Chauncey and Editor Opatowsky used most of the Chronicle staff to start this interim daily.<sup>41</sup> The first issue, a twenty-page, standard-size daily appeared February 24, 1963.<sup>42</sup>

The Independent paid its twenty-five editorial people according to Guild Scale. Ed Kosner, from the Post, was City Editor of the paper.<sup>43</sup> By the last edition, March 8, 200,000 copies were printed daily at the Mount Kisco Patent Trader plant.<sup>44</sup>

#### Cleveland (Ohio) Record

The Interunion Publishing Company published 185 issues of the Record between January 21 and April 11, 1963.<sup>45</sup> The first press runs were for 120,000 copies.<sup>46</sup> The Record followed the Between Times that published five issues before it folded.<sup>47</sup>

<sup>41</sup>"Interim," Columbia Journalism Review, I, No. 2, 7.

<sup>42</sup>New York Times, February 25, 1963, p. 5.

<sup>43</sup>"New Standard," Editor and Publisher, XCVI, No. 9, 10.

<sup>44</sup>"Interim," Columbia Journalism Review, I, No. 2, 7.

<sup>45</sup>Interview with Phillip M. Kadis, American Newspaper Guild, June 2, 1965.

<sup>46</sup>"Break is Seen in Guild Vote in Cleveland," Editor and Publisher, XCVI, No. 4 (January 26, 1963), 11.

<sup>47</sup>The Between Times started as a service to businesses who bought copies for distribution to customers. Because the tabloid was in demand, a limited distribution for newsstand sales was set up. Almost immediately 14,000 new readers followed the paper. Because of a very small staff and limited financing, these extra demands caused the paper to fold ("Strike-Born Daily Dies from 'Growth Disease,'" Editor and Publisher, XCVI, No. 11 [March 16, 1963]. 13).

Youngstown (Ohio) Steel Valley News

Though the Youngstown Vindicator had been publishing limited editions since it was struck on August 19, 1964, the American Newspaper Guild in Youngstown started publishing a tabloid of thirty-two pages, the Steel Valley News on September 7. All 35,000 copies of the 10-cent flat-bed press product sold out.<sup>48</sup>

The Steel Valley News switched to a standard-size format on October 24 and about that time started home delivery. On Election Day color printing appeared for the first time.<sup>49</sup> By March 30, 1965, daily circulation had risen to 46,000 and the Sunday count was 61,000.<sup>50</sup>

Baltimore (Md.) Banner

The local of the American Newspaper Guild started publishing this sixteen-page tabloid on April 30, 1965. The paper was staffed by volunteers from the Guild membership at the Baltimore Sun. The Banner was published in an unusual manner: offices were set up in a food brokerage in Baltimore; type was set in Washington, D.C.; and the paper was printed in Wilmington, Delaware, 110 miles north of Washington.<sup>51</sup>

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<sup>48</sup>New York Times, September 9, 1964, p. 63.

<sup>49</sup>Guild Reporter, November 13, 1964, p. 4.

<sup>50</sup>New York Times, March 30, 1965, p. 34.

<sup>51</sup>New York Times, April 28, 1965, p. 33.



Stuart S. Smith, President of the Banner Company, ran the Banner, along with Managing Editor Ralph H. Kennan and Secretary-Treasurer Jerry H. Borstel. The three normally work for the Sun; Smith is a reporter; Kennan, a rewrite man; Borstel, a sports copyreader.

When the papers were published, the teamsters paid a 5-cent per copy rate and made a 2.5 cent profit when they sold them to dealers. The Banner sold for 10 cents per copy on the newsstands. Hall Syndicates, Inc. provided features and comic strips to the Banner.<sup>52</sup>

The Banner was published twenty-three times with the last issue, May 28, one day after the Baltimore strike was settled.<sup>53</sup>

#### Baltimore (Md.) Morning Herald

The editors of the Johns Hopkins University (Baltimore, Md.) weekly started the Morning Herald with the financial backing of Perimeter Productions, Inc. The first issue appeared April 30, 1965. Editors J. Caleb Deschamel and James Freedman planned to publish their eight-page paper Tuesday through Sunday.<sup>54</sup> Publication was suspended May 11.<sup>55</sup>

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<sup>52</sup>Guild Reporter, May 14, 1965, p. 9.

<sup>53</sup>New York Times, May 29, 1965, p. 11.

<sup>54</sup>"2 Groups Prepare Baltimore Dailies," Editor and Publisher, XCVIII, No. 18 (May 1, 1965), 12.

<sup>55</sup>Guild Reporter, May 14, 1965, p. 1.





Baltimore Daily Tribune

Published by H. D. S. Baltimore Associates<sup>56</sup> the Daily Tribune first appeared on May 21, 1965.<sup>57</sup> Because the strike was settled immediately after that the paper only published four issues. The Daily Tribune was a more efficient and effective operation than the Daily Press but this is understandable--most things are easier the second time.

Even though H. D. S. Baltimore Associates came into the Baltimore situation late they were able to produce quality home and street editions of the Daily Tribune almost immediately. In one day the Daily Tribune gathered an eight-man Washington Bureau; in two days it added a complete switchboard,<sup>58</sup> a xerox machine, a sports ticker and a Western Union tieup.<sup>59</sup>

Most of the editorial employees of the Daily Tribune were from the Baltimore News-American. As soon as the strike ended these men returned to their News-American. As soon as the strike ended these men returned to their

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<sup>56</sup>H. D. S. Baltimore Associates included four of the publishers of the successful interim, the Daily Press. Hershman, Dworkin, Siegel and Gary Stern. The fifth member of H. D. S. was Alfred J. Simmons. Mark Stern is the only member of Detroit Daily Press, Inc., who was not with H. D. S. Baltimore Associates.

<sup>57</sup>New York Times, May 22, 1965, p. 13.

<sup>58</sup>The switchboard installation took six weeks in Detroit.

<sup>59</sup>Interview with Dworkin, June 2, 1965.

News-American jobs. Dworkin met with prospective employees on Sunday, May 16. Alfred J. Simmons, Advertising Director of the Daily Press was with Dworkin at the meeting. Simmons said Dworkin told the men what he wanted and got it almost immediately."<sup>60</sup> In four days the paper carried as much advertising as the Daily Press did in its first fifteen issues. "Red" Parker, State Editor of the Free Press, saw the issues of the Daily Tribune and said the paper showed obvious improvements over the Daily Press in layout and content.<sup>61</sup>

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<sup>60</sup>Interview with Simmons, June 2, 1965.

<sup>61</sup>Interview with Parker, August 25, 1965.

# APPENDIX D

## PAGES PER ISSUE OF THE DETROIT DAILY PRESS

Date (1964)	Days of Week						
	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.
July 22-28	16	16	12	12	-	14	12
July 29-Aug. 4	16	14	14	10	24	12	12
Aug. 5-11	16	16	16	12	30	10	12
Aug. 12-18	20	16	16	10	36	16	14
Aug. 19-25	20	18	14	10	44	16	16
Aug. 26-Sep. 1	20	24	20	10	44	16	14
Sep. 2-8	20	20	16	10	32	12	16
Sep. 9-15	20	20	18	12	34	14	16
Sep. 16-22	20	24	20	12	38	16	16
Sep. 23-29	24	26	30	12	40	20	16
Sep. 30-Oct. 6	30	24	24	12	44	18	16
Oct. 7-13	32	32	30	12	46	20	16
Oct. 14-20	30	28	32	12	48	24	16
Oct. 21-27	36	36	30	14	48	22	16
Oct. 28-Nov. 3	32	34	34	14	64	24	18
Nov. 4-10	48	32	30	14	48	22	24
Nov. 11-17	40	32	36	12	48	22	20
Nov. 18-22	38	30	30	12	48		

## APPENDIX E

### EDITORIAL MEMBERS OF THE DETROIT DAILY PRESS<sup>a</sup>

<u>Position</u>	<u>Name</u>	<u>First By-Line</u>
Executive Editor	Frank P. Gill	July 29
Managing Editor	George William Parker	
Assistant Managing Editor	Harry B. Shaw	
News Editors	L. B. Dunigan	
	Robert Webb	
	Jim Wilson	
	Robert McKelvey	
City Editors	Curt Haseltine	August 10
	Tom Houston	
Copy Desk	Beverly Craig <sup>b</sup>	
	Dan Buckley	
	Jim Eathorn <sup>b</sup>	
	Tom Huth <sup>b</sup>	
	Bob Latshaw <sup>b</sup>	August 11
	Walter Pierre	
	Jack Saylor	October 30

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<sup>a</sup>This list was compiled from interviews with Dworkin, Parker, and Shaw. No attempt has been made to include all staff members. Those named above are professional people who were working in some type of professional journalism when the paper started.

<sup>b</sup>Worked on slot.

<u>Position</u>	<u>Name</u>	<u>First By-Line</u>
Sports Editor	George Maskin	
Sports Staff	George Puscas	October 27
	Bob Pille	September 9
	Jack Berry	August 27
Make-up	Dave Dolson	
	Ken Clover	
Reporters	Donald Beck	August 4
	Kenneth Thompson	October 4
	Harvey Taylor	October 21
	Sybil Gill	July 30
	Morley Driver (listed as Art Critic)	July 22
	Lenore Moodrey	August 9
	Ralph Nelson	July 27
	Harry Golden, Jr.	October 18
	Barbara Stanton	October 5
	William Sudomier	November 4
	John Mueller	October 29
	Don Lenhausen	August 17
	John Griffith	July 23
	Fred Schultze	August 2
	Donald Schram	July 23
	Owen Deatrick	July 23
	Ted Peck	November 8
Food Editor	Kay Savage Kennedy	July 22

<u>Position</u>	<u>Name</u>	<u>First By-Line</u>
Religion Editor	Hiley H. Ward	July 22
Society Editor	Laurena Pringle	September 15
Women's Editor	Vera Nolan	July 23
Fashion Editor	Philomene Ezack	July 28
Entertainment Editor	Al Holtz	July 25
Entertainment Columnist	Ken Barnard	July 22
Photographers	Ed Haun	
	Vince Witek	
	Ray Glonka	
	Bud Johnson	
	Jimmy Tafoya	

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