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UNIVERSITY OF ILLINOIS

Oregon Exchanges

For the Newspapermen of the State of Oregon

Eugene, Oregon

June, 1917

Vol. 1. No. 1

A Message From the President

By E. E. BRODIE

President Oregon State Editorial Association.

The establishment of a newspaper man's magazine by the School of Journalism of the University of Oregon should merit the close cooperation and support of every publisher in the state. It is bound to bring the country publishers into personal touch with each other and with the work that the School of Journalism is doing.

Those of us who have steered the destinies of the State Editorial Association in recent years realize fully the benefits of organization. Those of us who are in the printing and publishing business know that we have much to learn and can gain much from inter-communication. There is many a publisher who excels along a particular line, but there is no one publisher who excels in all departments. It is, therefore, the close relation between men and women in the same line of work, that promotes efficiency.

Standard of price and of product in any business is always desirable. Just how to arrive at this standard can be determined only by frequent exchange of opinion as to the best method of handling the various departments of the publishing business.

The State Editorial Association appreciates the work of the School of Journalism. In a very few years the faculty of the Department has built up a wonderful organization that is sure to make its mark in the publishing business in Oregon within the next decade.

Pendleton Beckons

The annual round-up of the Oregon editors will be held in Pendleton, July 13, 14 and 15. "See you in Pendleton" has been the closing sentence of newspapermen's letters to one another for several weeks. The picturesque roundup city of the Inland Empire has its arrangements for entertainment pretty well along toward completion, and committees of the Oregon State Editorial Association are putting the finishing touches on the formal program, which will help make it a memorable week-end.

Application for entry as second class mail matter has been made at the postoffice in Eugene, Ore.

As soon as the program and time schedule is fully worked out, President E. E. Brodie will send printed copies to the members, who already have received advance bulletins.

Among the subjects of timely interest to Oregon publishers and editors which will be discussed at more or less length during the periods when business interferes with entertainment features will be adjustment to war conditions; modern business methods applied to small country weekly; cooperative handling of foreign advertising and newspaper rate cards; an offer of the University School of Journalism to figure the hour cost for a limited number of country offices; putting life in the editorial page; how to deal with the price-cutting competitor; educating the local merchant in advertising; foreign advertising; how to eliminate the free-space grafter; advisability of raising rates and prices; mall circulation; helping one another; good newspaper makeup and good job printing.

It is the belief of those preparing the program that there will be something helpful for all who attend the convention. A wide range of subjects is embraced in the proposed discussions—something for city man and country man; for editor and business manager; for proprietor and for employe.

Among those slated for participation in the program are Charles H. Fisher, of the Capital Journal, Salem; J. E. Gratke, of the Astoria Budget; E. B. Piper, Morning Oregonian, Portland; E. W. Allen, of the University school of journalism; George Palmer Putnam, of the Bend Bulletin; Edgar McDaniel, of the Coos Bay Harbor; C. E. Ingalls, of the Corvallis Gazette-Times, president of the Willamette Valley Editorial Association; Elbert Bede, of the Cottage Grove Sentinel; Lloyd Riches, owner of the Stanfield Standard and now manager of the Weekly Oregonian; Bert R. Greer, of the Ashland Tidings; and Phillip S. Bates, publisher of the Pacific Northwest and secretary of the Oregon State Editorial Association.

So much for the formal part of the gatherings. For the odd moments when business is not pressing, Pendleton promises a special round-up program and a trip to beautiful Bingham Springs. Pendleton subscribed more than half a million dollars to the liberty loan—which is only another indication of the fact that she always makes good. So when Pendleton promises a good time—enough said.

Of course, such staple features of the festivities as the election of officers, committee reports, and the annual banquet, are included in the program.

Reduced fares are offered by the railroads. "Bring your wife" is the word sent out from headquarters. Give the old editorial chair a week-end rest and join the throng.

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REMOTE STORAGE

June, 1917

Oregon Exchanges
BOOKSTACKS OFFICE

Covering the Morning Field

By FRANK JENKINS

Editor Morning Register, Eugene.

Eugene is often referred to as the best newspaper field in Oregon—excepting, of course, the city of Portland—and many have been kind enough to say that The Register has made an unusual success as a morning newspaper in a field of this size. Therefore, I am very glad to respond to Mr. Turnbull's request for a few words about how we "get away with it."

I want to say first, because I consider it most important, that we cover our field. In fixing our circulation radius, we take into consideration the retail trade radius of our city of publication and attempt to make the two coincide as nearly as possible. We regard circulation outside this radius as of very little value, while circulation within it is extremely important. This gives us a field of fair size, because Eugene draws trade from the summit of the Cascades to the coast, and from 30 to 40 miles to the north and south.

In extending our circulation radius, as we do from time to time, we determine upon communities that ought to trade in Eugene, and then make an intensive campaign in these communities. We believe implicitly that the most effective trade missionary in existence is the daily newspaper, and we go on the theory that people whose everyday reading is Eugene news and Eugene advertising will be quite certain to do most of their trading in Eugene. I mention these things because they are an essential part of our theory of newspaper building. We regard circulation in the light of giving service to our customers, and we use our circulation department as an effective means of extending the trade area of the retail merchants of Eugene who spend money with us.

It might be well to mention that our circulation is gained by personal solicitation and is held on merit. We enter into neither clubbing arrangements nor contests. We keep a solicitor busy with an automobile all the time in our territory outside the city. Our circulation is audited by the A. B. C.

We get and hold circulation by giving the people of this territory a newspaper that answers their needs. We take the full leased wire service of the Associated Press, and while we do not use all of this splendid service, we get the meat out of it. We took it on in the first place in order to get complete and readable stories instead of the necessarily abbreviated bulletins of the pony service.

In addition to this, we maintain a local staff that covers adequately each day the happenings of the city of Eugene. We do not try to ape metropolitan dailies by eliminating small personal news, nor do we give

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undue prominence to this class of material. We aim to reflect the life of our city.

Last—but by no means least, in my estimation—we tell the neighborhood news of every community within our circulation radius. We do not use the old-fashioned method of grouping each community's news under a single stereotyped head, such as "Whiskey Creek Whisperings," but carefully edit all correspondence. Purely personal items are grouped, as Springfield Personals, Florence Personals, etc., while news of more than personal interest is run under separate headings. We have a correspondent in every community, and devote practically a page a day to this class of news. We consider it our most valuable circulation builder.

In addition to correspondents within our field, we carry correspondents at Salem and Portland. Our purpose, as I have stated before, is to provide a newspaper that will meet the needs of our readers, so that they will not have to take one newspaper to tell them the news of the world and another to tell them the news of the community.

In the treatment of the editorial columns, we insist on versatility. We discuss community problems, uplift movements, politics, the progress of the war, and a wide range of other topics. In this also our purpose is to supply the wants of our readers so that they will not want to look elsewhere for daily newspaper needs.

This, in brief, is the idea back of the Morning Register. We seek to cover the entire area from which Eugene can expect to draw retail trade, for we know that the daily paper is the one, pre-eminent trade missionary, and in order to do this we print a newspaper sufficiently complete to answer the wants of our readers. It is a fact that in thousands of homes in this territory The Register is the only daily paper taken.

Aimed At Dishonest Advertising

Oregon is now proceeding under a new law regulating the business of advertising. The purpose, as stated in the title, is to prohibit "untrue, deceptive, and misleading assertions, representations or statements of fact in advertisements within the state of Oregon and providing a penalty for the violation thereof." The law strikes primarily, it appears, at persons or corporations who procure the publication of the offending matter, and it is provided that the act does not apply to publishers who print the objectionable advertising matter in good faith, without knowledge of its "false, deceptive or misleading character." The penalty provided is a fine of not more than \$100 or imprisonment in the county jail for not to exceed 30 days.

The News Print Paper Situation

By W. D. McWATERS,

Secretary and Manager of the Pacific Paper Company, Portland.

[Analyzing the news print situation, Mr. McWaters can see no indication of lower prices in the near future. He points out factors which appear to be making for even higher prices.]

In this article, we will try to cover the news situation, but of necessity will have to touch somewhat on the manufacture of other lines of paper.

The United States Government a short time ago tried to establish a price on news paper. This price applied, however, only to the news used in the publication of the daily papers, and not on the news print as might be consumed for any other purposes other than the actual use in publications: Roll news, carload lots, \$2.50 f. o. b. mill; less than car lots, \$2.75 f. o. b. mill. Sheet news, car lots, \$3.25 f. o. b. mill; less than car lots \$3.50 f. o. b. mill. These are the actual cost prices, and in addition to these prices there was to be a charge of from 5 to 20 per cent, which was to represent the profit, the various additions being due entirely to the size of the contract, the smaller contract taking the larger percentage up.

These prices were not firmly established in that the mills who agreed to make these prices were either in a position not to accept any future business or the publishers who were to release five per cent of their contract tonnage did not release. In either case the answer was the same, in that the prices never were made to the publishers as a general thing.

The United States Government is now trying to establish a price, but up to the present nothing definite has been done. Everything tending to the manufacture of paper seems to point to an increased cost for the manufacturer, and for this reason there would be very little likelihood of any change in the price of news unless it were an advance. The following is a summary of what the mills have to contend with in the manufacture of paper:

There is a large shortage of pulp and pulp wood, due to the fact that but very little wood was cut in Canada or in this country during the last year, and in Canada where the wood was cut, it is almost impossible to move the same to the market, in that there is a great shortage of help, due to so many men having been called to the colors. Pulp wood, which before the war was selling at from \$6.00 to \$7.00 per cord, sold during the latter part of March and early part of April at \$20.00 per cord on the car, which means \$25.00 delivered to the mill. Ground wood, which was selling at from \$14.00 to \$16.00 before the war, is now selling at from \$50.00 to \$60.00. Russia, which formerly supplied a considerable quantity of wood pulp, has cut nothing in the way of wood pulp for the

last two years. While Norway and Sweden have cut some, obtaining from Russia the greater percentage of their wood, which they in turn manufactured into wood pulp, there are no ship bottoms to bring the wood to this country, therefore that market has been eliminated. The price in Russia on domestic chemical wood pulp is \$256.70 per short ton.

The Federal Government, as a wartime measure, has placed paper on the "non-essential" list. This means that the manufacture of paper is not necessary to the carrying on of the war. This action, of course, does not look serious, but the consequences are liable to be much more serious than we now realize. With selective conscription in force, it means that men between the proscribed ages in paper mills and other non-essential lines, will be the first chosen for military and naval duty, or they may be transferred to essential industries. It will mean that if there is insufficient coal to meet all needs, the non-essential industries must go without, or take a quantity below their actual requirements as may be allotted them, at an enormously increased cost. It will mean that transportation of essentials will be given preference over non-essentials, with the result that freight cars, both incoming and outgoing, will not be obtainable at all, or their availability will be greatly curtailed. It will mean further that the supply of sulphur, which is an important item in the manufacture of paper, may be interfered with.

The mills have also increased their help from 2-tour to 3-tour, employing three men where they formerly employed two. In addition to this, there have been wage advances, and some mills are now either shut down or running short-handed on account of strikes. Many men have enlisted, and this means a smaller output in that green help cannot possibly turn out the same volume as can the more experienced help. Consider these difficulties from the standpoint of the manufacturer, and you will readily understand the small chance of a reduction in price in view of the increased cost in practically all directions.

History does not suggest a lower general level of business and prices for several years. In our own civil war experience, stocks rose, and business boomed, starting in '61 and striking a high level in '64. Then there was some recession, but in a general way business was good and prices high until the panic of '73.

Our coast mills are in a more favorable condition than the Eastern mills, but they are shipping large quantities to Australia and South America.

The editor of the Peking Gazette was arrested recently for saying in his paper that the present Chinese cabinet is "selling out China" to the Japanese under the guise of negotiations for a loan of 100,000,000 yen. Chinese journalism is rapidly becoming modernized.

Oregonian Men Join Colors

General response to the call to arms has been made by the members of the various departmental staffs of the Morning Oregonian, Portland. In all more than 75 men have enlisted in one or another branch of the service and the editorial department especially has been depleted. Eleven reporters and copy readers have been taken. At the Reserve Officers' Training Camp are C. Jerrold Owen, Edgar E. Piper and James Cellars, of the local reportorial staff, and Captain Austin B. Richeson and George Pritchard of the news room copy desk. Frank Barton and Willard Shaver, the former an alumnus of Willamette and the latter of Oregon, have enlisted in the Reserve Engineer Corps and expect to be at American Lake early in July or before. Frank Hochfeld, former office boy and copy messenger, and for the last three years librarian, has enlisted in the coast artillery and expects to be called into service July 25. Earl R. Goodwin, former assistant sporting editor, who has recently been advanced to the local staff, has joined the American Field Ambulance Corps and expects to get into active training this summer. Charles P. Ford, who because of his apparent ability at the start became a copy reader three months after going to work as an office boy several years ago, has been a member of Battery A, Field Artillery, for about a year and served on the Mexican border. Harry Grayson, assistant sporting editor, has joined the U. S. Marines and is now at Mare Island.

Fred Taylor, copy reader and formerly a member of the Texas National Guard, has been offered a commission in the Texas National Guard, but he is awaiting his chances with the training camp, for which he has applied.

Harry Frye, copy reader, who because of a slight physical ailment was ineligible for the service, is arranging to undergo a minor operation, after which he expects to qualify.

Journalism Students Enlist

War activities have exacted a large quota of students in the school of journalism of the University. Some of the strongest students have associated themselves with various branches of the government service. Joe L. Skelton, of Klamath Falls, and Neil Morfitt, of Malheur, enlisted in the aviation corps in April. Frederick Kingsbury, of Eugene, enlisted in the navy ten days after war was declared, and George Colton, of Portland, at about the same time went into the naval reserve and is now stationed at Bremerton. The Second Company, Coast Artillery Corps, Oregon National Guard, which will be mustered into the federal service in July, numbers among its members six of the most prominent students in the school of journalism—John DeWitt Gilbert, of Astoria,

son of Chaplain Gilbert; Robert Case, of Tigard, winner of the University short-story contest for the year; Harold B. Say, of Sherwood, who during his off hours from his studies was a reporter on the Eugene Evening Guard; Milton Arthur Stoddard, of LaGrande; Douglas Mullarky, of Redmond, and Clifford Sevits, of Klamath Falls, who has been making part of his way in college by working on the downtown papers. The latest two to join the service are Forest Peil, of Klamath Falls, for several months a reporter on the Eugene Morning Register, and Percy Boatman, of Spokane, who have gone into Capt. J. E. Kuykendall's ambulance corps unit. Harold Hamstreet, of Sheridan, member of the 1917 graduating class, who was the editor of the college paper during the last year, was the first to register in Yamhill county under the selective-conscription act. Hamstreet, who is the son of O. D. Hamstreet, publisher of the Sheridan Sun, mailed his filled blank from the University at Eugene several days ahead of registration time.

Attend State Convention

Elbert Bede, of the Cottage Grove Sentinel, contributes the following in his capacity as secretary of the Willamette Valley Editorial Association:

"I have been asked if I have anything I wish to say in the first issue of Oregon Exchanges. Until I was asked, it hadn't occurred to me that I should say anything. I have been talking pretty regularly to the newspapers of Oregon for some time, either by letter or otherwise, and have become pretty well talked out, which fact may be of considerable relief to some who have received my letters regularly but have so far resisted my appeals for an answer.

"There is, however, one thing that cannot be too strongly urged at this time. That is a large attendance at the meeting of the State Association at Pendleton, July 13, 14 and 15. Aside from the interesting program which I know is being arranged and the royal welcome that awaits us at "the last frontier," there are matters of vital importance to come up that require the interest of every newspaper man in Oregon—matters that mean bread and butter to him.

"It is as important that every newspaper man do his bit in boosting his own business as it is that he boost for the welfare of his country.

"This is no time for slackers. Every newspaper man should be there ready to do his bit.

"Among other things that will be decided at this meeting will be whether or not the editors will accept the invitation to visit Coos Bay in August. As the invitation came through the Willamette Valley Association, I wish every newspaper man who intends to go would so inform me by the time of the state convention, either in person or by letter. The Marshfield people have promised us the time of our lives."

"Beg Your Pardon!"

Under the heading "Beg Your Pardon," the Chicago Tribune has just installed a new department, devoted to correcting errors of fact which "creep into" the paper. It is not a column for the airing of differences of opinion.

The Tribune is carrying a one-column box heading on the corrections. On Memorial Day it decorated the first page of its second section with four amendments of statements claimed by interested persons to be errors. That hair-splitting is still a popular pastime is indicated by the nature of some of the objections. Here's a sample:

Seymour Stedman decided that he ought to deny the interview with him in yesterday's Tribune, and deputized St. John Tucker to write the denial. Save that the reporter neglected to distinguish between the locutions "peace meeting" and "peace terms meeting," there was no misquotation of Mr. Stedman.

The New York World conducts a similar department, directed by The World's Bureau of Accuracy and Fair Play.

Couldn't Fool the Peepul

Editor C. E. Ingalls, of the Corvallis Gazette-Times, recently presented a scheme for the annihilation of the U-boats. The plan, which he modestly ascribed to one Ima Nocker, of Corvallis, contemplates simply that the Atlantic ocean be drained and the submarines run down with armored Fords.

Two of his discerning readers, however, refuse to believe that the plan is practicable. Signing themselves "Two Who Know," they come right back at the editor (he says) with a stinging comment. "We believe," they are quoted as saying, "that you are attempting to fool the people about a very important matter. In the first place, the plan of draining the ocean would not be feasible in our judgment, and in the second place we do not find Mr. Nocker's name in the telephone directory or on the tax list. Your alleged interview is unreasonable, and we denounce it as pure fiction."

Having been properly caught with the goods, the culprit editor could do nothing but to comment, in sorrow, "There are just too many doubters in this world, and that's a fact."

Recognition of the service given by the newspapers of Oregon was accorded recently by Governor Withycombe when he declared that the enthusiastic co-operation of the press of the state had made Oregonians better informed as to their duties in the war census than those of probably any other state.

Published by the School of Journalism, University of Oregon.

OREGON EXCHANGES

Issued monthly. Devoted to up-building of journalism in Oregon.

Free to Oregon newspapermen.

Contribution of articles and items of interest to editors, publishers and printers of the state is welcomed.

Here We Are!

The School of Journalism of the University of Oregon herewith presents the first number of a monthly publication dedicated to the interests of newspapermen of this state. This little magazine, in its humble way, hopes to become more and more a forum for the ideas of the men engaged in publishing in Oregon. It is hoped, as time goes on, to make this publication thoroughly representative of the newspaper business in this state. Its success is going to be based largely on the interest taken in it by Oregon publishers; and the editors of "Oregon Exchanges" think they are not too optimistic when they expect full and hearty co-operation.

This publication is to be made one of the most useful instruments in the training of the senior class in editing in the school of journalism. Advanced students, during the college term, will be assigned to read carefully all the state papers and trade publications; to cull material therefrom; gather ideas for this magazine, and prepare the copy for the printer. All this, of course, to be done under the supervision and direction of the faculty of the school of journalism.

Only a small percentage of the newspapermen of the state have had any part in the production of this first number. There is to be abundant opportunity in subsequent editions. Let every reader of this article constitute himself a reporter and contributing editor

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for this publication. Fire in your personals, ideas and suggestions. We want to make this little magazine indispensable to the up-to-date newspaperman of Oregon.

The Amity Standard, published by C. G. LeMasters, runs a weekly column headed "The Octopus," devoted to news of the Amity High School.

Representative Hawley, of Oregon, voted in favor of the amendment to the war-revenue bill which makes a sharp advance in newspaper mail rates. Representatives Sinnott and McArthur voted against it.

The Dallas Itemizer recently carried an item detailing one instance in which advertising did not pay. A man of foreign birth sent an ad to one of the country's largest publications in his native tongue, setting forth that he was a widower with a son to support. If each of his fellow-countrymen in the United States would send him a dime, he suggested, they would not miss the money, and he and his son would thereafter be well cared for. He spent \$1.50 on the ad and received 60c. from the replies.

The Muse of the Mud

"This road is impassable—
Not even jackassable;
If you want to travel it,
You must gravel it."

The Newberg Graphic reports the above effusion as discovered posted on a tree on Parrott mountain. The find was made by a mail-carrier, who was traveling down the road hub-deep in mud. "Occasionally," the Graphic reports, "events bring out latent talent that produces something worth while from an unexpected source."

All Over Oregon

W. H. Hornibrook's Albany Democrat has recently moved into new and more convenient quarters.

L. E. (Dad) Whiting, one of the compositors of The Oregonian, recently purchased an automobile.

A. R. Slaymaker, formerly Oregon Journal artist, is doing vigorous work on the Times, Seattle.

Paul D. Murphy, formerly of Chicago and Minneapolis, is looking after courts for the Journal.

C. S. Jackson publisher of the Journal, is at Johns Hopkins hospital, Baltimore, recovering after a minor operation.

George Bertz, assistant sports editor on the Journal, is a father for the first time, and the staff smoked on George junior.

W. H. Perkins, better known as "Cy" Perkins, has joined the Oregonian editorial staff as court reporter. He comes from Montana.

A. L. Fish, business manager of the Journal, is at the Presidio, San Francisco, training camp for reserve officers.

George Howell, veteran compositor of The Oregonian, has been elected secretary of the Multnomah Typographical Union to succeed D. O. Gallup.

Word from J. L. Travis, who went to the managing editor's chair at The Times, Seattle, from the news editor's desk on the Journal, is that he is happy in his new berth.

John Cochrane, formerly political reporter for The Oregonian, it is understood, is about to become a country newspaper publisher. He is inspecting several properties in the valley.

Miss Getta Wasserman, New York society correspondent for The Oregonian, has returned to Portland for the summer.

W. A. Dill, for a number of years attached to the Register at Eugene, and city editor of the Guard for the last year, has joined the copy desk staff of the Oregonian.

Ernest Bertz, editorial office boy for the Journal, designates himself as a "copy shagger," which seems at least to carry the distinction of originality.

William Smyth has been named assistant in the sporting department under Roscoe Fawcett, to succeed Harry Grayson, who has joined the marines.

Earl Murphy, lately a student in the Journalism School of the University of Oregon, has taken a combined desk and reporting position on the Oregon City Enterprise.

H. H. Palmer, founder and former editor of the Redmond Spokesman, was recently reported as having inherited a fortune of several hundred thousand dollars by the death of his mother in New York.

Frank P. Stewart, with the Standard, Anaconda, Mont., formerly on Salt Lake City staffs, visited the Journal on his way to the Presidio training camp, with a number of other Montana guardsmen.

Rex Lampman, who created somewhat of a furore with his "Once Over" column in the Oregon Journal, is now putting the same thing over on the front page of the Pittsburg Leader, published by Alexander P. Moore. He is a brother of Ben Hur Lampman, a member of the staff of the Oregonian.

"Jim" Rintoul, who covered beats for Portland newspapers eight years ago, is back again and doing court-house for the Journal. He was in Salt Lake City the greater part of his absence.

Employees of the Oregonian subscribed for \$11,000 worth of the Liberty Loan bonds, through the office. The Oregonian arranged for the bonds and the employees will pay on installments.

The Prineville Enterprise, successor to the Prineville News, has been launched by A. M. Byrd, who believes that there is "a field in Crook county for two local newspapers."

E. N. Blythe, for a decade assistant news editor under Paul Kely, has resigned from the Oregonian and joined the editorial staff of the Oregon Journal. Herbert J. Campbell, an Oregon alumnus, has succeeded Mr. Blythe.

George Stoney, copy reader of The Oregonian, and Dean Collins, reporter and "colyumist," have recently been in Good Samaritan Hospital, Mr. Stoney for an operation and Mr. Collins to recover from a nervous and stomach attack.

E. S. (Tige) Reynolds, cartoonist, Gertrude Corbett, society editor, and Edith Knight Holmes, club editor of The Oregonian, have contributed of their talents in the recent Red Cross drive in Portland.

Miss Evelyn (Peggy) Curtis, reporter for several years on The Oregonian and for a time motion-picture editor, has gone to New York, in response to a call from one of the moving picture publicity agencies. Whether she will take up the work will depend on her influence with her mother, who is insistent upon her completing a college course.

The two Scio papers, the Tribune and the News, have joined forces. T. L. Dugger, editor of the Tribune, has bought the News from L. W. Charles. The consolidated paper will be known as the Tribune.

The Astoria Evening Budget has moved to a new and more central location after nearly a quarter of a century in one stand. The Budget has installed a Duplex web perfecting press in its mechanical department.

Miss Louise H. Allen, who graduated from the Oregon school of journalism with the class of 1917, has accepted a position on the reporting staff of the Tacoma Ledger, one of the leading daily newspapers of the state of Washington.

Stuart Blythe, who aspires to be known in the newspaper field, other than just as the son of his father, Sam, has gone from the Journal's assignment staff to work with George Creel on the government's official "Bulletin." "Stew" promised to come back after the war.

H. Sherman Mitchell, a staff member of the Astoria Evening Budget, will edit the Anchorage (Alaska) Times until October 1. Arthur Bringdale and R. O. Scott, formerly linotype operators of the Morning Astorian, are also with the northern paper.

W. H. Walton, formerly editor and owner of the Hood River News, but for the last five years in the employ of the Pacific Power and Light Company, has returned to the newspaper game, and is now editing the Baker Herald. C. C. Powell, part owner and editor of the Herald for the last six years, is now trying his hand in the business department. Mr. Walton sold the News to the Bennett Brothers, after building it up from a "hick" weekly.

Albert Hawkins, for a number of years telegraph editor of *The Oregonian*, has been made editorial writer. Mr. Hawkins recently lost his wife through death. Mrs. Hawkins was a niece of the late H. W. Scott and was a practical newspaper woman.

Hugh Baillie, recently in the Oregon Journal's United Press office, is now, following a brief stay in the Chicago office, in New York City, editing the U. P.'s Red Letter stuff. F. W. McKechnie, of the Enterprise, Oregon City, succeeded Baillie in Portland.

Chester Moores, an alumnus of Oregon, has recently completed his law studies and taken the examination for admittance to the bar. Mr. Moores studied while holding his position as Automobile and Real Estate Editor of *The Oregonian*.

Ralph J. Staehli, formerly automobile editor on *The Oregonian*, who recently has been publicity manager for George L. Baker in the mayoralty campaign, has gone to California on a roads tour. He will return soon, and probably will re-enter the newspaper work.

A. B. Slausen, who prior to 1893 was editorial writer, literary editor and exchange editor on *The Oregonian*, has returned to the staff after an absence of about a quarter of a century, as copy reader. Mr. Slausen left the newspaper field in 1893.

Two 100 per cent perfect babies are boasted by *Oregonian* employes. One is the son of James Cassell, moving-picture editor, and the other the son of George W. Tobias, until recently advertising solicitor for *The Weekly Oregonian*. Mr. Tobias has gone to Ohio, where he will engage in business. He had been a member of the *Oregonian* advertising staff for about 12 years.

Miss Lillian Tingle, who for 12 years had been writing domestic science and home arts news for *The Oregonian*, has been called to the University of Oregon to head the new department of Household Arts. She has been principal of the Girls' department of the Benson Polytechnic School for the last year, and prior to that time was identified with the Portland public school system as teacher and supervisor.

Maurice H. Hyde, graduate of the school of journalism, class of 1918, received his sheepskin by mail at Stanfield, Or., having left just before commencement to take the editorship and management of the Standard, a weekly published at that place. Maurice dashed off his final examinations—which, by the way, he passed most creditably—shook hands with his teachers, and hiked for the train. Mr. Hyde, who is known on the campus and in Eugene as a musician of ability, is succeeding at Stanfield a man of almost identical talents, Lloyd Riches, who was only tempted away from Stanfield by the offer of the position of manager of the *Weekly Oregonian*, at Portland. Mr. Riches has been contributing largely to the musical culture and enjoyment of Stanfield during his stay there, and Mr. Hyde is qualified to continue this feature of his predecessor's activities.

Mr. Riches, in less than a year and a half, put a losing paper on its financial feet and made it a recognized power for the good of a constantly widening community. Mr. Hyde is ambitious to keep up the record of his enterprising predecessor, for whom he will conduct the paper, and even to go him one better if possible.

Mrs. Hyde has joined her husband in their new home at Stanfield.

Floyd C. Westerfield, of Grass Valley, Or., has gone to work in the business office of the Bulletin, at Bend. Mr. Westerfield has just been graduated from the University of Oregon as a member of the class of 1918. He specialized in the work of the school of journalism.

E. M. Olmstead, lately of Stayton, Or., has purchased the plant of the Eugene Printing Company, in Eugene, from J. C. Dimm, of Springfield, and Robert Hall. Mr. Dimm gave up active management of the plant a year ago to edit the Twice-a-Week Springfield News, and since then Mr. Hall has had active charge of the shop.

Harry N. Crain, of the class of 1918 in the school of journalism in the University of Oregon, is holding down an editorial chair in the office of the Polk County Observer, at Dallas. Mr. Crain has had considerable journalistic experience, having been connected with the Western World at Bandon and other publications.

Fred A. Woelffen, news editor of the Bend Bulletin, is among those who will respond when the Third Oregon regiment is called into the federal service. Mr. Woelffen, who is a graduate of the University of Washington, class of 1915, is a former resident of Lewiston, Idaho, where he was correspondent for Seattle and Portland newspapers.

H. W. Dewey, stereotyper, has recently submitted an idea for possible protection against submarines, to the United States Government. The device is in the nature of a floating armored cushion to absorb the torpedo shock and explosion. Mr. Dewey presented the idea to United States Attorney Reames, who advised that it be turned over immediately to the government at Washington.

Paul Ryan, night police reporter, has returned to the Oregonian after spending a few weeks at Oregon City, where he helped E. E. Brodie install his enlarged plant, incident to increasing the size of the Enterprise from four to eight pages.

Frank Bartholomew, a graduate of the High School of Commerce, and for the last year reporter from that school for The Sunday Oregonian's school page, has joined the local staff as "cub." Mr. Bartholomew has had some experience in a country printing plant.

Charles W. Myers, formerly real estate editor of The Oregonian, who during the last four years has been identified with The Timberman, Motoroad and Pacific Interstate, and publicity manager for the Portland dock commission, during the recent successful campaign for the bulk grain elevator bonds, has returned to the news room staff, having been called in to fill the breach on the copy desk caused by enlistments.

Charles C. Hart, formerly city editor of the Spokesman-Review at Spokane, and for several years its correspondent at Washington, after which he was candidate for Congress from the Spokane district of Washington, has been a visitor in Portland for several weeks, renewing acquaintances with a number of the "boys" with whom he has worked in various cities. Mr. Hart was the original Hughes boomer, and of all newspaper men, probably the most responsible for the entrance of Mr. Hughes into the late campaign. Mr. Hart recently married a Minneapolis girl whom he met while touring for Hughes in 1915. He is now a personal representative of W. H. Cowles, publisher of the Spokesman-Review, in connection with the farm publications issued by that paper.

Pendleton Tribune Enlarges

The Pendleton Evening Tribune, justifiably enough, is patting itself on the back on the occasion of its reaching the status of a seven-column paper. The change was made with the issue of May 30. "Increased business has forced the change," said the announcement. It goes on to thank the subscribers and advertisers for their loyal support. The change marks the attainment by the Tribune of adult dress, mechanically speaking. In other respects, the paper had long since passed into the thoroughly grown-up stage.

The management of the Tribune is particularly pleased with the fact that the change was made at small cost and with no installation of additional machinery. An old Potter press already on the premises was rebuilt on the spot and has, so to speak, "staged a real comeback," for it has served admirably the demand for additional press facilities and has been humming along like a youngster ever since.

Added prestige and increased business has come to the Tribune with the change.

Eugene Newspaper Changes

Four of Eugene's newspaper employes will leave within the next few weeks. Forest Pell, city reporter for the Morning Register, will go with the Eugene Red Cross ambulance corps.

George Dick, mailing clerk for the Guard, and Harold Say, city reporter, will leave when the Oregon Coast artillery corps is called into service on July 15. Vance Cagley, linotype operator on the Guard, has enlisted as a printer in the quartermaster's corps.

E. S. Tuttle, former bookkeeper of the Guard, is assistant paymaster in the Puget Sound naval station at Bremerton. His place is taken by E. P. Lyons.

Miss Grace Edgington, 1916 graduate of the Oregon school of journalism, who is now society editor and proofreader on the Morning Register, of Eugene, has been elected to the faculty of the school of journalism in the University of Washington, at Seattle. Miss Edgington will take up her work at the opening of the fall term, in October.

Back In Oregon Field

The Heppner Herald since March 1 has been conducted by S. A. Pattison, an old-time Oregon and Idaho publisher. Mr. Pattison, who did country newspaper work in the Northwest for more than a score of years before dropping out four years ago, says he is happy to be back in the work and is beginning to feel at home. In a recent letter Mr. Pattison points it out as a sad fact that "the blacksmiths of Oregon have so nearly perfect an organization for their protection, and one that has practically put an end to all price-cutting in that line of endeavor, while the newspaper and printing people let things run at loose ends while, too often, they scrap like mad over a bit of county printing and cut prices on a \$2.00 job. Is it possible that the blacksmiths have us beaten in brains as they have in brawn?"

Would Bar "Free Readers"

Ed. C. Lapping, of the Astoria Budget staff, suggests he would like to hear newspapermen discuss how to eliminate the free space grafter. "For myself," says Mr. Lapping, "I believe that if all daily and weekly newspapers in Oregon would go on record as barring all free 'readers' and 'news stories,' it would be a big thing in the reduction of the newspaperman's worries and expenses." The subject may be taken up at the convention of the Oregon Editorial Association in Pendleton next month.

Type Cases In Discard

The old fashioned type cases have practically disappeared from the composing room and ad alley of The Oregonian. D. F. Foulkes, superintendent, has equipped the plant with several of the newest Ludlow type-making machines. Compactness is an outstanding feature of the apparatus, and they also eliminate the heavy distribution after the day's run, necessary when the old type was used. With these new machines practically all advertisements, of large and small type, are set by the machine, and after the run the type is swept into the melting pot. The only distribution necessary is of leads, ornaments and rules.

The Gum-Shoe Argument

The Coquille Herald complained recently that it had been requested to suppress real news, announcing at the same time that the request had come to naught. The case in point, the Herald said, was the election of teachers for next year, and the paper was asked "not to say anything about" it. The fear was expressed that some people would protest and make trouble for the board members if they were informed of the changes that had been made, "and this," said the Herald, "seemed to be considered a good argument against the publication of the facts. Try as we will, we cannot bring ourselves to take that view of the ethics of the matter, nor that view of the proper way to run a newspaper."



Oregon Exchanges

For the Newspapermen of the State of Oregon

Eugene, Oregon

JULY, 1917

Vol. 1. No. 2

New Federal Laws and Taxes as they Affect Oregon

By Edgar B. Piper, Editor of The Oregonian

The increase in second class postal rates, particularly the application of the zone system to second-class mail matter, which is proposed by the war revenue bill of the House, involves a revolutionary change in the policy which governs the Postal Service. That policy has hitherto been to treat the mail system as a means of serving the people as nearly at cost as possible, not as a source of revenue; to provide cheap means of written and printed communication between the people at an equal price for all parts of American territory; to promote the distribution of newspapers and magazines at minimum cost for the spread of information and in aid of discussion of public affairs. This policy is a corollary of that other American policy of universal education, which aims to qualify every man for intelligent use of the ballot and which is powerfully aided by wide circulation of newspapers and magazines. It is directly opposed to the policy of the late government of Russia, which kept the people in ignorance, denied them information and stifled discussion, lest they learn too much of its vices and of democracy as a remedy for them. The American policy has been to unify the people by encouraging publications of nation-wide circulation, to inform them of their Government's doings and to promote its constant reform by stimulating intelligent criticism.

In place of the present uniform rate of one cent a pound for second class matter, the House proposes a graduated rate of 1 1-6 cent for the first parcel zone ranging up to 6 cents for the eighth zone. Its purpose is frankly to compel publishers to pay the full cost of carriage without regard to the profitable postal business of other kinds which they develop. These rates would prohibit sale of publications beyond the first or second zone, except those which have large circulation. These could evade payment of the high rate by shipping in bulk by freight or express to the principal centers and by using the mails for distribution thence in the first zone. This device could not be used by many publications of small circulation. Their field would be reduced to the first two or three zones around the place of issue. From nation-wide publications they would be transformed into sectional publications, and a large number of new sectional publications would rise to occupy the field which they had been forced to abandon. Having a sectional field, they would take a sectional view of public affairs, that too at a crisis in our National affairs which demands cultivation of patriotism as broad as the republic. The few strong publications of large National circulation would occupy much of the field abandoned by their weaker brethren, and there would be a strong tendency toward

Application for entry as second class mail matter at the postoffice at Eugene, Oregon

monopoly in the periodical business, with all its attendant evils and dangers.

Trade and scientific papers would suffer grievously. They appeal to relatively few people in each center of population, and depend for circulation upon their ability to reach all the people throughout the country who are interested in their particular trade or science. Many of them could not continue to exist if confined to a restricted field by prohibitive postal rates. As daily newspapers have but limited circulation beyond the first or second zone around the place of publication, they would be less seriously injured financially, but the same tendency to sectionalism and to restrict spread of information and to prevent interchange of opinion would become apparent. The channel which has been used by the Government to reach producer and consumer in its present campaign for food production and economy would be clogged.

The country newspapers and those published in small cities and towns would be less affected directly than the great city newspapers or other periodicals, for the House proposes to continue the present privilege of free circulation and the present second class mail rate within the county of publication. But the country editor would be injuriously affected in other ways. The daily press of this country is one structure, in which the big city newspaper is closely related to the country paper. The news of the world is collected and distributed by the Associated Press as the co-operative agency of the big papers, and through them it reaches the country papers. Any legislation which cuts the revenue of the big papers will reduce their ability to perform this necessary function. Every editor needs to keep informed of affairs and opinion in the country at large, and he can best do so by obtaining city papers

in exchange and by reading the weekly and monthly magazines. Prohibitive mail rates would put these beyond his means. The country paper's prosperity is closely bound up with that of the farmer whose success is promoted by the farmer's weekly paper. Newspapers of this class would cease to be National in scope, would be confined to a limited field and would deteriorate in quality. Thus a blow at one part of the periodical press sends a shock through all parts.

Although the professed purpose of this advanced rate is to raise revenue, its actual effect would be to destroy many of the sources from which revenue is derived. The postal revenue directly derived from second class matter might be reduced to a sum even less than that which is now paid. Further, much other postal revenue, which is traceable to the wide circulation and advertising patronage of periodicals would be lost to the Government. They cause many letters to be sent at first class rates, many money orders and parcels to be sent in response to advertisements. The number of these would be so reduced that the Government might be disappointed of the \$50,000,000 of war revenue which it expects from the increase in letter rates. The zone system would kill the goose which lays the golden egg.

The Senate finance committee was quick to see the force of these objections. It struck out the section establishing the zone system and substituted one raising the flat rate from one cent to one and a quarter cents a pound, but it still believes that publishers should pay a special tax. It inserted a provision for a tax of five per cent on all net income of publications in excess of \$4,000 a year in addition to the income tax, the excess profits tax and all other taxes imposed by this bill and existing

laws. I do not know how many publishers of country newspapers are now in the \$4,000 class, but no doubt they all hope to be. Few, if any, publishers have earned any excess profits during the war, for the high prices of paper and of every other commodity used by them have tended rather to reduce profits below the peace scale.

The objection of publishers is not to paying their full share of war taxation, but to special taxes which are not levied on any other business. They protest most strenuously against a system of postal rates which in the pretense of exacting full payment for services rendered by the Post Office Department, would cripple, in fact destroy, the business of many publishers. They are ready to pay any part or all of their profits if necessary, to the Government in aid of the prosecution of the war, but they are not willing to submit to an impost which would ruin the business of many and to which no other industry is subject. If the present second class rate is too low, even when regarded as a feeder to other branches of the postal service, they are willing to submit to a reasonable increase, even greater than that proposed by the Senate committee, but they insist that this rate be uniform throughout the country and be a charge for service, not a tax, and most emphatically not a penalty for exercising the right of independent criticism which belongs to every free man.

There is ground for belief that the zone rates were intended as a punishment for those newspapers and periodicals which have upheld American rights during the war, which have called attention to the need of preparedness and which have condemned the supine indifference of Congress and of some executive officers of the Government to this need. This courageous course of the patriotic and wide-awake American press has not

been pleasing to those pseudo-statesmen who cried out for peace at any price and who are chagrined at defeat. That chagrin may explain the remark of one of the pacifist Senators to a delegation of publishers: "Don't you want to pay for your war?"

The best of all possible reasons for opposing special and unbearable exactions on the press is the desire of such men to cripple and stifle it. When the freedom of the press to discuss public affairs and to criticize the public acts of public men is attacked, all publishers of every class, whether they issue great metropolitan dailies or small village weeklies, have a common duty to rise up in defense. The duty is the greater because the attack is indirect, by men too cunning and cowardly to avow their true motive.

"Val" Hears His Number Click

Roberto S. Vallespin, Associated Press operator in the Eugene Guard office, narrowly missed the experience of copying with his A. P. report the number which carried to him the message that he had been drafted into Uncle Sam's great liberty army.

Mr. Vallespin, who is a naturalized citizen and sincerely patriotic, was able to do the next best thing, however—he heard the number clicked over the wire while he was sitting comfortably in the next room with his hands in his pockets, waiting. He had not yet finished his vacation, and the night A. P. operator was sitting in for him.

Suddenly "Val" pricked up his ears and commenced to pay close attention. "9-2-6" came the message.

"There it is," he said quietly. "They got me." However, he will not be taken in the first call, as Lane county's National Guard and volunteers more than supplied the quota of the county.

The Party Newspaper

By Wm. H. Hornibrook, editor and publisher of the Albany Democrat

A man without a personality and a newspaper without political convictions are twin brothers of misfortune. Neither of them gets very far in the world. They are neither much loved or much hated. They just exist and are of too little consequence to attract more than passing attention.

A newspaper may, however, fight for its political convictions and still decline to blindly serve party at the expense of the public service. A publisher may have political convictions without becoming the self-anointed champion of every candidate whose name appears upon the party ticket.

If we are to have what may be strictly termed a party newspaper we must first have a party organization. There is no real party organization in the state of Oregon. There is political organization, but it is of the personal character. It is the arch enemy of party spirit and party loyalty because it is intensely selfish and knows no law but the law of self-interest.

The party newspaper as it was known a decade ago is therefore out of step with the march of events in this particular section of the west. Like the Red Man, the old time editor is being driven out of his old haunts and his place is being filled by the younger, but not necessarily more able man.

But while Oregon newspapermen can hardly afford to shut their eyes to the new conditions, in my judgment every publisher should have a well defined political policy. The man who edits the editorial page is either a progressive or a reactionary. He is either a positive or a negative quantity and his character will be expressed in the columns of his newspaper and his success or failure will be determined by his own personality.

In every national election the is-

ssues are clearly defined and there can be no possible excuse for editorial neutrality.

In a state election the issues are oftentimes less clearly defined, but it not infrequently happens that the press of the state is called upon to choose between the fit and the unfit. It then becomes the duty of the publisher to sharpen his pencil.

In a county or city election there is seldom an issue which is worth the cost of the printer's ink that is used by our editorial writers. When a newspaper becomes a rubber stamp for a county or municipal boss, or when, on the other hand, it attempts to become the dictator of things political, it voluntarily becomes its own pallbearer.

The political policy which I have followed with more or less success may be summed up in the following paragraph:

Strike seldom, but when you strike, strike hard.

Banquet for Publishers

Oregon publishers are to be the guests of the newly-formed manufacturers' bureau of the Portland Chamber of Commerce, at a banquet to be given in Portland on Friday, August 10, at 6 p. m. The central topic around the board will be publicity in the state press for Portland and Oregon manufacturers. Besides the manufacturers, there will be present jobbers of eastern-made goods, upstate merchants, and the publishers. Secretary Philip S. Bates, of the Oregon State Editorial Association, who has been working on this plan for some time, in a circular letter sent to newspapermen of the state, notifies them of the invitation given them by the new bureau, and expresses hopefulness that appropriations will soon be made by the big houses to pay for the publicity in the Oregon press.

Pendleton Convention Best Yet

Phil Bates lost track of the number, and it was the umpty umph annual convention of the Oregon State Editorial Association that President E. E. Brodie called to order in the Umatilla County Library at Pendleton, Friday, July 13, 1917, and President A. E. Voorhies dismissed in the park pavilion at La Grande Sunday night.

From first to last, the sixty or seventy newspapermen present and their hosts and families and guests listened to forty-four speeches, consumed seven bountiful banquets, not counting the luncheon President Farrell of the O.-W. R. & N. gave the ladies in his private car, travelled together 316 miles in a train de luxe, taken three automobile trips running from four to fifty miles each, and had spent at a rough estimate about six cents a head.

Pendleton, Joseph, beautiful Wallowa lake high in the Cornucopia mountains furnished the background for the meetings, and incidentally furnished nearly everything else the heart of man could desire.

The convention program was a serious one, full of topics of professional interest; every paper received close attention, and many of them extended discussion. There was a close responsiveness between audience and speakers, which was perhaps never better shown than when E. B. Piper, editor of the Oregonian, called on late in a long hard day for his delayed paper on new laws affecting the press, refused to read it, but plunged into a wealth of personalities and humorous reminiscences of notable journalists he had met in his long career.

Mr. Piper, in fact, was rather the cut-up of the party all along the route, and only at the principal banquet Saturday night in the Eagles-Woodman Hall in Pendleton

did he call on his big reserves of earnestness and force of purpose.

Frank Irvine, of the Journal, present for the first time in years but pleased with all he heard and now expecting to attend regularly, was the other member of the Damon and Pythias act of eloquence and humor which was put on nearly every place the train stopped. The splendid contrast the metropolitan editors made was well expressed by Bruce Dennis at La Grande when he described to the people there what had happened at the Pendleton banquet the night before.

Those two speeches should serve as a guide and motto in the work of state defense work, he declared. Irvine, personally the best loved of Oregon editors, with his tender love of country and lofty ideal of patriotic Americanism and human justice, no less than Piper, whose words had descended like a thunderbolt upon our American complacency and obliviousness to the life and death character of the struggle in which the country is engaged. Like dynamite he said it was, telling the necessary but shattering truth.

On the regular program, lively discussions began with the first paper, in which W. D. McWaters, of the Pacific Paper Co., predicted an immediate and steady rise in prices, Col. E. Hofer and Edgar McDaniel directed some artillery preparation and O. C. Leiter charged up with the findings of the Federal Trade Commission. The conclusion was the appointment of a committee to devise means of pooling purchases by counties and otherwise, consisting of A. E. Voorhies, D. C. Sander-son of Freewater and C. L. Ireland of Moro.

C. H. Fisher spoke on help and wages in the light of what might be expected from war conditions. He said he was a poor hand to treat the subject because he never

had labor troubles, generally paying more than the scale and getting service in proportion. He said the war would not be altogether a bad thing for the newspapers, compelling them to ask and get better prices, be more businesslike, and check up more carefully. On the latter point he cited the instance of his own office where he found that of the 4,500 papers he was printing there were 200 he could not check up on. He immediately cut them off, and within a couple of weeks they were back on as new paid subscriptions, and he could account for every paper.

"My policy is to keep permanent employes and pay them the right wages," he said. "If the war lasts five years it will not hurt my organization much. I may have to pay higher wages but I am willing to pay more and ought to pay more."

Mr. Fisher in closing had his say on the paper price question. He disagreed with Mr. McWaters, and predicted that prices might easily go lower this summer before going up this fall or winter, a view which was finally adopted by the resolutions committee.

Clarke Leiter, publisher of the La Grande Observer and former city editor of the Oregonian, spoke on the subject of the help the papers could and ought to give the nation in the present crisis.

"The campaigns for the Liberty Bonds, the Red Cross and for enlistments I consider the biggest thing the American press has ever done," he said.

"No one has suggested that the powder manufacturers ought to donate their powder, or the munitions or steel men their products, but when it was proposed that the newspapers should donate their advertising space, the only commodity they have to sell, they put aside all questions of unequal burden, decided to 'put over' the great national movements and they did it.

"The newspapers are absolutely part and parcel of the national government. We must do our duty if rewarded only in the appreciation of the people. We must serve the nation without hope of reward. The government and congress have looked upon the newspapers as a semi-public utility rather than a strictly private property. There may be strong arguments against this view but we are now facing facts. The decision is made and we must go through with it."

The resolutions committee later refused to agree that the decision had been fully made, and a resolution was passed to take up with the congressional delegation the unusual and troublesome burdens likely to be placed upon the press as well as the question of the donation of merchantable space.

Mr. Leiter went on to say that the papers could well undertake to serve the nation by eliminating waste and putting their internal business in good condition. They must cut off deadheads and exchanges they do not actually use, thus saving paper. "The people must be educated to thrift and economy," he said, "especially in the prevention and checking of waste. To win, America will have to give up many of her extravagant and luxurious ideas as well as something of our personal liberty.

"Our people must be made to realize the wonderful strength of the organization we are fighting if we are to win. This must not be carried so far as to frighten the people. They must be brought to a sane, optimistic realization of the serious job on our hands.

"We must perfect our own organization. We need our county councils of defense. In this labor difficulty we should round up all the vagrant trash, take the regular, legal means of having them declared vagrant, and then put them to work.

"As for food conservation, the

women are tired of this continual din from men. They must get together and solve it in their own way, and the less advice they get from men running newspapers the better. I have tried it out in my own household and I know.

"And under the dreadful depression of the war, we must do what we can to build up the right war psychology. We must make the most of our weddings, social events and churches and try to keep going all normal activities. I believe in the newspaper in these times running light fiction, humor, cartoons, comics, and whatever will counteract the gloomy depression.

"No one was more opposed to the proposed censorship law than I. If it had passed I could not have obeyed it very cheerfully. The censorship we now have, for that is what it virtually is, is conducted by the heads of the press associations and not by a military officer and is much more satisfactory. Military secrets must be withheld, but the censorship should never go much further.

"The dissemination of news is a most important function. Then we must keep in position to prevent waste of funds, we must maintain a moderate tone and our patriotic duty; must not surrender our right of criticism, the fundamental basis of our press as an institution."

One of the interesting sections of the program was that handled by C. W. Robey. Mr. Robey handed out samples of a letterhead job and got quotations on 3,000 from the publishers present. The prices ranged from \$7.00 to \$18.00. The variations appeared both in the estimates as to how much time was required, this ranging on one item from $\frac{1}{2}$ hour to one hour, and in the rate per hour to be charged, this ranging from the wage cost, 37 $\frac{1}{2}$ cents, to \$1.50.

Mr. Robey then showed charts giving his own figures, resulting in a selling price of \$14.07, and those

of the expert of the Inland Printer, \$13.19. Most of the quotations of the Oregon publishers ranged from \$9.40 to \$12.00.

Eric W. Allen, dean of the School of Journalism at the University of Oregon, used Mr. Robey's figures as a text for the presentation of the advantages of using a cost system, enabling a printer to know with exactitude the precise line where loss ends and where profit begins. Mr. Allen ended with an offer to install, free of charge, a standard cost system in a limited number of offices. This offer was taken up by six of the publishers present.

New Officers Chosen

The election of officers resulted in the choice of A. E. Voorhies, of the Grants Pass Courier, as president; George H. Currey, of the Malheur Enterprise, published at Vale, as vice-president; and Philip S. Bates, of Portland (re-elected), as secretary. Retiring President E. E. Brodie, of the Oregon City Enterprise, was placed on the executive board.

Resolutions

Resolutions passed by the association, briefly summed up, pledged hearty support to the government in the prosecution of the war; asked for legislation "whereby all the pulp and paper product of the country shall be manufactured, sold and distributed at just and reasonable prices which shall insure only reasonable profits to the manufacturer and distributor; asked congress to appropriate funds for the purchase of newspaper space used in promoting governmental activity; provided for the appointment of a committee of three to work out a plan for circulating the tax list in supplement form in a large number of papers of the several counties (the committee to report at the next annual convention); endorsed the state's good roads pro-

gram, and expressed thanks to the people of Pendleton and other East Oregonians for their work in caring for the convention and entertaining so royally the delegates and visitors; thanked the officers of the association and the legislative committee of the body, Elbert Bede and Bert R. Greer, for their effective work during the late session of the legislature.

The association went on record for the principle of the flat postal rate for newspapers, increased if necessary to no greater extent than 25 per cent over the present rate. Secretary Philip S. Bates's telegram to Senator McNary announcing the association's action brought a prompt response from the senator promising to lay the publishers' views before the senate committee having in charge the house revenue bill, without delay. Senator Chamberlain replied promising his earnest attention, and Representatives C. N. McArthur and W. C. Hawley wrote stating their accord with the views of the association.

Resolutions of sincere sympathy to the relatives of members of the association who died during the year were framed by a committee composed of C. L. Ireland, chairman; Addison Bennett, and E. Hofer, and passed by the association. Those who passed away were Leland Hendricks, assistant editor of the Salem Statesman; John E. Roberts, former publisher of the Vale Enterprise; P. C. Levar, former publisher of the Coquille Herald; J. H. Upton, veteran connected with many publications in Oregon; and Mrs. T. B. Ford, wife of the association chaplain.

Those Who Attended

Among those present at the convention the representative of Oregon Exchanges noted: Mr. and Mrs. E. E. Brodie, of Oregon City; Oscar H. Neil, Oregon Posten, Portland; T. H. Timperlake, Lanston Monotype Machine Company, Phil-

adelphia; Mr. and Mrs. W. H. Cray, News, Echo; George E. Grow, Times, Juntura; David W. Hazen, Telegram, Portland; Mr. and Mrs. S. C. Morton, St. Helens Mist; Mr. and Mrs. C. L. Ireland, Sherman County Observer, Moro; Addison Bennett, The Oregonian, Portland; E. Elmore Nelson, W. D. Nelson, Record, Haines; Charles H. Fisher, Capital Journal, Salem; Henry Waldo Coe, Medical Sentinel, Portland; W. G. Bayles, Clatskanie Chief, Clatskanie; F. E. Carr, American Type Founders Company, Portland; S. A. Pattison, Herald, Heppner; Fred C. Baker, Headlight, Tillamook; A. E. Voorhies, Courier, Grants Pass; Arthur R. Crawford and wife, Times, Free-water; Robert W. Sawyer, Bulletin, Bend; E. Hofer, the Manufacturer, Salem; J. T. Caldwell, Keystone Type Foundry, Portland; A. C. Jackson and wife, O.-W. R. & N. Company, Portland; Edgar McDaniel, Coos Bay Harbor, North Bend; Phil S. Bates, Pacific Northwest, Portland; J. C. Dimm, News Springfield; H. H. Bushnell, Oregon Farmer, Portland; Ben F. West and wife, Statesman, Salem; L. D. Drake, East Oregonian, Pendleton; C. W. Robey, Oregon City Courier, Oregon City; G. P. Putnam and wife, Bulletin, Bend; E. B. Aldrich, East Oregonian, Pendleton; Mrs. Nieta B. Lawrence, Press, Milwaukie; H. W. Hicks, Union Pacific System, Portland; C. J. McIntosh, Oregon Agricultural College Press-Bulletin, Corvallis; Clarke Leiter, Evening Observer, LaGrande; C. L. Adams, Linotype Company, San Francisco; W. F. Barney, Linotype Company, San Francisco; Miss Freda Hazer, Coos Bay Times, Marshfield; Eric W. Allen, University of Oregon, Eugene; Lloyd Riches, Weekly Oregonian, Portland; W. B. Jessup and wife, Searchlight, Bremerton; Wash.; Stephen A. Stone, Statesman, Salem; George A., Scibird Eastern Oregon Republican, Union;

Bruce Dennis, wife and son Jack, State Council of Defense, Portland; George P. Cheney, Record-Chieftain, Enterprise; W. E. Lowell, Tribune, Pendleton; F. B. Boyd, Press, Athena; E. E. Faville, Western Farmer, Portland; Elbert Bede, Sentinel, Cottage Grove; C. L. Smith, O.-W. R. & N. Company, Portland; J. G. Kelly, Bulletin, Walla Walla, Wash.; Bill Strandborg and Mrs. Strandborg, Watts Watt, Portland; Edgar B. Piper, Oregonian, Portland; N. J. Vanskike, Eagle, Milton; Calvin Goss, the Sentinel, Cove; Lee B. Tuttle, the Record, Elgin; Arthur M. Geary, attorney, Portland; J. D. Farrell wife and daughter, president O.-W. R. & N. Company, Portland; J. R. Flynn, Blake-McFall Company, Portland; Snow V. Heaton, Record-Chieftain, Enterprise; Mrs. George P. Cheney, Enterprise; L. K. Harlan and wife, the Record, Pilot Rock; Miss Smith, Pilot Rock; J. L. Hutchins and wife, Independent, Ione; George H. Currey, Malheur Enterprise, Vale.

Print Paper Situation

The committee of the State Editorial Association named to make recommendations regarding the news print situation reported as follows:

We find that the present price of print paper is:

Ton lots, 6¼ cents.

Two and one-half ton lots, 6 cents

Five ton lots, 5¾ cents.

Car lots, 5¼ cents.

We have ascertained that it is very probable that there will be a yet lower price quoted in the near future, which will in all probability be followed by a substantial increase likely to be maintained for a considerable period, therefore we do not recommend the purchase of any quantity of news print at the present time, but we do consider it good policy to keep a close watch

on prices, and take advantage of the lower rate that will undoubtedly prevail within a short time.

Pooled shipments can be arranged by placing orders with the secretary, accompanying the order with a certified check for the full amount of the order, the combined orders making one or more car loads. These orders in turn to be placed with any paper house for a direct shipment from the mills to one of several forwarding agencies of Portland. This must necessarily be billed at the price prevailing on the day shipment is made, and will not be protected in the event of a decline. The shipment will also be subject to the usual forwarding charge. If there are fifteen publishers present who can use a ton each they can save a total of \$300 by placing their order with the secretary for pooled shipment, this being the difference between the ton and the car load buying.

We believe it also good business, at the present time, to place orders direct with the paper houses for a year's supply of print paper, the order subject to the decline in price.

The committee was made up of A. E. Voorhies, D. C. Sanderson and C. L. Ireland.

Society Sub Scores

Miss Gertrude Corbett, society editor of The Oregonian, has gone to the beaches for the summer and is handling the numerous elusive items which constitute the valuable grist of news each week from the ocean resorts. During her absence from the city Edith Knight Holmes, woman's club editor of The Oregonian, is handling the local society news. Mrs. Holmes recently scored a prized society "scoop" in getting the announcement of the engagement of Claire Wilcox, daughter of Mr. and Mrs. T. B. Wilcox and one of the leading belles of the city.

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Oregon Exchanges

Issued monthly. Devoted to the upbuilding
of journalism in Oregon

Free to Oregon newspapermen

Contribution of articles and items of in-
terest to editors, publishers and printers of
the state is welcomed.

Here We are Again

Oregon Exchanges was so warmly received by the newspapermen of the state last month that it has no hesitation whatever in presenting itself again. We noted a good deal of friendly comment in the state papers regarding the first issue, and never an unkind word. Hence this confidence.

A gratifying aftermath of Vol. I. No. 1 was a considerable number of volunteered offers to cooperate in the preparation of the best possible kind of material for the succeeding issues. This attitude on the part of the newspapermen of Oregon augurs well both for the future of the publication and for that of the newspaper men themselves, for it is the spirit that spells progress.

As announced in advance by the editors of this little magazine, its success depends most largely on the interest taken and the help given by the editors and publishers of the state. We don't know how to make that too strong.

Thank you all, then, for your cooperation and helpful spirit, already shown. The response to the request to put this paper on the exchange list was almost unanimous from the newspapers of the state.

Don't be surprised if you get a specific request to help out with an idea. And, finally, don't wait for the request. Write something which you think will interest some considerable fraction of the newspapermen of the state, and put it into an envelope addressed to Oregon Exchanges.

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C. H. Fisher's Theory

By Eric W. Allen

Pendleton as host to the Oregon State Editorial Association made a deep impression on the visiting editors.

It wasn't the lavishness of the entertainment, though \$2,500 in cold cash was raised for the purpose. It wasn't the perfection and finish with which everything was done, though the splendid banquet with two toastmasters and the white bear acting as censor might serve as a sample of hospitality that included gracious tact, and a general worthwhileness that pervaded everything. It wasn't any of the things that E. B. Aldrich, slipping quietly and watchfully through the background, could suggest to a united, energetic and opulent community.

It wasn't even the splendid example of cooperation when La Grande and Joseph made common cause with their sister city, and each of the three magnified and praised the others.

Every editor had his own theory why the convention was the success it proved.

Charles H. Fisher, the sage of Salem, has built up four successful daily newspapers through his uncanny ability to put his finger on exactly the right spot. "The secret is," he said, "that these people like to do these things. Other towns get by with the same kind of enterprises Pendleton undertakes, but they don't have the happy faculty of making you feel that it's a privilege to be allowed to do it. These Pendleton people are having just as good a time as we are. It makes them happy to spend money.

"I remember it was the same here twenty-five years ago. It was during the hard times of '92 or '93 and in addition the wheat crop was very bad. But these people turned just the way they are doing now. The editorial association

came here for a two days' session, but had such a good time we stayed a week. And it was a great week."

Bar the Campfollowers

Years ago, a meeting of the State Editorial Association was likely to consist of about forty per cent of newspapermen and about sixty per cent of candidates for various offices, politicians, promoters and people with various axes to grind. It is a fact that under these circumstances many of the ablest editors in the state formed the habit of staying away from the meetings.

This year there came to Pendleton the finest representation of newspaper ability and influence ever gathered together in Oregon. One hundred per cent of those attending were there legitimately. They were all editors and writers and their families with a few perfectly welcome agents of established supply houses.

The change is salutary. It has brought the strongest men in the state back into the association. It adds to the positive value of every meeting.

The new condition is due to several causes. For one thing, no one gets a place on the program in these days unless a committee is convinced that he has a subject on which he is better qualified to speak than anyone in the audience. The talks are based on successful experience. Another helpful factor has been C. L. Ireland's proposition that membership vests in a publication and not in an individual. This tends to cut out the campfollower.

Most effective of all, however, is the policy initiated by Elbert Bede when he was president, and enforced with increasing strictness by E. E. Brodle in his two administrations, to the effect that the association shall endorse nobody for any

office or in connection with any project.

This rule was most happily violated at La Grande when the association, working on his patriotism, virtually forced one of its loyal members, Bruce Dennis, to postpone his private plans and accept the directorship of the state defense league. The incident was dramatic and appealing, and the state is the better for E. B. Piper's sudden inspiration that brought it about.

While every good rule is made to be occasionally broken, however, the annual meetings should be kept as an institution to which newspapermen go for the sole purpose of self enjoyment and self advancement, and the advancement of their profession.

Editor Wants Plate

Editor R. M. Standish, of the Eastern Clackamas News, of Estacada, writes Oregon Exchanges to point out that government and college publicity departments could get much more of their material over in the country press if they would send it out in plate form, rather than merely sending the copy and expecting the rural publisher to bear the cost of setting it up. He suggests that suitable plate could either be given or sold to the papers. The matter of expense lies at the root of this problem. The question is, whether sufficient saving could be made to the country publisher to justify the heavier expense to the institution supplying the plate. Furthermore, the editors would find more difficulty in applying their blue pencil to the plate than they do now to the printed matter with which their desks are flooded. Mr. Standish's communication which is of considerable length is crowded out of this issue by editorial convention matter. It is hoped to publish it in a later number.

Pendleton's Best Gift

George H. Currey said a lot in a few words when he spoke in the open park pavillion at La Grande where the last session of the state editorial convention was held in the soft evening air of eastern Oregon.

"It will be the policy of the editorial association for the coming year," he declared, "to try to instill the Pendleton spirit throughout the state of Oregon."

That shows what a success the meeting was.

It tells why it was a success.

It gives some idea of where the gain in the long run returns to "the best liked town in the state" by reason of its breadth and unselfishness.

It furnishes an indication of the renewed vigor and optimism and encouragement each editor took home with him.

It creates an idea of what a united and high minded press can do for Oregon, and, in time, will do.

It puts it up to Coos Bay. It's not the banquets nor the scenery. The hospitable southwest always does things with a grace of its own. The challenge is for Coos Bay to furnish the press of Oregon, as Pendleton did, with a new and different vision of community building and community life, big enough and fine enough to keep the papers keyed up to missionary zeal in their own towns for a full year.

Sketches of Old-Timers

Veteran newspapermen now living in Oregon are invited to send in sketches of their careers to Oregon Exchanges, accompanying these, whenever convenient, with their photographs. The sketches will be made a regular feature of this publication, and with the pictures will be kept for historical purposes. Any reader of Oregon Exchanges who knows an over-mod-

est veteran of journalism is urgently requested either to undertake the write-up or send in a tip regarding the old-timer's whereabouts. Chatty biographies or autobiographies containing details of some incident of interest or help to the present-day workers in journalism will be most welcome.

Oregon Exchanges is supplied free to newspapermen and to no one else. No extra copies are printed. Any newspaper man in Oregon, even if he has retired but is still with us in spirit can have the paper by sending his name.

The next issue of Oregon Exchanges will appear in October.

Fruit Markets Analyzed

E. H. Shepard, editor of Better Fruit, published at Hood River, published in his July number the result of his investigations into the distribution of apples in the markets of the United States. He goes into specific details as to where the fruit has been going. Classifying the cities of the United States into five groups, ranging from the 3,000 to 5,000 class up to the more than 50,000, he finds that 295 of these cities have been sold and 1,791 have not been sold. Mr. Shepard's conclusion is, that the trouble with the apple market is not one of overproduction but of faulty distribution, and he concludes that if a sufficient number of salesmen, properly distributed, be added, the 1917 crop can be disposed of at satisfactory prices.

Business Office Remodeled

The Corvallis Gazette-Times recently has remodeled its business and editorial offices, adding another room and complete outfit of new furniture. This gives the paper a fine corner entrance for the business office and reportorial rooms and affords the editorial room the privacy it requires.

Does it Pay to Put Life Into the Editorial Page?

Excerpt from Paper Written for Oregon State Editorial Association by C. E. Ingalls
Editor of the Corvallis Gazette-Times

If I were going to answer this thing seriously, in other words if I were in a high school debate about the matter, and had the affirmative side I would first look about and examine all the live editorial pages and fat bank accounts I could find and then decide. My acquaintance, unfortunately, with editorial pages, where I also have had an acquaintance with the cash register, is not in the immediate vicinity of Oregon. I have to go farther east. For instance, selecting a small country daily such as the Medford, Albany, Oregon City, and Corvallis papers I naturally think of the Emporia Gazette and the Atchison Globe. * * * * *

All thru my observation of newspapers, the ones that put life into them editorially are the ones that have been successful. I know half a hundred live country papers that are making easy money but whether the money is the result of the life put into them or whether the life is put into as a result of the money they make I do not know. I know, and you know, dozens of country dailies and weeklies that have no more life nor individuality than the mummies of Egypt, but they seem to be getting along and some of them are making money. I would like to mention a few of them to illustrate my point, but I have a wife and two children dependent upon me for such support as they get and while living expenses are mounting higher and higher on account of iniquitous food pirates, I do not feel that they could afford a funeral in the family at this time. There can be little danger, however, in naming some of the good ones in Oregon to illustrate what I understand by news-

paper "life." After the Pendleton papers, of course, one of which I have never seen, the best edited paper in Oregon is the Medford Sun. The so-called heavy editorials combine the proper happiness of expression with their logic and the paragraphs are clever, spontaneous and full of spice and variety. Other editorial writers have the same idea and express the same idea that the Sun conveys, but they do it with a dull, heavy monotony, which, while it leaves no doubt of the writers' sincerity and wouldn't offend their worst enemies, yet you would have to love the writers with an affection that would make the friendship of Damon and Pythias seem like a Kentucky feud before you would wade through their copy if you had anything else to do. And the Sun looks prosperous.

Another prosperous paper with a live editorial page is the Salem Journal. If Charles Fisher ever wrote anything that I agreed with I must have overlooked it, yet his page is one of the few I regularly look at because he expresses his discontent in such a live and original way that it is readable. I don't know whether or not that is why the Journal has the largest circulation in the state outside of Portland, but it must have because it says so itself and it ought to know, and no newspaper ever tells lies about its circulation.

I know this is dangerous ground, this commenting on newspaper contemporaries, but it is the danger that makes the first skating good, therefore I will mention the Oregon Journal. From my point of view, how in the world did the Journal ever succeed in putting over its peculiar form of political and eco-

nomie philosophy except that it presented it with an originality and punch and persuasiveness that made the editorial page alive and its owner one of the wealthiest men in Oregon? At least it used to be alive and full of pep a few short months ago, but alack! since the fake delinquent tax list controversy raged through the legislature like a pestilence, the Journal has ceased coming to my desk and I see it, forsooth, no more. But alas, poor Yorick! I used to love to read it tho I hated every word it said and I merely pause here to drop a tear of appreciation on the cantankerous strenuousity that makes its editorial page alive and different and therefore brings money into the business office.

And that's one way of answering the question "Does it pay?" Every newspaper office is divided into three grand divisions, the back end, the business office, and the writing staff. None of them can get along without the other, tho the business office always imagines that it barter and bargains and slaves and rushes advertising for the sole purpose of paying off a lot of loafers in the writing staff. The writing staff in its turn always knows that it is not appreciated and that it could make more money doing something else but it never does. The business manager has to be an unimaginative, stolid individual, but all good writers so far as I know are temperamental, flighty and erratic as a musician but not so tight. They are not only queer, eccentric and indifferent but they are glad of it.

Every newspaper man says that he leads a dog's life yet every newspaper man that sells out with a firm determination to live some other kind of a life nearly always sooner or later comes barking happily back to his newspaper kennel. Speak with an average bunch of men at this gathering and they will tell you that the business is

"all right, but it doesn't pay anything," yet not one of them could make as much money as he is making with twice the effort in any other profession and not all of them are putting any life into their editorial pages either.

And so, I quit the subject not knowing whether I have answered the program committee's question. My own notion of it is that it pays to try. Not all success is measured by the cash register. The thing most of us are hunting for is happiness and it is the most elusive jade to hunt if you follow somebody else's directions. In my own mind I am convinced that wealth and fame are the least important things in the scheme of existence, and yet I would enjoy having a modicum of both. The real way to be happy is to enjoy your work and if you enjoy putting "life" into the editorial page, or any other page, you will be happy doing it and therefore receive the very best possible pay.

Special Livestock Number

The Crook County Journal, published at Prineville, called attention to Prineville as a cattle center by issuing, July 12, a special livestock number of 32 pages. The edition, copiously illustrated, was fat with advertising, full of matter descriptive of Crook county's cattle industry, and handled also its usual grist of live local and neighborhood news. Guy La Follette has given a fine example of what a country shop can do when the owner tries.

For Permanent Improvement

The Bend Bulletin, as a result of its observation on July 4, again points out the necessity for a permanent rest room, for the use of visitors throughout the year. The temporary quarters supplied on the holiday served, in the judgment of the Bulletin, to emphasize the need for such an institution at all times.

How to Deal With the Price Cutting Competitor

Address by A. E. Voorhies, of the Grants Pass Courier, at the 1917 Session of Oregon State Editorial Association

The subject which has been a constant source of annoyance to publishers and printers in time past may well find a place on the program of an editorial association meeting, inasmuch as the life of trade is vitally affected by the price cutter. Fighting the price cutter in the city and fighting the price cutter in the country requires such different treatment that I will confine my remarks to the price cutter in the country, as we are an organization of country newspaper men.

Now, in the first place, what do you know about the price cutter? What do you know of his business and of his home conditions? Do you know him other than by sight? Do you associate with him? Does he think you are the real price cutter? I have heard discussions among newspaper men when one would denounce his competitor as a price cutter, and a few leading questions would demonstrate the fact that he himself was a price cutter. Then again, there is the ever-present cheap skate customer who peddles his once-a-year job and tells you that your price is high, and that he has been offered the work for less. He may be a liar and in his efforts to beat you down may make you the price cutter. He, like the devil, is ever present. Beware lest ye fall unto temptation.

In Grants Pass we have a live business organization—the Chamber of Commerce—and every Monday noon from 50 to 75 of the business men break bread together, and like it. We become acquainted with the other fellow, and, while the primary object of the lunches is for help to the city, the individuals

who attend are the ones who receive the greatest help. If you associate with your competitor he may learn to like you—in fact you may learn to like each other, and when that happens you are on an equal footing and you will not be attempting to cut each other's throat in a business way.

Don't attempt or even think that you can get all the work in the town. There is no firm in any town that can get all the work. Accept only the work which pays a profit—let your competitor do the cheap work, and he will the sooner be out of business.

There was a time more than 20 years ago when I needed business and I thought price cutting was the way to get it. I furnished 500 XXX envelopes and kicked them off on a quarter Gordon for \$1.00. Business showed a slight increase, or at least I was kept busy, but the proceeds diminished and I soon saw the light—I was gaining an education along that line and soon became an apt scholar. It no longer pains me to see the other fellow get a piece of work for I know that I am not entitled to all of it. I no longer have a price cutting competitor. We have learned that there is about so much work to be had and that price cutting does not develop more, but simply reduces the profits for both of us. I have had competitors who were price cutters but they have gone the way of all other misfits in business—to the scrap heap. While I have competition in the weekly field and also in the job printing, these people realize that they are in business for a legitimate profit and not to fight me.

Price cutting is remedied by edu-

cation, and a membership in the Oregon State Editorial Association, with regular attendance at its meetings, is one of the greatest means of education. The Association during the past year, through a few of its able men in their work during the last session of the legislature, accomplished more for the newspapers as a business than the newspapers as a class are entitled to. They accomplished a forward step in the elimination of price cutting in the legal advertising field.

In summing up let me say: If your competitor is a price cutter—show him that you are not one. Cultivate his acquaintance—you may be able to help him and to show him where he is making a

mistake, and that he alone is the loser. Invite his family to ride in your automobile and eat a picnic lunch with you. If the cheap-skate customer tells you that he has been quoted a much cheaper rate, phone the competitor and ask him about it. Get together on prices of standard work. Invite him to join this association, pointing out the advantages to be gained.

In the main, you get what you are looking for. If you are looking for a price cutter the chances are that you will act in such a manner as to develop a price cutter. If you are looking for a legitimate competitor you will probably be a legitimate competitor yourself.

Swatting the Free-Space Grafter

By Ed. C. Lapping, of the Astoria Budget

"Business as usual" is going to be a mighty poor motto for a host of the knights of the glue pot during the present war. If many country publishers don't put their houses in order for the upward trend of everything from printer's ink to household provisions, there are going to be more unemployed and fewer newspapers.

When a ship begins to take water the crew doesn't get along as best it may; it looks for the cause. Moral: Stop the leaks.

And that's what the country publisher must do if he is going to meet his creditors and maintain a respectable front. No doubt there are more leaks in the good ship Fourth Estate than I know of or perhaps will ever hear of even, but there are a few leaks—and mighty big ones—that no man in the front office of a paper can help but notice.

There are the grafters who want advertising space at low rates and get it; there are the advertisers who never pay; there are men who are so "kind" as to give you a two-bit ad and expect a dollar's worth

of free readers on the side. And then there are the gentlemen who will give you a bathtub, a corkscrew (and this is Oregon), a mouth organ, or anything your heart might wish—anything for a bit of advertising space. Yes, anything—anything but the coin of the realm.

And here is my plaint, perhaps a tonic for the country publisher. It's not new by any means, but perhaps through Oregon Exchanges united action may be called to the attention of Oregon publishers that "United, we stand; divided, we fall."

Why not hang out the sign that advertisers who expect free reading notices with their ads are out of date, and that the editors of Oregon have passed the stage where they can be fooled by a silvery tongued space-grafter traveling under the title of press agent? Why not stand firm and refuse to print as news the hundreds of little "items" that profit or interest no one but the person who seeks entrance into the news columns with his concealed ad?

Where Editors Hold Sway

By F. R. Reeves, former publisher of the Hermiston Herald

One would scarcely expect to go into any ordinary community and find that a large percentage of the population has been connected with some branch of the newspaper game before going there. Yet that very thing is the case with Hermiston. We have almost every branch of the business represented here. Or if not here now, they have lived here in the past. Hermiston is the mecca for ex-newspaper men.

The founder of the Hermiston Herald, H. G. Newport, who was one of the founders of the town, is still here, being head of the largest construction company in eastern Oregon. When he started the Herald Mr. Newport was not a printer nor an editor. Seeing the need for a paper, however, he gathered together what copy he could, took it to Pendleton and had a paper printed. He kept this up for several weeks and then turned the business over to Charles E. Baker, who knew the game thoroughly. Mr. Newport insists, however, that those first few issues of the paper were the best.

Mr. Baker himself is still a resident of Hermiston, or practically so. He owns and manages a 160-acre alfalfa ranch just at the edge of town, incidentally looking after a dairy herd of about 25 cows. Mr. Baker, who is an old linotype operator, has "printed" from Omaha west to the coast in every town that has a machine. The simple life for him now, he says, and you couldn't drag him back into the harness.

Almost any day one can see a well-dressed, middle-aged man walking down the street. He looks much like any other man, but mention newspaper to him and he is ready for a "visit" over old times. Behold E. P. Dodd, ex-manager of the Pendleton Tribune and at other times interested in Baker

publications. In Hermiston he is known as the owner of a splendid fruit ranch.

Another old-timer now out of the business who is living here is A. L. Barnes, who at one time or another has owned half a dozen newspapers. W. T. Lambert, formerly a newspaperman in Indiana, and J. J. Casserly, who ran a newspaper in North Dakota until he came here five years ago, are now prosperous farmers at Hermiston.

Out north of town is an old-time pressman. Ranching suits him best, he says, but just the same he cannot resist coming into the Herald office once in a while and putting a few down.

But not all of our ex's are ranchers. On the main street of town is a business house one of the main stockholders of which is another former manager of a daily.

These are only a few of the many. To list all of them would tire Oregon Exchanges readers and they would believe we "faked" the story. However, we have mailing division men, bindery girls, linotype operators and the good old hand man. And all satisfied with the simple life, even though they may "hanker after the smell of ink" occasionally and pay the Herald composing room a visit. We never throw them out, for we know how it is. We once tried to quit the game but didn't succeed. Just now we are making another effort and time can only tell the result.

Community Building Wanted

The Dufur Dispatch is agitating for the construction of a suitable "community building" or public meeting-place for the benefit of the people of Dufur and surrounding territory.

All Over Oregon

The Coos Bay Harbor is pounding its home town on the back to install a fire-alarm system.

The Newberg Graphic is conducting a vigorous campaign against motorcycle and automobile speeders.

The La Grande Evening Observer gave its staff and printers a holiday and did not issue on Independence Day.

The Portland Spectator claims to have been the first to use the title "Sammies" to designate the American troops.

The Portland Journal was all dressed up with the flags of many nations in honor of the visit of the Belgian commissioners.

The Heppner Herald has announced it will send the paper free to each of the Morrow county boys who is enlisted in the army or navy.

Frank Hochfeld, librarian of The Oregonian, expects to be called into service in August, as he is a member of the Coast Artillery, Oregon National Guard.

Allen G. Thurman, formerly of the Portland Telegram circulation department, is The Dalles Chronicle's new manager of circulation, which he is rapidly building up.

Philip Jackson, son of C. S. Jackson, publisher of the Journal, is in Portland after having completed his post-graduate work at Harvard, and is in the Journal's business office.

C. S. Jackson, publisher of the Journal, is home after an extended visit in the east and south, part of which he passed in Johns Hopkins hospital, Baltimore. Mr. Jackson is well again.

Miss Lucile F. Saunders, of Portland, a student in the school of journalism of the University of Oregon, is spending the summer pursuing the elusive item to its lair for the Coos Bay Daily Times, at Marshfield.

Earl Murphy, formerly a student at the University of Oregon and now night editor of the Morning Enterprise, of Oregon City, plans to resume his work at the University next fall.

Miss Florence Elizabeth Nichols, society editor of the Salem Statesman, is spending her vacation at Portland and the beaches. Miss Loraine Ross is substituting for her during her absence.

The partnership of M. L. Boyd and J. E. Bloom, former publishers of the Polk County Itemizer, was dissolved July 1. The Itemizer will continue publication with Mr. Boyd as editor and manager.

J. L. ("Count") Wallin, telegraph and music editor of the Portland Journal, managed to take three days off just prior to the music festival that he might be at his best in handling that big event.

B. C. Y. Brown, former editor of the Bohemia Nugget, was in Cottage Grove with his family the past week. He now lives in California and travels by automobile. The Nugget was consolidated with The Sentinel.

C. J. Howard, former publisher of the Western Oregon, now the Cottage Grove Sentinel, visited relatives and friends in Cottage Grove a few days ago. Mr. Howard is now manager of a milling business at Glendale.

M. D. Foor, a printer, who, for four or five years was on The Oregonian prior to enlisting in the service, is dead at one of the training camps, according to brief information received by some of his erstwhile co-workers.

Joseph Macqueen, music and literary and exchange editor of The Oregonian, was one of the singers in the big chorus which dedicated the new \$600,000 public auditorium July 5, 6 and 7. Mr. Macqueen, who years ago hailed from Bonnie Scotland, is a member of the Apollo club.

Harold ("Hi") Hunt, University of Oregon man, now reading telegraph copy and doing the sports extra on the Journal, is the father of another baby daughter—the second. Mrs. Hunt was Florence Marquis, formerly of Eugene.

Lilly V. O'Ryaa, portrait painter, has recently made a magnificent portrait of Miss Amanda Otto, the index genius of The Oregonian and private secretary to the managing editor and the "guardian angel" of about every one else on the paper.

The Eugene Guard bids for a place on the journalistic roll of honor with the announcement that eight former members of its editorial staff and mechanical force are now serving, in various capacities, in the army and navy of the United States.

The Oregon Statesman recently published a request for a copy of its New Year's edition published in 1892. The Statesman wants the copy to complete its files. Anyone who can supply the lack is requested to communicate with the Salem publication.

J. W. Grant, formerly half owner of The Cottage Grove Sentinel, is now owner of The News, published at Boyd River, Wisconsin. He reports that he has to leave his office door open when out in order that subscribers may get in to leave their money.

The Portland Spectator celebrated the Portland musical festival recently by issuing a thirty-six page number within an attractive cover, the design for which was drawn by Leta Kennedy. The edition carried a musical tone through a great part of the paper.

Dean Collins, poet, philosopher and reporter on the local staff of The Oregonian, smiles again. He is no longer a man without a family. His wife and their little daughter returned a few days ago from a winter's sojourn in Arizona with Mrs. Collins' relatives.

Publisher A. M. Byrd, of the Central Oregon Enterprise, printed at Prineville, has just installed a lino-

type machine. This gives the Crook county metropolis two typesetting machines. The other lino-type is a part of the equipment of the Crook County Journal.

Clarence W. Tebault, formerly correspondent for the Journal at Albany, later with the Tribune at Puyallup, Wash., is now a member of the Portland Journal's city staff, and is putting 'er over in good shape. Mr. Tebault's only distraction is a fine young son—the first.

The Benton County Review, published at Philomath by F. S. Minshall, has a new idea on its letterheads. Occupying places of honor at the left and right of the heading are the names—of the stockholders? no; of the managers? no—the names of the faithful country correspondents.

The Washington County News-Times, published at Forest Grove, recently celebrated its thirtieth anniversary. Joseph P. Hurley, now editor and manager, in a birthday message to his readers, thanks the people of the community for their support and hopes to be with them for another thirty years.

The Myrtle Point Enterprise is agitating for a home market place "for every single product of the farm, large or small. It should be a place where the farmer can dispose of his produce at market prices and for spot cash, without the trouble and waiting incident to shipping to outside points."

Postmaster E. J. Kaiser, of Ashland, has taken over the business management of the Ashland Record after several years absence from the newspaper field. C. B. Wolf, who has published the Record the last five years, expects to take up special newspaper work in Portland or San Francisco.

E. E. Brodie, formerly president of the State Editorial Association, and publisher, who is editor of the Oregon City Enterprise, has been spending a vacation with his family on the Middle Valley ranch of F. X. Arens, director of the New York People's Symphony orchestra. The ranch is near Hood River.

Felix Mitchell, dean of the Journal's employees, who has been a copy director in the composing room for a couple of years, has yielded to the charms of the sea and her mermaids, and has gone to his seaside home for the summer. Mr. Mitchell will spend much time "flivvering" on the beach.

W. H. Warren, for the last four years private secretary to Mayor Albee, has returned to the staff of The Oregonian as general assignment reporter. Mr. Warren was city hall reporter before entering Mr. Albee's office at the time Portland changed from councilmanic to commission form of government.

Frank W. Barton, recently a member of The Oregonian local room, but now at American Lake with the Eighth Company, Army Engineers, was a visitor last week. He obtained a pass of 48 hours and came down to see the bright lights once again. He expects to be in France in another month or two.

Arthur Kaylor, formerly night editor of the Morning Enterprise, of Oregon City, has been made second lieutenant in the officers' reserve corps, and is stationed at the Presidio, waiting orders. Cecil W. Koffman, formerly cashier of the same paper, is a member of the officers' reserve training camp at the Presidio.

Charles H. Jones, editor of the Oregon Teachers' Monthly, is a member of the Salem city council and is one of the main sponsors for the children's playgrounds in the Capital City. The playground is patronized by hundreds of children and largely through Mr. Jones' efforts a number of improvements have been made there this year.

Marcus W. Holling, son of M. W. Holling, chief machinist of The Oregonian composing room, has recently been advanced to chief petty officer aboard one of the vessels in the United States navy. Holling enlisted in 1914, prior to that time being interested in the Oregon Naval Militia and for a time a member of it. He is an all-around machinist and worked his way up the ladder from the bottom.

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Henry M. Hanzen, Portland Telegram correspondent at Salem, who has been appointed private secretary to United States Senator Charles L. McNary, expects to remain in Salem until fall, when he will go to Washington with Senator McNary. He remains connected with the Telegram at Salem. His successor has not yet been selected.

Two new faces have recently appeared on the reporting staff of the Eugene Guard. B. W. Talcott, a veteran newspaperman, lately from Ashland, where he conducted a job printing plant, and Miss Clytie Hall, a senior in the school of journalism, who until a few weeks ago was a reporter on the Springfield Twice-a-Week News, are the late additions.

M. J. Brown, editor of the Corvallis Courier, is spending his annual vacation in Alaska this summer. "To pass the long evenings," he announced in his paper, "he will write Alaskan stories for an eastern syndicate of newspapers—stories of the unusual, the odd spots." During Mr. Brown's absence, the Courier's editorial chair is filled by F. W. Holmes.

Charles P. Ford, copy reader of The Oregonian, who served with Battery A, Field Artillery, Oregon National Guard, is another member of that staff who will be called when the guard units are all sworn into the federal service. Ford has held his place on the desk ever since returning from the border, squeezing in a night or two of drill every now and then.

Horace E. Thomas, city editor of The Oregonian, has gone to Southern Oregon, near Yachats, on a vacation fishing trip. Shad. O. Krantz, widely known about town as the "plutocratic" reporter because he is the railroad and bank beat man, has started on a tour of the east. He expects to visit New York and see a few of "the boys" with whom he hobnobbed as a cub.

Lew A. Cates, editor and publisher successively of the Coquille Sentinel, the Cottage Grove Sentinel and the Polk County Observer, is spending the summer at the

wheel of his automobile, touring the pleasure resorts of the state. He is being accompanied by Mrs. Cates and they make their home right in the car, which is equipped with a portable bed of Mr. Cates' own invention.

D. A. Weir, of Denver, has purchased a half interest in the Silverton Tribune Publishing Company of Silverton and with Henry E. Brown will conduct the affairs of that business in the future. Mr. Brown and Mr. Weir were in Salem recently taking over the printing equipment of the Al Hill company of that city, and they also plan to install a model 15 linotype in the near future.

Coos Bay newspapermen send word that they are looking forward to the time when the Oregon editors will hold their annual sessions there. L. J. Simpson will throw open this beautiful \$100,000 home at Shoreacres, where the two days' sessions may be held. The final banquet will be held in Marshfield. North Bend also will do a full share entertaining and there will be side trips of special interest.

Fred A. Woelfen, advertising manager of the Bend Bulletin, is among the Oregon newspapermen whose journalistic career will be interrupted by the war. His number, 810, was one of the lucky ones in the draft—besides which Mr. Woelfen has an application in for the reserve officers' training camp. Floyd Westerfield, understudy to Mr. Woelfen, also has an application in for the training camp.

F. R. Reeves, for seven and one-half years publisher of the Herald at Hermiston sold the paper late in June to M. D. O'Connell, whose first issue appeared July 7. Mr. Reeves has not yet announced his plans for the future. Mr. O'Connell is an experienced publisher, going to Hermiston from Richland, Washington. In his salutatory he expresses optimism, and a desire to cooperate in the upbuilding of the community, and announces the paper's independent Republicanism in politics.

J. R. Hinman, Astoria newspaperman, has enlisted in the engineers' corps of the Oregon national guard. Mr. Hinman for five years was city editor of the Morning Astorian, later buying the Lower Columbia at Astoria and operating it as an independent weekly.

Theodore Irvine of Independence, Oregon, who for the last five years has been identified with the newspaper business throughout the Northwest, has joined the local staff of The Oregonian and is covering the day police beat. Irvine served his apprenticeship at the case and for a time was publisher of the Tribune at Oakdale, Wash. He has worked on a number of small papers and on The Spokane Chronicle.

Roger W. Moe, a former University of Oregon student, is now publisher and editor of the Mosier Bulletin. Young Mr. Moe, who had his newspaper training in the office of his father, A. D. Moe, publisher of the Hood River Glacier, also holds about all the available offices in Mosier. He is city marshal, deputy sheriff, clerk of the school board and town clerk. When the editor is out of town official business of the mid-Columbia fruit town stops.

The boys on The Oregonian staff have welcomed a new member into their ranks, in the person of Rev. Carl Ghormley, pastor of the Rodney Avenue Christian Church, who is trying out on the copy desk to learn the business and fill in during the stringency of men occasioned by the war. Rev. Mr. Ghormley is a former University of Oregon man and is actively engaged in preaching. Like a good many others he links the pulpit and the press as agencies for good.

The Medford Mail Tribune adds to its typographical attractiveness and to its readability by eliminating the "position ad." The advertisements in the Mail Tribune are "pyramided" from the lower right towards the upper left corners of the pages, and the result is the fine "open tops" so dear to the heart of the newspaper maker who appreciates a chance to play up his news

where it won't be lost. Incidentally, it is growing easier to convince advertisers that even the ads are more attractive when neatly made up in this way.

S. A. Stone, managing editor of the Salem Statesman, has been spending his vacation at Pendleton and other eastern Oregon points, and expects to be back at his desk about August 1. During his absence, Don H. Upjohn, Oregonian representative at the Capitol, is "filling in" on the Statesman.

The Polk County Observer, published at Dallas, is cooperating with the farmers in its territory in the effort to obtain the labor necessary to save their crops. The Observer has sent out blanks among the farmers in its district, to be filled in by all farmers needing help. These will form the basis for a list to be published in the Observer which will serve as a guide to those needing employment—thus bringing the manless job and the jobless man together.

An interesting recent visitor in Portland was George A. Cool, of Hilo, Hawaii. When Mr. Cool left the Telegram twelve years ago he was a worker in the composing room. He returned as proprietor of his own newspaper, The Tribune, published in Hilo, a city of 15,000. His purpose in visiting the mainland was to buy new presses and to obtain the Associated Press franchise for a daily edition, which he purposed to start July 1.

Officials at the State Capitol have been receiving photographs of George A. Prichard for many years connected with The Oregonian and Willamette Valley papers, but now in the officers' training camp at the Presidio. While his picture indicates that camp life has cut down his weight he also looks as hard as nails. In one of the letters sent to the Capitol he says he expects to know by August 11 whether he will obtain his coveted commission.

Thomas A. Burke, graduate of the University and deputy attorney of Clackamas county, employed during the time he attended the

University as linotype operator of the Eugene Guard, having learned the keyboard at Baker, recently covered himself with glory while acting as secretary of the Willamette Valley Chautauqua Assembly at Gladstone Park, Oregon City. He finished the 13 days session with a net profit of \$2,000, in addition to receiving \$2,000 from the sale of stock in the association.

C. E. Ingalls, president of the Willamette Valley Editorial Association, and Elbert Bede, secretary, are in correspondence with the Newport Commercial Club in reference to holding the next Valley Association meeting at that place. No more delightful spot, with finer side trips, can be found, they agree, and in order that as many of the craft as possible may enjoy it to the limit, it is planned to have the meeting on Saturday with a stay over Sunday. Details will be given out as soon as possible.

Full of pep and optimism, the Malheur Enterprise, published at Vale by George Huntington Currey, has blossomed out as an eight-page, seven column weekly. Enlargement of the paper has made possible the addition of several features. Prominent among these is the publication of two pages of news of Vale's surrounding country and neighboring towns; a news picture service; weekly cartoon, and woman's department. All this in addition to covering the news of its territory in its usual thorough manner.

Rex Stewart, formerly office boy at the Journal, later student at Reed College, then "cub" on the Journal, has joined the navy and is in training at Mare Island. News from Rex is that he likes it, and urges his young friends to follow suit and get in the game for the U. S. A. Rex, during his office-boy days took a correspondence course in journalism from the University of Washington, and for the Washington Newspaper, journalism department publication, wrote a story of his office activities.

James E. Montgomery, who formerly did the editorial work on the Hood River Glacier, and Miss

Marie Therese Maloney were married on Thursday, June 1, at Marshfield, where Mr. Montgomery has been located for the last three years. He has been commercial superintendent of the Coos & Curry Telephone Company and vice-president of the Bank of Southwestern Oregon. Mr. Montgomery will probably soon be in active training as one of Uncle Sam's fighting men, having sought a commission in the officers' signal reserve corps.

Lieutenant Edgar E. Piper, son of E. B. Piper, managing editor of *The Oregonian*, is making a record as a sharpshooter at the Reserve Officers' Training Camp, according to unofficial letters received in Portland. Young Piper made the regular army officers take notice when he persisted in hitting the bullseye nine times out of every ten shots every time he went out for a little practice. Piper has been commissioned second lieutenant in the regular army, as has Jerrold Owen. Piper before going to camp was general assignment reporter on *The Oregonian* and Owen did the court house run.

Notwithstanding the fact four members of *The Dalles Daily Chronicle* force are men of conscriptional ages, the draft lottery left the *Chronicle's* personnel intact. H. T. Hopkins, editor; Ben R. Litfin, business manager; Allen G. Thurman, circulation manager, and Oscar Lange, make-up man, all possessed serial numbers. The "back office" member of the force is the only one of the four whose number was pulled out at Washington among the first 5,000 capsules, and Mr. Lange is down 242 places on the Wasco county list, whose quota is only 23. The three "front office" men would not even be in on a second draft.

The last few days has seen noticeable changes in the personnel of the news staff of the *Eugene Morning Register*. Miss Grace Edgington, who, as announced in last month's *Exchanges*, has been elected to a place in the journalism faculty of the University of Washington, has been succeeded as soci-

ety editor and proofreader by Miss Norma Hendricks, of Eugene. Forrest Peil, a student at the University of Oregon, who has been local reporter for several months, has gone home to Klamath Falls to await the call which will take the ambulance company to which he belongs, to France. He has been succeeded on the reportorial staff by Paul Farrington, a graduate of the Eugene high school.

The *Hepner Herald*, edited by S. A. Pattison, in commenting upon the recent successful session of the State Editorial Association, launches a boom for E. E. Brodie, for the last three years president of the association, for secretary of state, in these words: "As the lights began to flicker, and the engine bell began to clang, we thought of dear old Brodie, our past president, who has given his time, money, and his splendid ability, to make the association what it is today, and then, when the farewells were said, came the thought to many an editorial mind—why not some political recognition for the newspaper fraternity of Oregon? Why not good old Brodie for Secretary of State next year? Why not? Boys, let's buck Brodie in."

Earl Goodwin, of the reportorial staff of *The Oregonian*, has been called into service with the Field Hospital Unit, Enlisted Reserve Corps, of which he is a member. Goodwin's entrance into the service is an epic. He is of slight build, and he passed a perfect physical examination except for weight. He was several pounds too light. He knew it, but wanted to get in. He made up the extra weight by drinking all the water he could hold just before he went before the examining surgeon and "got by." He is built for sufficient weight to get him into the service, and he expects to get bona fide poundage as soon as he gets into regular training and eating on regular schedule. Goodwin is one of the "boys" who is always on his toes and like a high-spirited race horse, works off a couple of pounds of weight every day or so.

The Value of the Small Item

By Walter May, Assistant City Editor, The Oregonian

After all, the big stories are the easiest to get and the little short, intimate items of persons and things in the daily newspaper's field are the ones which put local editors into "tempers;" make the newspaper work thoroughly discouraging to beginners and show up the weaknesses of veteran, so-called star reporters. Top heads are essential and long stories have their place, but the small item is the backbone of the newspaper structure and the reporter who discounts the value of the short, personal story as he grows mature in the business of finding and selling news, discounts his own value just that much.

Big stories will write themselves, if they are in the hands of a reporter of comprehensive vision and reasonable experience. They are the delight of the make-up editor and the inspiration of the local editor. All honor to them and the men and women who are able to find them and write the facts into English. But every editor, charged with the all-round production of a saleable newsy daily, knows that the cares from the big stories are the smaller part of the day's or night's tribulations. The big task is to find the interesting short item; to get it written and get it correct. Here is where the average veteran reporter fails the editor.

Because Oregon Exchanges is meant for newspaper men I point out this fact—this weakness in a great many of the veteran reporters of every city. It is not peculiar to Portland, although it is a disease epidemic among our star men. Any editor or sub-editor who has wrestled with a lively grist of big stuff and suffered from a scarcity of small, crisp, intimate news must realize this.

The trouble is that too often the "cub" is relied on to develop this

class of news. We let him do the drudgery of item-collecting so much that the veterans soon begin to shirk it; begin to forget to write it after they get it and soon forget to sense it when it is near. This last is almost fatal and from the viewpoint of the local editor or his assistant, it soon becomes the most apparent weakness of any reporter.

The importance of the big story and the thoughtful, careful handling of major events in the day's developments need not be minimized in considering the short item, but it is the brief mention of the person or the brisk style of a 10-line article that the vast army of readers remember first in the day's news. "Gossipy" news attracts the woman reader and a mere mention of a minor event causes the club man to slap his club friend on the shoulder and say "I see by the paper (and often he names the paper) that so and so has been promoted; has a baby boy or fell and broke an ankle."

There is also a mechanical advantage in the small item. It may relieve a heavy story on this page and dress up a long, solid story on the next. The small item advertises the paper, because it is invariably the small item that is clipped out and handed to a friend or sent to a distant relative.

The small items—when there are enough of them—interest just that many more people. One column of ten-line items will be personal with many more people than a column story of an impersonal event in the day's calendar.

Experienced reporters can best handle short items. Their wide acquaintance gives them a knowledge of personal peculiarities which can be injected into the short item in a way that makes it valuable and interesting.

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Oregon Exchanges

For the Newspapermen of the State of Oregon

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The Northwestern German Press

By JOSEPH SCHAFER

Dr. Schafer, head of the department of history in the University of Oregon, is a profound student of current history and an authority on the history of the Northwest.

He is American born of German parentage, his father having come to the United States in the emigration of 1848.

SINCE public opinion, until it becomes unified, is group opinion, it becomes necessary for the student of the war to study the reactions toward it of such well defined groups as the German-reading Americans, and the only practical way to do this is to read the papers they read.

These papers indeed may not represent the views of their readers in all respects. There are two reasons at least for supposing that the German papers in this country do not properly speak the mind of their constituents on the war questions. First, the editors of those papers appear to have had a briefer course in Americanism, on the average—to have been more recent arrivals in the United States—than the men and women whom they assume to instruct. An editorial census on the following points would be a matter of deep public interest at this time: How many were born here of German parents? How many are of other than German ancestry? The writer has no exact data which would enable him to answer these questions. But a somewhat extended observation leads to the belief that this group of foreign language editors, with some notable exceptions, has been recruited generally from the class of very new German Americans, usually men of ability and training, but naturally possessing a fresh and lively interest in the affairs of the German fatherland and sympathizing intensely with its people and their ideals, their customs, their government, and their institutions. Their outlook upon American life differs radically from that, let us say, of Germans born in this country of parents who emigrated prior to 1870 and especially of parents who left Germany before the middle of the 19th century. Second, these editors, being recognized as makers of opinion among German readers, have been shining marks for the official propagandists of the German government now known to have been maintained in this country for some years before the war. There is every reason to believe that many papers in that language were established or subsidized as a feature of the paid propaganda carried on here.

At all events, the editors have generally shown a zeal in the cause of Germany since 1914, which doubtless outruns the zeal of their readers, otherwise the German government would have less cause to complain of the conduct of Germans in America in permitting a declaration of war, the draft, and the passage of laws granting huge war credits. On only one other supposition can the discrepancy between the promises of German

newspapers and the performances of German American citizens be explained: that is, the supposition that the constituencies of the German papers are actually much smaller than we have been led to believe. A census on that point would be interesting, also. May it perhaps be true that the foreign language paper is a solace to the foreign born American only during the process of Americanization, after which he sloughs it off? The writer has in mind a German immigrant of 1841 who read his Illinois Staats-Zeitung religiously for thirty years, and filed it, then in disgust he burned the file and thereafter read nothing but English language papers. This case may possibly be typical.

After making all allowances, however, it remains true that the German language papers exert a powerful influence among an important section of our population, and in times like this we cannot afford to be indifferent to the character of their leadership. What that leadership has been, so far as the local German papers are concerned, I have tried to ascertain by reading the current numbers of papers in that language published at Portland and Seattle, together with "St. Joseph's Blatt" of St. Benedict, Oregon, and occasionally others. These papers are doubtless fairly representative of the tone and spirit of the German press throughout America.

In Portland the most prominent German paper at the outbreak of the war was the Oregon Deutsche Zeitung. Before the declaration of a state of war this paper was decidedly virulent in its tone. The American press charged its editor with virtual treason on account of his bitter attacks on President Wilson, whom he represented to be in an unholy alliance with Wall Street and with British gold. In the first few numbers appearing after the declaration, it is hard to discern any real change of heart, though there is an obvious attempt to "keep on the windward side of treason." There was the same reckless disparagement in England, although we had now become her ally, and the hatred of that well-hated belligerent even mounted higher than before on account of her assumed success in dragging the United States into the war.

With respect to national policies the editor favored whatever course promised least inconvenience to our enemy. If we would not keep out of the war entirely, he seemed to say, let us at least take plenty of time to get ready to go in. Let us not hurry because England, in her alarming predicament, bids us hurry. Rather be more deliberate on that very account. We should keep our food at home, he went on to advise, because if we send it abroad German submarines will sink it. We should keep our troops at home in order that, if any power should venture to attack us after the close of the European war we might be able to beat off the enemy from our shores.

From this state of anger and disgust, the editor of Oregon Deutsche Zeitung gradually passed to a calmer frame of mind. Many of his editorials during June and July were written in a tone void of offense. Yet every step toward the acceptance of the American government's position was taken in a grudging spirit—not generously, not wholeheartedly, not in the manner of one who makes a decision involving great sacrifice and having put his hand to the plow inhibits the backward look. He still wrote articles about "Kerensky, Czar of Russian Democracy", about how "that great

democracy, England, fills up the ranks of the 'blue-blooded' ". Note the sarcasm! Yet he also glories in the fact that the first American soldier reported killed from the front in France bears a German name, because "it is concrete proof that . . . the ties that bind them (the Germans) to the land of their adoption are stronger than the blood ties that bound them to the land of their birth or their parents' birth." "Perhaps," he says, "it will be a signal for a let-up on the persecution that has been heaped upon those Germans who did not shout wild hatred of Germany when war was declared."

He also has an eminently sensible editorial on the attempted violation of the draft law in some of the southern states. He says, "The dangers they encounter are tenfold what the battle line in France would offer, while the disgrace that is sure to fall upon them can never be effaced by later deeds of valor. There was only one way to oppose the draft after it became a law. If it was against the public will Congress should have been petitioned to repeal it. If it was contrary to the Constitution and is the will of the majority of the people, it should be obeyed and rigidly enforced on those who evade it."

Such a pronouncement cheers one with hope that the editor is conquering his native passion of sympathy and that his leadership will ultimately ring true in all respects. Yet we are doomed to experience more disappointments. For, shortly before this paper dropped its German dress and became the Portland American, the editor contended that if the members of Congress go home and go into the fields and workshops where the real people of the nation live and there learn what they think about the eleven billion dollar appropriations, instead of taking their cues from Northcliffe editors, munition manufacturers, and scheming politicians as they have been doing, then they will discover that the La Follettes, Stones, and Gronnas will be in a majority when Congress convenes again.

About this influential paper enough has now been said and quoted to show, as I think, these things: First, that its German readers have received from it very little encouragement to go into the war with wholehearted zeal. There is nothing to help them see, and less to help them feel the rightfulness of the American cause. Second, these readers, nevertheless, are expected to do their duty under the conscription act when the government shall call for their services.

Turning to the Washington Staats-Zeitung of Seattle, we find that in the issue of April 5 the editor urged all "patriots" to send night letters to senators and representatives in Congress urging them not to vote for the resolution declaring a state of war which was requested by President Wilson in his war message of April 2. After the declaration of a state of war, he advised his readers to conduct themselves in a manner to prevent giving cause of offense. His editorial utterances were usually cautious, yet he was venomously anti-British, and reprinted such stuff as the Illinois Staats-Zeitung's article headed "An Alibi for England," in which Britain is falsely and maliciously charged with having begun the war to strangle the economic growth of Germany. Other articles are of a more wholesome character. In the number for August 19 is a reprint from the Los Angeles

Germania entitled "House Faces a Tremendous Task." Therein is manifest a sympathetic attitude toward the work of the Food Commissioner. The article concludes, patriotically if not grammatically: "Private aims and corporate greed must subordinate itself for the good of the country and that of the world."

On the 29th of August the editor dealt with President Wilson's reply to the Pope's peace proposal. To give himself more freedom in criticism he truculently ascribes this paper to Secretary of State Lansing, leaving the President's name wholly out of the discussion. He contends that a political revolution in Germany is impossible and quotes ex-ambassador Andrew D. White to the effect that the German people are more loyal to the Kaiser than the Democrats to President Wilson.

On August 30 he has an editorial discrediting the new Russian government. "The old tyrant in Russia," he says, "was named Nicholas Romanoff, the new is called Alexander Kerensky; for the rest there is little difference."

September 9 he printed a bitter tirade against the "self styled patriotic" press under the caption "Knownothingism Running Amuck." He calls their editors "fiends and fanatics", "Anglomaniacs," "more British than the British," etc. The article shows some hysteria, but doubtless the editor's recent unfortunate experience in having been haled before a magistrate on a charge of disloyalty preferred by one of the city papers helps to explain it.

On the 13th of September he reprinted two articles having an "anti" tone, the one contending that Wilson's demand for the democratization of Germany would lengthen the war rather than shorten it, the other that Mr. Gerard has "plunged into a description of German political institutions and has made a mess of it."

Readers of this brief review may be interested to learn that a German language weekly, the St. Joseph's Blatt, of St. Benedict, Oregon, published this unique explanation of America's entrance into the war, that it was the result of the malign activity of the international society of Free-masons! And when President Wilson for the allies and the United States declined the Pope's peace proposal, the editor exclaimed: "Heaven weeps, Hell laughs, and in the circles of international freemasonry is uncontainable joy because the Pope's peace proposals have been declined by one side."

The editor of that sheet seemed more naively innocent of his national obligations than any other whose writings have been reviewed. Yet even he avers, in a recent number, what would hardly be inferred from his editorials, that with him it is ever "America first."

The cases presented are fairly typical of the papers read. They show, what could have been expected, that the German editors after maintaining for two and a half years the righteousness of Germany's cause in the war, could not quickly readjust themselves to an attitude of hostility to that country. Under those circumstances they had the restricted choice between maintaining silence on the war theme, or of proclaiming their patriotism and discussing the issues of the war as they saw and felt them. They elected to speak out and in doing so they created for themselves exceed-

ingly awkward situations from which however they may be able yet to extricate themselves.

It is profoundly to be hoped that the efforts they are obviously making to set themselves right will avail. For a purely negative patriotism, especially in the people's leaders, is a terrible thing. Knowing the German Americans, I do not doubt that they will perform the duties of soldiers when their numbers are called. But it is one thing for a man to make the great sacrifice because he once took an oath to defend the nation which granted him citizenship, and it is quite another to sacrifice himself for a great ideal, a sacred cause. The German editors, thus far, have failed to perform for their people the great service for which as leaders they should feel themselves responsible: to free them from the awful doom of going into this war in the spirit of Persian slaves; to interpret to them the ideals set before the American people by their president who sees in this struggle the opportunity for America to "spend her blood and her might for the principles that gave her birth and happiness and the peace which she has treasured."

Organization of County Units

By F. S. Minshall, Editor and Publisher of the Benton County Review

I have been asked to express in writing my ideas on "The value of the organization of the various counties of the state as units to comprise the State Editorial Association."

The necessity of such local units seems very apparent to the writer since the State organization itself is comprised of, and of necessity must be made up of the county units as component parts. A thorough organization of every individual county would ensure a complete, permanent, harmonious and powerful State organization.

This is not only good theory but so accords with conditions the newspaper fraternity is up against today, that it must be put into practical operation in the near future if the State organization is to wield the power and influence it should.

The business world has made many and rapid strides in the past decade and whether we, as newspaper men, desire it or not, we are being swept along by the current of time and he who will not adjust his affairs in accordance with the demands of the times will soon fall by the wayside. The hideous nightmare of other days I believe is past—the nightmare of cut prices, vindictive jealousies and a bare cupboard.

I am glad that the morning of a brighter and better day has come—a day when we shall all mingle together as members of a common brotherhood, fellow craftsmen not only to profit by the mutual exchange of ideas but to live upon a higher plane as is our just right.

There are several good reasons why all the newspapers in any given county should unite for mutual benefit. You will perhaps be tempted to smile when I state that I believe that the "ethical" reason is the strongest one of them all. The mere mention of "ethics" in the newspaper game

would cause a gust of merriment in metropolitan newspaper circles, but with the country press it is vastly different for each one of us possesses that silent, indefinable force that makes us and our business precisely what what the public measures us to be. For those whose thoughts, aspirations and achievements are identical a local organization would be most beneficial.

The newspaper man is both a manufacturer and a merchant in that he really creates and must sell his own products. His business is unlike any other in that it does not shift or change but is always the same, only in the matter of improvements, hence his line of conversation, his whole being is wrapped up in a business that would naturally debar him from a conversational standpoint from association with men of any other profession or craft. To reap the highest possible benefit he should belong to an organization of his own class. The friendly handshake of his fellows, the words of greeting, might oftentimes be all that is necessary to adjust himself to an exacting but not an unfriendly world. The common friendly meeting would do much to check the hasty word, refute the charge of an enemy and establish a friendly relationship that would result in bringing forth to the surface what is best and noblest in us all—a kindly heart and an unwavering faith.

I need but mention "Money" to secure your hearty approval as that is what we are after. Money and yet more money is what we all demand and must have and the only way under the sun we can get it is for us to organize into county units, establish our rates, and STICK".

If we are to take our place alongside our brother merchant in the limousine we must have more coin of the realm. Many of you have as much money invested as the merchant next door, but for some reason he rides and you walk. He waits on a few customers a day and reaps enough profit to give him ease of body and peace of soul, while we toil early and late on work that brings us meagre returns in comparison. The time has come when this thing must be adjusted. A publisher must have more money to meet not only the demands of the "Forty Thieves" but also give him a chance to get a little enjoyment out of life.

As business men we are up against it to organize or be the constant prey of many contending forces. This is an era of cooperation and exactitude. Every man must know instantly and accurately every detail of his business. The day of guess-work is gone never to return. The publisher is paying tribute into many hands these days and many are the hands outstretched for favors with no shining coin to pay. In other words not only has our income been diminished by the extra cost of materials but the demands for free advertising have increased many fold. We should meet these issues squarely with a hostile front and resist to the uttermost every attempt to filch from us our hard earned coin.

With a county organization this cooperation to fix just prices could easily be arranged and I know in Benton County it has proved of decided value although our organization was made with fear and trembling and has experienced the usual buffetings of a troubled sea.

Two very practical results were accomplished in Benton County which I need only mention to prove the value of what I am contending for. The

first one of these was in the matter of thousands of dollars worth of printing that was being sent by county officials to Portland firms. After our organization we quietly asked for a conference with the county judge, commissioners and various county officers, and got it. We appeared before them in a body and in an hour's quiet but firm talk accomplished what never could have been accomplished through separate action or vindictive editorials.

Another instance was that of legals. We fixed five cents a line as our limit and waited results. They were not long in coming. We had some lively skirmishes with a few attorneys but it was not long until all accepted the new order of things and paid the rate and paid the cash before receiving an affidavit.

The cunning of these crafty gentlemen came near wrecking our frail organization. One of the number called up each office for rates on a certain legal. He then called back and stated that a certain one of the offices had quoted him a lower rate and wanted to know if we cared to compete with it. We stated we did not. We thought sure the organization had caved in but as a last resort we decided to call up the other offices and learn the reason for their action. They replied that the same lawyer had tried the same game on all the others and had failed. Our joy was unbounded for we had weathered the storm that all such organizations will have to guard against. Abiding faith in one another is what we must have to get results.

It was with a certain malicious delight that I called up the aforesaid attorney and very deliberately called him a liar and a sneak beside.

Classified Advertising and Results

By Myron K. Myers, Classified Advertising Manager, Portland Oregonian

The statistical reports of newspaper advertising show that classified has grown faster than display advertising. No other advertising is read as carefully as classified. It is read by the classes and masses with like interest. Not only the wage earner studies these ads but also the heads of families and large firms, when in need of help. The volume of classified advertising as carried by a newspaper is also considered by both local and national advertisers as a reliable criterion of its value and pulling power. It will be found that the newspaper which is the best patronized classified medium of a city, is also the most used and most profitable for display advertisers.

A medium which enjoys the confidence and respect of its readers is a good one to choose. The newspaper which is strong and vigorous in its editorial policies, which dominates in circulation and prestige—that is the kind in which to place your advertising.

Select a newspaper that PAYS the majority of its advertisers, whatever its rate, high or low. Bear in mind the subscription price of the medium selected. It should not be cheap. The higher the price the better the quality of readers, and the higher quality of your inquiries.

Small Town Men; Big Town Time

By Sam Raddon, Northwest Editor of the Oregon Journal.

TO give big circuit service on small time stuff is the function of the Northwest editor, of the state editor, the country editor, the correspondence editor, or various other things he is frequently called. But whatever he may be called he is the man who handles and manhandles the news sent by the up-state and "sister state" country correspondents, by telegraph, by telephone and by mail, to the Portland daily newspaper.

In consideration of the country correspondent, the representative of the big daily who himself lives in a community large enough to support a daily paper or papers of its own, must be eliminated. In such daily-paper towns, the Northwest editor is able to get the services of at least fairly well trained newspaper men, who once they become accustomed to the requirements and style of the metropolitan paper they represent, may be depended upon for protection on all big stories and for good clean copy.

But in the real country towns—in the rural districts and the scattered communities—it becomes a difficult matter to establish satisfactory co-operative relations between the desk man in the city and the correspondent in the hay field. This is not necessarily because of lack of sympathy and desire for unity of purpose between the editor and his correspondents, but because of a number of circumstances developed in no other branch of metropolitan newspaper making.

Small town correspondents are recruited from all walks of life—farmers, school teachers (men and women), high school students, commercial club secretaries, ministers, store keepers, et al. Few of them the editor ever meets personally, this circumstance adding to the difficulties of getting efficient service.

The correspondent, however, enters upon his new duties with glittering journalistic ambitions and high hopes. He has his letter of instructions and his ready-addressed envelopes for the dispatch of news, and he can't see how he can go wrong.

So over in Sweetpea Center Bill Bobbin's cow falls down the well, and breaks its leg. An event of considerable importance to Bobbins and the community, to say nothing of the cow, and the correspondent in his ardor to do the right thing by his Portland paper, forgets all about his letter of instructions, breaks for the nearest telegraph office and before the Northwest editor can head him off, one hundred or two hundred or three hundred words of telegraph tolls have been added to the Portland paper's account from Sweetpea Center.

The Northwest editor then gently but firmly informs the correspondent that he has "spilled the beans"; that his story should have been sent by mail.

The next week the Sweetpea Center bank cashier disappears with \$5000 of the bank's money and the minister's daughter, and the correspondent, three or four days later, sends his laboriously composed story by mail.

Again the Northwest editor gently but firmly informs the correspondent that the story should have been sent by wire.

The correspondent, his enthusiasm gone and his pride hurt, doesn't know what to make of it all.

His long stories of happenings of events of purely local importance disappear in the editor's wastepaper basket, or are boiled down to a paragraph, rewritten and mutilated until their author never recognizes them as his own.

"That editor doesn't know what he does want," muses the correspondent.

But the correspondent doesn't know what the editor wants. He doesn't know or appreciate news values. It isn't to be expected that he should.

But if he perseveres he learns. And just about the time he is becoming of real value to the paper, he moves away or gives up the correspondence because it doesn't pay enough, and the Northwest editor must needs do it all over again breaking in a tyro.

No matter how kindly disposed the Northwest editor may feel toward his staff of correspondents, no matter how much leeway he would like to give them; or how much of their "news" he would like to use, he is bound by strict limitations. The publisher is watching the telegraph and telephone bills, and the monthly payroll. The editor must keep them to a minimum, and at the same time get all the news. It's as disastrous for him to be scooped as it is for the police reporter on the city staff to fall down on a big story on his beat.

Often, too, with his northwest news already in type and ready for the forms, the makeup man, pressed for space and looking for something to leave out, picks on the country correspondent, and at the eleventh hour, press time, the news from Sweetpea Center meets its fate in the "hell box."

The Northwest editor is blamed by the correspondent though he is doing his best. The editor realizes that though he cannot expect to cover all of the local happenings of every village and town in his jurisdiction he must make a showing, for his own reputation, for the pleasure of the out-state subscribers, and to keep his correspondents interested enough financially so that the correspondents won't fall down on the paper when something big does "break".

All country correspondence must be read very carefully for spelling, punctuation, grammatical construction, newspaper "style," and libel. Some correspondents use typewriters with more or less success. More of them do not. Their copy comes in longhand, all styles, sizes and shapes—a nightmare to desk men and printers.

The financial remuneration to the country correspondent at best is small, not enough really to pay for the effort, so the correspondent who stays with the game and does the best he knows how usually does so for love of the work, for the satisfaction of seeing at least some of his efforts in print, and for the prestige his newspaper connection may give him in his home town.

In the daily-paper communities, with wider news sources to draw from, and with experienced men to handle the work, the monetary emoluments are more worth while, and for more than one aspiring newspaper man patch out his local paper salary to a very fair wage.

But the problem of the real country correspondent remains for the northwest editor.

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STAFF THIS ISSUE

Editor Miriam Page
Managing Editor Bob McNary
Circulation Manager Adrienne Epping
Exchange Editor Rosemund Shaw

Contributions of articles and items of
interest to editors, publishers and printers
of the state are welcomed.

OUR THIRD APPEARANCE

In this, our third appearance, we feel very much as if we were responding to a certain call after seeing ourselves "clapped back" on the editorial pages of papers from all parts of the state; and we experience the keen yet anxious excitement of the amateur who bows his appreciation from the stage.

But this time we make our entrance with less of confidence and assurance than ever before, because it is our initial appearance under exclusive student editorship, management, and publication. Even though our knees do knock together a little bit this time, nevertheless we enter with enough ambition and enthusiasm to offset partially, we trust, the inevitable shortcomings.

We look forward eagerly for comments made either editorially or in personal letters, for we recognize them as infallible criteria of success or failure. We shall welcome especially any constructive criticism from those who, by their wider knowledge and experience, have the power to save us from the many pitfalls along the road to success.

The kindly encouragement and voluntary contributions already received give us the courage and confidence necessary to the undertaking of duties and responsibilities entirely new and strange.

And just remember that Oregon Exchanges will continue to appear as long as we prove valuable to you, the newspapermen of Oregon, and our aim is some day to prove ourselves invaluable.

THE OTHER FELLOW.

Ethics—right and justice—is the most important of qualities in country journalism, declares F. S. Minshall of the Philomath Review in his article in this number of Oregon Exchanges. "In metropolitan circles, however," he adds, "the mere mention of 'ethics' in the newspaper game would cause a gust of merriment."

Oregon Exchanges does not agree with Mr. Minshall. We have heard metropolitan editors make similar slighting remarks concerning the lack of standards and ideals in the country press. With them, too, we disagree.

Mr. Minshall is arguing for professional organization and cooperation. Why should not the rural newspaper man have his city brother in mind as well as his small town colleagues when he says with Mr. Minshall, "The friendly handshake of his fellows, the words of greetings, might oftentimes be all that is necessary. The common friendly meeting would do much to check the hasty word, refute the charge of an enemy, and establish a friendly relationship that would result in bringing forth to the surface what is best and noblest in us all."

Oregon Exchanges has already commented with pleasure on the increasing attendance of city newspapermen at state editorial meetings. Let's get together; we are all members of the same profession—one of the noblest of all.

WHOSE FAULT IS IT?

The Jefferson County Record, published at Metolius, called attention recently to a statement made in an advertising convention by the advertising manager of Sears, Roebuck & Co., of Chicago, that whenever he found the volume of advertising done by the merchants in any city was small, he flooded that territory with catalogues, and that unfailingly, "the result is an extraordinary volume of orders for our goods." The Record pointed out that a considerable number of the Sears, Roebuck catalogues had reached Metolius within the week in which the article was printed, and rises to ask, "Whose fault is it?"

JABEZ B. NELSON

In the death of Jabez Nelson, Associated Press Correspondent at Seattle, northwest journalism loses a writer who was in many ways an example of the best principles and ideals in his profession. Mr Nelson never married; he poured into his newspaper work the devotion and enthusiasm and the finer sentiments many men reserve for their home life. He loved his profession.

Barely shall we meet again a man who can feel so strongly, yet at the same time see so clearly and speak so dispassionately. The handling of news was to him an art. It called for the highest skill, the keenest insight, and a never sleeping love of justice. When Jabez Nelson wrote the story it was safe, it was true, it was fair.

To others journalism might offer opportunities for moulding the public mind to their purpose, or for driving events in the direction they have willed; to Jabez Nelson his profession meant the chance to set a high standard of correct and intelligent public information, and to tell the truth.

Those of you whom Oregon Exchanges reaches for the first time this month may be interested in seeing the last number, which was published in July before the present staff was organized. In response to a post card addressed to Adrienne Epping, circulation manager of this issue, you will receive the July number—the second issue to appear. The initial number came out in June, but as we have only a few copies left, we are unable to do without them.

It has been Miss Epping's task this month to revise and supplement an old and very incomplete mailing list to include all the newspapermen of Oregon, and she has made an honest effort to overlook no one. If, however, any newspaper has escaped her notice we shall be glad to rectify the omission upon receipt of the name and address.

On the heels of the elimination of fake advertising from the newspapers of Oregon comes the movement toward guaranteed or certified cir-

ulation. It is not only a reform compatible with the new constructive journalism, but it is a business proposition which means money in the pockets of farseeing newspapermen. The newspaper with the guaranteed circulation is justified in "talking it up" to local advertisers and finds it unnecessary to talk it up to the big foreign advertising concerns.

The entire staff of Oregon Exchanges is in sympathy with the sorrow of one of its members, Rosamund Shaw, exchange editor for this issue, in the death of her father Dr. A. E. Shaw of Pullman, Washington. Miss Shaw was called to her home October 15 by the serious illness of her father and the following day Dr. Shaw succumbed to an attack of apoplexy. By her absence Miss Shaw is impressing upon her co-workers her real value as a capable and reliable helper with an idea for every emergency. The staff is looking forward eagerly to her early return to the University.

DON'T ASK

"We are in receipt of a request from an attorney asking what we will charge for a 'legal notice'. No attorney worthy the name asks a question like that any more. The law specifically states what a newspaper shall charge for a legal notice in this state, and any newspaper printing one for less than the legal rate has to state in its affidavit of publication that it does so and that it is for 'charity'. The law is to prevent shysters from jewing down a newspaper by threatening to take the notice somewhere else. The shyster paid the newspaper, say, half price and then collected full price from his client. The law is also a protection for the weak-minded newspaper man who would permit himself to be bluffed into taking anything rather than see a notice go elsewhere. In this connection we want to exempt the Corvallis attorneys from all guilt in connection with the above practice."—*Gazette-Times, Corvallis, Oregon.*

Newport Meeting of Editors

By Elbert Bede, Secretary of the Willamette Valley Editorial Association and Editor of the Cottage Grove Sentinel

THE recent session of the Willamette Valley Editorial Association, September 8, 9 and 10, was the most successful in the history of the association as far as attendance and enjoyment were concerned. The business program was the equal of any previous ones.

While the session will probably be known as the Newport meeting, it would be more proper to say that the session covered Benton and Lincoln counties, as the business session was held on the way to Newport and returning from Newport, in the private car furnished for that purpose by the Southern Pacific Railway. This manner of conducting the business session was unique in that it probably was the only session of the kind ever held by an editorial association. This session was also unique in as far as this association is concerned because of the fact that for the first time the women were invited to attend. Every notice sent out by the secretary contained the admonition, "Bring your wife, or send her." The wives decided that they would attend and none of the editors seemed willing to let their better halves attend unchaperoned. The session was made more pleasant and enjoyable because of the presence of the feminine contingent.

The most important piece of business to come before the session was the discussion of Liberty Loan advertising. The question was ably handled by G. L. Taylor, editor of the Molalla Pioneer, and a spirited discussion followed. The association unanimously adopted a resolution endorsing the idea of paid advertising for future liberty loans.

Other numbers on the program were as follows:

Are Patents and Plates Really Readable and Worth What They Cost?

.....C. J. McIntosh, Press Bulletins, Oregon Agricultural College.

Why We Don't Run a Job Shop in Connection With Paper.....

.....E. M. Regan, Herald, Albany.

Value of the County Unit in Organization.....

.....F. S. Minshall, Review, Philomath.

Shall We Take Out-of-town Advertising.....J. C. Dimm, News, Springfield

Estimating on Job Work.....C. W. Robey, Courier, Oregon City.

Getting and Charging for Foreign Advertising.....

.....Bert. R. Greer, Tidings, Ashland.

Legal Rates.....E. E. Brodie, Enterprise, Oregon City.

Woman's Place in the Newspaper Field.....

.....Edythe Tozier Weatherred, of Oregon.

Boosting Oregon—My Department and the Newspapers.....

.....Orlo D. Center, Director Extension Department, O. A. C.

The Newspapers and Our Public Institutions.....

.....W. C. DePew, Criterion, Lebanon.

At Newport the editors were royally entertained by the commercial club, the success of the entertainment being largely due to the untiring efforts of the Mathews brothers, publishers of The Yaquina News.

The "piece de resistance" was a seafood banquet, at which Phil Bates, N. R. Moore, Addison Bennett and Ed Brodie distinguished themselves. The decorations of the tables were made of copies of The Yaquina Bay News, although they were mostly hidden by plates piled high with crabs, clams, oyster cocktails, home-made "dog", cheese and other light delicacies.

The address of welcome was delivered by R. A. Bensell, who paid the editors a royal tribute and said that he would recommend to the president that the first cannon captured from the Prussians by the American soldiers be melted and molded into medals for the editors.

J. M. Scott, general passenger agent of the Southern Pacific Railway, who was permitted to become an associate of the editors because of his wise editing of the advertising checks, almost promised the Newport people that the road would be extended around the bay. Mrs. Scott, who is evidently the diplomat of the family, pulled her hubby's coat-tails at the psychological moment, however, and the promise was not quite made.

Most enjoyable vocal music was furnished by a male quartet and others of the editors filled in the time up to midnight, trying to outdo with an oratorical feast the splendid material feast spread by the hospitable Newport people.

On Sunday the visiting editors spent their time flirting with the mermaids, with indigestion and with death on the briny deep. Hofer & Sons placed their fishing boat, "The Gazelle," at the disposal of the editors and their wives for a deep-sea fishing trip, but it is not recorded that the scribes either fed or caught any of the denizens of the Pacific. Members of the party who preferred the shore were taken on an automobile ride about the city and surrounding country.

In the evening the guests of the city were invited to a dip in the natatorium, which gave President Ingalls opportunity to display his maidenly charms.

With few exceptions the editors had sufficiently recovered by Monday morning to be able to catch the 7 o'clock boat across the bay. C. E. Ingalls, of Corvallis, and E. E. Brodie, of Oregon City, became so impressed with the hospitality of the Newport people that they remained for a week to give their families an outing. The only near fatality was the serious illness of Secretary Bede. The Portland Telegram reported that, after a consultation of Newport physicians and several medicos from Portland, who were at Newport on an outing, his case was diagnosed as toomuchitis.

Following were the members of the party: C. J. McIntosh and Mrs. McIntosh, Press-Bulletin, Corvallis; Bert F. West, Statesman, Salem; W. J. Gotthardt, Blake-McFall Co., Portland; Phil S. Bates, secretary State Editorial Association; O. D. Center, director extension O. A. C.; E. E. Brodie, Mrs. Brodie and two children, Enterprise, Oregon City; R. M. Hofer, The Manufacturer, Portland-Salem; Gordon J. Taylor and Mrs. Taylor, Pioneer, Molalla; Olive Scott Gabel, guest of Mr. and Mrs. J. M. Scott; W. H. Weatherston, The West, Florence; C. L. Monson, Pacific Paper Company, Albany, J. C. Dimm and Mrs. Dimm, News, Springfield; W. C. DePew, Criterion, Lebanon; N. R. Moore, Gazette-Times, Corvallis; Elbert Bede and Mrs. Bede, Cottage Grove; G. L. Hurd and Mrs. Hurd, Portland; Edythe

Tozier Weatherred, Oregon State Fair, Salem; C. E. Ingalls, Gazette-Times, Corvallis; J. M. Scott and Mrs. Scott, Southern Pacific Company; C. W. Robey, Courier, Oregon City; A. E. Frost, Courier, Corvallis; E. M. Reagan and Mrs. Reagan, Herald, Albany; John and Wm. Mathews, News, Newport.

Out of Town Advertising

A Paper read by J. C. Dimm, Editor, Springfield News, at Newport Convention.

I TAKE it that the person who assigned this subject to me had in mind advertising that would come in direct competition with the business men of the community where the newspaper is published, and does not apply to foreign advertising, legal advertising, or specialty advertising, or the advertising of the lines of business not represented in home community.

As a rule the proprietor of a newspaper is in business for what he can get out of it in a financial way, although some editors claim to be in business for the uplift of humanity and for the betterment of mankind. A newspaper owes much to the community in which it is published and the community owes much to the newspaper. Just as a business to be a success must prosper, a newspaper to be useful to the community must be prosperous. And in order to be prosperous a newspaper must be conducted upon sound business principles. The proprietor must know his costs and secure sufficient business at a fair price, to meet all expenses and make a fair profit besides.

All progressive merchants strive to extend their business to cover as wide a range of territory as possible. This better enables them to meet competition and to develop into larger establishments, and no one has the right to say to them that they must confine their trade to the borders of their own town. If then the merchant enjoys the right of expansion by enlarging his territory why should not a newspaper reach out to adjacent communities for business, and with increased revenues publish a better newspaper and consequently be of greater service to the community it serves?

Without advertising the country newspaper would be an impossibility, so then, if the selling of advertising space makes the publishing of a country newspaper possible, the more space sold the better the newspaper, and therefore, of the greater value to the community.

The selling of space to out-of-town merchants should stimulate the home merchant, who is in competition with the out-of-town merchant, to use more space and thereby become a real live business man in his community. If, on the other hand, he stops advertising, his trade may be taken away from him by the man who does advertise.

How can a newspaper develop if it confines itself to its own narrow quarters in order not to offend its home advertisers? If a newspaper would be a real force in its community it must be prosperous and in order to be prosperous it should enjoy the same right and privilege enjoyed by any other business enterprise.

A Veteran of 1884

ONE of the old-line newspaper men who helped to round out the history of Oregon journalism from the '80's" until a few years ago, when he retired with full honors, is D. I. Asbury, now a resident of McMinnville.

In 1884 Mr. Asbury purchased the Grant County News at Canyon City, and occupied without competition for several years a field covering a large area of eastern Oregon, with a great measure of success.

Mr. Asbury, whom his colleagues and associates affectionately named "Colonel," did most of his own typesetting and printed his paper on an old Washington hand press until the land office patronage in his district enabled him to purchase a cylinder press and employ help in his business.

The "Colonel" was resourceful and original and gave his patrons a good paper. With equal poise he went about the task of teaching a class in the village Sunday school or acting as one of the floor managers at the Friday night dance as occasion demanded, thus adapting himself to his surroundings—a much valued accomplishment in the pioneer days of rough-and-ready journalism in Oregon. He was a "scrapper," too, when good scrapping was required. Serving his country once as a juror in the circuit court his decision was against the interests of one of his valued subscribers, who, alas, were none too plenty. The good subscriber at once took the editor to task and "stopped" his paper. As a sequel to repeated roastings in the paper for his narrow views, the repentant subscriber came in shortly and renewed his subscription, paying two years in advance for the sake of peace.

It is related of the "Colonel" that in the days of the old party convention he, being a delegate from his precinct, was approached by a newly-made subscriber who was a candidate for county treasurer. He had a delegate who had promised to place him in nomination, and "would the 'Colonel' be so kind as to second the nomination?" Sure! he would do anything to accommodate him. "Mr. Chairman," the "Colonel" said, "I take great pleasure in seconding the nomination." Nothing had been said about voting, and when the ballot was counted the candidate had received only one vote.

The country editors of a generation ago, unlike those of the present, were necessarily learned in the mechanical arts from cleaning the form rollers to keeping the books, but they made history. A few of them made a little money; more of them

"Labored full long for the True and the Good
'Mid the manifold evils that irk us,
Their emoluments: raiment and food
And a pass now and then to the circus."

Journalists Make Good Soldiers

Advices from England say journalists are much sought by the army authorities, because they make good officers. The initiative and resource they have constantly to show in their civil occupation is credited with increasing their military value.

All Over Oregon

John Cochran, one of the best known political reporters in the state, has returned to the local staff of the Oregonian, after an absence of about four and a half years. He has been deputy clerk of Multnomah county, chief clerk of the state senate and variously otherwise engaged during the interim. He is temporarily assigned to the courthouse run for the Oregonian. W. H. Perkins, erstwhile court reporter, has fallen heir to the day police run, and Ted Irvine, formerly day police reporter, has been called in as general assignment man. Frank Bartholemew, general assignment man since he joined the staff several months ago, has become assistant sporting editor under James Richardson, who is acting sporting editor in the absence of Roscoe Fawcett, who is at the second officers' training camp at the Presidio, William Smyth, assistant sporting editor, has resigned to resume his work with the sporting goods department of the Honeyman Hardware company.

Claiming that the English language papers in Astoria were decidedly prejudiced and colored news so that it appeared favorable to the capitalist class, the Toveri (The Comrad), a Finnish newspaper for 10 years, has started to publish an English section. The action came about during the ship workers' strike on the lower Columbia river. The Toveri is the largest Finnish daily in the west.

Miss Ethel Tooze, formerly a journalism student, now an instructor in the public schools of Roseburg, is writing special articles for the Oregonian. During the summer she acted as correspondent for that paper while she was spending her vacation in Newport.

James McCool, formerly of the Journal staff, and later private secretary to Commissioner Daly, is now automobile editor of the Salt Lake Telegram.

K. S. Huston, formerly editor of the Florence Pilot and Gardiner Index, who suffered nervous prostration last February, has completed a nature cure of his own devising and is back at a desk in the office of the Eugene Register, succeeding Miss Grace Edgington. Mr. Huston went into the mountains above Mapleton and put in six months peeling chittim bark. When he started he could carry only 15 pounds. When he quit he was carrying 150 pounds over a mountain trail twice a day. He passed an examination for the officers' reserve training camp and was declared physically perfect, but was disqualified by the loss of several teeth. Mr. Huston was a first lieutenant in the Second Oregon in the Philippines, and was later captain of what is now the third company of the Oregon Coast Artillery.

Harold Young, a graduate of the department and an instructor in the high school at Pendleton, believes that newspapers are far more profitable as a high school publication than are magazines, and so he has changed the Pendleton high school publication, the "Lantern," into a small newspaper. "I would like," said he, "to see the number of high school newspapers increase in Oregon, as I think they are certainly more satisfactory."

Lair H. Gregory, general assignment man and political reporter of the Oregonian, has become automobile editor, succeeding Chester Moores, who has been appointed secretary to Governor James Withycombe.

E. E. Southard, formerly in the mechanical department of the Oregon Journal, purchased the Polk County Observer September 1, from Lew A. Cates.

John L. Travis, managing editor of the Times, formerly news editor of the Journal, hung his coat on the old peg for a couple of hours last week.

The Astoria Evening Budget celebrated its twenty-fifth birthday on October 6. In his anniversary editorial J. E. Gratke says that "the Evening Budget can look backward over these twenty-five years without any regrets. It will move forward with a hopeful heart and willing hands in the future." In honor of the day the management of the Budget entertained the entire staff of thirty-six at a banquet. Among those present were: John E. Gratke, publisher; William F. Gratke, mechanical foreman; Irving J. Kern, editor; Ed. C. Lapping, news editor; George Turina, pressman; Royal Karinen, job printer; Miss Mamie Johnson, linotype operator; Miss Ann Malagamba, linotype operator; Miss Hattie Brown, bookkeeper; Emil Schab, circulation manager.

In honor of the occasion, Emil Schab, circulation manager, presented each of the Gratke brothers with a watch fob, the pendant of which was a gold linotype mat suitably engraved.

The members of the editorial staffs of the Oregon Journal, Oregonian, Telegram, News and Spectator of Portland were given an enjoyable complimentary party by Richard W. Childs, manager of Hotel Portland, Monday evening, September 24. About 75 gathered in the assembly room for an evening of music, dancing and sociability. Mr. Childs was assisted in entertaining by Elbert S. Robe, assistant manager, and Mrs. Robe. A feature of the evening was the reading of a number of his poems by Anthony Euwer, the Hood River poet, who was introduced by H. E. Thomas, city editor of the Oregonian. The serving of refreshments rounded out the evening's pleasure.

Addison Bennett, the well-known special staff writer of the Portland Oregonian, accompanied the party of Baker stockmen on their tour of central Oregon, attending the local stock meetings.—Lake County Examiner.

"Jack" Seed, Journal artist, had a lot of fun fishing down Tillamook way on his vacation.

"The Making of a Newspaper," a motion picture taken in the Oregonian plant, was shown recently at Peoples theater in Portland, and forever immortalizes on the screen some of the well-known faces of the office. The picture followed the making of a newspaper from the logging operations preliminary to the making of wood pulp, through the paper mills, and out on the streets and to the breakfast table. Parts of the picture were extremely interesting as to detail, while others, such as the editorial detail, were passed over hurriedly, apparently on the theory that there was so much detail in the editorial work that at best only a little of it could be photographed.

Joseph Patterson, formerly a reporter and field correspondent of the Oregonian, who for the last year has been with the American Ambulance Corps in France, expects to be in Portland for a brief visit this winter. Mr. Patterson has served out three enlistments in France, and has seen action in the battle of the Somme and other historic battles of the war. His last work has been with the front lines. He sailed October 13 for the United States for a rest. He has been offered a commission in the aviation section, but for the present declined it in order not to break up the ambulance organization of his section which at the time was just entering the front line work.

Dean Collins, who, as Colliers' correspondent recently put it, is "the greatest newspaper poet who ever paddled a canoe up and down the Eugene mill race", has resigned from the local staff of the Oregonian to become publicity director of the Film Supply company in Portland. Mr. Collins also continues to be publicity representative of the Strand theater. He will devote some of his time to offering original work in the magazine field.

Miss Vivian Browne, daughter of Henry Browne, editor of the Silverton Tribune, is now the Silverton correspondent for the Oregon Statesman.

W. A. Dill, for the last six months telegraph editor of the Oregonian, has been called to the University of Kansas to be instructor in the department of journalism. He has left for Lawrence, with Mrs. Dill and their three children. Mr. Dill was identified with the Eugene Register for more than 10 years, leaving there when he was news editor, to take over and publish the Springfield News at Springfield, Ore. After giving several years to the weekly field he returned to Eugene as city editor of the Guard, which position he held when he was called to the Oregonian news room six months ago. He is a graduate of the old Portland High school and the University of Oregon. His first job on any newspaper was office boy for the old Evening Tribune of Portland in 1896. He was employed in the business office.

Miss Kathleen Coates, formerly of the local staff of the Roseburg Review, is now attending Reed college in Portland. She is specializing in work that will be of use to her in the newspaper field. Besides attending college, she is working part of the time on the Oregonian. W. A. Pettit, also formerly with the Review, is on the night shift of the Oregonian. The Review now has four former employes on the Oregonian, the others being Elmer Warburton and John Ryan, who are employed in the mechanical department.

Shad O. Krantz, of the Oregonian local staff, is taking charge of classes and extension work in the school of commerce at the University, and doing well, if reports may be believed. Krantz was a member of the Oregonian staff for something like seven years, during which time he became well known throughout the state as one of the best newspapermen in the business.

Bruce Hunter of Albany, a former Eugene man, was presented with a baby boy October 4. The baby was named by Miss Hughes of the Democrat force as Robert Bruce Hunter. Robert Bruce weighed six and one-half pounds.

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C. M. Snider, owner and manager of the News-Enterprise of Wasco, writes that his paper has moved into a new building of its very own—built exclusively for a printing office. It is of bungalow type, with special care as to lights and ventilation and has a main office floor of 24 by 32 feet with a wash room in the rear. An addition of a 14½ by 22 platen press has been made which will result in the revision of the size and makeup of the News-Enterprise, changing it from a 7 column, four page paper, two of which have been "patent," to a six page, 6 column one with four pages of home print and an address insert of two pages from the Portland Newspaper Union.

"Our Community page will be devoted exclusively to the up-building of La Grande and its surrounding territory. Watch for this page. It will contain cartoons and editorials on subjects vital to the life of this community," says the La Grande Observer. A page such as this should turn out to be would be a benefit to the community at large. More papers in the state would do well to take up this example set by Clarke Leiter and run something of this sort. It is good and interesting stuff.

The Tualatin Valley News, published at Sherwood, celebrated its sixth birthday Friday September 29. The Washington County News-Times runs the following comment on the paper: "It is a husky six year old and serves its home town well." I. V. McAdoo, the owner and publisher, is getting out a right live, smart little paper.

Arthur N. Jones has left a position as telegraph editor of the Oregon Statesman of Salem and has accepted a similar position on The Medford Sun. Managing Editor Stephen A. Stone is handling the telegraph news temporarily for the Statesman.

Jordan Valley has a new aspirant in the newspaper line—Miss Eva Duncan has entered upon an apprenticeship in the Express office.

When Company L, of the Third Oregon Infantry, stationed at Dallas, went into federal service, Uncle Sam had on his roll three more "perfectly good" newspapermen. The trio are Seth Bailey, Lawrence Dinneen, and Harry Kuck. Dinneen and Kuck are graduates of the school of journalism of the University of Oregon. When called in by the state to get ready for federal service, Kuck was the only one of the three living in Dallas. He was employed on the Observer. Dinneen, who had succeeded Bailey on the Observer, and had been in turn succeeded by Kuck, was in La Grande, working on the Observer there, and Bailey was publishing a weekly at Crockett, Cal.

One of the things that goes to make unsuccessful advertising is the idea that many people have that advertising sells goods. Advertising is simply business news and informs the public what can be done; the success of the sale depends on the salesman. Advertising is a success when it causes the reading public to take interest and inquire, but successful business depends on making buyers of the interested inquirers. Successful advertising without successful business has caused many firms to go out of business. One is no good without the other.—*Brownsville Times.*

The Benton County Courier runs a little squib that makes good reading:—"The Harrisburg Bulletin springs this very unkind one on Editor Bede of the Cottage Grove Sentinel. Bede advertised a second hand office typewriter, in good condition, for sale cheap. A prospective buyer tried it out and returned it stating that the capital 'I' was so badly battered it wouldn't print."

W. E. Bates, prior to four years ago market reporter for the Evening Telegram, and known as one of the cleanest copy writers in the city, has joined the copy desk staff of the Oregonian. Mr. Bates has been ranching for the last four years. C. S. Dunning, formerly with the Associated Press at Spokane has also joined the copy desk staff.

Eight employees of the Oregon City Enterprise have gone into the service since the beginning of the war. Cecil Koffman, cashier, is a second lieutenant at Fort Still, Okla.; Arthur Caylor, news editor, went to the training camp at the Presidio; Ross Scott is in the aviation corps at San Antonio, Texas; Ted Miller is in France in an engineer corps; Arthur MacDonald is in the Canadian army; and Randall O'Neill, Mitchell Story and Jack Lewis are in the navy. Lloyd O. Harding, once a member of the reportorial staff and a University of Oregon graduate, is a lieutenant in the quartermaster corps at American Lake.

Editor W. C. Black and his foreman, Geo. O'Donald, were down from Oakland Saturday, Mr. Black making arrangements to ship his household goods to Oakland, and Mr. O'Donald remained here this week in order to pull and thresh his seven-acre crop of beans on his little farm east of Harrisburg. They are pleased with Oakland.—*Harrisburg bulletin.*

T. R. as a phrase maker could always skin 'em alive, but here's what he did to the foe in his Kansas City speech, according to somebody in Dave Foulke's department under the tall Oregonian tower: "We are here to stand against the drshshrdluetaoincmfwypvbqkqji Hun."

Echo Zahl, a Portland girl and former student of the Oregon school of journalism, has been transferred by the Scripts people from the Seattle Star, where she has been doing feature work since last June, to the Portland News. Miss Zahl will look over "old Portland" again and write for the News stories about the things that interest and impress her.

Does any one know of a competent editorial and news writer who is unemployed and ready to step into a position on the Morning Astorian?

The Independence Enterprise has installed a new linotype in place of their old Junior.

Otto J. Ballhorn, city editor of the La Grande Observer, was the victim of an attack of tuberculosis, dying at his home in Woodland, Washington, Sunday, October 7. Ballhorn was 28 years of age and had been in the newspaper game for some time. While in College he was the editor for two years of the O. A. C. Barometer, going from there to La Grande where he took up the position of E. W. Stanfield, at Stanfield. "Quiet, gentlemanly, capable, Mr. Ballhorn made many friends here," said the Observer, "and they and the staff greatly regret his death."

Because of a defective right eye, and because there are no left handed guns, Merlin Batley, a graduate of the journalism department in 1916, is still doing good work on the Times of Twin Falls, Idaho. He made several attempts to enlist in various branches of the service but was hindered each time by his right eye. Word comes to us that he is planning to make the leap into the sea of matrimony sometime around Thanksgiving time.

Women's War Work is the name of a new department appearing daily with pictures on the woman's page of the Oregon Journal, in which are chronicled activities of women both at home and abroad, who are working for their countries. The department is the only one of its kind this side of Chicago and is edited by Miss Vella Winner.

D. H. Talmadge of Salem is in charge of the Enterprise at Halsey, W. A. Priaux being compelled by ill health to take a change. Mr. Priaux is working on a ranch near Centralia, Washington, hoping that the outdoor life will restore him to his former vigor.

George Palmer Putnam, publisher of the Bend Bulletin, has been in the east the past two months. He is planning a trip south to Florida for his health.

The Cottage Grove Sentinel has just passed its twenty-eighth birthday anniversary.

John P. O'Hara, who recently resigned from the University of Oregon faculty after four years of service in the department of history, has gone back to the editorship of the Catholic Sentinel of Portland, the oldest Catholic paper in the Northwest. Mr. O'Hara first became associated with the Sentinel shortly after his graduation from college and remained with the paper until his appointment to the University of Oregon, with the exception of a year spent in study at the University of Paris.

The Portland American, successor to the Deutsche Zeitung, has suspended publication as a daily and in the future will appear as a weekly paper in the German language. The management will, in accordance with the new "trading with the enemy" act, supply to the Portland postmaster English translations of all matter pertaining directly or indirectly to the war.

The Holeproof Hosiery company recently received the following letter: "Dear sir, please mail me a sample of your one-inch hose for chemical fire engine and lowest prices on 300 ft. lots Hosiery that would stand the chemical test." It certainly pays to advertise.—Corvallis Gazette-Times.

The newspapers of Grants Pass, Ashland and Medford are advocates of the collection and preservation of pioneer relics, facts and stories relating to their part of the state and are aiding the city libraries in obtaining all available data.

Mr. and Mrs. Frank Lucas announce the marriage of their daughter, Bernice Lucas, a graduate of the University of Oregon school of journalism, to Mr. William S. Dinwiddie in September.

Mary Newlin is the new reporter for the La Grande Evening Observer. She fills the vacancy left by the resignation of Ernestine Slitzinger.

Several rumors lately have it that W. H. Hornbrook of Albany has aspirations with Salem as a base.

Several changes have been made in the two Albany newspaper offices during the month. Operator Burt of the Herald is in Corvallis. Previous to going to Corvallis, Mr. Burt was sick a short time with asthma. A Mr. House is filling the position temporarily. At the Democrat office Operator Brooks went onto the floor and Charles Alexander of the Ring Neck Pheasant farm, an operator, took the machine. Mr. Buchnell of California, is a new man at the Democrat office.

Perry Prescott Reigelman, who for a year has been on the reportorial staff of the Daily Capital Journal of Salem, has gone to New York City to make a special study of photography as training for the aviation signal service of the army. Reigelman has had several years' training in military work and was with M company of Salem on the expedition to the Mexican border in 1916.

Paul D. Murphy, formerly of Minneapolis and Chicago, for some months on the staff of the Portland Journal, is about to sail for France, having gone east two weeks ago as a member of the American Field Service, formerly the American Ambulance, for service abroad. Mr. Murphy expects soon to be driving an ambulance on the French front.

Fred Wegner, Western Union operator in the Portland Journal special wire room, is on the job again, after three months' layoff with a broken arm and shoulder, the result of a fall from a cherry tree. Mr. Wegner has confided in no one what he was going to do with cherries in this time of drought.

C. C. ("Cliff") Harrison, for a number of years marine man on the Journal, and one of the really popular newspaper men of the Rose City is now sporting editor of the Seattle Times. Mr. Harrison hated to do it, in a way, but the inducement was such that he couldn't resist.

Jennings F. Sutor, news editor of the Journal, enjoyed the annual Round-Up at Pendleton.

Robert C. Hall, former editor of the Glendale News and Sedro-Woolley, Washington, Courier, has recently accepted a position with the school of journalism in the University. He has charge of the University Press and all shop work. It is the plan to have his work merge into that of the school in the way of classes, laboratories, and general all round practical printing.

Rex H. Lampman, whose identity as a "formerly with" man now requires the tabulation of the Niche (N.D.) Chronometer, Portland Journal, Morning Oregonian and Cleveland Leader, has become telegraph editor of the Fargo (N.D.) Courier-News, the organ of the Non-Partisan League of North Dakota. Mr. Lampman left Cleveland, Ohio, several weeks ago.

Lucile Saunders, a member of the journalism department of the University, is now working on the Bend Bulletin, along with Floyd Westfield, also a member of that department and a graduate of the class of 1917. The Bulletin is losing a good man in Henry Fowler, who passed his physical examination for the selective draft.

The Oregon Journal has enlarged and rejuvenated its theatrical department and under the head of amusements is covering by announcement, criticism, interview and picture, all entertainment of a theatrical, operatic, musical and photo-play nature. Miss Edna Irvine is the new editor of this department.

Joe H. Jordan, automobile editor of the Oregon Journal, is soon to be married to Miss Edith Pettigrew, for several years in charge of the telephone exchange of the Journal. The date for the wedding has not been set.

B. F. Irvine, associate editor of The Journal, toured the Willamette valley in the interest of the second Liberty Loan Bond campaign.

Hyman H. Cohen, market editor of the Journal, has returned from a two weeks' vacation at Seaside.

F. H. McNeil, for several years a member of the staff of the Oregon Journal and for the last year in charge of the financial department of that paper, will leave November 15 for Chicago to visit relatives for a short time after which he will join the Army, his hope in going east to join, being that he may be ordered to service sooner than if connected with a western company.

The Heppner Herald has recently moved into new quarters and is more comfortably and conveniently situated than ever before. Since taking over the business last March, S. A. Patterson, the present publisher, is able to report a steady and gratifying increase in business with each succeeding month.

S. M. Hawkins, formerly Portland correspondent of the Associated Press has been transferred to the Seattle office to succeed Jabez B. Nelson who died October 9. H. W. Thompson from the Associated Press office in Sacramento, California, is successor of Mr. Hawkins in Portland.

The Clackamas News is to be congratulated on the fine work it is doing by sending papers to all enlisted men from that community. Not only does it send its copies to men in camps in this country but also to France, Alaska and to men on warships.

A. B. Slauson, one of the veterans of the Portland newspaper business, is compiling the "Industrial Notes" column for the Oregonian. He is also "doing" the "Periscope" for The Sunday Oregonian, reading copy when he is not thus engaged.

Lew Cates and wife made a trip to Marshfield not long ago. Cates was at one time the publisher of the Coquille Sentinel, and later publisher of the Dalles Observer.

M. C. Athey, formerly a printer with the Bend Press, during the summer purchased the Deschutes Valley Tribune at Culver and is now operating it.

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The Evening Tribune at Pendleton published a forty page edition on September 20 as a souvenir of the Round-up. It purports to be the "biggest edition of any newspaper ever published in Eastern Oregon" and is replete with pictures and stories of Pendleton's annual celebration.

A. Whisnant, editor of the Bend Press, was recently in an auto accident and sustained injuries to his right hand when it went through the wind shield. Although badly cut, the injured member is healing rapidly.

W. H. Warren, formerly private secretary to Mayor Albee, has returned to the local staff of the Oregonian as general assignment man. Mr. Warren, prior to his appointment under Mr. Albee, was city hall reporter.

Fred G. Taylor, copy reader for the last three years on the Oregonian has resigned, having enlisted in the United States Marine Corps. Mr. Taylor was the 103rd employee of the Oregonian to join the colors.

"The Hustler" is the name of a monthly publication now being issued by the Oregonian Night Hustlers' Club of Portland, composed of night newsboys for the Oregonian.

The Ione Independent, publication of which was suspended a few months ago, has been restored to life and its publication resumed, by L. W. Charles, formerly of Scio, Albany and Newberg.

Ward Irvine, son of B. F. Irvine, associate editor of the Oregon Journal, and himself a former member of the Journal staff, recently joined the staff of the Seattle Times.

A. T. Shroder, of the Newberg Graphic, had his left hand so severely crushed in a job press, that he was obliged to lay off for some time.

Heath Youell, formerly connected with newspapers at Great Falls, Mont., is news editor of the Morning Enterprise, at Oregon City.

Guy Hughes, who publishes the Pine Valley Herald every week at Halfway, Oregon, in a letter to Oregon Exchanges, claims that living "somewhat out of the world" has its advantages, and goes on to prove his point: "There has only been one tramp printer here in seven years. We look at the calendar instead of the clock, buy milk at the old prices, have plenty of subscribers who read no other paper, have not heard of meatless and wheatless days and are not worried about a German or Japanese invasion."

City Editor Leith Abbott of the Ashland Tidings is registered in the school of journalism of the University of Oregon and holding down two reportorial positions besides. He is "cub" on the Morning Register, covering the doctors' offices, the city hall and miscellaneous night assignments. In addition he is handling special stories for the Oregon Emerald. The Tidings regrets the loss of Mr. Abbott and predicts success for him in any undertaking he may attempt.

Mrs. Olive Scott Gabriel, president of the International Association of Women Lawyers, and a prominent club woman of New York was among the visitors of the Willamette Valley Editorial Association which took place at Newport.

Thomas W. Gerber, formerly manager of the United Press office of the Oregon Journal and now western business representative of the United Press, was a recent caller at the Journal office.

Gertrude P. Corbett, society editor of the Oregonian, spent her vacation in California, visiting much of the time at San Francisco.

J. W. A. Busch, editor of the Fort Rock Times, was in Seattle for a week's business trip, returning October 17.

Claire Raley, a graduate of the University in 1916, is society editor of the Evening Tribune of Pendleton.

L. R. McCullough, editor of the Morning Astorian, Astoria, has temporarily abandoned the pen for the stage. He has written a musical comedy and now is busy getting things ready to hit the road. Mr. Cullough formerly was a Kansas City newspaperman and has handled dramatic news, besides appearing professionally on the stage.

Eugene Kelty, son of P. R. Kelty, news and night editor of the Oregonian, has been elected editor of the Lens, the school publication of Washington High School. Young Kelty has been handling school news for the Oregonian the last year.

Colonel John Cradlebaugh, veteran desk man on the Daily Capital Journal, of Salem, has a few hours respite from the desk each day and covers the state house run. This arrangement has been made since the departure of Perry Beigelman.

City Editor Ralph Cronise of the Albany Democrat spent two weeks at San Francisco with Mrs. Cronise on a honeymoon. While there Mr. and Mrs. Cronise saw a number of Eugene and Albany people.

Miss Alice Gram is now society editor of the Spectator, filling the place made vacant by the resignation of Miss Clara Wold, who is spending the winter in New York studying.

Albert Hawkins, editorial writer for the Oregonian, recently took an automobile outing into Central Oregon in company with W. Lair Thompson.

Norris McKay began work as linotype operator on the Springfield News, October 1. He is a junior at the University of Oregon.

Janette Wiggins, of Portland, has joined the local staff of the Oregonian as general assignment reporter.

George Bertz, assistant sports editor of the Journal, has been elected manager of the Multnomah Club football team for the season.

BERRIES AND TYPE

By Ed. C. Lapping, News Editor of the Astoria Evening Budget.

The bird with a polished Benny and a bamboo look-good in Boston walks down the street. What is he? A cranberry merchant, durn near every time! For Cape Cod cranberries are worth money, and money buys nifty scenery.

Presto the scene to the lower Columbia river district. A Japalac car. Riding togs. Swell armor. What is it? Cranberry king? yes and no.

For the newspapermen of the lower Columbia river district besides dumping dead type are gathering ripe cranberries. This is cranberry time, and a bunch of newshounds are coming cranberry kings.

Cranberries, by the way, will have diamonds knocked off the map for wealth in a short while, according to reliable reports rife around Astoria, where the cranberry merchants-newspapermen live. Cranberry land costs \$500 an acre just as soon as planting begins, but the value mounts to something like \$2500 an acre in four years, when the vines begin bearing fruit. Both sides of the lower Columbia river have what is declared to be the finest of cranberry land in the country. In addition to the prolific qualities of the soil, the lower Columbia river land has none of the drawbacks of Wisconsin and Cape Cod culture—extremes of weather, frost, poor drainage.

And so it is that the cranberry promoters in Astoria have hopes of great things in the future. They ought to have; every acre of cranberry land in full growth produces between 100 and 150 barrels of cranberries—and cranberries this year will be worth between \$12 and \$15 a barrel.

The newspapermen financially interested in cranberries in the lower Columbia river district are: J. S. Dellinger, publisher of the Morning Astorian; C. L. Wooden, formerly circulation man on the Evening Budget; John E. Gratke, publisher of the Evening Budget; William E. Schimpff, publicity manager of the cranberry men; William F. Gratke, mechanical foreman of the Evening Budget.

WHY HE ADVERTISES

"Advertising" means literally a turning-towards something—a directing of the attention. The question was once asked of Theodore N. Vail, president of the American Telephone and Telegraph Company, "Why do you feel that it is necessary to advertise? Everyone knows about the telephone."

"Yes," replied Mr. Vail. "It is true that everyone knows about the telephone. We want everyone to think about the telephone. That's why we advertise."

After all, the whole object of advertising is to make the public think about what the advertiser has to offer; to be drawn toward that particular house and that particular article, and, as a result, to buy that article. Men who spend fortunes for advertising are convinced that it works that way.

L. K. Harlan, who has published papers in nearly every town in Morrow and Umatilla counties, has moved farther east to La Grande for his latest venture. The Pilot Rock Record has dropped from an Inter-type to a hand set sheet as a result of Harlan's departure.

W. C. Cowgill, of Corvallis, a veteran Oregon newspaperman, and Miss Loraine Ross are new reporters on the Oregon Statesman.

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Oregon Exchanges

For the Newspapermen of the State of Oregon

Eugene, Oregon

December, 1917

Vol. 1. No. 4

John F. Carroll, Possessor of an Optimism That Made Him Fight Smiling

(By David W. Hazen of the Portland Telegram.)

Winter came. But lily petals fell instead of snowflakes. The seasons brought only flowers and sunshine to John F. Carroll. The summers of his soul knew no parching winds; the winters of his heart knew only the gladness of the Yuletide. He passed away at five minutes past 1 o'clock on the morning of December 3. Some little time before he had gone to sleep like a tired child after the day's play. After months of pain that brought forth no word of complaint, the end came peacefully at the family residence, 576 East Fifteenth street North.

Mr. Carroll was an optimist. His was the optimism that comes from Irish parentage, an optimism that is ever present, an optimism that believes in good fairies. Born in the little coal mining town of St. Clair, Pa., he always told his friends who came with sorrowful stories:

"Never say it's winter till the snow is in the bed."

Then he would laugh and explain. The miners—his father was one—lived in little cottages with clapboard roofs. These roofs became warped and when the winter storms came the wind would blow the snow into the houses. So an old Irishman whom young John Carroll knew used to tell him when the lad would be chilly at the beginning of the cold season:

"Ah, me boy, never say it's winter till th' snow's in th' bed."

Always Fought Smiling.

Taking this bit of philosophy into the world, John Francis Carroll was ever the happy warrior. Only once in his long, active career did an enemy defeat him; that was in Cheyenne, and came as a result of his stand in the so-called rustler war.

John F. Carroll was editor and half owner of the Cheyenne Leader, which he made the paper of Wyoming. He had deplored the activities of the cattle rustlers, but when his friends began their war on the small stockmen he rebelled. The Leader took up the fight for these little fellows.

"You'll have to stop that, John, or we'll make you walk out of town," was the warning given him by one who had been a warm supporter.

"The walking isn't crowded," was the reply.

Slowly but surely the cattle barons of the young commonwealth began to crush the Leader. The owners of the Leader held on and starved until they saw that the "little fellow" got a square deal, and then Mr. Carroll and his family went to Denver.

In Denver he took charge of the moribund Denver Post and built it up to be the greatest newspaper in Colorado. It was while here that he gave the greatest negro poet of the world, Paul Lawrence Dunbar, his first real start. Later he took charge of the Times and still later became statistician for the Colorado Fuel & Iron company. Then he decided to come to the Pacific coast as editor of the Oregon Daily Journal of Portland.

Was 59 Years Old.

But before the folk of Oregon met him, John Francis Carroll had led a most active life. Born June 1858, he worked as a breaker boy in the coal mines near his native town. His mother died when he was a lad, and he and his only brother, the late Bishop Carroll, were reared by an aunt. Both parents of the children were natives of Ireland.

John F. Carroll's first newspaper work was as a reporter on the Pottsville, Pa., Evening Chronicle. He reported for his paper nearly all of the famous Molly McGuire cases; 17 of these men were hanged, and the young Chronicle representative witnessed nearly all of these executions. He never talked about them in after years.

His early newspaper work was done in order to make money to attend medical college. He had been a student at the Pennsylvania Normal school, but teaching was not to his liking. Entering the medical department of the Western Reserve university at Cleveland, he studied there for some time but was compelled to quit because his eyes failed him. He never again took up the study of medicine, which he had decided to take as a preliminary course to the study of surgery.

Before going to Cleveland, John F. Carroll worked on the Missouri Republican, at St. Louis; he was city editor of the Omaha Bee in 1880-1, when the elder Rosewater was struggling to make this paper live. Mr. Carroll used jokingly to tell how his employer would go down the alleys and by-paths on his way to and from the office in order to dodge printers and other creditors.

Rose Festival and Public Market.

Mr. Carroll came to Portland in August, 1903. In May, 1906, he was made editor and publisher of the Evening Telegram. It was an editorial he wrote for the Telegram that started the annual Rose Festival. He was ever active for civic betterment, the fight he made for a public market having been won after several years of hard work. As a token of his labors, when the market was at last established it was named the Carroll public market.

He was a great reader; the best of all literature he knew—classics, history and biography, the sciences, and for light reading, mystery stories. He was a lover of all the fine arts, and his knowledge of painting and porcelain, of etchings and rugs, of gems and tapestries, was far above that of the student layman.

He was a member of the Scottish Rite Masons and the Mystic Shrine.

Retrenching in Home Trenches

(By Sam Raddon, Jr., Northwest Editor, the Journal.)

Opportunity for broad, constructive, patriotic war-service of permanent value and effect is presented newspaper publishers of Oregon, city and country, in promotion of the government's new war savings certificates and thrift stamp campaign.

The newspapers have been asked to spread the gospel of retrenchment in the home trenches. They will do it, as they have done in the past, and as they will continue to do whenever the request is made until the world has been made safe for democracy.

Thrift, moreover, is a good gospel.

The thrift campaign is to be largely a campaign of education, even though the implied objective of the propaganda is money (of which Oregon's apportionment is \$17,244,780,) for war purposes.

The real objective is a broader, deeper one, the interest returns upon which cannot be computed. It is the development of the idea of the virtue of thrift, until thrift shall have become a national characteristic, not only for the duration of the war but for all time. The potential results of systematic saving as a national endeavor, are immeasurable.

President Wilson feels that the campaign is a most vital one. "I suppose not many fortunate by-products can come out of a war," said the President in addressing the war-saving committee, "but if the United States can learn something about saving, out of the war, it will be worth the cost of the war. I mean the initial cost of it in money and resources. I suppose we have not known that there was any limit to our resources; we are now finding out there may be if we are not careful."

John F. Hylan, mayor-elect of the city of New York, is a member of the war-savings committee in New York. "The plan for selling the war-saving stamps," says Judge Hylan, "appeals to me more than any other financing that has been attempted since the war began. This is because, entirely apart from patriotism, I can see an infinite number of personal benefits of a practical nature that will come to every good American who begins buying stamps at this time. The benefit derived from saving is the most practical benefit in the world. We in America have much to learn about economy and thrift, and any medium by which these virtues are taught will have good effect."

The campaign will be of wide appeal, for it must reach the workers of the nation, offering them opportunity to do their "bit" financially, and it will be a popular campaign and a successful one once its objectives are understood.

It remains then for the newspapers of the state to drive home the virtues of thrift, in war-times and peace, until they are implanted and clinched in every heart in the union.

Next month which one of you is going to send us something we can use? Let it be anything that will interest the newspaper men of the state.

For You Newspaper Soldiers

(By Emma Wootton)

In this day of shrapnel, camouflage, and reveille, you former journalism students of the University, and you newspaper men of the state, who are now keeping yourselves busy—or trying to at least—in Uncle Sam's army and navy are liable to forget, perhaps, that there is a state University.

Of course you wouldn't admit that you are in the process of forgetting the University because your ears are full of the sounds of war. You wouldn't forget it, but lest you should, here are some happenings of the University that you'll want to know just because you are interested in it, and because you haven't forgotten. These notes are for you newspaper men and former newspaper aspirants. They will keep you in touch, perhaps.

It has been said by a certain newspaperman of the state that he is glad to find out what journalism students are cut out for. So many of them have enlisted and they all make excellent soldiers. But notwithstanding this little shot, the loss of these students is felt greatly on the campus.

Perhaps in no other school or department of the University is the toll of the war felt as it is in the school of journalism.

You rallied splendidly to the call but you left a great hole that can't be filled by the girls and the few men in the advanced courses.

The Emerald was perhaps the first to suffer, because so many have gone. Almost all of you did your part toward making it a success. It was hard to take up the work on it at the beginning of the year without you. But with Harry Crain as editor it has been pulling up to its old standard.

Jeannette Calkins is making just about the best business manager the Emerald has ever had. She has a go to her that sees a thing through. At the beginning of the year it was not an uncommon thing for her to stay up till two o'clock in the morning cutting and folding the paper. Then she would get up at five to deliver it herself in her car. With a force like this, things have to go.

William Haseltine is news editor; Robert McNary is make-up editor; Beatrice Thurston, women's editor; Douglas Mullarky, feature editor; Melvin Solve, dramatic editor; Pearl Crain, society editor; Lay Carlisle, assistant manager; and Catherine Dobie, circulation manager.

Beatrice Thurston, women's editor of the Emerald, is also combining her newspaper work with band music. She was elected manager of the band.

For the first month the Emerald was printed in Yoran and Koke's printing shop, but at the end of this time it was returned to the Guard office on account of the facilities there that made the printing cover less time.

You would be surprised if you could see the additions in the way of machines that have been made in the office of the school of journalism. A linotype of the latest model of the double magazine, side auxiliary type, has been installed; a power run stitcher for binding pamphlets, catalogues, etc., is in its place; a new Babcock-Optimus cylinder press is in the ordering.

Registration this year surpassed all expectations and predictions—it neared the 900 mark. In only one way did the war affect the Oregon student body—there are now registered approximately the same number of girls as men. Previously the percentage had run about 60 per cent men to 40 per cent girls. A remarkable increase was shown in the freshmen registration. A gain of 25 per cent was made over last year.

All of you former University students will soon be receiving the Emerald at your camp, if you are not already doing so. The student body granted a fund of \$100 for this purpose and the Alumni association is assuming the rest of the expense. The University wishes to keep you in touch with its doings.

Honors never come singly, you know. Jeannette Calkins, business manager of the Emerald, has been elected president of the women's band. This band, which the girls all are sure will soon replace the men's band, toots under the supervision of Albert Perfect. Many of the girls had never seen an instrument at close range before but they have already reached the waltz stage.

The women of the University are going to show their pride in the University men who are in service by making a service flag. There will be a star for each of you former students on it. It will measure 10 by 18 feet and will display from 350 to 400 stars. It will hang in front of the administration building.

An intensive course in advertising will be offered next term, combining work in the schools of commerce and journalism and the department of psychology. The course will be five hours and will be completed in one term.

There is a strong demand for men and women to take charge of the advertising in large stores and many calls have been made on the school of journalism this fall which it has been impossible to fill.

"Let's Go, Boys, Let's Go" is the name of the new rooter's song composed by W. F. G. Thacher, who is teaching in the school of journalism, too, this year. The song is full of "jazz" and has original music.

Will J. Hayner Gives Answer

To the Editor Oregon Exchanges:

I have read with some interest F. S. Minshall's article on "Organization of County Units," published in the November number of Oregon Exchanges, and while his theory seems logical, I believe it can be conclusively shown that such an organization is not practical.

In the first place, while the interests of the small town weekly publisher and the big town daily publisher are in a manner identical, the big town publisher is too apt to have a desire to corner the bulk of the business in the county, regardless of the fact that by so doing he cripples the small town publisher.

While we dislike to accuse the big town publishers of having selfish motives in the matter, the fact remains that they have taken but little interest in questions which advocated changes in existing laws that would tend to give the small town publishers business justly due them. As an illustration, we will take the matter of notices for teachers' examinations, usually sent to the two papers in a county having the largest circulations. The fact that these two papers may be published in the same town makes no difference. The county superintendent of schools must comply with the law, and as a result it is not infrequent that two papers in the same town or the same locality publish the notices. This is not only an injustice to the teachers, who are to be found in every town and hamlet in the state, and who depend upon their local papers for information, but it is also an injustice to the small town publisher, as it results in his paper losing prestige as a medium of information, and eventually he learns that some of his former subscribers are regular readers of one or the other of the papers with the alleged largest list of subscribers.

Then again, the publisher of the big town daily or weekly is too apt to conclude that he is in a class a little above the small town weekly publisher, and is entitled to a little more consideration in the way of patronage than his humble brother. This was demonstrated at the meeting of the Oregon State Editorial association in Medford in 1916. On that occasion the publishers of the county dailies and big town weeklies got together at a meeting from which the small town publishers were excluded, and entered into an arrangement whereby print paper was to be purchased in carload lots and distributed from two or three central points to those publishers who were "in" on the deal. In this manner print paper could be obtained at a lesser cost than where publishers were buying in dozen bundle lots, and therefore meant a considerable saving on the cost of publishing a newspaper. As this arrangement was a saving proposition in production, why were the small town publishers excluded from the benefit? As the object of the editorial association is presumed to be for the mutual benefit of all its members, why was it that the small town weekly publishers were not invited to cooperate in this matter of obtaining print paper at a lower price? Would such a procedure as this invite the organization of county units as suggested by Mr. Minshall?

The fight in the state legislature last winter to retain the delinquent tax list in its present form was not in the interest of the small town weeklies. Had this been the case an effort would have been made by the "legislative committee" of the editorial association to obtain a law that would have divided the tax list and provided that all parcels of land on which taxes were delinquent should be published in the paper nearest the property. A law along this line would have given every publisher a square deal and would also have given the delinquent tax list a much wider publicity. As the law now stands, it is not unusual to see two papers in the same town publishing the delinquent tax list.

The provisions of the law which provide that all the county patronage shall go to the two papers of opposite political affiliation having the largest circulations is unfair. The weekly publisher in the small town is paying his proportionate share of the taxes and is entitled to his proportionate share of the county printing. Bids for bonds, for road construction, for wood and other matters from the county court, job printing from the several county offices, and other work which should be divided among the various printers in each county, or awarded to the lowest responsible bidder, is all turned over to the paper with the alleged largest circulation.

To exist the small town publisher must have business, and there is no valid reason why he should not receive his proportionate share of the county printing. But no relief from present conditions would follow the organization of county units. The publishers who now have the lion's share would expect to retain it, and as soon as the small town publishers suggested changes in the state law that would give them a county "take" occasionally, trouble would follow.

The writer is a member of the Oregon State Editorial association and while he believes it has some good features, he does think that those at the head of its affairs have not shown that interest in the welfare of the small town publisher to which he is entitled. Not until the publishers of the small town weeklies get together and form an organization from which the "biggest list" publishers are excluded, can they hope to "come into their own." Such an organization must strive for laws which would give them a "look in" on county patronage, and thus enable them to attain a higher standard of value in the communities where they are published. The present editorial associations in Oregon are all right so far as the country dailies and the big town weeklies are concerned, but publishers of small town weeklies can hope for nothing in the way of "fat takes" through these associations unless there be some agreement or understanding which will assure a benefit for all instead of a few. There must be a mutual interest between the big town and small town publishers, otherwise it is a "house divided against itself," and the real object for which editorial associations were ostensibly formed is lost. Small town publishers could no doubt organize county units to good advantage to themselves, but in order to get results such units must be composed of small town publishers exclusively.

(Signed) WILL J. HAYNER.

The Sword is Mightier Than the Pen

Letters From Newspaper Men and Women in the Service Show Great Variety of Work

Carmen Swanson, a former journalism student of the University, writes from the Puget Sound navy yard:—

"Technically we haven't reached the front yet at the navy yard, Puget Sound, Washington, but for active service the trenches 'haven't got anything on us.'

"We have a little war all our own here—a war on the endurance of women. Meek, tired 'sailorettes' bow to the command 'work ten hours a day' and, 'work Sunday—all day.' Sometimes these little 'sailorettes' pounding a typewriter all day, wonder dumbly why civil service girls doing the same or lighter work, receive higher base pay than they, and why these girls also receive compensation for overtime and Sunday work, but they cheer the flag at every picture show and cry 'My Country, 'Tis of Thee.' Our country has to save its Liberty bonds some way, and let ours be the silent and forgotten glory.

"In our office we feel ourselves peculiarly honored, for not every enlisted girl enjoys the same opportunity for patriotism, even at Puget Sound. Many of the offices ask only seven paltry hours a day—and only every third Sunday. And of course these girls receive the same pay as we. Somehow we can't but pity them as being denied their due share of glory, and while sensible of our advantage, believe that in all fairness these girls should be permitted the same opportunity with us.

"Several boys have enlisted for yeoman duty also, and they enjoy the same conditions of work afore-mentioned. Enlisted men, seaman branch, say they find life dull, with little to do. They have two afternoons for liberty leave each week. A small liberty, moving pictures, and an occasional dance and entertainment vary the monotony. The Y. M. C. A. supervises the dancing and entertainments. To these dances are bidden yard employees of the fair sex, those possessing histrionic talent being given an opportunity to demonstrate before the 'free for all' dancing begins.

"And these dances give even the wall flowers a chance to come before the public, for the sailors display rare gallantry in rescuing one from oblivion. The sailors I have met are fine, clean fellows, a type which I think prevails, despite statements to the contrary. Most of them are eager for sea duty—to thrash the Kaiser, they say.

"And we 'sailorettes'—well, we'll just stay on the job at the rear of the front—that all may be well with our boys who go to fight for Uncle Sam and Liberty."

Sergeant Joe L. Skelton of the 13th Aero Squadron at Garden City, R. I., a former student in the University of Oregon school of journalism, writes as follows:

"I left Eugene last April and went to Vancouver Barracks where I enlisted in the aviation section of the signal corps. From there we were sent to Camp Kelly at South San Antonio, Texas. I guess that is the worst place in the United States. It was hot and we had drill, squads right, squads left and to the rear march stuff until we got tired of it. Then we didn't get enough to eat and it was dusty and the wind blew the whole state of Texas back and forth through that camp every day and about the time a fellow would get a few army beans in his mess kit a whirlwind would come along and fill it full of dust. The country was full of rattlesnakes, tarantulas, horned toads, lizards and Mexicans, and we were sure glad when we left there the 5th of July for Dayton, Ohio. Our company was made the 13th Aero Squadron, and was the first to leave the field.

"We went to the new Wilbur Wright field at Dayton, where we had nice barracks. We got busy assembling planes and keeping them in flying condition. There is a crew in charge of each plane. The crew chief is responsible for the plane and under him he has a motor man and several other helpers. I started as motorman and worked up to crew chief and a sergeant. It was in Dayton that I spent quite a while in the air. The longest trip I had was from the field to Cincinnati and back. On that trip we were in the air about two hours and a half.

"A little more than a month ago we left there and came to the field at Garden City, R. I., which is a second unit to the flying field at Mincola and just across the road from Camp Mills.

"This is the jumping off place and now we're waiting for orders to go across. And the way things look right now, we're liable to go aboard a transport most any time."

The medical corps of the United States army has attracted three Oregon newspaper men who are now encamped at Camp Lewis, American Lake, Washington, the site of the Ninety-First division of the National army. They are Earl R. Goodwin, formerly sports writer for the Morning Oregonian, who is a member of Field Hospital B; Percy A. Boatman, a sergeant in the 361st Ambulance company, and Forrest Peil, a private in the latter company. Boatman wrote considerably for the Oregon Emerald, the student publication at the University of Oregon, and for papers in Spokane, Washington, his home town. Peil formerly was city editor of the Evening Herald at Klamath Falls, Oregon, and later reporter on the Morning Register of Eugene.

These men, all of them in their early twenties, should not be classed with the drafted men in the National army because they are stationed at Camp Lewis. They volunteered for service last spring when the field hospital company was formed at Portland and the ambulance company at Eugene with volunteers. Their companies are attached to the 91st division, which is

made up almost entirely of drafted men from the states west of the Rocky mountains.

When Goodman, Boatman and Peil arrived at Camp Lewis they were not long in taking up in a small way the work dear to them. From time to time they sent articles to Oregon newspapers, telling of conditions at Camp Lewis in general and particularly of the way the men in volunteer Oregon companies were faring. They expected to continue this practice throughout the war, both because of the possible profits and because they wanted to keep as actively as possible in the game of slinging ink. It was not long, however, until Major General H. A. Greene, commander of the 91st division, issued a general order forbidding "any officer or enlisted man of the division from acting as a newspaper correspondent or from sending any matter, written or photographic, for publication." With no little disappointment this order was read, but without a murmur, as any good soldier would have done, the boys discontinued writing stories.

This is bound to result in some staleness in the boys, but it is pretty certain that at the end of the war, if they are alive, they will walk into some Oregon newspaper office and ask for a job. And they will expect to get it. Meanwhile they are learning how to execute "fours right," how to check a hemorrhage, and how to lift a wounded man onto a litter to carry him to an ambulance.

P. H. Holmberg, formerly a reporter on the Evening Telegram, and for seven years a member of the staff, writes from the naval station at Seattle:

"It always has been my opinion that the navy is the best branch of service, and now, after about four months' experience, I am convinced that I am right. The navy offers many opportunities for willing men, and this is true now more than ever before in the history of the United States.

"I enlisted in the Oregon naval militia in Portland on August 5, 1917, and left for the U. S. naval training station, Seattle, on August 9. Although my present rating is seaman second class, I have hopes of becoming a wireless operator before going to sea. The government is operating a radio school at the University of Washington, and I have been attending classes for about eight weeks. Like the majority of men attending the school, I knew nothing about wireless work before entering the service.

"The training camp is ideally located on Lake Union, only six miles from the Seattle postoffice. The men sleep in tents, and comfortable folding cots, with sufficient blankets, have been provided. A welfare building with bowling alleys, billiard tables, library and dance hall, is a feature of the camp.

"The caliber of men at this particular camp is of the highest standard. A large percentage are college men and come from the best families of this section of the country. Many men have already left for sea duty, and those remaining are ready to go. As Chaplain James often remarks, 'They will be heard from before this war is over.' "

Charles Collier, an ex-student in the school of journalism, and now stationed at the marine barracks at San Diego, in a recent letter says:

"San Diego is the best place that I know of after having spent three months here upon leaving the Mare Island training camp.

"We marines are stationed within the beautiful exposition grounds now called Balboa Park. Here also is located the navy dry land training school, for which the fair buildings serve as quarters and the large paved 'plaza' as a drill ground.

"Of course the marines are proud of their football team, and as we have other diversions besides digging trenches, we are no longer recruits and have hopes of getting to France; at least a number are studying French with that in view.

"One of the recruits had been instructed in sentinel duties. He was approached at night by an officer and he brought his rifle to port arms and called out 'halt!' The officer stopped and remained some time in the dark and then asked the sentinel, 'Well, what are you going to do now?' The recruit was a little nonplussed, but, remembering part of his instructions, 'I'm going to halt you once more and then shoot you.' Of course we are experienced guards now, though to date we have guarded nothing more important than the lawns and organ on the grounds."

Frederick K. Kingsbury, ex '20, a former journalism student of the University, writes from Harvard University where he is training for the naval radio service. "Harvard University has turned over to the navy eight buildings, which are used for class rooms and dormitories. We have 2200 men here now, all training for the naval radio service. At the end of a sixteen weeks' course, we are sent to sea, some directly from here, but others from the receiving ships at Norfolk, Virginia.

"This life is very uncertain, for one never knows where he's going. My course will be over January 19, and then I expect to be sent to some destroyer in the war zone. Of course no one knows just where these ships are, but the North sea is by no means the only field of activity of our destroyers, for one recently transferred from Cairo has been heard from at Naples, Italy. If anyone were to ask me for the main thing in this navy life, I would say 'uncertainty.'"

Sergeant Harry B. Critchlow, Camp Lewis, formerly reporter on the Portland Evening Telegram, Salt Lake City Herald-Republican and Chicago Evening American, writes:

"After more than four months of grind in the regular army I have found but one thing I do not like. The grub is fine—I have gained 14 pounds—the bunks are O. K.; the drill is man-making in its habits; but that 'revelee' business is 'the nuts.' I can see only one redeeming feature: the regimental band plays popular rag time pieces while you dress. As luck has it they do not play the 'Star Spangled Banner.' I do not care to stand at attention these cold mornings unless entirely dressed.

"As I see it, the newspaper man who enlists will greatly profit by his experience, if he returns from the war alive. Every day is cram full of

incidents that stamp themselves in the mind of the reporter soldier and broaden him in his vision. The man who has the ability can recall these incidents after the war, to his financial advantage.

"When I left the Chicago Evening American in July and enlisted, all of the red-blooded newspaper men in the 'Windy City' were joining the colors. The newspaper game has long had the reputation of having men who had nerve and I think the names of the many men in the profession that are now on the various muster rolls, amply justify that reputation.

"Just now the sword is mightier than the pen."

In writing of his experience in the navy, George Colton, a former student in the school of journalism, writes:

"It is a far jump from journalism to active service in the United States navy. But the transition was accomplished when I was called to the colors on Friday, the thirteenth of April, and I was given an assignment that will take to the end of the war to cover.

"To be satisfied with Mars' demands on one is a fortunate thing in going to war. Often this does not happen, but in my case I have the opportunity of combining duty with valuable technical training and considerable pleasure.

"My ship has visited many foreign countries, and in the last nine months I have cruised approximately 20,000 miles on the Pacific ocean and the South seas. To visit Latin America before the war would have been a rare pleasure, but due to the war I am doing my 'bit' as a machinist's mate and yet seeing many foreign countries, and how their inhabitants look and live.

"Many strange things happen in the South seas, where the blood runs warm, and men can be won to any cause by the glint of gold. Germany knows the power of her gold and intrigues, and is desperately trying to retain control of the countries that have not declared war against her. But she is gradually losing her hold, and recent indications that I have seen and heard point to a united South America behind the allied cause."

"Getting and Charging"

(By Bert R. Greer, Editor and Owner of the Ashland Tidings.)

The Advertising Association of America, composed of all creditable advertising agencies, is one of the best organizations in the country. It is organized for self protection. They have a system whereby they know more about your rates than you do. They found it absolutely necessary to know the LOWEST rate at which business could be placed in your newspaper. As long as one agent had one rate and others another the one having the highest was badly handicapped in securing business because the other agent could run a given schedule in the same bunch of papers at a less rate, and, of course, he got the business. The members of this association exchange a list giving the lowest rate obtainable by any agent

for space in your paper. No agent will place business with you at a higher rate, because he knows you are taking business lower from his competitor. Therefore, that fact is the first calculation in determining how to get foreign business and get the money for it.

FIRST: Have one rate and stick to it. Unless you do that you are a gener.

SECOND: Do not sell preferred position at any price. The preferred position scheme was originated as a method of grabbing free insertions. The Tidings absolutely refuses to sell preferred position, yet it always delivers preferred position whenever possible, on the theory that the paper must produce results in order to justify continuance of the business. The foreman in the Tidings office knows he will be called on the carpet for bad positions on foreign ads. and the third offense is capital and de-capitable.

THIRD: Recognize the fact that the square foreign agent is a big asset to the country newspaper, cooperate with him in every legitimate way in helping him to get business. If there was no foreign agent there would be no foreign business. He is a creator of business for country papers and should be so regarded. Let him know you appreciate him and do not consider him a grafter, but a valuable asset. If he insists on grafting out him out and tell him why. It will do him good.

FOURTH: Always keep your paper before the live agent. Send sample copies to the advertiser direct, telling him what he is missing by not using your paper and asking him to call his advertising department's attention to the value of your publication. The Tidings has secured many valuable contracts through the insistence of the advertiser with the agent that this field be covered.

FIFTH: Never quote your agent's discount directly to advertisers. That discount must be confidential, for, what use would the advertiser have for the agent if he could place his business direct on as favorable terms without the agent? Remember, the agent is and should be considered your agent. He is rustling business for you. Give him a chance to get it. Help him get it. The advertising card of the Tidings carries the gross rate, but is marked net. When it goes to a credited agency there is written in ink on the margin, "15 per cent commission to established agencies only." That protects the agent.

These are some of the main principles which have given the Tidings more foreign advertising than other southern Oregon publications.

The Tidings rate has been raised from 8 to 17½ cents the inch in five years without losing a standard advertiser. We write it in the contract that no other advertiser has a less rate. To "stick, brother, stick" is a great factor.

James Sheehy, president of the student body of the University, and athletic editor of the Emerald last year, was appointed head of the food conservation drive here on the campus. How he worked it is not known, but now all of the houses are holding meatless, wheatless, and butterless days, and many of the women claim that they are eating less candy.

Oregon Exchanges

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STAFF THIS ISSUE

Editor Bob McNary
Assistant Editor Miriam Page
Managing Editor Adrienne Epping
Exchange Editor Emma Wootton
Circulation Manager Rosamund Shaw

Contributions of articles and items of
interest to editors, publishers and printers
of the state are welcomed.

John F. Carroll, Deceased

With the death of John F. Carroll, editor of the Evening Telegram, the state of Oregon loses one of its most competent, well liked men. Mr. Carroll was at all times the full-fledged newspaper man. He was square. He was wide awake. He was a worker, and during the days of his life he set an example of hard labor that it would be well for a great number of editors of the state to take to heart.

Now, of course, someone is to take his place. Who that someone will be remains a question that the newspaper men all over are watching with interest. Whether some one of the office staff will step into Mr. Carroll's shoes and take charge or whether an outsider will be brought in, no one seems to know.

But the fact remains, that whoever takes his place, be he outsider or be he local man, that person will have to "get up and move." Carroll took the Telegram and made it a go—he changed the location and the publishing of the paper; now, the man who takes his place will have to work and work hard.

Someone give us a slogan. "The Biggest, the Best, the Only Paper," or something like that. Make it new.

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Greetings to the Men at the Front

To you Oregon newspaper men in the service, we are sending this issue of Oregon Exchanges, with the express purpose of giving you a little news on what your fellows are doing. We have gathered together notes from all over the state and are sending them to you so that you may put in a little of that spare time by posting yourselves on the doings of old friends.

Your duty is to fight for the nation and uphold the glory of the flag at the front. Ours is to help you all we can, and to keep up the spirit at home. We will all be in it sooner or later, but until we are, we intend to do our bit here to keep the men cheerful and in good spirits.

The time will come when more of us will go, either through voluntary enlistment or through the draft, and when we do reach that stage we hope that we may stand up to our new duties and "face the music" as well as you are doing.

You have not been tried out at the front "over there" as yet, but when you are, just remember that we are here in Oregon, trying our best to keep things at home going and trying to help in any way that we may.

We are pulling for you and hope that our pulling will bring you back to us and to the newspaper business of the state.

To you soldiers who have sent in a few little items of interest—and we read them all with interest—we want to extend the thanks of the staff of Oregon Exchanges. If you think that it is any snap for a green bunch of students to take hold of a thing like this and make it go, you are sadly mistaken. We started without any knowledge of anything print-wise—and we have gotten thus far. If it takes up a little of your spare time, we are assured that we have done some little good; if it doesn't hit the spot—well, we have had the practice anyway.

There Are Five of Us Here

"What has become of the custom of giving the editor of the small country newspaper a turkey on Christmas?" the Central Oregon Enterprise wants to know.

"The custom was a beautiful one," it says, "and should not be allowed to become obsolete. . . . We are not too proud to accept a turkey. . . . so don't be backward about bringing it around. We'll tie it to our editorial foot and make it roost on the head of our bed." And everywhere the editor goes, that turkey is sure to go, too.

Educational Newspapers

The newspaper as an educational institution is becoming ever more important and more indispensable. Especially now, when each day brings its quota of new and startling events so vital to every American, does the daily newspaper supply a pressing need. Educators have felt this and have instituted as a part of the routine of the school day the reading and discussion of the previous day's events as they are told clearly and briefly by the daily press.

The daily newspaper is coming to be used by schools and colleges as a text book; and it is safe to say that it will prove to be just as valuable, just as economical, and just as fair as any other in use at the present time.

Landed in the Street

The following story clipped from one of the papers on our exchange desk, might help a good many advertisers if they could get a little "peep" at it.

"A thin, sickly, little man entered one of the stores in one of our small towns recently and quietly seated himself on a convenient chair. One of the clerks approached and asked if he wished to purchase anything. 'Oh, no,' said the man, 'I just dropped in for a few minutes.' After an hour had passed, the manager of the store, becoming curious, approached him and asked what

could be done for him. 'Why, nothing that I know of,' said the man, 'You see I have a nervous prostration and the doctor told me to stay in a quiet place. Noticing that you do not advertise, I thought this would be about the quietest place I could find.' Let me tell you it was anything but quiet there for a few minutes. The poor man found himself in the street wishing that he had landed on a feather bed. But the next week the store surprised itself with a big display ad in the home paper."

Help Us Out

If you are working in a newspaper office and are in touch with the men, it would be greatly appreciated by Oregon Exchanges if you would send in the names of your men in the service. We are trying to send them all the news possible, but there are many whom we have not been able to locate and place on our mailing list. We are trying to keep the newspaper soldiers informed as to the newspaper doings at home. Will you keep us informed as to their whereabouts? It is no little task, and we need your help.

A Come-Back

Editor Oregon Exchanges:

I note in the last issue of your very valuable publication, to which I have been a contributing subscriber ever since its first issue, an item quoted from the Harrisburg Bulletin, of which one W. C. Conner is editor, in which it is stated that I recently sold a second hand typewriter, which the customer returned because the cap "I" was all battered to pieces. This is the first time that I have ever caught Bill Conner telling the truth, and he didn't tell the whole truth this time, for a truth only half told is almost as bad as a lie. The fact he neglected to state was that the typewriter was one I had never used, having got it in taking over the Leader, of which Conner was editor, and not having time to repair it, I sold it to the first fellow willing to carry it away

—(Signed) Elbert Bede.

On Land and Sea

More than 100 employees of the Oregonian have joined the colors and are now serving at home and abroad. The list includes men in all departments. Some of them held responsible executive positions. The editorial department supplied a number of men who won commissions and there are non-commissioned officers scattered generously throughout the lists from all departments. A comparatively complete list of the men who are now in the service follows:

Editorial Department—Captain Austin B. Richardson, 364th Infantry, Camp Lewis, American Lake; Captain Walter de L. Giffard, "Somewhere in Europe" with British forces (left October 3, 1914); Lieutenant Roscoe Fawcett, Camp Kearney, San Diego Flying School, San Diego, Cal.; Lieutenant Jerrold Owen, 364th Infantry, Camp Lewis, American Lake, Wash.; Lieutenant James Cellars, Artillery, American Lake; J. Willard Shaver, American Expeditionary Force, Co. F, 18th Railway Engineers; Earl Goodwin, Field Hospital, American Lake; Fred G. Taylor, Marine Barracks, Naval Station, Guam; Harry M. Grayson, 100th Co., 9th Regiment, Marine Corps, Quantico, Va.; Corporal Charles P. Ford, Headquarters 68th Artillery Brigade, 41st Division, Camp Mills, Long Island, N. Y.; Frank W. Barton, Co. F, 18th Railway Engineers, American Expeditionary Force; William Smyth, Ambulance Unit, American Lake; Earl Johnson, Aviation; Frank Hochfeld, Coast Artillery (since discharged, physical disability).

Mechanical Department—Press Room: Russell McCoy, Headquarters Co., 61st Division, Camp Mills, Hempstead, L. I. Stereotype Room: Ralph E. Henderson, Co. C, 117th Engineers, 42nd Division, "Somewhere in France"; James F. Dewey, 93rd Co., Coast Artillery Corps, Fort Stevens; Jacob Warren, 162nd Infantry (formerly Third Oregon). Composing Room: W. D. Brewer, Headquarters Co., 361st Infantry, National Army, Camp Lewis, American Lake; Fred Durette, Aviation, Kelly Field, San Antonio, Texas; A. B. Coughlan, Co. B, 116th Engineers, 41st Division; Fred Barker, Headquarters Co., 116th Engineers, 41st Division.

Business Office—Charles C. Chatterton, Ordnance Department, U. S. Arsenal, San Antonio, Texas; Raymond Hill, Bugler, Marine Barracks, Bremerton, Wash.; Colin A. Fowler, Corporal, U. S. Marine Barracks, Bremerton, Wash.; Kenneth Ross, Sergeant, 162nd Infantry; David Geil, Corporal, 162nd Infantry; Second Lieutenant Neal Tyson, probably in France, attached to Third Oregon; Lex Humphrey, Corporal, Third Oregon Machine Gun Company; Lieutenant Leslie Ross, 12th Infantry, Presidio; Harry Bloor, Canadian Guards.

Mailing Room—E. Burton, C. Dillon, B. E. Donahy, W. G. Gregory, H. Hochfeld, P. Hudson, C. O. Harris, W. C. Kelly, F. Ahlson, C. C. Wright, C. E. Young, W. R. Vetter, Navy.

Circulation Department—Kenneth Joy, Co. A, 116th Engineers, 41st Division; Oron Lear, U. S. Marines, Mare Island; Elwood Gallien, U. S. Marines, Bremerton, Wash.; Jack Montgomery, Radio Service, Fort Stevens.

Carriers—Richard D. Akers, Charles Allen, Andreas Albrecht, Frank Angel, Gordon Babb, Harold Bergen, DeWalt Bonebreak, Harold Burnett, Frank Bosch, Don Beery, C. C. Callahan, Ransom Cook, Hugh Clerin, Newland Conrad, Percy Davis, Claire Elrod, Jack Erlinger, George Ferguson, Harold Feese, W. W. Foster, Clayton Frisbie, Albert Gentner, George Graves, Will Gregory, Ray Hawkins, Andrew Heeb, Oscar Heintz, Augustas Hixon, Ward Holcomb, Ralph Holliday, George Hoban, Wayne Houston, John Langley, James Jordan, M. Kiririshian, Ben Lietgarn, Thomas Lovell, Walter Middleton, Leslie Merrick, Magnus Morud, C. M. Morris, Pierre Miller, Louis Miner, Ronald O'Connor, B. H. Parkinson, Raymond Powell, Hafften Paulson, Alvin Peters, Kenneth Ross, Claude Boycroft, Joseph Salstrom, Charles Sivenius, Willard Soden, Morgan Staten, Frank Simmons Jr., Theodore Squires, Nathan Twining, Ralph Tyman, Carl Wagner, Thad Wilson, Winfield Wallace, Chancey Wightman, Fred Wiegand, Glover Young.

The following men from the editorial department have enlisted in the Base Hospital Unit No. 46, and expect to be called early in 1918: Paul Ryan, night police reporter; Fred W. White, day police reporter; Lynn Davies, general assignment reporter, who was formerly in the Canadian contingent.

Joseph Patterson, formerly of the reportorial and field correspondence staff, has served almost a year in France with the American Ambulance company. He is now at home and expects to return to France with a fighting unit in the spring.

The Journal is represented in the nation's service by 38 young men from its various departments, all of whom are serving in the different branches of the army, navy and marine corps as volunteers. No sooner had the first call for men been sounded, last April, than it began to be answered by these boys who now are scattered far and wide on land and sea.

Of these 38 men, seven are from the business office and advertising departments, seven from the editorial department, 23 from the circulation department and one from the mailing room. They are as follows:

Business Office—Philip Jackson, first lieutenant, quartermaster corps; Will F. Hessian, second lieutenant, field artillery; James I. Jordan, marines; Will Farrow, field artillery; Fernald Cornwell, field artillery; Frank Herbert, infantry; Reed Moore, quartermaster corps.

Editorial Department—F. D. McNaughton, field hospital service; Clyde A. Beals, field hospital service; F. H. McNeill, engineers (road); Leland Thibert, field artillery; Rex Stewart, marines; Paul D. Murphy, American field service; Stewart O. Blythe, bureau of public information.

Circulation Department—Bernard Anderson, navy; Byron Mathews, navy; Ray Fox, navy; Pete De Cicco, aviation; Alden Kelly, aviation; William Farmer, aviation; Horace Wilson, ordnance; Earl Harkins, ordnance; J. K. Zinck, engineers; Herbert Goodwin, engineers; Carl Roehr Jr., engineers; Don McClallen, machine gun; Charles Herbert, cavalry; Frank Davies, infantry; Wallace Potter, infantry; Lawrence Dinneen, infantry; Claire Alden, field artillery; Sam Reichenstein, coast artillery; Russell

Kidder, field artillery; Bollin Lobaugh, coast artillery; Merle Brown, coast artillery; Arthur Farmer, coast artillery.

Mailing Room—Clyde Raymond, field hospital.

In addition the following 69 young men, all former members of the Journal Carrier's association, have answered the call to colors:

Navy—Errol Willett, Blwyn Weston, Hallard Bailey, Stuart Robertson, Barnes French, Frank Beach, George W. Stiverson, Raymond Weston, James Bowen, Leon Devereaux.

Engineers—Varner McCormack, Russell Colwell, Webster Jones, William Harmon, Howard Woodburn, Herbert Sessions, Walter Gerstel, Harold Farmer, Leland Garner, Arne Rae, Howells Dickinson, Elmer H. McCormack, Morton Hager, Donald Campbell, Wilfred P. Watkins.

Infantry—Harry Hollister, Donald Dymont, Reuben Voss, William G. Geiger, Alvah Weston, Irving Wiley, Frank Robinson, Jesse Holden, Aaron Cohen, Herbert M. Strickland, Don V. Beery, John L. Folkins, Laurence Trowbridge, Lawry J. Jefferson, Robert Huntress, Stephen A. Church, Magnus Morud, Ben Lichtgarn, Minot S. Fry, Charles G. Bluett.

Coast Artillery—William McKibben, Harry Kurtz, Warren Lewis, John Scott, Lee Berkley, Clarence Stephenson, John R. Victors, Alvin F. Peters, Harry W. Moss, Seth Nygren, Letcher Nelson.

Cavalry—Baltes Allen, Glenn S. Campbell, Clark White, Lloyd Beppy.

Quartermaster Corps—Lloyd Holmes, Ben F. Sinsheimer Jr.

Machine Gun—Lawrence Brown.

Aviation—Roland Toevs.

Field Artillery—Francis B. Haffenden.

Ambulance Service—Albert Gentner.

Radio Service—John Wells, Gale Moore.

In the field of correspondence in various points in the Pacific Northwest, approximately 20 Journal writers have left their occupations to enter the federal service.

A Home-Made Paper Punch

(A suggestion by F. S. Minshall, Editor of the Benton County Review)

The materials to be used are: a brace and five-eighths and quarter inch bits, both of which should be very sharp; two five-eighths inch bolts eight inches long, with washers and handle taps; a piece of furniture 80 cms long by 10 cms wide, and two 2 by 2 inch pieces six inches long.

Bore holes in the ends of the furniture; lay upon the end of a strong table or counter and bore holes to correspond; insert bolts heads down; put on washers and taps and nail on two inch pieces to square stock. Next put in amount of paper desired under furniture, clamp down tight, mark the position of the holes upon the furniture, and then bore down through furniture, paper, counter and all with quarter inch bit.

This contraption, costing but a dollar or so will do work that will compare favorably indeed with an expensive machine, whether cutting a hundred or a thousand sheets.

All Over Oregon

"Blow your own horn a little bit" is an excellent adage. And it is a poor rule that doesn't work both ways.

Hence the circulation department of the Astoria Evening Budget has taken up the cudgel to assist the newsies and give them an incentive to stick on the job.

These little merchants are business men in the making. Some of the best men, captains of industry, were newsies once and point with pride to their first business venture.

That's why the circulation department of the Evening Budget has undertaken to establish a competitive system among the little merchants to increase their sales and reward them for it.

There are eight or more youngsters between the ages of 10 and 13 years selling papers on the street, who are just as liable to develop into railroad magnates, congressmen, mayors or judges as some of the men who now occupy such positions.

To carry out this ginger system among the kiddies the circulation manager has offered an honest-to-goodness bike as a living prize to the boy who makes the best record during a continuous performance of six months commencing with November 1. The bicycle is a peach.

When it comes to supporting your Uncle Sam, the staffs of the local newspapers bat 100 per cent. Eight have enlisted in the army or navy to fight the Germans. Those who remained or took the places of those called to the colors have all bought liberty bonds, as well as aided the Red Cross and other patriotic enterprises. If every concern does as well, there is no question of the success of the bond issue. The newspapers' honor list of those called to the colors is as follows: Leigh Swinson, E. C. Ferguson, C. E. Sainson, J. C. Murray, Arthur Perry, Jack Schriek, Kenneth Murray, A. E. Powell.—Medford Mail-Tribune.

Of the information furnished by the Western Press association of Portland, a file of which is sent to each newspaper in the state, is a comprehensive review of the business life of L. J. Simpson, founder of North Bend. Mr. Simpson at the last editorial meeting held at Pendleton extended to the editors of Oregon an urgent invitation to hold their next meeting at "Shore-acres," the Simpson home on the brink of the Pacific. This vast estate is the scenic place of Coos Bay, and the hospitality of Mr. Simpson has been heralded far and wide. It is needless to say that all editors who attend the next convention will be more than pleased with their visit to this \$100,000 home where they will become the personal guests of one of Oregon's foremost citizens. Editors receiving this file should place it where they can find it as they will certainly want it after returning home from the convention. It will be of great service in reporting the meeting place.

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First Lieutenant James E. Montgomery, aviation section, signal corps, U. S. R., commissioned at the second officers' training camp at the Presidio, is now stationed at Vancouver barracks. Lieutenant Montgomery, formerly editor of the Hood River Glacier, at time of leaving for the training camp was commercial superintendent of the Coos & Curry Telephone company and vice president of the Southwestern Bank of Oregon at Marshfield.

—o—
Kathleen Coates, formerly editor of the society page for the Roseburg Review, is now the correspondent for the Oregonian at Reed college. The story is told that when only sixteen she was watching an aeroplane flight and wrote up the accident that occurred, thus getting her start with the Roseburg Review.

Frank C. Doig, who has been manager of the International Service bureau at Portland for the last year, has been transferred to Seattle. He will be succeeded in the Portland bureau by Maxwell Vietor of the Oregon Journal staff. Mr. Doig succeeds J. A. Jarmuth as manager in Seattle. Mr. Jarmuth has been transferred to the Chicago office of the I. N. S. He will do field work for the association with Chicago as a base. Portland has been made the transmission point for the eastern news of the I. N. S. Two operators are now employed; one copying the eastern report, and the other relaying it to points in Oregon, California and the Pacific Northwest.

Burle Bramhall gave up the study of journalism at the University last spring to join the army. He is now sergeant storekeeper, camp and garrison equipage, with the Miscellaneous detachment of the Quartermaster corps at Camp Lewis. Sam Michael, also a former journalism student of the University, is in the same branch of the service. He is in the requisition department of the camp quartermaster.

Ben Sheldon, the former Medfordite, editor of the Grants Pass Courier, and manager of the Grants Pass chamber of commerce, has left for Chicago, where he expects to obtain a position in Red Cross work which will take him to the western war front. There is also a rumor that Mr. Sheldon went east to marry a young woman in Minnesota.—Medford Mail Tribune.

The Gold Beach Reporter, E. M. Bogardus publisher, has been sold to A. E. Guyton and John A. Juza of Marshfield, the latter to have active management. Gold Beach is the county seat of Curry county and is located at the mouth of Rogue River.

Clifford Sevits, who was connected with the Eugene Register last year, while taking journalism at the University, now rises to the tune of the bugle at Ft. Stevens.

Harold B. Say, city editor of the Eugene Guard prior to his enlistment, and Lillian Porter of Portland, a former journalism student of the University, surprised their friends by getting married in Eugene on December 7. There had been no rumor that the affair would take place so it came as a surprise to everyone. Mr. Say is a member of the Second company, Oregon Coast Artillery, stationed at Ft. Stevens, Oregon, of which sixty were students of the University last year.

The Western World of Bandon, Felsheim & Howe publishers, will issue a special Christmas number which will be somewhat of an innovation. These wide awake editors have asked the public to contribute the news matter for the edition and they will give their time to rustling advertising to make it pay. Their last issue states they have been successful and that some rich stories and items may be looked for.

Henry M. Hazen, Salem correspondent for the Portland Evening Telegram, whose appointment as private secretary to United States Senator McNary was announced some time ago, has decided not to accept the appointment and will remain in Salem as the Telegram correspondent.

Both of the Pendleton dailies have received notification from the Typographical Union that the cost of living is going up and that after January 1, 1918, the members will demand more money for their eight hour shifts and time and a half for overtime.

Guy LaFollette, editor and owner of the Crook Creek Journal, has just recently completed a beautiful new eleven-room residence on the hill east of Prineville, commanding a view of the Ochoco valley and the snow capped mountains in the distance.

Mark E. Moe, son of A. D. Moe, publisher of the Hood River Glacier, is now in France with the 30th aero squadron.

Sam J. Howe of South Estacada, who has been in charge of the mechanical destinies of the Eastern Clackamas News since June, 1914, has resigned, his resignation taking effect December 15.

Mr. and Mrs. Howe will leave at once for Portland, where they will make their home and where he will give his entire time to the interests of a large number of Minneapolis and St. Paul investors, whom he is representing in an attempt to bring about the sale of a large tract of eastern Oregon land, in which all have money invested.

The News has been fortunate in obtaining the services of Mrs. Matt Boyle and her mother, Mrs. N. B. Ecker of Estacada, both of whom are experienced newspaper women. Mrs. Ecker for several years published the former Estacada Progress and was identified with her son, Clyde Ecker, in publishing the Independence Monitor. This arrangement with four employees promises to keep up the present standard of the News and incidentally handle a few orders for job work.

C. S. Dunning, copy reader of the Oregonian, has been called east on business and probably will not return. T. P. Berry, one of the well known newspaper men of Los Angeles, has succeeded him.

Herbert J. Campbell, head of the copy desk, and chief assistant to Paul B. Kelty, news editor, has undergone an operation for the removal of his tonsils recently, and expects to be in better health as a result. Mr. Campbell has been in ill health for several weeks. W. E. Bates, copy reader, has returned to the desk after several weeks' absence.

A little daughter arrived at the home of Mr. and Mrs. Thomas J. Mullin in Irvington, Friday, December 7. Mr. Mullin is advertising manager of the Oregon Journal of Portland.

E. E. Potts, formerly of the Boise Statesman, who recently joined the staff of the Oregonian, has brought his family to Portland.

Joseph Patterson, former reporter and field correspondent of the Oregonian, returned to Portland recently after spending almost a year at the front with the American ambulance service. Mr. Patterson was in the fighting at Verdun and all along the Champaigne front. He furnished copy for several interesting news stories, and contributed several of the most interesting articles on the war that have yet appeared, in the opinion of the veteran newspaper men of the staff.

C. Milton Schulz, former editor of the Myrtle Point Enterprise, and W. R. Smith, former editor of the Oregon Motorist, have made a trade whereby each becomes the successor of the other. The negotiation is mutually satisfactory, according to the statements of the incoming and retiring editors made in the Myrtle Point paper, which, under Mr. Smith's management, will be known as the Southern Coos County American.

Rollin Gittings, exchange editor of the Journal at Portland, and a living "book of knowledge" for all members of the staff, is no longer a commuter, having sold his home in Rossmere and moved into town. He continues to make week-end trips to visit his family on their farm near Turner.

C. H. Williams, of the Oregonian reportorial staff, was one of the successful guessers in the beef poundage guessing contest at the Manufacturers and Land Products show. Mr. Williams was one of eleven who guessed the correct weight of two beef cattle on exhibition at the show.

The Gresham Outlook will print a holiday issue of 12 pages on December 14. It will contain pictures of home boys in service, letters from them, special articles on food conservation and the war, besides its regular news and editorial features.

A. S. Johnson is a recent addition to the afternoon staff of the Oregon Journal of Portland. He is covering railroads.

The newspaper boys of the state might be interested in a plan the Western World of Bandon has of reminding subscribers that it is customary to occasionally drop a dollar and a half at the office in order to keep them in good standing. Each week is published, in one corner at the bottom of the first page, an "Honor Roll," giving the names and addresses of new subscribers and those who have renewed during the week.

The plan has proved a wonderful success from a financial standpoint, the subscription receipts having more than doubled each month since this idea was put into practice, and this without sending out statements.

Noticing the names in the "honor roll" each week, subscribers naturally are reminded of their own obligations in that respect, and, being reminded week after week, they are bound to act sooner or later.

When returns begin to fall off the Western World heads the list with a little confidential talk about the constantly increasing cost of production, etc., thus, in a good natured way, making a direct appeal. It immediately takes effect.

Occasionally one pays up and requests that his name be not included in the roll. Such requests of course are complied with, but the remittance comes in just the same and there is no harm done.

It is surprising the amount of interest the roll creates. In giving addresses quite frequently local residents are brought in touch with some of their old friends, who had formerly lived here, but of whom they had lost trace. In a number of instances old acquaintances have been renewed.

The "honor roll" has been a winner for the Western World; it ought to be for others.

Miss Dorothy Evans of Roseburg has joined the staff of The Dalles Chronicle as reporter. She studied journalism at the Oregon Agricultural College, and until she resigned to accept a position with the Chronicle was employed on the Roseburg Review.

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The Portland Journal city room has been rather upset for a week during the installation of a new system of indirect lighting and a rearrangement of desk room.

John Stevenson, formerly with the Portland Telegram, later municipal judge, and now practicing law, is directing publicity for the war saving certificates and thrift stamp campaign. "Judge" Stevenson is being assisted by Sam Raddon, Jr., Northwest editor of the Portland Journal.

Fred Lockley, staff correspondent of the Portland Journal, has left for New York, whence he will sail December 17 for France to engage in Y. M. C. A. war work. When asked whether he would consider going to Europe, he said that he would not consider it, but he would go.

M. Fitzmaurice, editor of the Times, Condon, is a patriot, spelled in upper case. When the government's war savings certificates and thrift stamp campaign was launched, Editor Fitzmaurice announced in his paper that he wanted Condon to go over the top in its subscriptions to the new fund. To get things started in that direction he set aside a couple of days during which he promised to buy a 25-cent thrift stamp for every grade school child who bought a stamp for himself. At the hour of going to press tabulation of the returns has not been completed, but it is safe to say that the editor, the children and Uncle Sam all win, hands down.

Lloyd Riches, manager of the Weekly Oregonian, has been elected secretary of the Oregon State Editorial association, succeeding Phil S. Bates of Portland, whose work now keeps him out of the state so much of the time that he feels that he is unable to handle the secretarial duties. Mr. Riches is one of the most active members of the association. He took a prominent part in the program given at the 1917 convention of the association at Pendleton. Before accepting his present position with the Oregonian, he was editor and publisher of the Stanfield Standard.

A. E. Guyton of Marshfield, Coos Bay representative of the Oregon Journal of Portland, is employed by Capt. Arnold who is here enlisting the loggers and lumbermen for service in the Loggers legion. Mr. Guyton is thoroughly familiar with the lumber industry and is, as well, intimately acquainted with almost all the loggers in all sections of the country. His services to Capt. Arnold will be doubly efficient. Mr. Guyton has the distinction of shooting the most news of all the representatives employed by the Journal, and seldom permits an opponent to scoop him.

Miss Dorothy Kibler, for six years employed on the Coos Bay Harbor at North Bend, four of which as linotype operator, is back on the job after a two months' trial as a student in the department of journalism at Stanford University. She found that she could have but one period of what she believed was practical work, while she must carry 14 hours a week of the theoretical. Miss Kibler is considered in the Coos Bay country as the most competent mechanic, as well as one of the speediest operators.

C. S. Jackson, publisher of the Portland Journal and state director of the war savings certificate and thrift stamp campaign, has gone east to remain until after the first of the year. Mr. Jackson will confer with Secretary McAdoo and other officials during his visit in Washington, where he and Mrs. Jackson will spend Christmas with their son, Lieutenant Philip Jackson, quartermaster's department, U. S. A.

The universal or "round table" system of copy handling has been installed in the city room of the Portland Journal, with a shiny new table to work upon, and with J. L. ("Count") Wallin, formerly telegraph editor, in the dealer's chair. Considering the newness of the plan, work has started out in good shape, and the boys are satisfied that they are going to like the new arrangement.

F. W. McKechnie, manager of the United Press association's bureau at Portland, has resigned his position and enlisted in the radio service of the navy. Mr. McKechnie will get his preliminary training at the Mare Island navy yard, and after a few weeks there will probably be sent to Harvard before going into active service. Mr. McKechnie's successor at Portland will be Philip Sinnott, lately with the Los Angeles Tribune. Mr. Sinnott is an Oregon man, having lived and worked at Oregon City prior to going to California more than a year ago.

L. K. Harlan, until the last few weeks editor and publisher of the Pilot Rock Record, died of typhoid fever in a La Grande hospital during the latter part of November. Harlan was a young man about 30 years of age. Previous to his Pilot Rock venture he had had experience in publishing a paper at Heppner and at Condon. He sold out in Pilot Rock and moved to La Grande with his family to become foreman in the composing room of the La Grande Observer.

Another member of the Oregonian's family has entered the service of his country. This time Fred S. DuRette, for 11 years employed in the composing room of the Oregonian, is the man. He has enlisted with the air division of the Aviation corps and is on his way to training grounds at Fort Sam Houston, Texas. His contingent was quartered in Vancouver Barracks until ordered south to go into training.—Oregonian.

The Cottage Grove Sentinel has moved from the old fire trap which it occupied for years into a modern brick building on Main street, and a plant which is one of the best in any country city in Oregon is now displayed to advantage.

A. E. Scott, who drifted away from the newspaper business a year ago to try fruit raising, has returned to the Forest Grove News-Times, and resumed his position as half owner.

While awaiting orders to report for training with the United States naval reserves, Wallace Eakin, former city editor of the Baker Herald, was a University visitor this week renewing acquaintances among the faculty and students. Mr. Eakin has been with the Herald for the last year. He was a member of the class of 1916, and from the journalism department began serving his apprenticeship on the Eugene Guard. Mrs. Frances Whitehead, a central Oregon homesteader, and secretary of the state legislature at the last session, is now acting as city editor of the Herald.

W. E. Mahoney, marine editor of the Oregonian, of all men on the local staff, finds the war censor regulations a "nuisance," viewed strictly from the enterprising reporter's standpoint. With launchings, departure and arrival of offshore vessels, and all manner of regulations on the waterfront, Mr. Mahoney's complaint is that it would take a Philadelphia lawyer to decide what is printable and what is unprintable news.

Ralph J. Staehli, formerly reporter and automobile editor of the Oregonian, and later of the Journal, has entered the advertising business for himself, being now executive of the Lee Advertising agency in Portland. Reports are that he is "making good" and utilizing some of his many ideas in the advertising business. One of the features of his work is his ability to engage well known classic artists for some of his commercial work.

Peggy Curtis, formerly reporter on the Oregonian staff, is "making good" in New York, where she is "free lancing." Miss Curtis recently was asked to submit all her ideas to the New York Times exclusively.

Roscoe Fawcett, sporting editor of the Oregonian for the last seven or eight years, has won a commission as first lieutenant in the non-flying aviation section of the signal corps. He is now at Camp Kearney, San Diego.

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C. A. Smith, superintendent of the art room of the Oregonian, is experimenting with a number of flashlight apparatuses in the hope of finding one that answers the requirements of the Oregonian, (which he says are many and varied). Mr. Smith expects to perfect an apparatus for instantaneous flashlight photographs. The change in train time recently put into effect on the Southern Pacific, bringing the Shasta into Portland after dark, has created a new need for a satisfactory quick flashlight apparatus. The Oregonian staff photographers are often called upon to "catch" notables on the run and their arrival at night has increased the difficulties.

C. C. Powell, former owner and editor of the Baker Herald, has been booking motion picture features recently, and superintending their exhibition, since disposing of his interests at Baker to Bruce Dennis last September. Mr. Powell's enterprise is taking him to every large city on the Pacific coast. Mr. Dennis has been devoting his whole time to work for the State Council of Defense, of which he is secretary. The Baker Herald is being edited by W. H. Walton, former owner and editor of the Hood River News.

Lynn Davies, formerly a member of the Canadian contingent, is a member of the local staff of the Oregonian. He is a former Washington high school man, and he expects to be called out with the base hospital No. 46 early next year.

Charles Percy Ford, former copy editor of the Oregonian, is now Corporal Ford, with the field artillery. He has been stationed at Camp Mills unit recently.

Mrs. Ida Bishop, of the proof reading staff of the Oregonian, has resigned to go to Chicago, where, it is understood, she will be on the staff of one of the dailies there.

Everett E. Stanard of the class of '14 is now engaged in magazine and newspaper work in Brownsville.

Walter R. Dimm, graduate of the school of journalism, who was formerly associated with his father, J. C. Dimm, in the publication of the Springfield News, has been advertising man for the W. F. Grant company at Albany, New York. He spent last month at 95 Elm street, Albany, recovering from a severe attack of typhoid fever. Mr. Dimm was accepted by the army Y. M. C. A. for service abroad, but changed his mind and enlisted in the Quartermaster corps as a printer.

Sergt. Forrest L. Moe, 12th company, Oregon Coast Artillery, stationed at Fort Canby, Washington, has been recommended to attend the third officers' training school at the Presidio, San Francisco, beginning about January 5. Sergt. Moe, who was a member of the Barometer staff while at Oregon Agricultural College, has had newspaper experience on the Hood River Glacier.

Alvin A. Anderson, formerly in the editorial department of the Astoria Evening Budget, the Aberdeen, South Dakota, News, and the Minneapolis News, is back in God's country again. He is now assistant secretary of the Astoria Pulp and Paper Co., a new concern which is turning out chipboard and which may later branch into newsprint.

C. E. Wilson has resigned a reportorial position on the Salem Capital Journal and has returned to Texarkana, Texas, where he will take a position with Bradstreets. His place has been filled by G. E. Brookins, formerly of the University of Oregon, who has been a publisher of country newspapers in the Willamette valley.

Merlin S. Batley, formerly a journalism student at the University and now a member of the staff of the Twin Falls Times of Twin Falls, Idaho, was married to Vesta Dene Thomas of Twin Falls on Thanksgiving day. Mrs. Batley attended Northwestern University at Evanston, Illinois.

Allen G. Thurman, circulation manager of The Dalles Chronicle, has resigned and will leave for San Francisco, where he will take charge of the "city circulation" of the San Francisco Call, one of the largest newspapers in the west and the oldest paper in the bay city. The fact that Mr. Thurman was chosen for this responsible position proves his high capability in the circulation end of the newspaper business.—The Dalles Chronicle.

C. J. Owen, business manager of the Pendleton Evening Tribune, recently paid a hurried visit to Camp Lewis to visit his son, Jerrold Owen, now a lieutenant in the infantry. Owen, Jr., until his enlistment, was city hall reporter on the Morning Oregonian. Just before reporting at American Lake he plighted his troth to a well known Portland young lady.

W. S. Brown of the Nyssa Journal responded to an S. O. S. call for assistance in the issuing of the Malheur Enterprise during the last week in November. Mr. Brown operated the linotype until the arrival of Mr. Henry, after which he worked in the job and ad departments.

S. C. Morton, editor of the St. Helens Mist and mayor of St. Helens, has been appointed county judge of Columbia county to succeed Judge R. S. Hattan, of St. Helens. The vacancy was caused by the death of Judge Hattan.—Hood River News.

Findley McNaughton, formerly a member of the morning staff of the Oregon Journal of Portland, and Clyde Beals, formerly of the afternoon staff, now both attached to the 91st division, Field Hospital, spent Thanksgiving with Portland relatives and friends.

Arthur N. Jones, formerly telegraph editor of the Oregon Statesman of Salem, now holding a similar position on the Medford Sun, spent Thanksgiving day with friends in Salem.

Dr. Frederick L. Upjohn, noted motorboat enthusiast with an international reputation, who died recently at Huntington, Long Island, was an uncle of D. H. Upjohn, Salem correspondent for the Portland Oregonian. Dr. Upjohn made a fortune in the drug business in South America.

John F. Stone, an Oregon man who is on the staff of the Honolulu Star-Bulletin, and who contemplated leaving the islands to return to the mainland, has decided to remain with the Star-Bulletin. He is a cousin of Stephen A. Stone, managing editor of the Oregon Statesman of Salem.

Robert S. Houston, now of Eugene, has accepted a position with the Coos Bay Harbor of North Bend during the holiday rush. The paper will issue a special Christmas number, which is the usual custom.

The Coos Bay Times of Marshfield will issue a special Christmas number about December 12th.

O. W. Briggs, news editor of the Evening Record of Marshfield, has just returned from a short vacation. He spent the greater part of his time in San Francisco and San Jose visiting old friends.

The office of the Catholic Sentinel has been moved to the Rothchild building, Fourth and Washington streets, Portland.

Lawrence Dinneen, a former journalism student of the University, is now a corporal in Company L, 162nd United States Infantry, at Camp Mills, Long Island, New York.

M. W. Goldman, an expert pressman from Portland, has taken the position as pressman on the Twin Falls, Idaho, Times.

H. T. Hopkins, editor of The Dalles Chronicle, has recovered from an attack of pneumonia, which kept him away from his desk for several weeks.

Mary E. Baker of Eugene, a former student in the school of journalism of the University, was married on Thanksgiving day to Henry Clifford Spaulding of Salem, an Oregon Agricultural College man. They will make their home in Newberg, where Mr. Spaulding is the manager of a mill.

Mrs. Murray Wheat, linotype operator of the Astoria Evening Budget, has resigned and moved to Tacoma. Her husband is a lieutenant at Camp Lewis, having received his commission at the first Presidio training camp.

H. Sherman Mitchell, formerly a staff member of the Astoria Evening Budget, and a student in the school of journalism at the University of Washington, is now editor of the University of Washington Daily and correspondent of the Portland Oregonian. Mr. Mitchell edited the Anchorage, Alaska, Times this summer.

L. P. Arant, formerly a student at the University, has taken a position on the telegraph desk of the Oregon Statesman, of Salem. He fills the vacancy left by Arthur N. Jones, now with the Medford Sun.

E. N. Hurd, publisher of the Signal at Seaside, the Oregon beach resort, is now half owner in the Owl Printery of Astoria, a job printing concern. He still retains his interests in the Signal.

Miss Hattie Brown, for three years cashier in the business office of the Astoria Evening Budget, was married to James W. Overton, of Astoria, December 2.

Henry Fowler enlisted on December 10 in the medical corps in the army. Mr. Fowler has been associate editor of the Bend Bulletin the past year.

Joe D. Thomison, editor of the Hood River Glacier, is the proud father of a son, born on November 23.

The Toveri (Comrad), a Finnish paper at Astoria, has suspended publication of an English section, and again is circulated solely among the Finnish population. The English section was started in early October during a shipworkers' strike. The editors of the Finnish paper contended that the English dailies in Astoria did not publish the strike news correctly.

Floyd D. Brown, for some time foreman of the Silverton Tribune, now at San Diego in the aviation department of the U. S. army, has been promoted to sergeant of the first-class. He was the first of the Silverton boys to enlist in the service at the time of the Mexican difficulty, and was transferred to the aviation department a year ago.

The Silverton Tribune and the Silverton Appeal have just installed new linotype machines—the Tribune a No. 5, and the Appeal a Model K. Both machines are busy and the appearance of each paper has been considerably improved.

Ben F. West, one of the pioneer printers of Marion county, now county assessor, has his eye on the secretary of state job to succeed Ben Olcott, and it is more than probable that he will be a candidate.

The Crook County Journal has established a good line of foreign advertising during the year by sending out a rate card with sworn circulation and other items of interest, and by going out after the business.

E. H. Flagg, publisher of the Warrenton News, a weekly, has announced his candidacy for state senator from Clatsop county. Mr. Flagg has served in the state legislature before.

G. L. Drummond, editor of the Glendale News, may locate in Eugene if he finds it possible to lease his plant in Glendale. During the last part of November he made a tour of Coos county. He also visited Eugene.

C. D. Babcock, formerly correspondent of the Oregonian at Salem and otherwise known as a newspaper man throughout the state, has been appointed business manager of the Insurance Economics society at Duluth, Minn., at a salary said to be between \$4,000 and \$5,000 a year. Mr. Babcock was formerly corporation commissioner of Oregon and a member of the State Industrial Accident commission. He also was active in behalf of the Oregon Blue Sky law, several years ago.

J. Willard Shaver, ex-reporter on the Oregonian, now with the Eighteenth Railway Engineers in France, is sporting editor of the Spiker, the only newspaper published by American troops on French soil. Shaver is a former University of Oregon man, and has developed into a ukelele player, according to recent advices from "over there."

J. C. Savage, who two months ago suspended publication of the Coquille Herald, has been employed as timekeeper on the Hauser road contract, being built under the county bond issue plan. Mr. Savage now resides in North Bend and visits the print shops whenever he gets lonesome.

A. B. Shaver, at one time publisher of the Newberg Enterprise, has started a job office in Salem, and announced a few days ago that he expects to establish an independent weekly paper in that city soon. He will equip his plant with a large cylinder press.

Claude Bristol, for several years city hall man for the Oregon Journal of Portland, is taking the examinations for service in the aviation corps.

The Morning Astorian is installing a new Goss Comet perfecting press which will soon be in operation.

On December 6 the Bend Bulletin began volume two of its daily, which had been in existence exactly one year on that date.

A serious fire near the office of the Grants Pass Courier put the electric wires out of business and made it impossible to use the linotype machines during the first part of November. Editor A. E. Voorhies found it necessary to secure help from the Medford papers in getting out his paper.

George Dick blows the bugle down at Fort Stevens, where he is stationed with the Third company of the Coast Artillery. Last year he was mailing clerk of the Eugene Guard. Manly Fuller, formerly connected with the press room of this same paper, is also a member of the Third company.

D. C. Sanderson, editor and publisher of the Freewater Times, has been in poor health for several months and was forced to take a trip to Denver recently for treatment.

Francis Finneran, a journalism student of the University and formerly on the Eugene Guard and the Albany Herald, is another member of the Second company of the Oregon Coast Artillery stationed at Ft. Stevens.

Fred McNeil, for a number of years police court reporter on the Oregon Journal, is now a member of the Twenty-third Engineers, stationed at Camp Meade, Maryland.

M. H. Hyde, formerly of the La Grande Observer, is temporarily filling in on the copydesk of the Oregonian.

Miss Ruth Pettigrew is a freshman at the Oregon Agricultural College this winter. Miss Pettigrew is the daughter of W. M. Pettigrew, editor of the Redmond Spokesman and has been assisting her father in the office previous to going to Corvallis.

Fred A. Wodflen, formerly associate editor of the Bend Bulletin, was among those receiving appointments as first lieutenants in the infantry at the first Presidio. The Bulletin has expressed a very great pride in Lieutenant Wodflen.

Robert Osborn, formerly on the Crook County Journal staff, is a sophomore at Reed College, Portland, this year, and in addition to being on the Reed College Quest staff is active in other student body affairs.

Ben H. Lampman sprang into fame again recently when his poem "The Fish Story" was bought and printed by the Saturday Evening Post.

William E. Mahoney, marine editor of the Oregonian, a Spanish war veteran, is drilling weekly with one of the Home Guard companies.

Miss Iley Nunn Cage is a new reporter on the Oregon Journal of Portland and is doing hotels and general assignments.

Walter R. May, assistant city editor of the Oregonian, is taking two special courses at Reed College during his "off" hours.

Oregon Exchanges

For the Newspapermen of the State of Oregon

Eugene, Oregon

March, 1918

Vol. 1. No. 5

Letting in the Laity

(By Miriam Page.)

Frank Jenkins, editor of the Eugene Morning Register, is doing the unusual and therefore the interesting thing in his column headed "About Ourselves" appearing on the editorial page of the Register "from time to time as space warrants." In it he makes the most of the opportunity open to all editors to chat informally with his readers about his paper, its aims and ideals and the machinery used in producing it. He has the whole field of the daily newspaper from which to choose his subjects and they show a pleasing variety.

Mr. Jenkins began his series of "personal chats" with a discussion of the choice of a newspaper. He advises his readers to give this choice as careful consideration as the choice of a friend. "The newspaper comes to your home each day," he says. "It sits with you at your breakfast table, and talks to you and to your family. It influences to a measurable extent your own thoughts and opinions, and it influences perhaps more than you can ever know the thoughts of your children. Whether this influence is good or evil depends upon the quality and the personality of the newspaper."

Mr. Jenkins takes occasion to score those newspapers whose chief aim is the spreading of propaganda, who "doctor" their news for a definite effect. To guard against misinterpretation of his statements in this regard he says with the man to man frankness that characterizes the whole series, "This is not a boast, of course, that every news story that appears in the Register is strictly and literally true in every detail. Absolute accuracy in every detail is not humanly possible. Reporters cannot always get every fact at first hand, and the versions, even of eye-witnesses, often differ. If you don't believe this, ask a dozen people to relate to you what a public speaker has said, and see how widely the different accounts will vary.

"The Register has no desire to be a propagandist. It has no axes to grind; its sole desire is to relate the news in such a way that the reader may get at the facts. It believes that the people buy a newspaper in order to find out what is going on, and not in order to have their opinions

influenced. When you read a news story in the Register you may be sure that an honest effort has been made to give you the facts as they occurred. Do not get the idea that the Register has no opinions of its own. It has opinions in plenty, but it confines expression of them to the editorial page."

By the use of familiar examples Mr. Jenkins justifies the newspapers' practice of featuring the unusual rather than the usual, healthy, normal events of human life. "Even back-fence gossip," he says, "is concerned with the unusual doings of the neighbors."

The Associated Press forms the subject of another talk in which Mr. Jenkins explains the organized methods of foreign news gathering and dissemination.

In a following number he describes local news gathering, exploding one or two erroneous ideas that have grown up in the public mind. "There is a superstition, more or less current, that anyone who offers news to a reporter, especially personal news, will be looked upon with some contempt as 'seeking publicity.' Nothing could be further from the truth. The business of the reporter is to find news, and his best friend is the man who is able to give him accurate, reliable and printable information."

"About Ourselves" is of interest not only to the "laity" but to those of the profession as well who read the answers of a fellow journalist to the questions they themselves are often asked to face. Mr. Jenkins, by explaining the newspaper "game" in these readable little chats, almost entirely free from technical terms and newspaper slang, is clearing up the hazy points for his readers and in many cases is giving them an entirely new and modern conception of journalism.

"We are advertising and explaining and exploiting other businesses in every issue," he says, "why is it not equally important for a newspaper to work directly for a sympathetic and intelligent understanding of its purposes and methods? The Register is one of the large business enterprises of the upper Willamette valley. We want our readers to realize that we have good reasons for doing the things that we do. A newspaper is very easily misunderstood, and is frequently subjected to criticism and suspected of ulterior motives. We think that these little frank talks are useful to the paper and the public alike."

A Home-Made Perforator

First buy your wife a new sewing machine so you can use her old one, the older the better. Next have some student in the machine shop make you a new throat piece with a hole one-thirty-second of an inch wide and two or three hard steel punches the size of the needle previously used. This is all, unless you desire some kind of a guide. Anyone who can use a sewing machine can use this kind of a perforator. This machine sounds like a Maxim automatic when in operation but it will punch holes through a dozen sheets of bond, clean as a whistle, and the number of holes to the inch may be gaged by the stitch gage.

The Editorial Association's Position

This letter is printed in Oregon Exchanges not with a view of continuing a controversy, but because it sets forth certain points of Oregon law that are not too clearly understood by the craft in general.

To the Editor of Oregon Exchanges:

In a letter appearing in your December issue Will J. Hayner, editor of the Sutherlin Sun, takes to task the State Editorial association, especially the legislative committees thereof. He criticizes the legislative committee for not repealing laws which exist only in Mr. Hayner's own imagination and criticizes the association for not proposing laws which it has already proposed and some of which have been enacted into law.

Mr. Hayner says that a paper like his cannot get the publication of teachers' notices because the law states that they must be published in the two papers of largest circulation in the county. There is no such law and I doubt if there ever was such a law.

Mr. Hayner says: "The provision of the law which provides that all the county patronage shall go to the two papers of opposite political affiliations having the largest circulations is unfair." There is no law in this state providing that county patronage shall be given out as Mr. Hayner states. There is a law that says that the tax list and proceedings of the county court shall be published in the papers of largest circulation, but nothing is said of political affiliations.

Mr. Hayner says: "The provision of the law which provides that all other work which should be divided among the various printers of the county, or awarded to the lowest responsible bidder, are all turned over to the papers with the alleged largest circulation." Such may be the case in Mr. Hayner's county, but there is no law making that condition compulsory.

Mr. Hayner says: " * * * Publishers of the county dailies and big town weeklies got together at a meeting from which the small town publishers were excluded and entered into an agreement whereby print paper was to be purchased in carload lots and distributed * * * to those publishers who are in on the deal."

I personally know that Mr. Hayner had an opportunity to get in on the carlot paper deal. The only reason he couldn't get the paper was because he couldn't use the size of which the car was made up. It isn't the fault of the editorial association that Mr. Hayner runs a five-column paper. Besides, this paper deal was not handled by the association.

This so-called "deal" was open and above board and all the papers of the state received circulars urging them to get in. My paper did not get

in on the deal, but it was not the fault of the association that I had contracted for paper ahead.

The particular article of diet upon which Mr. Hayner's "nanny" seems to dote is the tax list. He says that a law should be proposed giving each paper the publications for the land nearest his town. At first that seems a fair proposition, and such a provision was once included in a bill introduced by the editorial association. It was found so impracticable that it was dropped. The only workable solution of this problem that I have seen is one that I proposed in one of my reports as a member of the legislative committee, which was to have the tax list issued in supplement form, the printing to be let to the lowest bidder, and distributed through one paper in each town having a newspaper.

Some of the official papers would oppose this, for it would decrease their receipts, and where the list is now published in two papers in one town, the paper that would be let out would naturally be expected to oppose losing the business. I am sure Mr. Hayner would oppose having taken away from him any business he now has for the purpose of giving it to some other paper. This suggestion of mine was my own and not that of the association. It would be a rather delicate thing for the association to suggest taking business from one class of papers to give it to another.

In the first place, the State Editorial association, so far as I know, has never done anything for the big papers that it has not done for the small papers, except to hold for the big papers business that they already had, while the big papers have paid the expenses of the legislative committee that worked for both the big and little papers.

The law providing for the publication of the school budget is the result of activities of the editorial association.

The law providing that all school district, road district and irrigation district notices must be published in the paper nearest the property, was enacted at the instance of the editorial association.

Outside of these, lawyers may place legals in any paper in the county where the action is had.

A law enacted at the instance of the editorial association says that the legal rate "shall be 65 cents the folio of 250 ems." This is the authority whereby the small paper may charge as much as the big paper. Is this discrimination against the small paper?

The law which defines a legal paper and provides that no paper can publish legals until after having been established a year, is a particular protection to the small town newspaper, for it takes but a handful of type to start a newspaper in a small town, and to be deprived of legals for a year may be serious for competition, but in the big town the paper that can start at all can wait a year for legals.

(Signed) ELBERT BEDE.

New Journalism Books

HISTORY OF AMERICAN JOURNALISM, By James Melvin Lee, Boston: Houghton Mifflin Company. \$3.50 net. Review by Eric W. Allen, dean of University of Oregon school of journalism.

It is forty-five years since Frederic Hudson, managing director of the *New York Herald*, published his "Journalism in the United States." The old book, thick and squat in its blue covers, is still to be found in many newspaper offices in Oregon, although libraries are already classifying it as rare. Hudson's work is a great mine of information, not unmixed with misinformation, about the beginnings of the Press in this country, and has served for a generation and a half as the ultimate source from which most newspapermen have drawn such facts and traditions as they have known of the antecedents of their profession.

James Melvin Lee, formerly editor of the humorous weekly "Judge" and now head of the department of journalism in New York university, has just completed several years of research and now publishes the first considerable contribution to knowledge of this field since the devoted labors of Frederic Hudson. Lee's history rather completely covers the same ground as Hudson's and will for all practical purposes replace the former work. It becomes for the time at least the classic work on the history of American journalism.

Professor Lee's services to his profession are not limited, however, to verifying, checking up, rearranging and extending down to the present decade Hudson's mass of interesting but disconnected facts and fancies, anecdotes and characterizations. With the exception of a series of articles on journalism by Will Irwin, published in a national magazine half a dozen years ago, the new history contains the first attempts at a serious study of the workings of the law of cause and effect in the field of journalism. Professor Lee has been conservative throughout his work; in the main he has contented himself, as did Hudson, with setting down the bare facts, but here and there throughout the book he has undertaken to point out the general tendencies of the times of which he is treating, and to analyze the causes of new types of journalism as they appear.

No work can rank as a true history unless it illustrates general principles; unless it makes clear why in the past one course of action has led to success and another to failure—unless, in a word, while adorning its tale it points a lesson that can be applied to the present.

For history must convey the sense not only of succession but of evolution, and every part of the narrative must flow necessarily from what has already been related, and itself lead inevitably to what follows.

In what degree, then, is Lee's book a true history of American journalism? To a much greater extent than anything else that has been published. Far more than Hudson's. But the task of writing a compre-

hensive historical interpretation of American journalism still remains not fully completed. Professor Lee, however, besides making an excellent start toward a true history, has accomplished a valuable labor in verifying thousands of facts, and laying the basis for some future writer—perhaps for himself in a subsequent work.

Lee's history is especially strong in its research into the earliest beginnings of various manifestations of journalistic enterprise. It has chapters on the "Beginnings in the Colonies," "The First Dailies," "The Beginnings of the Penny Press" and many pages on the beginnings in the separate states and territories. Oregon journalism, for instance, is covered in a section that gives a full account of the founding of the Spectator and the Free Press at Oregon City in 1846 and 1848, the Daily Advertiser and Daily News at Portland in 1859, the Oregon City Argus in 1855, the Western Star at Milwaukie in 1850, and the Weekly Oregonian in 1850. This is all that is noticed of the seventy years of journalism in Oregon except for a passing reference to Mr. H. L. Pittock as a leader in Western journalism at a later date.

Professor Lee abundantly deserves all the credit that is due to an able pioneer in a field that he found urgently in need of intelligent study. The writing profession, curiously enough, is the only profession that has no written annals. Lee's "History of American Journalism" is a reference work of serious value, that should be in every newspaperman's library. It is beautifully printed and substantially bound.

THE COUNTRY WEEKLY, a manual for the rural journalist and for students of the country field, by Phil G. Bing. Appleton & Co., 1917, 347 p., \$2. net. Reviewed by Robert C. Hall, assistant professor of journalism at the University of Oregon.

A book of unusual interest to newspapermen is "The Country Weekly," by Phil G. Bing, assistant professor of journalism in the University of Minnesota. The author evidently has had experience in the country newspaper field, or has been a careful observer of those men in that line of endeavor, for none other could be so familiar with the problems of the country publisher. Indeed he doesn't minimize the difficulties one is sure to encounter in the business, nor does he predict success unless there is a willingness to put every ounce of effort into the undertaking. But he gives some pointers that will tend to lessen the difficulties and make it easier for the country publisher to give his readers a better newspaper, at the same time enabling him to make his investment a paying one financially.

Too often, unfortunately, the country newspaper has not yielded the income to which the publisher is entitled, and it is to correct this condition that the author recommends the installation of an efficient cost finding system in every office. Publishers of the larger papers have practically

all a cost-finding system, but Mr. Bing demonstrates that it is just as essential to the success of the smaller offices, even the "one-man shop."

He explains the Standard cost finding system in detail and makes a strong appeal to the country publisher to know his costs. "No paper," he says, "which is not a prosperous, growing concern is likely to have the editorial prestige and constructive influence which are the chief ends of any newspaper."

Here, in a nutshell, quoting from the book, is the country editor's problem: "If he does not get out a good, live paper, he has difficulty in building up a circulation; if he has not a good circulation, he cannot get advertising to pay, and if he cannot get the advertising he cannot run a live paper because of the limitations of his income and the attention which must be given to the job office in the attempt to make it support the publishing business. The whole thing works in a vicious circle."

The first thing, then, is local news. "That is what makes the backbone of the country paper," says the author, and he puts it up to the newspaper man in pretty strong language. Listen to this: "The editor-publisher of a weekly paper should be decently honest. He has contracted with each of his subscribers, at the rate of \$1.50 a year (certainly it ought not to be less than that) to furnish the local news. If he fails in the performance of this fundamental duty, no matter what the excellence of his editorials, no matter how entertaining his 'features,' no matter how beneficent his plans for community betterment, he is a failure in his profession—and, what is worse, he is a fraud. Some people like editorials, some like entertainment, some like helpful and practical hints, but everybody wants local news." Professor Bing more than makes up for these rather harsh words, however, in his suggestions for gathering and writing the news.

Plans are outlined that make it easy to cover the local field. The author believes in systematizing every department, news gathering as well as any other, and presents an outline that could be used to advantage in any country office. The experienced newspaperman may complain that more space than seems necessary is devoted to the writing of the news. Not that the suggestions are at fault in any particular—the beginner will be greatly benefitted by reading them—but nearly every country newspaperman has a style all his own, which, though it may not measure up to Mr. Bing's standard, his readers wouldn't have changed for the world.

The chapters on newswriting, personals, heads and various other branches are copiously illustrated with clippings from various country weeklies, most of them good, though there is a rather frequent occurrence of samples that do not effectively illustrate the points under discussion.

The author lays particular stress on the value of country correspondence and tells how to get and hold correspondents. Farm news is always good reading for a rural community, and suggestions are given which if carried out will make the paper a necessity among the farmers.

Every phase of the country newspaper is handled, including editorial,

make-up, headlines, circulation problems, advertising; and all subjects are treated in a thorough, practical manner.

"The Country Weekly" is the next best thing to a university course in country journalism, and every man in the business, whether he is a cub reporter or a man with a lifetime experience, will get some valuable pointers by reading it.

How to Conduct an Interview

While it is true that the occasion may arise in newspaper work for breaking a hard and fast rule, still for incipient journalists a code of rules embodying the main principles of the work is invaluable. For this reason the instructions on interviewing printed below are given to every student in the newswriting classes of the University of Oregon.

This is the first of a series of articles illustrating methods of instruction followed by the University in the training of future journalists. Other phases of newspaper work will be treated in later numbers of Oregon Exchanges, if they prove of interest to the newspapermen of Oregon.

Preparation for an Interview.

1. Find out all you can about your "subject" before you speak to him. Ask somebody. Look him up in Who's Who or wherever else he may be written up. Get into your mind accurately his exact offices or distinguishing features. Pronounce his name over to yourself several times until it comes to your lips easily and naturally.

2. Find out all you can about the matter on which you are to interview him. It is better to ask someone who knows than to depend upon scrap-books or reference books, but where it is practicable, do both. Read a magazine article on the matter where one is obtainable.

3. Where the interview is of a general nature (not about a definite theme determined beforehand) make a little outline (in about four words) of the different fields in which you think the interview might be productive. **Memorize This Outline**, and do not end the interview until you have tried all the points you thought of.

First Part of Interview.

Start by telling frankly whom you represent and what you want. Address your "subject" by name in practically every sentence. Look him in the eye, and if you take notes do not look at your notebook while you write. Look interested and be interested in everything he says. Do not do much talking yourself in the first part of the interview; your main purpose is to encourage the subject to talk freely and interestedly while you are sizing him up and sizing up the matter under discussion. Little expressions of interest, of approval, or curiosity are all you ought to permit yourself in the first part of the interview. This part of the interview ends when you have made up your mind what kind of a story you want and can get from your "subject." The second part consists in getting it.

Second Phase of the Interview.

You have gotten your hint of the possible story from the first part of the interview. But it is only a hint. Your newspaper training will tell you what details you will have to have added before it becomes a readable and complete story. Ask questions cleverly calculated to give you this "feature" complete in all details. Do not forget to ask the all-important question "Why?" at every point. Make sure that you have exactly the "Who?" (including both names and identifications) "What?", "Where?", and "When?" But use your "How?" and "Why?" questions most freely, because they will bring out the most interesting sides of the story. This part of the interview ends when you feel that you have the story complete with all the details and dramatic incidents necessary to you as a writer, in order to make the most of it in the telling.

Third Part of Interview.

The third and last part of the interview is a process of verification and of going over the ground again to make sure that nothing has been overlooked. This part of the interview is somewhat tedious to your subject, but you will usually be able to hold him to it by the argument: "So long as it is going to be printed you surely want to see that I do not get anything wrong." In this part of the interview use your notes openly, repeating your understanding of the story to your subject, asking "Is that correct?" and entering corrections and additions in your notes. Go over with special care every date and number and the spelling of all proper names. Run over in your mind all possibilities of further information from your subject in other fields besides the one which has just proved so productive. The last question of all should be the verification of the subject's name and its spelling.

General Warning: It is usually ruinous to take up these different phases of the interview in any other order than that given above. To begin with the tedious and vexatious manner of the third part would put your subject out of humor and very likely spoil your story. To put off the activities listed as "preparation" until after the interview loses you the chance of asking your subject about the interesting things you may learn about him. To begin with part two before you have given your subject the free range advised in part one will often give you the little story you started out to get instead of the very important different story the subject may mention when he is freely talking. The first part of the interview is generally awkward and difficult if you have not preceded it with the work labeled "preparation".

Remember: There are three different attitudes you assume in the three different parts of the interview. You have three different purposes in mind and three different plans of action.

Remember, Remember, REMEMBER: Look your subject in the eye all the time, appear interested, BE INTERESTED, and call him frequently BY HIS NAME.

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.....Rosamund Shaw
Circulation Manager.....Miriam Page

Contributions of articles and items of
interest to editors, publishers and printers
of the state are welcomed.

A New Hall of Fame

It is the purpose of Oregon Exchanges, beginning with this issue, to print short biographical sketches of the men who have been building newspapers in Oregon. This column will be something new and of real value for purposes of reference. It will be these short personal sketches which will make our magazine worth the keeping and filing for the future. Not very many years will pass before this column will be referred to in connection with the history of journalism in the state or Northwest.

Thus we introduce with this number our hall of fame for newspapermen of our state, and we shall place in it men of the state who are attempting to do something toward the advancement of journalism. We shall call it "Leaders of the Oregon Press." It is fitting that we should begin with a sketch of A. E. Voorhies, editor of the Rogue River Courier of Grants Pass and president of the State Editorial association.

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Demand Outruns Supply

When the school of journalism was established the fear was felt that the result might be the training of more young writers than the profession would be able to absorb.

The outcome has been just the opposite. Even before the war it was apparent that there was a place and welcome in the newspaper offices of Oregon for all the young people on whom the school would set the stamp of its approval—in fact, positions opened readily even for a number of students whom the school could not unreservedly recommend.

Now comes the war and the school of journalism finds itself offering this apology to the many editors who have wired and written for help and who have been disappointed. We appreciate your interest and your confidence. We shall be able to recommend a few, a very few, students in June of this year.

The others—many of our best boys—are in France. The muster roll of a single company contains the names of nine.

A Journalist's History

Up to the present time there has been but little written on the history of journalism either in the Northwest or in the United States. Men have gathered together material and have written books on the subject, but for some reason none of them seem to give just the type of writing that is most needed. There is a great opening for some man who can take the history of the newspapers of the Northwest and write a short, snappy chronicle of events which can be used in the schools of journalism on this coast. A book of details is not wanted. What is needed more than anything else is a book giving the important events in the workings of the press, something giving the dates and the places, together with the men who

were instrumental in making the newspaper business what it is today.

There are plenty of papers in Oregon alone which deserve a position in the history of journalism and there are plenty of men in the state who should have mention made of their work.

There is certainly a great field open to someone who can give a concise resume of the work which has been going on for the past ten and even twenty or thirty years.

Held Up by the Press

This issue of Oregon Exchanges was previously planned for a February number, but after sending out a hurry call for personals and getting everything ready for publication, the parts of our new Optimus cylinder press began to come in from the American Type Founders company at Portland, and they have cluttered up the hallways and the composing room in the basement of McClure hall, where the University printshop is situated, so badly that all other press work was suspended and the force worked on assembling the new machine. The press has now been completely assembled under the supervision of Robert C. Hall, instructor in printing in the school of journalism, and G. P. Kennedy, who was formerly with the American Type Foundry, but who will continue in the employ of the University as pressman.

The shop will now be able to handle practically all the University work. The new press will print four seven-column newspaper pages, and has a speed of about 2,000 impressions an hour. It will be a great convenience to the University as well as to the school of journalism. Although a fortnight late we hope that the news in Oregon Exchanges this month will not be too old to be of interest to the newspapermen of Oregon and that readers will excuse the lateness of this issue and join with us in our rejoicing over our improved equipment.

How Ingalls Was Saved

C. E. Ingalls was the hero of the last State Editorial association's convention, according to David W. Hazen, but didn't know it, and besides he wasn't there. Ingalls is the editorial page editor of the Corvallis Gazette-Times, and as he can write like a houseafire, he was asked to say some well chosen words at the meetin'. The editor spent much time getting together his words, phrases and clauses for the address, but at the last moment learned that he had to stay at home that week. Putting his torrid thoughts into writing, he asked Professor McIntosh of the Oregon Agricultural college faculty, to read the same before said gathering.

The professor hiked up to Pendleton with the address carefully typed on yellow paper. On the morning of the day of the great reading, the Oregon Agricultural college man stepped into the wash room of the hotel to clean his hands and comb his hair and scrub his teeth. While there he calmly laid Ingalls' paper down and walked out of the wash room.

An hour or so later the city chief of police went into the washroom. He saw the yellow copy paper, looked at it and noted writing on same. He started down street reading the address and chuckling to himself—Ingalls can write stuff that would make a cow laugh. Bruce Dennis happened along, saw the chief of police reading and laughing, so was much surprised.

"What ho!" said Dennis, merrily, just like that. "Why wax thee so joyous, friend?"

"Look at this darn fool thing," replied the peacekeeper.

The former La Grande editor saw in an instant that it was one of the convention papers. The chief told him where he found the address, and Bruce hurried up to the convention with it just as Professor McIntosh was called upon to read.

Cut Rate Newspaper War in Oregon

By Fred C. Baker, Editor of the Tillamook Headlight.

Editor Oregon Exchanges:—I am willing to admit that my text does not sound good, and it looks decidedly bad in print but if it brings a few of the erring brothers to the mourners bench this article will not be wasted. Somehow it seems hard to deal with cut rate newspapermen, notwithstanding the successful effort of the State Editorial association in having the rate bill passed at the last session of the legislature. I thought that bill would put every newspaperman on his dignity and we would insist on cooperating with the other newspapers, making the rate for legal advertising all over the state five cents a line. They are not doing this, for cut rates woefully prevail in some counties. I will give but two illustrations:

Recently a Portland law firm called me up and asked me what my rate was for a certain legal advertisement. I wired back that all newspapers in Tillamook county charged five cents per line. The advertisement was sent to me as well as to newspapers in Albany and Toledo, for the advertisement had to be published in three counties. When the Portland attorneys received my bill, which was for \$76.00, and the bills from the Linn and Lincoln county papers, my bill gave them a sort of duck-fit, for the other newspapers charged less than one half what I had charged. No doubt the Portland attorneys thought that I was robbing them, for that is what a McMinnville attorney wrote me when I charged him five cents a line for a legal advertisement saying that he could get the same advertisement published in Yamhill county for one third what I had charged.

Now I do not feel very guilty nor does my conscience prick me in the least because I am classed as a robber. But if all the newspapermen of Oregon would cooperate and adopt and stick with the legal rate I am sure I will not be accused of being a robber in the future.

Will you pardon me for making a contrast? Some few years ago the dairy industry of Tillamook county was all shot to pieces because of lack of cooperation. It was the cut rate system, kept alive by foxy speculators, who kept the price of cheese down to the minimum, and it is the cut rate newspapermen who not only rob themselves of a fair remuneration but other newspapermen who have to meet the cut rate system. For several years I advocated and preached cooperation among the dairymen of Tillamook county, and today the cooperative system among the dairymen of Tillamook county is one of the most successful and satisfactory farmer's organizations in Oregon. When the cut rate system was in vogue cheese sold for seven cents per pound but when the dairymen cooperated the price of cheese soon went to twenty cents per pound and is selling wholesale today at twenty five cents.

As long as Tillamook dairymen were fools enough to sell their cheese for seven cents per pound the cut rate sellers and buyers were always

active and the dairymen did not receive what they were justly entitled to.

It is exactly the same with the cut rate newspaperman. But there would not be any more cut rates if the newspapermen adopted the same cooperative system as the dairymen of this country.

Soldiers in France

Letters have been coming to Oregon Exchanges from all parts of the state expressing appreciation of the work the editors are attempting to do and encouraging us to go on with our little magazine. They all tell us it is read with interest by newspapermen all over the state. We have not made it a policy to print these letters, but here is one from "Somewhere in France" which we print because it shows that even in France we are accomplishing our purpose of telling Oregon newspapermen of other Oregon newspapermen.

Dear Editor Oregon Exchanges:—Kuck (former city editor of the Dallas Observer) and I received my copy of Oregon Exchanges yesterday and, believe me, it was a very welcome messenger from home. It was full to the brim with the "stuff" we wanted to hear.

"He is?", "That so?",—these were the interrogatives Kuck and I threw at each other yesterday. Please don't miss us with any issue.

Speaking for myself, and I believe for most of the fraternity now with the colors, I'm going back to Oregon and the newspaper game. So I want to link up the time I'm away from Oregon with the time I was, and will be again, there. Exchanges helps in that. Through the courtesy of D. H. Smith, circulation manager of the Journal, L company receives five copies of the Journal daily and I receive two. L company certainly appreciates the letters from home. I enjoyed the letters of the boys far from home.

I read Hazen's article in Exchanges on John F. Carroll with a mist in my eyes. Mr. Carroll was my good friend. At a critical time in my life I took his advice—and it was a man's sincere wisdom given to a boy in whom he was interested. Mr. Carroll was a real newspaperman; he was clean, courteous, sympathetic, and a hard worker. He was a man of ideals.

This life is a wonderland for us. We ask no more than to be here. We will look back on these days as the greatest in our life.

Best to Dean Allen, Harry Crain and to all who would be glad to receive my message.

LAWRENCE DINNEEN.

(Former city editor of the La Grande Observer.)

A good opening for a telegraph editor has come to the notice of Oregon Exchanges. It is on one of the best state dailies, and offers a salary of \$20, with more for an experienced man. A man not subject to draft is desired. A letter in care of Oregon Exchanges will reach the editor.

Leaders of the Oregon Press

NO. 1 — A. E. VOORHIES

Twenty-seven years in the printing and newspaper business tells in a sentence the biography of A. E. Voorhies, president of the Oregon State Editorial association, and for more than twenty years publisher of the Rogue River Courier at Grants Pass. Yet within those twenty-seven years are crowded many experiences.

A year or so after graduation from the high school at Greenville, Mich., Mr. Voorhies entered the office of the Greenville Independent, at the end of six months being placed on the pay roll at \$2 per week, and at the end of a year being paid \$4 per week with no prospect of advancement.

Mr. Voorhies landed in Portland in the fall of 1891, and remained there during the period of financial depression, working in job offices whenever work could be secured and at other times doing any honorable job which would supply the one, two or three daily meals. Finally he went to work on the Portland Sun, a cooperative paper, with regular work but irregular pay. When this venture went on the rocks and everyone connected with the paper was broke, Mr. Voorhies secured a position with the Oregon Observer, at Grants Pass, as job printer, pressman, make-up man, reporter, solicitor, etc. When it became necessary to cut the force he was again broke. but had a wife, a bicycle and plenty of nerve (the latter absolutely necessary in the newspaper business).

Mr. Voorhies planned a trip to the metropolis by wheel, that being the only means of travel within his means, but before the day set for starting had arrived he was advised by a few business men, who offered to sign notes for the amount of the first payment, to buy the Courier. It took nerve to buy on so scant a capital, and nerve to continue business on a narrow margin. Starting with a capital of \$0 and continuing year after year until a daily paper is launched and continued at high cost for seven or eight years, is a series of experiences which put wrinkles in the face and gray hairs in the crown, but these experiences are hallowed with lasting friendships as well as punctuated by such events as whiskey ring boycotts, libel suits, rival newspapers, and long hours of hard work.

During his twenty-three years of residence in Grants Pass, Mr. Voorhies has been connected with all the activities of the city, including the organization in 1899 of a company of national guard, which he served in various capacities and was commissioned captain before the company was finally disbanded in the reorganization of the national guard.

Mr. Voorhies is a firm believer in the school of journalism and its value to the newspaper fraternity, as well as to the students. He says there is no place in this generation for the hit and miss methods heretofore employed in conducting the newspaper business and that hereafter journalism will be recognized as a real profession and newspapers will be conducted by trained business men who have high ideals to live up to.

All Over Oregon

Paul Feeley, formerly automobile editor and later copy reader on the Oregonian has become automobile editor of the Los Angeles Express.

C. A. Lawton, a fraternal writer of much ability, is now publishing the Senator in Astoria for the Knights of Pythias order. The local lodge issues a monthly publication called the "Golden Spur." Its news is primarily for its members.

Heath Youell, one of the copy desk men on the morning edition of the Oregon Journal, has gone to California, where his mother has recently acquired some land. His place is taken by C. P. Cummings, a young newspaperman recently here from Philadelphia and nephew of deputy district attorney, Sam Pierce of Portland.

P. A. Chandler, original owner of the Deschutes Valley Tribune, has again acquired possession of that publication and has given up his work with the Madras Pioneer, with which he was recently connected. M. C. Athey, who edited the weekly until the latter part of December, sold out his interest and has gone to Prineville, where he is working on the Ochoco irrigation project.

E. E. Brodie, publisher of the Morning Enterprise, Oregon City, has seen his boasted organization shot full of holes since the outbreak of the war, and for several months he has been forced to come down town every night and sit in on the desk until after midnight. He works more hours than any man in his shop, and it appears to agree with him. For recreation he nurses the interests of the Commercial club, of which he is secretary.

The Independent Monitor has recently installed an Intertype, and Editor Ecker now threatens to convert the Monitor into a semi-weekly, to be known as the Polk County Post.

Lee D. Drake, advertising manager and part owner of the East Oregonian, is the captain of the Umatilla county Home Guards, an organization now equipped with rifles and subject to duty under the orders of the governor or sheriff.

While her husband Lieutenant Harold J. Warner is in the army, Mrs. Warner, telegraph and social editor of the East Oregonian, is continuing her duties on the paper. Mrs. Warner was formerly Miss Edna Zimmerman.

Major George White, formerly Sunday editor of the Oregonian and later adjutant general of the state, has reached France with a contingent of field artillery. L. H. Gregory of the Oregonian has just received a letter from him telling of the trip made by the 66th Artillery brigade.

A new man in the Morrow county newspaper field is L. W. Charles, who has taken over the Ione Independent. Mr. Charles formerly published the Scio News and worked for a time in Albany printing houses. "Charlie" is a valuable addition to the Morrow county printing fraternity and is giving Ione the best paper they have yet had. In the recent fire, which destroyed half of Ione's business district, the blaze worked up to the walls of the Independent office and then went the other way. Mr. Charles firmly believes this was the act of Providence and only proves more firmly that God always looks after his own.

Mignon Allen, a former student of the University of Oregon, is doing society for the Astoria Evening Budget and takes special assignments when they are given her.

The East Oregonian makes the claim of being the largest paper in eastern Oregon in circulation and advertising and the only eastern Oregon paper carrying an A. B. C. circulation statement showing the previous day's press run.

James D. Olsen, at one time employed in the circulation department of the Oregon Journal, but more recently connected with a Los Angeles newspaper returned recently and joined the editorial staff of the Journal and now has the city hall beat, so long held by Claude Bristol, who has been taking the training for the ordnance corps at the University of Oregon and is now stationed at Benicia, California.

A War Savings Society has been organized by the Journal employes, each one of whom is now pledged to save for war purposes during the duration of the war and to invest in Thrift Stamps and War Saving Stamps. Maedonald Potts of the business office is president of the society, and Harold Hunt of the copy desk, formerly at the University, is secretary. Bishop Walter T. Sumner addressed the employes at the organization meeting.

Since its editor and owner has been placed in Class 1, under the selective draft act, and will be one of the first persons called from Lake county when the next draft call is issued, publication of the Fort Rock Times was discontinued with the issue of January 31, 1918.

The Times has been published continuously at Fort Rock since June 12, 1913, being started by R. N. Buchwalter, of Paisley, who within a few months from that date sold it to its present owner, J. William A. Busch.

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Helen F. Driver, a graduate of the University school of journalism, who is on the staff of the Tacoma News-Ledger, has recently been assigned to the feature section. Miss Driver was formerly on the society desk.

Harlan Hoffman, who has done reportorial work for the Capital Journal and the Oregon Statesman at Salem, is now an apprentice in the Statesman composing room. He entered Willamette university in September and finds it necessary to curtail his college schedule because of his present night job.

I. J. Kern, one of the pioneer newspapermen of Clatsop county, and for the past twenty-five years, associate editor of the Astoria Evening Budget, has purchased a home for himself and wife on the crest of the hill where he can get a good look at the broad expanse of the Columbia river every morning before going to work. He also owns an automobile. Some newspapermen cannot help spending their money they make it so fast.

The plant, business and good will of the Union Oregon Scout, which has been in the field for many years, has been sold to the Eastern Oregon Republican, the owner and editor of which is G. A. Scibird. The deal will give Mr. Scibird a lucrative newspaper field and enable him to publish a paper that will represent Union in a most creditable manner. Mr. Scibird is a veteran in the newspaper business and will give his patrons a good live paper. We congratulate him on his improved position, knowing that he will make good in every department.

Floyd Maxwell, who was at the helm of the Scout, in announcing the transaction stated that he would soon enlist in some branch of the United States army and would enter the ordnance class of the University.

The Creswell Chronicle has suspended publication and George H. Baxter, its former editor, will make the welkin ring down in the Gardiner country.

Rex Vincent, who was serving an apprenticeship with the Cottage Grove Sentinel, is now with the Roseburg Review, his family having taken up their residence at Roseburg.

J. B. Hinman, former publisher of the Astoria Columbian, a weekly newspaper, is now in the engineer's service somewhere in France. The paper suspended publication a few months after its founder left.

Bert Bates, cartoonist and reporter of the Roseburg Evening News, owned by B. W. Bates and himself, is on his way to France in a hospital corps. Charles Stanton is in the Coast Artillery, formerly 4th company, from this city. The Evening News staff now consists of B. W. Bates, editor and owner, Dee Mathews, R. M. Wood and Miss Madge Miller.

Clifford Harrison, for several years marine man on the Oregon Journal, but more recently sporting editor of the Seattle Times, was united in marriage, Monday, March 4, with Miss Harriet Hewlett of Marshall, Michigan, formerly of Portland. The wedding took place at the home of Mr. and Mrs. John L. Travis. Mr. Travis was formerly news editor of the Journal and is now managing editor of the Times.

Newspapermen of Oregon evidently think that as long as they say who shall fill public offices they might as well select themselves for candidates. Among those already out, or about to come out, are G. J. Taylor, editor of the Molalla Pioneer, and Elbert Bede, editor of the Cottage Grove Sentinel. The former will be a candidate for the house and the latter has his eyes on the senate.

Emil Schwab, formerly connected with the public service corporation in Astoria, is now with the Astoria Budget circulation department.

Henry N. Fowler, recently associate editor of the Bend Bulletin, is now stationed at the base hospital at Vancouver Barracks, where he is in charge of the pneumonia ward. In his spare time he is reporting for the Post Skirmisher.

E. E. Southard, editor of the Polk County Observer at Dallas, and Sheriff John W. Orr, of that county, had a personal encounter on the streets of Dallas, and Southard went down under a left to the shoulder and a right hook behind the ear delivered by the sheriff. Differences as to the patronage of the sheriff's office are said to have been the cause of the trouble.

Telling a good story is a long suit with Sam Pattison, editor of the Heppner Herald, and he usually has a good one apropos to the occasion. Recently he called on Editor Crawford of the Gazette-Times and found the latter engaged in the laborious task of lifting a double form from the press to the stone. With the remark that Crawford was some man, he spilled the following:

"Reminds me of a little fellow I used to know in Indiana who did his farm work with a pair of oxen. This fellow wouldn't tip the scales at more than ninety pounds but he felt just as big as if he weighed as much as you, Crawford.

"Well one day the little fellow was down by the barn with his yoke of oxen, when Buck, the long horned one, became incensed at something and pinned his horns, one on either side of the little fellow and just simply 'nailed' him to the barn wall. But the little farmer was equal to the occasion. Grabbing the ox, a horn in each hand, he yelled 'Buck, d- you, let go, don't you know there is a man a hold of you!'"

Rex H. Lampman, formerly of the Oregonian local staff is now editor of the North Dakota Leader, a weekly official organ of the Non-Partisan league in North Dakota.

Under the caption, "The Journal Man Abroad" Fred Lockley, who has gone to France in the capacity of a Y. M. C. A. secretary, is contributing a series of interesting articles on his impressions, although he declares it is of no use to chronicle the most interesting things because it overworks the censor.

J. H. Connell, one of the comparatively new members of the staff of the Oregon Journal, was married December 26 to Miss Helen Hilby of Bellingham. The wedding took place in Tacoma, where the bride formerly attended Aquinas Academy. Mr. Connell has been connected with newspapers in Bellingham, Astoria and Olympia.

Miss Iley Nunn Cage, for several months on the reportorial staff of the Oregon Journal, doing hotels and regular assignments, left the middle of January for Nashville, where on January 21 she was united in marriage with Lieutenant Harold M. Davis at the home of her aunt and uncle, Mr. and Mrs. R. A. Henry in Belmeade Park. Mrs. Davis is now at Macon, Georgia. Lieutenant Davis is stationed at Camp Wheeler.

Leon B. Rowland of the Spokesman-Review staff took a position in the editorial department of the Timberman at Portland, March 1. Mr. Rowland is a newspaperman of more than average capability. For some years he was with the Yakima Daily Republic. At the outbreak of the European war he went to New York where he was connected with a news bureau. In the hope of benefitting his wife's health he returned west. Mrs. Rowland died several months ago. In Spokane Mr. Rowland has been conducting a class in journalism at one of the high schools of that city.

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W. S. Fisher, part owner of the Roseburg Review, has just completed a course in ordnance stores at the University of Oregon, preparatory to active service. He is a University of Oregon graduate.

Ernest Peterson, formerly connected with the circulation department and school reporter for the Oregon Journal, recently took a regular position on the staff and is covering police. He was married early in February to Miss Mildred Oppenlander, daughter of Mr. and Mrs. Frederick Oppenlander.

C. Jerrold Owen, former court reporter of the Oregonian, and as such known as "the most gentlemanly reporter who ever covered the court house beat," has been promoted to First Lieutenant of Infantry at American Lake. Mr. Owen was commissioned Second Lieutenant at the first Presidio training camp.

Morrow county newspapers have contributed to the country's fighting forces. Walter Cochran, former editor of the Lone Independent, and Robert Hopkins, linotype operator on the Heppner Gazette-Times, have enlisted in the navy. From last reports both young men are now doing well, having passed through the apprentice stage and are now able seamen.

H. E. Thomas, city editor of the Oregonian, recently sustained a slight fracture of his right arm near the elbow while playing volley ball. The injury went unattended for about ten days on the theory that the pain was a touch of rheumatism or writer's cramp or some similar ailment. An X-ray however finally sent him to his house for a week's rest. The injury was a peculiar one; a corner of the bone snapped off when the muscles were strained and torn from the bone. After his return to the office Mr. Thomas wrote with his arm in a sling as the injury was on the right member.

Frank R. White, well known newspaperman and irrigation expert, recently of Klamath Falls, is a recent addition to the copy desk of the Oregon Journal.

Edgar E. Piper, son of E. B. Piper, editor of the Oregonian, has arrived in France. He is First Lieutenant, attached to the headquarters company with special duties in the finance department. Lieutenant Piper is a fluent French speaker.

W. C. Black, has sold the Advance, at Oakland, to its previous owner D. E. Vernon. Mr. Black is now city editor on the Review in Roseburg. Claude Riddle, owner of the Tribune, has been a reporter on the Review for several months, but expects to go to his own paper this spring.

Charles H. Jones, managing editor of the Oregon Teachers' Monthly, has been confined at his home by illness for several months and shows little improvement. The editorial work on the Teachers' Monthly is being done by Professor E. D. Ressler of Oregon Agricultural college, Miss Cornelia Marvin, state librarian, and by members of the state department of education.

The Astoria Evening Budget is flying light with four of its men doing duty in the training camps somewhere in the Northwest, while one is in the aviation branch at San Antonio, Texas.

Ed C. Lapping, the genie who held down the reporters desk on the Budget, is now doing yeomans service in the Lone Star state. He writes semi-occasionally to the boys at home. He said that Mark Twain was right when he said that if he owned hell and Texas he would sell Texas and live in hell. Ed simply gave a graphic illustration of the condition of the weather. He thought that Oregon was not so bad after all, even if it did rain 117 inches each calendar year.

Ernest Bertz, the Journal's humorist office boy, is now time keeper in a logging camp. Lester Wilson is the new office boy.

Mr. Dellinger, the proprietor of the Astorian has recently installed a new press of the web perfecting type. It prints and folds the papers all in one operation. All the daily newspapers in Astoria use the perfecting type of presses now.

Guy Downs, make-up man in the Oregonian composing room, is trying his hand at editing copy. Mr. Downs fills in on the copy desk on Sunday nights. He is looking towards the time when he will be the editor of a country publication. Mr. Downs is also a member of the Portland Press club.

Harold Weeks, formerly Reed College reporter for the Oregonian has been promoted to first lieutenant in the aviation section United States signal corps, and is ordered to New York preparatory to going abroad. Roscoe Fawcett, formerly sporting editor of the Oregonian, first lieutenant of aviation, is now in New York commanding a squadron of 150 men preparatory to sailing.

George F. Stoney, for the last five years copy reader on the Oregonian, has enlisted in the Canadian army, forestry regiment, and is now at Halifax awaiting orders to sail. Mr. Stoney who is past 45 years old enlisted when a letter from his home in Ireland announced that the war had taken a toll of more than 200 members of his family. Mr. Stoney is an American citizen, but he was beyond the age for acceptance in the American forces. He was accepted as 45 years old, but his friends are quite certain he is slightly older. He has been out of the hospital only a few months, having undergone an operation, but he passed a surprisingly satisfactory examination physically and mentally.

Rolfe Whitnall, formerly with the Oregon Statesman, is now advertising manager of the Ellensburg (Washington) Record.

Arthur N. Jones, formerly telegraph editor of the Oregon Statesman and who later held a similar position with the Medford Sun, is now on the copy desk of the Oregonian.

Leon B. Rowland, of the Spokesman-Review, Spokane, Washington, and formerly of the North Yakima Republic at North Yakima, Washington, has accepted a berth with the Timberman of Portland and took up his duties March 1.

Glen Wimberly, part owner of the Roseburg Review, is in charge of the Liberty Loan office in Portland, under direction of campaign manager E. E. Smith, former editor of the Tax Liberator, published in Eugene. Mr. Smith and Mr. Wimberly have their families with them in Portland.

Scarcity of help is felt in the Douglas county newspaper world, as well as on the farms. Mrs. S. M. Pardee editor of the Tribune at Riddle resigned her position March 1, to remove to the family farm near Riddle. Mrs. Pardee was the founder of the Echo of Canyonville, which afterward was consolidated with the Tribune. For many years she worked and lived in Grants Pass, then bearing her maiden name of Harriet Scoville.

Henry M. Hanzen, who for nearly six years has been Salem correspondent for the Evening Telegram, became a member of the city staff of the Telegram on March 1. He will write state politics. Mr. Hanzen's place in Salem has been taken by Stephen A. Stone who has been with the Statesman for two and a half years. Mr. Stone does not resign his position with the Statesman in taking the Telegram correspondence.

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J. C. DeBall has resigned a position with the Albany Herald which he has held for nine months. He has accepted a reportorial position with the Capital Journal of Salem.

Timothy M. Malone, former district circulation manager for the Oregonian, is among the Portland recruits who have been selected to attend the ordnance training school at the University of Oregon which opened Monday of last week.

John H. Cradlebaugh, telegraph editor of the Daily Capital Journal of Salem and dean of Oregon desk men, has sufficiently recovered from a recent serious illness to be back at his work. In addition to his desk work, Mr. Cradlebaugh has been state house reporter for the Journal for some time, and during his illness, Will T. Kirk, Salem correspondent for the Oregon Daily Journal, has furnished the Salem stories.

N. R. Moore, city editor of the Corvallis Gazette-Times has gone to New York where he will await passage abroad to commence his work with the Y. M. C. A. He has no idea to what branch of the work he will be assigned, and it will make no difference, for he says he is perfectly willing to do anything from cleaning cuspidors to conducting prayer meetings. He hopes however to have time to do a little writing for the good of the cause and the benefit of the folks back home and has taken a typewriter with him and several reams of paper. In as much as it may be a month before he lands on the other side, it will probably be March before his letters from abroad will appear. Mrs. Moore who was to accompany him changed her mind as she didn't like the looks of the long trip back. While he is over there he expects to call on George Five and find out who really started this war, anyhow.

Elmer Lloyd Terrill, of Oregon City, has gone to Medford to become night editor of the Sun. He was formerly employed on the Morning Enterprise, and later with the Portland Telegram.

Since the war, girl reporters are in evidence. Miss Madge Fulton, niece of the late Senator Fulton, is doing regular duty as a cub reporter on the Astorian. Mrs. W. N. Meserve carries a note book for the same paper and furnishes copy regularly.

M. J. Brown, editor of the Courier at Corvallis, has sold his interest to his partner, E. A. Frost. Mr. Brown will continue as editor till late this spring. He has not yet made up his mind what to do but hopes to get connection as a correspondent somewhere.

J. Spencer Crawford, foreman of the Heppner Gazette-Times office, recently underwent an operation in Portland for the removal of a growth on his left foot. The operation was very successful and Mr. Crawford has returned to his work in the back office.

Oregon Exchanges recently lost one of its staff members—Miss Emma Wootton of Astoria. She has returned to us however in the guise of Mrs. Elmer Hall and we are more than glad to welcome her back and wish her all possible happiness. Mrs. Hall is managing editor of this issue and will edit next month's number of Oregon Exchanges.

Editor Arthur R. Crawford of the Heppner Gazette-Times recently returned with his family from California. A new addition to the family arrived in Berkeley on November 11, and the young lady has come up north where she may thrive in Oregon sunshine. While in the South, Mr. Crawford worked on the editorial staff of the San Francisco Daily News.

Miss Muriel Grant, former city editor of the Polk County Observer at Dallas, has resigned to accept a position in the advertising department of the Salem Statesman.

August Nikula, formerly manager of the Western Publishing Co., a Finnish organization issuing the daily Toveri (Comrade) is now managing a mercantile business in Astoria, having resigned his newspaper work a few weeks ago. He has been succeeded by A. J. Parthan as manager of the Toveri.

Frank Hochfeld, librarian of the Oregonian, is in the hospital having been sent there for the removal of his tonsils. Mr. Hochfeld was formerly in the Oregon Coast Artillery and was discharged for physical reasons. It is thought the operation will materially improve his health. H. J. Campbell, assistant news editor, recently underwent a similar operation and is now in fine fettle.

J. V. Reid, new attache of the Postal Telegraph company handling the special wire in the Oregonian office "came through" the other night for a place in the local hall of fame. The Oregonian received a late message calling for a war map. American troops had taken hold on the western front and had met the enemy in battle. No other paper had thus far printed a map showing the exact location of the American troops. The Oregonian artists had all left for the night and P. R. Kelty, night editor, was a study in eloquent but disgusted silence. Mr. Reid jumped into the breach. He opened the cartoonist's desk, and in about five minutes turned out a well proportioned map of the entire sector showing locations of the American boys. Then someone discovered that Reid is an artist of no little ability. He is handling the Postal wire since Frank Depareq left to become all-night chief at the central office of the Postal in Portland. Mr. Reid is formerly of Ray, Arizona.

Charles W. Myers, formerly of the local and copy reading staff of the Oregonian, is now editor of the Soldiers News Letter.

George Rouse of Spokane is occupying a temporary place on the staff of the Oregon Journal and is doing hotels and general assignments.

A. N. Jones, formerly of the Sun at Medford, and prior to that time with the Statesman at Salem is a new man in the Oregonian office, being on the copy desk under P. R. Kelty, night editor.

Cecil St Helen, a Lincoln high school senior, has taken the late night shift on the copy-running staff of the Oregonian. St Helen is a senior who has aspirations for the newspaper field.

Sam Wilderman, editor of the Hustler, the publication put out by the newsboys who handle the Oregonian night street edition, is filling in on the copy running staff of the Oregonian. Mr. Wilderman is a senior at Washington high school and is a member of the staff of the Lens, the Washington high school publication of which Eugene Kelty, son of P. R. Kelty, night editor of the Oregonian, is editor.

C. M. Cogswell, who has been circulation manager of the Oregon Statesman for several years, has resigned to enlist in the aviation service of the army. He is stationed at Vancouver barracks. His desk in the Statesman office has been taken by Miss Nellie F. Stowell. Clair Blodgett, Statesman mailer, has resigned to enter the service and is with the hospital corps at Vancouver. His place has been taken by George Anderegg. Other men who have enlisted from the Statesman office are: Richard O. Hansen, reporter, 162nd United States Infantry, France; Paul Hendricks, son of R. J. Hendricks, 162nd Infantry, France; and Sam Tyler, linotype operator, with the engineers at Vancouver.

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The Polk County Observer has changed from a semi-weekly to a weekly, dropping the Tuesday issue and appearing only on Friday now.

W. A. Pettit, former city editor of the Roseburg Review, is now copy editor on the Oregonian. Miss Kathleen Coates, one of Mr. Pettit's discoveries in the local schools, is now attending Reed college.

The Heppner Gazette-Times has the distinction at the present time of being an all home print, all in the family affair. All job printing and newspaper publishing is done by members of the Crawford family, and contrary to the usual custom of country weeklies, all of them are "drawing down" wages. The Gazette-Times planned to move into its new home sometime in March.

W. J. (Bill) Cuddy is compiling some of the rejected paragraphs he has written for the Oregonian editorial page, which thus far have never seen the light of day. Mr. Cuddy is paragrapher for the Oregonian, as well as being editor of the Weekly Oregonian. However, some of his "stuff" is too hot to pass the vigilant R. G. Callvert, assistant managing editor, and Mr. Cuddy is preserving some of these for a special compilation he will fix up for his friends in the business.

Addison Bennett, special writer for the Oregonian, reached his seventy-first birthday the other day. He is still "going strong" and dislikes writing "straight" news stories as much as he ever did in the early days when his unique handling of stories put him in the limelight. Turn him loose on a feature assignment and he is in the seventh heaven of delight. "The work is just as interesting today as it was 35 years ago" he says in explanation of his persistent vigor. On his birthday the staff presented an umbrella to the veteran and dean of Portland newspaper men.

From Bend comes this word of a new feature:

"The Bend Bulletin has put in a new department that might be of timely interest to some other small town publishers in the state. It is now running daily what has been christened "The War Exchange", consisting of a column of material either clipped from war cook books and conservation menus or contributed by readers.

"The general idea is to embody in it suggestions helpful in carrying out the new food regulations. On such a paper there is a considerable quantity of material sent in that is hard to find a place for as ordinary news. It must be printed in order to keep subscribers who are interested in that sort of stuff and yet it's a nuisance to the fellow who writes the heads.

"The exchange has solved the problem. If the Red Cross desires to have the latest instructions for knitting Kitchener heels in print, that is where they can find it. Some rancher up in the woods has suggestions about stewing goose eggs and guinea pigs; it is stuck in there. Even the Presbyterian minister invented a formula for war bread made with potatoes, and the Bulletin is looking forward to publishing that.

"The whole thing is crackerjack stuff for space filler and that is what is certainly needed in this town on dull days, when the wire is slack on big features and nobody is considerate enough to commit suicide or scrap over the city budget.

"The idea of putting the column in as a regular feature came in the request of several ranchers' wives on far off homesteads for the United States Food Administration cook books, which are hard to get in isolated districts. These receipts are printed direct from the book. It is only a matter of a few minutes to slap a few bits of copy on the hook for the Exchange and mark off a section of the recipes. A schedule of meatless and wheatless days tops

the column each time, and Red Cross meeting days, according to departments will be put in. Names of contributors to the soldiers' tobacco fund also go there."

Gordon J. Taylor, editor of the Molalla Pioneer, has announced his candidacy for representative from Clackamas county. Mr. Taylor is well known throughout the Northwest as a lecturer. He is Molalla's livest wire.

The Morning Astorian is displaying a service flag showing that seven of its employes are somewhere in Uncle Sammy's care wearing the olive drab. Of the staff Hugh McCullough and Leland Gilbert are in training at Vancouver. Strange faces are at their desks, but the paper comes out as usual.

T. P. Berry of Los Angeles, for many years identified with California papers, and a part of the time with the Hearst publications has joined the copy editing staff of the Oregonian. He is handling the telegraph news.

C. H. Williams, general assignment man and financial reporter of the Oregonian, has been away from his desk for a month. He has been in that aggravated state of being too ill to work and to well to be sick.

Miss Jeanette Wiggins, general assignment reporter on the Oregonian, accompanied by Mrs. Gertrude Corbett, society editor of the Oregonian, visited Camp Lewis, American lake, recently for the purpose of getting acquainted with the various organizations and their work in the environs of the camp. Miss Wiggins covers much of the news of the war unit auxiliaries in Portland and the correspondence news from soldiers at the front. Mrs. Corbett gathered data for a feature story on the hostess house at Camp Lewis, while chaperoning Miss Wiggins.

Bruce Dennis, former owner and editor of the La Grande Observer, has returned to the old stand.

In the issue of February 23 the following editorial appears, with which Mr. Dennis opens his return engagement:

The La Grande Observer has changed ownership and Mr. O. C. Leiter and his assistants are no longer in any way connected with the business. Mr. Leiter had business in another part of the state which claimed his attention and decided to sever his connection with the newspaper business in Eastern Oregon.

All stock in the La Grande Evening Observer company has been purchased by the undersigned and henceforth he will be in charge of the plant and the business.

Believing that no introduction is necessary; believing further that our long residence in La Grande has caused the opinion in every citizen's mind to already have been formed—whether it be for or against; and assuring every citizen of Union and Wallowa counties that our high opinion of the greatness of Eastern Oregon has never been altered or changed in any way whatsoever, we sincerely and affectionately ask that the presiding officer at the Eastern Oregon Good Fellowship banquet please make room at the table for another plate in order that we may sip and break bread with you; in order that we may hear the stories of progress and good cheer—if sadness and grief be cast upon us at this time when our boys are fighting for us all, may we in our small but sincere way share that grief.

We will not attempt at this time to outline any business plans or policies, for the readers of the Observer for the past ten years could probably outline such policies and plans better than we can. Suffice it to say, the Observer shall not lose any of its brilliancy

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and the business principles of the office that we formerly used will again be re-enacted. Appreciation for the smallest classified ad as well as the double page announcement will be manifest, and we say to the Observer's large family of readers "treat us in the same old way" and we will in turn render you the best service that we know how to give.

Very sincerely,
BRUCE DENNIS.

Willard Shaver, an Oregon alumnus of '14, and a former journalism student, has spent seven weeks recently in recovering from a serious wound in the leg, the nature of which is not disclosed "for military reasons." Shaver is now with company F, 18th Railway Engineers, in France.

Part of a letter received by his mother in Portland follows:

"Today after almost seven weeks of 'bed riding' I graduated to a wheel chair. I sat up, wheeled around, and read in it for several hours, two this morning and an equal time this afternoon. Of course I cannot manage the change from bed to chair alone as my leg still reposes in a splint, but when I viewed my bed from a different angle this morning. I felt as though released from solitary confinement.

"I may now use the chair as frequently as I feel able, which I think will be pretty often. I hope to have my leg freed of the splint in a few days. It will be some time yet before I can leave the hospital, and a still longer time before the stiffness will disappear.

"I am feeling extremely well otherwise, eat and sleep well and spend most of the days reading."

Frank Bartholomew, formerly assistant sporting editor of the Oregonian, has gone to Vancouver B. C. to become sporting editor of the Province there. After leaving the Oregonian several weeks ago Mr. Bartholomew worked for a time on the Albany Herald and on the Courier at Oregon City.

Oregon Exchanges

For the Newspapermen of the State of Oregon

Eugene, Oregon

June, 1918

Vol. 1. No. 6

Breaking the Ice into Journalism

A Review of the Newspaper Situation Since Women Have Been Taking Their Places in the Profession.

By Miriam Page

Women have long been hammering at the insurmountable barrier of ice that has separated them from newspaperdom. Just recently this barrier has given away, and women are eagerly swarming through the gap to take their places in every phase of newspaper work. We see a woman over the top of the editor's desk wielding with confidence the pen which her predecessor abandoned for the sword. We find her taking up the duties of the advertising manager, who is now computing the distance from one side of No Man's Land to the other. Armed with a pair of shears, she slashes the telegraph news, impersonating the man who is now practicing his art on a more deserving foe. As reporter she fills the gap left by the young chap that now reports to a superior officer on the western front. And she has not been loath to take the place of the paper carrier just gone to a new job in the shipyards.

In our own state this condition is well exemplified, for newspaper staffs whose only feminine member a year ago was the society editor, now show two or three names prefixed by Miss or Mrs.

Letters to a number of these Oregon newspaper women brought responses full of confidence, determination and that push and enthusiasm which bespeak success. Each of them is well worth printing in full as a separate article under its own signature, and the difficulty in compiling them is one of selecting the best out of an abundance of good.

Vella Winner Encourages Women.

Miss Vella Winner, women's clubs editor for the *Oregon Journal*, paints a true picture of conditions as they are, and sounds the note of encouragement to all conscientious women journalists. She says:

"That old line, 'It's an ill wind that blows nobody good,' is splendidly exemplified in the depletion of the staffs of the newspapers of this country and their subsequent filling with women—all a result of the terrible world war. The struggle that women have had against that most terrible of odds, the prejudice of editors against women, based on ignorance, jealousy and a narrowness of vision that blinded them to the fact that women have just as good

a news sense, write just as well, have just as much initiative, know how to meet people just as well and are just as hard workers and just as loyal as men, is beginning to be met with some sort of reward, for the shortage of reporters of the male sex has become so acute that editors are forced to take on women. I know of a number of instances where, as a last resort, women have been made members of the reportorial staff, and without a single exception they have made good.

“For years past women have been begging and beseeching for just a try-out. Splendid, up-standing, college-bred women have seen themselves refused, while a mere chit of a boy just out of high school, wearing loud ties and smoking cigarettes, and otherwise announcing that he is a man, is given a position, the only possible excuse being that he wore trousers. But, for the last six months, the newspaper woman has come into her own as never before, and the future holds even greater opportunities. The war is getting newspaper men in greater numbers than in many of the professions, because it includes so many young men. A small army of women are taking their places, and they are doing in such splendid style the same work hitherto done by men that it is hoped they are establishing such a precedent that in years to come reporters and editors will be given positions on their capabilities alone, regardless of sex.”

Lucile Saunders Visits from Salem.

Miss Lucile Saunders, now telegraph editor on the *Oregon Statesman*, has been steadily climbing since she left the University of Oregon to take a position as reporter on the *Coo's Bay Times*, and later she worked in the same capacity on the *Bend Bulletin*. Miss Saunders' letter says:

“Just now women are the big factor in the newspapers of the state. I've heard half a dozen small-town editors within the last month wonder where they could get a reliable woman reporter—men who wouldn't think of having one around the office a year ago. What were they good for anyhow? True, they could write up the annual reception of the W. C. T. U.—if they have such things—or could keep the office dusted, but generally they cooed too much over the former and mused up all the sacred stacks of papers in doing the latter. This attitude has changed since last summer. The editor wants a woman who can do a man's job, sit down and stick it out until it's accomplished, and then not go off and tell the next fellow what terribly hard work she is doing. He's pleased as a youngster with a new toy if he can find a girl who isn't going to giggle or receive telephone calls from her friends during working hours, or crawfish when she is sent after a political or market story.

“If she isn't afraid of work and can take a little advice or a scolding from the editor with a stiff upper lip, and if she has confidence in herself, any girl can make good in the newspaper business in the present emergency. When the war is over editors will have been won around to the place where they won't turn a woman applicant for a position down the first time because 'there aren't any vacancies just now in the society or women's clubs departments.' ”

Frances Whitehead Has Rich Experiences.

Miss Frances Whitehead, city editor of the Baker *Herald*, whose newspaper experience is rich in variation, has followed the general rather than the specialized lines of newspaper work usually given to women. In speaking of her work, she says:

"My work from the start was covering the beat of an experienced newspaper man, and has given me almost every variety of work, from a gun fight to a wedding. I attribute what success I have attained as a newspaper woman to that fact and to my service under a proficient editor. A day is never ended that I do not think over the happenings that have taken place on my news route with a feeling that I have learned many things both of human nature and of a general business value.

"I believe that is the case in most occupations—confidence is the most essential element in newspaper work. My experience has taught me that the women in the work will be equally successful with men."

Miss Hemenway, who graduated from the University of Oregon when the school of journalism was "but a yearling," had the advantage of that year, during which she "reported, edited, made up (in theory), business managed, studied grammar and newspaper ethics and deviled generally." She is now going through what she calls a "seasoning process" on the Cottage Grove *Sentinel*. She says:

Gets Accuracy and Versatility.

"As to my own experience—seasoning. It has been gained chiefly on a small-town weekly, a most educative institution, I assure you.

"To me it seems that the chief virtues of country newspaper training are two: You must be accurate and you must be versatile, and the work increases your power in both accuracy and versatility.

"You may think it odd that I have not brought out the 'woman in newspaper work' idea. But I left it out naturally and unconsciously, precisely because woman in journalism is so taken for granted in my own thought. Now for the first time she is taking advantage freely of what was always a suitable field for her, and making good as a matter of course."

Realizing that women are still at a great disadvantage even in spite of the urgent demand for help, Miss Winner speaks confidently of their superior capabilities, and adds just a word from her own experience to the girl entering journalism:

"There isn't a duty on a newspaper that a woman cannot perform. Not every woman has the makings of a managing editor, or even of a reporter. Neither has every man; but woman is more adaptable than man; she can do more things. I know of women who have covered big political stories, big murder trials and kindred stuff, and they put it over the men on the same assignment from other papers, while the man who dares write of fashions, better babies and conservation salad does not exist.

"The profession holds more promise for women now than ever before, and I would suggest to the girl who has made up her mind that she wants to follow journalism as a profession, and has satisfied herself that she can deliver

the goods, to step right up to the first editorial door at hand and demand, without seeming to demand, a job. The editor will be sure to need someone. Noting your petticoat, he may not admit it; but he has a vacancy.

"Many a city editor still says, 'When I am obliged to take on a girl cub, I make her first assignment the most difficult and the most disgusting possible, hoping to receive an immediate resignation.' (How we women are adored by editors!) Just call his bluff, cultivate a bit of a crust, and 'come through' with the story. If you do that, let us hope he will not have the temerity to 'let you out' at the end of the week. 'Get it!'—that is the demand made of a reporter. If you do get it, you are a reporter; if you don't, you are not."

The very recent influx of women into the newspaper offices of the state makes it impossible to give here a list that would even approximate a true account. There are a number whose work has come under the notice of OREGON EXCHANGES and deserves a word here.

Miss Clytie Hall has taken a position as reporter on the Pendleton *East Oregonian*, after making good in a similar position on the Eugene *Guard*.

Other general reporters in different offices of the state are Miss Freda Hazer, of the *Coos Bay Times*; Mrs. Gertrude Smith, of the *Marshfield Record*; Mrs. W. N. Meserve and Miss Madge Fulton, of the *Astorian*, and Miss Greer, of the *Ashland Tidings*.

A list of other journalistic positions held by women in Oregon shows an interesting variety. Miss Bessie Berry is editor and publisher of the Long Creek *Ranger*; Miss Echo Zahl has been writing feature stories for the *Portland News*, following similar work on the *Seattle Star*. Edith Knight Holmes edits the women's clubs section of the *Oregonian*.

Oregon Has Two Women Linotypers.

Two women linotype operators are Miss Dorothy Kibler, of the *Coos Bay Times*, and Miss Cora Kreamer, of the Eugene *Register*. Jeanette Calkins is the first woman business manager the *Oregon Emerald* of the University of Oregon has ever had, and she is making a go of the finances in a hard year. Mrs. Emma Wootton Hall was the editor of the *Woman's Emerald* this year, supervising a staff composed entirely of girls.

A few of the many society editors of the state are Mrs. Gertrude Corbett, of the *Oregonian*; Miss Nona Lawler, of the *Journal*; Miss Beatrice Locke, of the *Spectator*; Miss Norma Hendricks, of the Eugene *Register*; Miss Margaret Spangler of the Eugene *Guard*; Miss Grace Baily, of the Pendleton *East Oregonian*, and Miss Mignon Allen, of the *Astoria Budget*.

In a special line of newspaper work is Mrs. Louise Bryant Reed, a graduate of the University of Oregon, and at one time a special writer for the *Oregonian*. She has lately returned from Russia, where she wrote a series of articles on the Bolsheviki revolution which, syndicated, recently appeared in the *Oregonian*. At present she is making her headquarters in New York.

Oregon journalism can count a great many more women in its ranks than can be listed in this article. Their work is before them, and it will be the privilege of a later number of OREGON EXCHANGES to note down their achievements.

The New Foreign Advertising Situation

By Frank Jenkins, Editor of the Eugene Register

It has been only a few years since the mention of foreign advertising in any well conducted newspaper office was pretty certain to bring a bored, if not a pained, expression to the face of the publisher. In those days, foreign advertising usually meant medicine advertising, and obtaining a foreign contract was a sort of endurance contest in rate slashing—the publisher who could cut the deepest got the job. Add to this the fact that collection was often a slow and tedious task, bound up with an undue amount of red tape, and it is not hard to realize why the average publisher was not greatly interested in foreign advertising in those days.

And, incidentally, let us be perfectly fair all around. The blame did not rest wholly on the advertiser or the advertising agent. Most publishers did not have fixed and dependable rates, and at least a majority of them could be "jewed down." It was also too often considered perfectly legitimate to lie like a German official communique about circulation.

But now the whole situation relating to foreign advertising has changed. Mention foreign business in these days to any wide awake publisher and his face will light up like a summer sunrise. Foreign advertising now is the most interesting of all the fields from which the newspaper draws business, and in my opinion it is the field that is capable of greatest enlargement and development. The publisher who approaches the foreign advertising problem with intelligence and industry is certain to profit.

But all I have said hitherto is academic—what we all want to know about foreign advertising is how to get it. We know what it is and how the field has widened in the last two or three years.

Circulation Factor in Advertising

The first step in the direction of getting foreign advertising is building up a circulation which the publisher can offer to his customer with complete confidence in its pulling power. Cover your field thoroughly—whether the field be small or large. If you do that, you can be assured of results, and it is results that will hold your foreign business and keep it growing. A satisfied customer is just as important in the newspaper business as elsewhere.

Another point that is important is never to neglect requests for circulation information. Don't hesitate to take time to make out all reports that are asked for, it will pay every time. If possible, become a member of the Audit Bureau of Circulations; at least segregate and list your circulation so you can give accurate information on it at any time.

Get a good eastern representative. His commissions may look a little large to you at first, but the additional amount of business you will get will much more than make up the difference. It is important to pick out a live man who will give good attention to your field, for a poor business getter is worse than no representative at all. Keep him well supplied with information bearing on your circulation and your territory.

No discussion of foreign advertising, no matter how brief, can overlook the

question of cooperation, for cooperation, rightly used, is a powerful weapon in the hands of the newspapers. The magazines cannot furnish it and the newspapers can—and there is no doubt whatever that effective cooperation always interests an advertiser.

The best kind of cooperation is that which seeks to secure complete distribution for any product that is to be advertised in your paper, for without complete distribution no advertising campaign can be successful. The newspaper can give valuable information regarding dealers in its field, and it can impress upon dealers the importance of carrying advertised products and thus connecting up with the advertising that is paid for by the manufacturer. In giving the dealer cooperation, the newspaper should never undertake actual sale of any commodity; that is outside its line and is pretty likely to cause trouble sooner or later. Bringing the dealer and the manufacturer of advertised articles together is the important thing.

It is always a good plan to study your field carefully, and keep up-to-date statistics regarding its business possibilities. Keep lists of dealers in all lines so that, for instance, if you are seeking an advertising contract for a good product you can tell the advertiser just how many grocery stores there are in your territory and, if desirable, put him in touch with them. Study the principal industries of your territory, and keep statistics as to its pay roll. Know how many automobiles there are in your field, for this will help surprisingly in influencing accessory advertising.

Good Distribution Needed

There is no better plan than keeping in touch with the distribution in your territory of every article that is advertised, or that might be advertised. It is useless to undertake to secure advertising for an article that is not distributed in your field, and good distribution is often an argument that will bring business that could not be secured otherwise. Good distribution is the foundation of successful advertising, and if you can help the advertiser to secure it he will not forget it.

A final point is this: Make a fair rate and stick to it. As soon as it becomes generally known that your rate is fair and that it is the same to all customers, you will have little further trouble from legitimate advertisers or agencies regarding your rate.

The publisher who seeks to build up a large foreign advertising business must take care of it in a businesslike manner. See that all schedules are carried out accurately. Live up to all position agreements. Acknowledge every order promptly, and see that proof copies are furnished. Give the same careful, personal attention to your foreign accounts that you give to your local accounts.

Time spent in building up a good foreign business is well spent, for the possibilities in this direction are already great and are steadily becoming greater. The newspapers are securing every year a larger share of the total volume of advertising, and it is up to each publisher to do his part to keep this movement going forward.

Another New Journalism Book

NEWSPAPER BUILDING by Jason Rogers, Editor of the *New York Globe*. Application of Efficiency to Editing, to Mechanical Production, to Circulation and Advertising, With Cost Finding Methods, Office Forms and Systems. New York: Harper & Brothers. 1918. \$3.50 net. Reviewed by James S. Sheehy, a member of the editing class at the University of Oregon.

Any man who has spent 37 years of his life in the publishing and promotional end of the newspaper business, who has allied himself with the big issues and undertakings in the field of modern journalism, and who has studied with extreme care during the past six years the newspaper practices and advertising conditions as they actually exist in all the important cities in the United States, is very well qualified to speak and write on the subject of the building of a newspaper.

Jason Rogers, publisher, business man, student, journalist, and editor of the *New York Globe*, is such a man. His recent publication, "Newspaper Building," bespeaks that thorough knowledge of the limitless field that he has so carefully investigated. Himself a newspaper builder, he has passed down to rising journalists and editors a guide post for future voyages and voyagers into the field.

"Newspaper Building," speaks in a matter of fact, unvarnished, untinted way; it avoids the general and attacks the specific, and above all breathes the personality of Mr. Rogers from his long experience in his life work. In its every page there is a keenness of perception, an insight, coupled with a looking ahead into the future of journalism. "Newspaper Building" abounds in fact and reality—it is full of "doubts" for those who can well use it as their guide in newspaper construction.

Jason Rogers deals with the business side of the newspaper, and unravels his story step by step. The successes attained by Melville E. Stone with the *Chicago Daily News*, Colonel William E. Nelson and the *Kansas City Star*, Joseph Pulitzer and the *New York World*, William L. McLean and the *Philadelphia Bulletin*, Adolph S. Ochs and the *New York Times*, Hugh Graham and the *Montreal Star*, and the transformation of the *Commercial Advertiser* into the *New York Globe* over night under H. J. Wright and Mr. Rogers, are all related in the opening chapter entitled, "Background of Experience."

Honesty fair play to all, and getting all the news and using "all that's fit to print" made for the successes of the above sheets. Mr. Rogers characterizes the present day *Kansas City Star* and the *Montreal Star* as "reflecting the best and greatest in our modern journalism—they stand as models for the background of a new newspaper edifice."

"Make your own paper," says Rogers to the adventurer in the newspaper field—"see that your equipment is equal if not superior to that of your competitor in the field, and get hold of an almost expiring newspaper rather than buying up your fresh dollars in a new undertaking."

How the *New York Globe*, with the aid of a pure food expert on its staff,

was able to revolutionize the standards of household commodities and add close to 50,000 new readers to its circulation list by carrying out an intensive pure food campaign, the unheralded success of its fashion page and school and home pages, are all described by Mr. Rogers. "You must know your readers if you hope to make any big success in the newspaper business," adds the author in closing his chapter on "Building up the Property."

The *Globe* plant itself is minutely described: its three-floor plan, totalling 15,000 feet of floor space per floor; the five high-speed power presses, equipped with the Kohler system, with full protection of the men by elimination of all starting buttons save one under the control of the pressman, and the feature of being able to stop the press from any one of six or eight points, and the full usage of all space saving economies.

When your advertising slackens, "keep improving your paper and demonstrating results for other advertisers," is the way Mr. Rogers would bring back the wandering sheep to the fold. He believes that the best rate card by long odds should provide for a heavy one-time contract, with heavy discount for a very small contract, and then by gradual further discounts reach a fair minimum below which no business should be taken. He would install the use of graphic charts in the newspaper as the ideal method of visualizing newspaper records and different points of efficiency.

Mr. Rogers opposes all forms of premiums and contests and canvasses for the purpose of increasing circulation. Without the aid of circulation campaigns the *Globe* has grown from 75,000 to 200,000 a day in seven years. "The budget system is absolutely necessary to the efficient carrying on of a real newspaper," insists Mr. Rogers, after long years of experience. "You must keep absolute close cost of all expenses. Keep charts for every expense item and you will avoid being thrown on the rocks of financial ruin."

W. F. Gilstrap Leaves Eugene Register

W. F. Gilstrap, one of the founders of the *Morning Register* in Eugene, has disposed of his stock in the Register Publishing company, and has resigned as president, director and manager of the company. He will retire from the newspaper business and may engage in some war activity, but he has not yet decided just what it will be. Frank Jenkins, editor of the *Register*, was elected president of the company, and there will be no change in the business management.

Hood River News for Sale

R. B. and L. S. Bennett, who have been owners and publishers of the Hood River *News* for the past eight years, are offering the business for sale, one of the brothers desiring to enter the United States service. The *News* known as one of the best weekly newspapers in the state. It was established fifteen years ago and caters to a profitable field. Its mechanical equipment is complete and up-to-date, including a linotype, Miehle press, two jobbers, a power cutter, folding machine and a large assortment of type.

Value of Local Stories in Pushing Financial War Aims

By Max Taylor, Telegraph Editor of the Eugene Guard.

There is an army of newspaper writers far back from the front upon which the government must depend to put the push into publicity that will carry war financing drives over the top. The effectiveness of this fighting force depends in a large measure upon the character of the publicity employed. We know the writers have the spirit in their work. No other body of men and women this side of the firing line are hitting harder blows.

When the war began in 1914, it seemed that news from Europe had swallowed up the universe and that all other matter had been crowded into oblivion. Nothing seemed to have any right to space, when the war news came. Gradually the connection between things which were happening on the sea, in France and Belgium, and even in Russia, and affairs in America developed. It was not long until the local angle to war news began to force its way to the front. The news of the day has now been so completely associated with the war that the war and local news are inseparable. When confronted by such a situation newspaper writers generally need not resort to ready-made publicity of questionable value in supporting various government activities. The most effective material is provided largely by local stories which are entitled to space because of their value to the newspaper as news. The manner in which this work is handled is of vital importance, and the man or woman who has a part in it should give it careful consideration.

There are very few people who cannot write editorials of some sort. The trouble with a great many people who write news is that they should have been editorial writers. I believe the straight news story more powerful than the editorial as a publicity agent in mustering all classes of people in the support of Liberty bonds, Red Cross and other war activities. The story, however, must be of the sort that will grip the spirit of the reader, cause him to think for himself and carry incentive to action.

An illustration of an effective use of a news story was offered the other day in a 200-word dispatch sent out from Washington. It announced that President Wilson had bought a \$50 Liberty bond—\$5 down and \$5 a month, and stated that the president wanted 1,000,000 other Americans to buy another bond. Of course the fact that it contained a call from the president had a great deal to do with the result that followed its publication throughout the United States, but, nevertheless, it was the utilization of news suggestion that made it the most effective bit of publicity in the entire campaign for the sale of bonds.

I never realized more fully the power of news suggestion than I did when the *Guard* conducted a "Tobacco for the Soldiers" campaign last fall. More than \$250 was given as a result of that campaign. I believe that is proportionately a greater amount than was raised by any other paper in the state of

Oregon. I do not make this statement because of any desire to give credit to the *Guard*, and I take it that my purpose will not be misunderstood.

Both editorials and news stories were used in efforts to interest the reader in this fund. Editorials were used exclusively at first. Contributions came slowly. A little girl sent fifty pennies from Junction City. Her mother wrote a nice letter in which she stated that the little girl had been saving her pennies for a long, long time and had intended to buy a ring for her birthday, but that she had decided she would sooner give her pennies to the soldiers than to have a ring for herself. It was a story of sacrifice. It was a story that gripped the interest and moved the spirit of the reader. The subscriptions to the fund the following day almost equalled the total for the several preceding days. A jeweler read the story. He not only sent a contribution to the "Tobacco for the Soldiers" fund, but he packed a very pretty little ring in a dainty box and sent it to the little girl at Junction City. The story about the jeweler's action was also effective. More subscriptions came. From that time one feature story after another developed. These stories had human interest qualities to the extent that they were of value to the newspaper, independent of the object for which they were printed. Matter published in the support of various war activities which will not pass this test is poor publicity. It is better than none, but it does not put the power into the space that is needed.

The departments of the federal government are sending out bales of copy in connection with these various campaigns. Some of it is very good, but a very large part of it is of little value. This ready made material is necessary in so far as it sets forth the principal facts. These facts may be repeated two or three times with good effect, but to get the best results the news story, with local color that suggests action, is needed as a clincher.

Editorial writers have a tremendous power, but the man or woman who is writing news has an equal opportunity for patriotic service in careful preparation of the clinchers.

Leaders of the Oregon Press

EDWARD E. BRODIE

By Himself

My birthday—the age limit should be first in all autobiographies—comes March 12. I was born in 1876, in Oregon. My paternal parent was in the army, and until I reached the tender age of 7, I attended the army school, and when I had learned all they could teach me I was sent to Astoria, where I finally struggled through the high school and learned the difference between "talls" and "flats" in the salmon canning business. In the summers I learned to stick type, umpire baseball games and ride on merry-go-rounds. For several years I was a carrier on the *Morning Astorian*, and had a route that stretched almost to Tongue Point. When Astoria was through with me, I went to Corvallis, where I worked in a store, and one day I sold a feather duster to a woman who wanted a linen duster and I lost my job. In 1894

I entered the University, and when my funds ran out I was induced to go to Florence, where I worked for Colonel Alley on the *West* for \$12 a month and found. When I left there, 18 months later, I was so deeply overdrawn that I had to give the Colonel my note before he would let me leave the town. I set a little type on the Eugene *Register* after that, and in 1901, while I was holding down a job on the Astoria *Budget*, while John Gratke was gallivanting around the Pan-American exposition at Buffalo, I received a call to go to Oregon City and become all-around front office man on the *Enterprise*, and here I am, working from 9 a. m. until 12 midnight, except on Sundays, when I work only eight hours. I also find time to secretary the school board and the commercial club and to run for secretary of state when Ben Olecott gets through with that job.

The best thing I ever did was to marry in 1905, and I have two of the finest children that ever drew breath. I worked overtime for three years in behalf of the State Editorial association, obtaining a release last year. I like system and figures, and might have been an accountant had I not smeared myself over with printer's ink.

I have an appointment now to see my family for thirty minutes, so you'll have to excuse me. I feel as though I had talked too much.

New Rollers from Old

F. S. Minshall, Editor of the Benton County Review

Two pounds of old roller composition stripped from dried rollers. Reduce to about two gallons of jelly by boiling in water or vinegar. Strain thoroughly through fine mesh cloth. Add half pound of chip glue, reduced to liquid. Next make small trough the length of roller you wish to make. When the above mixture is about ready to cool and set, pour the trough nearly full. Now take an old roller, unfit for use. Taking it by the ends twirl it slowly in the mixture. Have a small brush handy to smoothe out bubbles. Now take the roller with the mixture adhering into a cool place, a draft preferably, twirling it gently all the while, until it sets, which will take place in two or three minutes. It should be perfectly formed if properly manipulated. Set aside in a cool place for a day and then add another coat. It can be used in two or three days and will give excellent satisfaction. When it gets dry or cut again, strip off this coat and put on another. The solution can be used indefinitely, over and over again, by adding more water and composition.

This is a decidedly useful mixture to have about a print shop, makes the best of padding compound and tympan glue, also for fastening backs on books, etc.

The mixture, when not in use, should be put in an old oil can and set away in a cool damp place.

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Contributions of articles and items of
interest to editors, publishers and printers
of the state are welcomed.

All Over Kansas

William Allen White, the man who wrote the editorial "What's the Matter with Kansas?" which caused so much comment at the time it was published because of the cleverness and skill with which it was written, is going to give the commencement address here at the University of Oregon on June 17.

Besides everything else Mr. White is editor of the *Emporia Gazette*, *Kansas*, and the author of "The Court of Boyville" and "In Our Town."

No fact of interest escapes C. E. Ingalls, formerly of *Kansas*, and now of the *Corvallis Gazette-Times*, and few escape his comment. Like all good editorial writers, he never lets the opportunity slip when it knocks. It might be well to dub this editorial by him as "What's the Matter with Bill White of Kansas?"

"Speaking of *Kansas*, we notice that old Bill White is to deliver the commencement address at Eugene this year. Like most good writers, Bill White can't talk much. In addition to that, he has a high soprano voice

of little volume. But when he writes—everybody listens just to enjoy the rythmical cadences of humor and pathos whether they agree with what White writes about or not. And if they don't agree today they will tomorrow, for Bill is one of those lightning change artists who always lets his emotions decide what stand he is going to take."

The Best Paper "Over There"

"Germany is threatened with a beer shortage. The barley crops have failed, and therefore brewing is at a standstill. However, we and our allies are brewing a lot of trouble for the thirsty Boche," say Uncle Sam's soldiers in their official paper, the *Stars and Stripes*.

Every Friday the *Stars and Stripes* is published by and for the American expeditionary forces in France, and it comes out "chuck full" of typically American news for Americans. The subscription price for soldiers is four francs for three months.

It has been declared everything, from "the best paper on that side of the pond" to "the most complete and typical newspaper of any military force in the world." Without a doubt the *Stars and Stripes* is sure to be a big and lasting success.

A Patriotic Press

Oregon newspapers, the careful reading of which as "exchanges" forms part of the duty of the editorial staff of this publication, constitute, when taken together, a refreshing as well as interesting textbook in patriotism. Oregon's splendid record of war service must be due in no small degree to the sturdy Americanism exhibited by the press as a whole. Scarcely an issue goes into the mail that does not sound the call for united, increasing, determined effort to win the war. Good news is received without hysterical premature rejoicing; bad news is shown in its true proportions without any tendency to panic. On the whole, the Oregon press is a steadying influence, and the steadiest nerves will win the war.

A Style Sheet Simplifies

In an attempt to strike firm footing in what too often appears to be a somewhat boundless stretch of individual taste and choice, the University journalism courses have formulated and printed a style sheet for their own use and for the benefit of any one else who cares to take advantage of it—the “*Vogue*” and “*Vanity Fair*” of the campus press. And now the editors of OREGON EXCHANGES, besides the old difficulties, have italics and small caps to wrestle with. Once it was a rare occurrence to pick up a campus publication and find the style strictly consistent. Now all copy readers, and in fact all journalism students are armed with the style sheet and try to learn to write Indian instead of just plain indian, or John Jones Jr. rather than John Jones, jr. It is enough to rob the young writer of his promised visit with St. Peter.

To remember the “Fourth of July” and “Bull Moose” and “Bachelor of arts, but B. A.” is easy enough; but what about the old twist-ers—“seven o’clock” and then “10:45 a. m.?” And “12 years old,” but “thirty year war,” and “2-year-old James,” “3 feet long,” “\$3 a yard,” “78 degrees” and “75 cents.” Why “St. John” but not “Ft. Wayne?” Why quote the names of books and paintings, but never of statuary?

It is at times like those that the befuddled student wonders whether to spell his name with an “s” or a “z”—(or rather with an s or a z)—and if his father is Pres. or President.

The decision as to an exact style to be followed in all University publications has greatly simplified the always difficult problem of standardizing copy rules, and is constantly saving copy readers from premature wrinkles. It is by no means ideal or even a model of perfection and correct conclusions, but it serves its purpose for the campus well and embodies the most important usages in their most approved form.

Better Fruit Editor Passes

E. H. Shepard, editor of *Better Fruit*, and one of the best known publishers in the Northwest, died in Portland April 29. Mr. Shepard established *Better Fruit* fourteen years ago, since which time it has been devoted to the interests of the fruit business, especially apples. To Mr. Shepard, perhaps more than to any other man, is due the high degree of organization and cooperation now existing between the fruit growers of the Northwest. For the past dozen years he had preached the gospel of cooperation through the columns of his magazine. *Better Fruit* has also served as a text-book for thousands of fruit growers, embodying all the latest findings and research work in the growing of apples and other fruits. It achieved a circulation of about 15,000 copies, going to all of the important fruit districts of the world.

When Mr. Shepard’s failing health made it impossible for him to continue active management of the magazine, it was moved to Portland, where its publication will be continued.

They Want the News

The boys over there have lots of time—that is, there will be lots of time left after fighting the kaiser and reading the letters from the girl back home. Do you know how they want to spend that time? They want to read the news from home—how John Doe planted potatoes where the old merry-go-round used to be, and how Mrs. Jones gave a pink tea. They want all the home news that only the home paper can give. You newspapers are doing your best and are sending as many papers as you can afford to, of course, but it is up to you now to get other people to do the same thing. Get your subscribers to send papers to the boys of your town. Let’s see that every boy in Oregon gets a paper. Even though the mail is slow in getting over there, still it’s news to them.

All Over Oregon

Both of Baker's daily newspapers are enjoying a profitable patronage and are well sustaining their reputations among the leading newspapers of the state and as able supporters to the progressive community in which they are published.

The *Morning Democrat*, now entering upon its 48th year of publication, maintains the confidence of the people under the personal guidance of the owners, I. B. Bowen and George B. Small, who have conducted its destiny for over thirty-one years.

The *Herald* recently changed ownership, Bruce Dennis and others succeeding Messrs. Powell and Tenny, who directed it for a period of about six years following the ownership of B. E. Kennedy, who succeeded the pyrotechnic career of Leston Balliet, the mining "wild catter," during the days before Oregon had a "blue sky" law.

The *Democrat* and *Herald* are both united on a "keep up the advertising rates" policy and are making it win, as they should in this day of high prices on everything that goes into the making of a daily newspaper. They work in harmony and there is no "cut throat" policy indulged in. "That the laborer is worthy of his hire" is as applicable in this instance as in any other. It is rigidly adhered to by the newspapers of this city and makes for their continued prosperity.

David Foulkes, superintendent of the *Oregonian*, has received many inquiries from newspaper publishers and mechanical superintendents for information on the work of the Ludlow Typograph. The *Oregonian* was one of the first large papers to use this new type making machine. Mr. Foulkes' replies have been highly favorable. He maintains the machine is a time and expense saver, produces better looking results and conserves much floor space.

"Good bye, 'Tiz'; curtains for 'Gets-it'", carols the Astoria *Evening Budget*, gaily stepping on the toes of a widely advertised industry. The *Budget* has discovered nature's own corn cure growing in the marshes at the mouth of the Columbia. Listen: "Take a sound cranberry, cut it in two, place one half of the berry on the refractory corn, tie it on so that it will remain in the proper place over night, and lo! the next morning the corn has vanished." The *Budget* further asserts, in the course of its almost poetic eulogy of the new corn cure, that Astoria is probably the only place in the country where even stray cranberries can be picked from the bushes in the springtime.

Inasmuch as so many of the Grants Pass school boys are expecting to secure work on the farms and in other lines where all day service is required, the *Daily Courier* is experiencing difficulty in keeping a full corps of carrier boys, and the paper is now putting on girls where boys are not available. One girl is now serving a regular route. The Western Union company is experiencing the same difficulty and they are advertising for girl messengers for Grants Pass service.

David M. Morrison, editorial writer for the Portland *Telegram*, is making a tour of all ports of the United States and contributing a daily letter to the *Telegram* of his findings and investigations. He went first to San Francisco and is now on his way north up the Atlantic coast. He will continue as far north as Halifax.

The editor of the Myrtle Point *American* has branched out and now issues the *Powers Patriot*, a newspaper issued from the *American* plant, but dealing wholly with items of interest to the people of Powers and vicinity.

Hal M. White, city hall reporter for the *Oregonian* for several years past, has resigned from the staff to accept an important position in Portland's city government as secretary to the mayor, and manager of the municipal auditorium. Mr. White possesses as extensive a knowledge of municipal government affairs as any man in Portland. Furthermore, he has earned the good will of all of the city officials as was evidenced in the fact that the council unanimously and without discussion confirmed him in the position to which he had been appointed by Mayor Baker. Mr. White is a brother of Major George A. White, now with the American forces in France.

For two months past, Independence has had three newspapers, one of them a semi-weekly. All three papers have type casting machines. The *Enterprise* has a model 15 linotype and the *Post* and *Monitor* have intertypes. The *Post* is the newest publication, being founded by C. T. Ecker, former publisher of the *Monitor*, and his former foreman, J. T. Currie. The *Monitor* is carried on by Gus Hurley, who left his law practice to save the *Monitor* outfit and subscription list from being abandoned. At the present writing the *Post* has not yet received a cylinder press, and presswork on the paper has been done in the office of the *Observer* in Dallas.

Lloyd Riches, a former owner of the *Stanfield Standard*, is now advertising manager of the *Oregon City Enterprise*, having changed from his position with the weekly *Oregonian*.

James Olson, until recently city hall man for the *Portland Journal*, has jumped to the same job on the *Oregonian*, succeeding Hal M. White.

A son was born at Pendleton May 22 to Mr. and Mrs. Jean P. Kilpatrick of Pilot Rock. Mr. Kilpatrick is editor of the *Pilot Rock Record*.

John F. Egan of Denver is the new automobile editor of the *Oregon Journal*.

Gertrude P. Corbett, society editor of the *Oregonian*, was a member of a May day house party over the weekend in Seattle, accompanying Mrs. Alice Benson Beach. The party was entertained at dinner in the Boulevard Inn Sunday evening, and the following evening they were guests of honor at a dinner party at the Tacoma hotel. Motor trips about the cities of Seattle and Tacoma were part of the diversions given in honor of the two Portland women, in which officers of the Canadian army and of Camp Lewis also were guests.

Spencer Best, several years ago reporter on the *Portland Telegram* and lately again a member of that staff, is director of publicity for Colonel Brice P. Disque, U. S. A., supervising the Loyal Legion of Loggers and Lumbermen and the execution of the government's spruce output campaign in the Northwest. Best is the only civilian on the great staff of Colonel Disque in his extensive quarters in the Yeon building.

Lawrence R. Wheeler, who with his brother, J. E. Wheeler, owns the *Portland Telegram*, was married April 16 to Miss Shana Cumming, daughter of Dr. W. A. Cumming. Their honeymoon was spent on a trip to Puget Sound. Their new home will be on Portland Heights.

Ralph B. Cronise, of the *Rogue River Courier*, and correspondent to the *Oregon Journal* from Grants Pass, has taken a position on the reportorial staff of the *Journal*.

R. A. Rostad, machine operator—and a good one—has left the *Oregonian* for one of the artillery concentration camps.

Edward Meyers, linotype operator, changed from the *Eugene Daily Guard* to the *Morning Register*, of that city.

Miss Frances Pugh, employed on the *Brownsville Times*, has been assigned the duty of editing the society column.

Frank Lillard, wife and pretty little daughter and Mrs. Lydia Hoyt motored in from the farm recently, gathered up the Jefferson *Review* folks and drove to the Hansen poultry farm, a few miles west of Corvallis. While the rest of 'em looked at White Leg-horns we herded the buzz wagon and the darned thing run away, but an intervening gatepost headed it off. Returning to the O. A. C. grounds we enjoyed a fine picnic dinner, then passed a couple of hours looking over the beautifully kept premises. Then we went to the state game farm and took a look at the many birds. Frank wanted to negotiate for a pair of Golden pheasants, but the male bird was so much the prettiest that the ladies wouldn't have it. They said that around Jefferson the female of the species was always the handsomest and they would not stand for a change. Everywhere along the 70-mile drive can be seen splendid fields of fall wheat and spring plowing is nearly completed. Many new modern farm houses are also to be seen.—*Jefferson Review*.

Word has been received that Jess Terry, a former resident of La Grande, is in a hospital in France on account of wounds received in action. The pleasing part of the report is that the young man is improving and will soon be out of the hospital. During his residence in La Grande Jess Terry was quite well known as a printer and was employed with the *Observer* for a long time. His brother, Dave Terry, is also in service in France and a still younger brother is on his way to the front.

Miss Claire Raley, who was graduated from the University of Oregon with the class of 1916, is now society and assistant telegraph editor on the Pendleton *East Oregonian*.

The Oregon *Farmer* is putting out a farm service flag printed in colors on heavy paper, for distribution to subscribers.

C. E. Thorp's *Eagle Valley News* suggests a war tax on politicians.

Sam Wilderman, a newsboy who began his newspaper work on the high school publications, and later was editor-in-chief of the Portland *Hustler*, the monthly newspaper published by the newsboys of the Night Hustlers club of Portland, has become identified with the sporting department of the *Oregonian*. Mr. Wilderman is working his way through high school by selling newspapers on a prize "corner" and by doing reportorial work. He is handling intercollegiate athletics for the *Oregonian*. Wilderman is also something of a poet, several of his contributions having been published in the high school papers and in newspapers of Portland.

H. E. (Ed) Hendryx, who has been editor of the *Blue Mountain American* at Sumpter for some years, will soon take the city editorship of the *East Oregonian* at Pendleton. Mr. Hendryx has been in the newspaper business for several years and is well known in the eastern section of the state, especially in Pendleton, where he went to school and also where he got his first newspaper training on the old *Morning Tribune*.

Clarence W. Tebault, one of the star men on the staff of the *Oregon Journal*, has resigned his place to accept a responsible position with the government as district representative of the national service section of the United States Shipping board. Mr. Tebault's new position will take him to all the ship building plants where he will supervise the general welfare of the men.

Frank Hochfeld, librarian of the *Oregonian*, and Clara Friedman were married April 12, and have taken up their residence at the Claypool apartments. The bride came to Portland from Russia about eight years ago. Mr. Hochfeld has been with the *Oregonian* for more than twelve years.

Glenn Chesney Quiett, formerly of the *Ledger* and the *News* at Tacoma, has joined the reportorial staff of the *Oregonian*. Mr. Quiett is an alumnus of Reed college, Portland.

Conrad Brevick, police reporter for the *Seattle Post-Intelligencer* until he enlisted in the ordnance department early in March, got more out of his six weeks' course at the University of Oregon than any other man in the corps. When he left Eugene in April for Camp Hancock, Georgia, where he is now stationed, he carried with him, besides a comprehensive knowledge of requisitions and military accounting, the promise of a little Oregon girl that she would be his wife after the war. His fiancée is Luceil Morrow of Portland, a sophomore in the University of Oregon. "Connie" still writes police reports from Camp Hancock, but now they describe the exploits of the kitchen police and are no longer sent to the *P.-I.*

Claude Bristol, formerly of the staff of the *Oregon Journal*, who took the ordnance training corps training at Eugene, is now on the Atlantic coast and in writing back to friends, says he had the honor (?) and distinction of making the entire trip in a box car, he having been assigned to kitchen police and a box car serving as the center of activities in the culinary department.

Henry M. Hazen, for several years Salem correspondent for the *Portland Telegram*, has been in Portland for two months acting as political reporter and attending to the mass of work that a primary campaign entails. It is expected that he will remain in Portland until after the election in November.

A pleasant and patriotic meeting of country editors in Pendleton was only marred by the Bulldogger ed., who persisted in "butting in" until tossed out of the commercial club window by the *Leader* man, with the approval of his esteemed colleagues.

Phillip Sinnott, formerly Portland representative of the *United Press*, recently made coast representative of that concern, has been put temporarily in charge of the Los Angeles office of the *United Press*.

War service recently called Will H. Warren, general assignment reporter, from his typewriter in the *Oregonian* local room to an executive desk with the Portland Young Men's Christian Association, where he now is an assistant secretary in the shipyards work of the organization. Among his duties is the editing of a sure enough newspaper, detailing the gossip and happenings of the yards.

Mr. Warren was secretary to Mayor Albee during the latter's administration and returned to newspaper work when Mayor Baker took office. He is gratified at the opportunity given him for war service work, and is said to have his ear lifted for a possible call to France as a Y. M. C. A. secretary.

C. E. Wilson, formerly of the *Yakima Daily Republic* and later with the *Salem Capital Journal*, has returned to the latter paper after an absence of four months. He left December 1 for Texas for a visit. Mr. Wilson is city editor of the *Capital Journal*. J. C. DeBall, who had the place in his absence has returned to Albany.

F. W. McKechnie, formerly manager of the *United Press* in Portland, who joined the service some months ago and is now stationed in the radio electrical school at Mare Island, was a recent visitor in the office of the *Oregon Journal* in Portland, later visiting relatives in Eugene.

Mrs. Edna Morrison, one of the *La Grande Observer* force, spent the week end of May 13 in Portland looking after business matters. While there she attended several social functions of her former neighbors and friends.

Miss Henrietta McKaughan of Idaho, who came to Portland to assist in the publicity work of the Third Liberty Loan, is now a member of the staff of the *Oregon Journal*.

A. W. Nelson, who was city editor of the *La Grande Observer* for several years, has opened up an independent job printing shop in La Grande.

After taking a vacation from the newspaper business while he acted as district manager for the Asbestos Tire Manufacturing company, Lew A. Cates has returned from Pendleton and taken over the editorial desk of the *Polk County Observer*, which he formerly published. E. E. Southard, until recently editor, will return to Portland and resume his law practice there.

The *Newberg Graphic* tells of a young woman who subscribed for a Liberty Bond and then went to Portland to enter domestic service to earn the money to lend to Uncle Sam. The *Graphic* suggests that young men who are "looking around" might do well to make a note of this young woman's name.

M. C. Athey, who has been connected with numerous papers in Central Oregon, recently took over the *Madras Pioneer*. He had been working in the mechanical department of the *Bend Press*, having before that time published the *Deschutes Valley Tribune* at Culver.

H. W. Dewey, foreman of the stereotyping room of the *Oregonian*, has received a letter from his son who has arrived in England with the United States forces. Young Dewey, who formerly worked on the *Oregonian* mechanical staff, is in the artillery.

E. C. Brownlee, formerly connected with Portland newspapers, but more recently of Albany, is a new member of the staff of the *Oregon Journal* and is doing the marine run.

Marshall N. Dana continues to be the crack fisherman of the *Oregon Journal* staff, spending his Sundays in pursuit of the gamey salmon or whatever fish is in season.

The *Crook County Journal* is using an end dash this spring as follows:

—w.s.s.—

M. Fitzmaurice, editor of the *Condon Times*, spent the last week in May in Portland on business.

Grant Kellogg, foreman of the *Gazette-Times* at Corvallis, has resigned his position and has gone to Portland; Mr. Dubrelle, former foreman of the *Gazette-Times*, but of late foreman of the *Albany Herald*, has enlisted in the state police; Don McGlashan, former pressman of the *Courier* office of Corvallis, has been called for the coast artillery at Fort McDowell, Cal., and F. W. Holmes, night operator at the *Courier*, has the position of foreman of the Rawlings' job plant at Albany.

It is now Corporal Henderson of one of the engineering regiments in France. He was recently a mere private, but his last letter tells of his promotion. Prior to enlisting Corporal Henderson was R. E. Henderson, a stereotyper for the *Oregonian*. He is apparently getting where it is "pretty thick."

Floyd C. Westerfield, a graduate of the University of Oregon department of journalism and later business manager of the *Bend Bulletin*, was called in the draft of April 26 and is now at Camp Lewis. Mr. Westerfield is the son of the editor of the *Grass Valley Tribune*.

John F. Stone, lately with the *Star Bulletin*, of Honolulu, has given up his work to accept an appointment as private secretary to the new governor of Hawaii. Mr. Stone is a former Oregon man and is a cousin of Stephen A. Stone of the *Salem Statesman*.

M. A. Hamilton from Aberdeen, Washington, is now associate editor of the *Bend Bulletin*. He has moved his family to Bend and intends making his home there.

John Cradlebaugh, telegraph editor of the *Capital Journal*, has announced his candidacy for justice of the peace for Marion county.

Owing to the increase in the size of the paper, the *Independence Post* is now being printed by the *Polk County Observer*.

Merle B. Chessman, who has been with the *East Oregonian* at Pendleton for the past eight and a half years, resigned May 8 to become executive secretary of the Umatilla County Patriotic Service league, which handles all war work drives, and in addition has taken over the state and national defense work. Mr. Chessman was graduated from the University of Oregon in the spring of 1909, and took a position as telegraph editor on the *East Oregonian* the following August. He held this position for a year when he took the city editorship, which he has held ever since. Mr. Chessman will continue to make Pendleton his home for the present. He is a member of the Beta Theta Pi fraternity.

R. W. Sawyer, editor of the *Bend Bulletin*, was called east in March by the death of his father. Mr. Sawyer passed three weeks in his old home in Bangor, Maine, and in New York, where he visited George Palmer Putnam, publisher of the *Bulletin*, who is now connected with the United States department of justice.

Mrs. H. T. Hopkins, wife of the editor of The Dalles *Chronicle*, passed away recently after a short illness. She was a daughter of Judge and Mrs. A. S. Bennett and had been married to Mr. Hopkins but little more than a year. The husband and an infant daughter survive her.

H. E. Brown, who for the past four years has been editor and publisher of the *Silverton Tribune*, sold his interests in the paper May 3 to Ralph Prescott of Le Roy, Minnesota. Mr. Brown expects to remain in Silverton during the summer.

Mr. Brookings, who has been handling city news on the *Capital Journal*, resigned his position recently, and in the future will work at the Charles K. Spaulding logging mill.

Miss Nona Lawler, society editor of the *Oregon Journal*, recently spent a week in Seattle with friends during which time she visited Camp Lewis.

Milton Werschkul, for sixteen years a member of the art staff of the *Oregonian*, has resigned to take up similar work with the *Evening Telegram* in Portland. Mr. Werschkul is succeeding J. A. Haelen, formerly of the art staff of the *Evening Telegram*. Mr. Werschkul is one of the most versatile art men in the city. Besides being an artist of originality and ability, he won a reputation among the editorial men as being quick to get the point, was an expert camera man who filled many a breach when the photographers were crowded, and he also possesses a "nose for news."

James Olson, until recently city hall man for the *Oregon Journal*, has jumped to the same job on the *Oregonian*, succeeding Hal M. White. Mr. Olson came up a few months ago from Los Angeles, where he broke into the reporting end of the game after having had considerable experience with other branches of the business in Portland and elsewhere.

A. L. Page, who has been employed as printer on the *Hood River News* for the past ten years, has retired from the printing business and taken charge of his apple ranch located about eight miles from Hood River, in the Pine Grove district.

Mrs. Clarence W. Tebault, wife of C. W. Tebault, formerly on the *Journal*, and greatly beloved by all who knew her, passed away March 22 after a short illness. She was buried at Albany, the home of her parents. Besides her husband, she left a year old son.

Harlan Hoffman, who has been employed as apprentice in the composing room of the *Oregon Statesman*, has returned to his home near Salem, where he will farm during the summer months.

Mr. and Mrs. E. C. Brownlee, who have made their home in Albany for the past two months, have left for Portland, where Mr. Brownlee will join the staff of the *Portland Journal*.

Frank Ira White, one of the well known newspaper men in Oregon a decade ago, has returned to the field and is now a member of the staff of the *Oregonian*. Mr. White for the last ten years has been in business, part of the time in southern Oregon, near Klamath Falls, and elsewhere. He was formerly employed on the Denver papers. He will take up the banking and railroad beat in Portland. Some years ago he had the reputation of being one of the most widely acquainted railroad reporters in the northwest.

First Lieutenant Fred A. Woelflen, company C, 13th infantry, stationed at Camp Fremont, Palo Alto, Cal., has been visiting in Portland with his cousin, Mrs. James Donnelly, 1055 Vaughn street. His mother, Mrs. Charles Woelflen, and his sister, Irene, have been in the city during his stay also. Lieutenant Woelflen at the time of his enlistment was city editor of the *Bend Bulletin*, Bend, Ore., and when in college at the University of Washington, was correspondent for the *Oregonian*.

Owing to the fact that army service has seriously depleted the ranks of newspapermen in the west, many newspapers are using girls for reportorial work. In line with this policy the *East Oregonian*, at Pendleton, has secured the services of Miss Clytie Hall as a local news gatherer. Miss Hall is a former University of Oregon student, having taken the journalism course for three years, and has had two years' experience in newspaper work in Eugene. She left Eugene April 27.

The North Powder *News* has moved into a new home. Mrs. Ross, the progressive editor of that paper, rented a larger building so as to have more room. She has purchased more machinery in the shape of a press and other material, and will give more time to getting out a larger paper. Mrs. Ross is editing a fine little paper, and her patrons and friends wish her every success in her venture of enlarging her headquarters.

David W. Hazen, for more than a decade special writer and literary editor on the staff of the *Portland Telegram*, is now in France with the old Third Oregon, now the 162nd United States infantry, and is furnishing his paper with excellent stories that come as near giving all the news and doings of the Oregon lads as the censor will permit. Hazen is known for his splendid interviews and also for his column, "This Day in Oregon History." He accompanied the Oregon troops to Camp Mills, then returned to Portland, and in February left for the east and France. It was he who obtained the first set of interviews with Colonel Leader, in command of the University of Oregon battalion at Eugene.

James Cecil DeBall has left the *Capital Journal* to assume the city editor's duties formerly performed by Ralph E. Cronise on the *Albany Daily Democrat*. Miss Eva Hughes, who formerly supervised the mailing department of the *Democrat*, has taken over the bookkeeping and office work, and does some reporting, while Mr. Hornbrook devotes more of his time to the business management than he has since his return to Albany from his post as United States minister to Siam.

"The Finnish Red Guards object to the father of the German crown princess as their king. Can't you hear the Duke of Mecklenberg-Schwerin?" —*Medford Sun*.

"Help! Help! No, we can't, but we think we hear Bill Hohenz-hollerin." —*Corvallis Gazette Times*.

Students from Stanford university who are eligible for enrollment for the fourth series of officers' training camps as announced May 10 by the faculty, include N. R. Allen, of Salem. Mr. Allen is the son of Wilford Allen, former editor of the *Grants Pass Courier*.

The *Monmouth Herald* is now set in type with a Unitype, a machine of that description having been installed recently.

For the first time since the linotype came into use about a quarter of a century ago, the board in the composing room of the *Oregonian* is without the name of a "sub" and David Foulkes, superintendent, is faced with the problem of supplying machine men. The war is the cause. He has lost a number of machine operators in the last few months and more are going.

To offset the situation Mr. Foulkes is working out plans for a training school for operators. Women probably will be used, and in this connection the country newspaper now using women printers may be affected as there is some inquiry from women printers throughout the state for positions on the daily papers of the larger cities. Some are now able to operate machines and they probably will be the first to come to the rescue.

Leo J. ("Tick") Malarkey, instructor of athletics at Columbia University, and at the same time night police reporter for the *Oregonian*, and Miss Helen Traak, of Portland, were married recently. Mr. Malarkey is well remembered as former coach at the University of Oregon, and of the championship McMinnville high school team. He has tried repeatedly to get into the army without avail, and contributed an additional bit of war service by joining the *Oregonian* staff recently when there was a dearth of experienced men due to the calling out of the University of Oregon base hospital No. 46, which took three of the reporters. "Tick" was a former student in the University school of journalism before coming to Portland.

The Harrisburg *Bulletin* had all arrangements made for issuing a twelve page Liberty Loan edition, when a letter came from the supply house saying it would be impossible to supply the patriotic plates ordered owing to the great demand for them.

Donald J. Sterling, Sunday editor of the *Oregon Journal*, has recently returned to his desk from a trip to Camp Lewis at American Lake and to eastern Oregon.

Roger W. Moe, editor of the *Mosier Bulletin*, and a son of A. D. Moe, publisher of the Hood River *Glacier*, entrained the first of this month for Camp Lewis, having been drawn in the selective draft. Mr. Moe already has two brothers in the service. Mark is now in France with the aero squadron, while Forrest is sergeant in a battery of coast artillery at Fort Stevens.

The editor-soldier, who learned the newspaper business in the office of his father, was a student at the University of Oregon department of journalism for some time. He has left the *Bulletin* in charge of his father.

E. R. (Tige) Reynolds, cartoonist of the *Oregonian*, and one of the crack fishermen among the newspaper boys of Portland, reports catching a 32½ pound salmon at Oregon City, Sunday, May 5. It took half an hour to land the prize and it was the second "whopper" he had worked on that day. Earlier he had a 20-pounder on his line, and after fighting with it for half an hour, while a moving picture operator put him on record, it got away. The moving picture operator, disgusted, was several miles from the scene when he finally landed the larger one.

W. R. McCracken, foreman of the *Rogue River Courier*, has been appointed a traveling auditor of the state industrial accident commission, and left his position in Grants Pass on April 15. His territory will be in eastern Oregon, near Pendleton. "Mac" is a fine fellow and it is with regret that his co-workers on the *Courier* see him leave Grants Pass. He was connected with the *Courier* for more than 12 years.

Dennie Wood Jr., of Falls City, who has been associated with his father on the Falls City *News*, has enlisted in the army and has left for Fort McDougal.

H. S. Prescott is a new reporter on the *Oregon Statesman*. He was previously connected with the *Oregon Observer* at Grants Pass.

For ten years everyone on the staff of the *Evening Telegram* has known "Harold." First he was nothing but a little Swede kiddie who kept a ball in his pocket and played catch with it when he was not answering calls of "copy boy" from impatient copy readers. Then he grew old enough to file photos and handle the morgue and occasionally to take a meeting notice over the phone when all the staff members were engaged or out. Finally, he became understudy to Lou Kennedy, sporting editor, and a year ago when Kennedy was with the Beavers on their training trip Harold did his work and did it well. Then in August he enlisted in the navy and was sent to Bremerton. There he began the study of wireless, being transferred to the University of Washington. Shortly after Christmas he was ordered to Harvard University, where he finished his work in radio. Today Harold Holmberg, little Swede office boy, now in his twenty-second year, is on the U. S. S. *Missouri*, and will shortly be entrusted with the safety of lives, cargo and ship of one of Uncle Sam's fleet.

Frank Safford, linotype operator on the Eugene *Daily Guard*, met with the misfortune of losing the end of the first finger on his right hand while operating his machine. He will be laid up for two months.

Miss N. M. Lucas, for a number of years private secretary to C. S. Jackson, publisher of the *Oregon Journal*, and to Arthur L. Fish, business manager, has resigned her position and is taking a much needed rest.

F. W. Johnson, until recently connected with the circulation department of the *Sioux City Tribune*, is a new addition to the staff of the *Oregon Statesman*, where he is circulation manager.

Joe H. Jordan, the handsome and affable automobile editor of the *Oregon Journal*, has joined the colors, having signed in the signal corps. He has been given temporary duty in Portland.

EDITOR OF OREGON EXCHANGES:

I wish to extend an invitation to the Oregon newspaper fraternity to meet with us at Spokane this summer, July 11, 12 and 13. The North Idaho association has agreed to meet with us and several Montana men are coming over, I understand.

Will you tell me the best means of getting the invitation to the Oregon editors? I should judge that at least some of the Eastern Oregon men might avail themselves of the opportunity. Is there any chance that either Mr. Allen or Mr. Turnbull will be able to attend?

Also if any opportunity arises will you please extend to the Oregon members of the fraternity for me a most cordial invitation to meet with the Washington publishers at Spokane?

Signed, J. C. KAYNOR.
President of the Washington State Press Association.

P. R. Kelty, news editor of the *Oregonian*, is discovering some "notables" in his staff of desk men. Some one has revealed that W. E. Bates, formerly of Ramapo station, was the practical mayor of the place before he resumed newspaper work. For three years he was regularly elected "mayor" by a loud *viva voce* vote of the residents. Now comes some one to inform Mr. Kelty that Herbert J. Campbell, assistant news editor, has been elected and installed as vestryman of St. Mark's Episcopal church. In addition Mr. Campbell has taken up golf.

Jack Barrett, foreman of the composing room on the Eugene *Morning Register* for several years, has changed to foreman on the *Evening Guard* of the same place. He takes A. J. DeLay's position. Mr. DeLay is going into another phase of newspaper business, and will edit a small paper in Washington.

Fred McNeil, formerly police reporter on the *Oregon Journal*, is now near the front line trenches, it is thought, judging from his last letter. He is with the railway engineers.

Walter W. B. May, assistant city editor of the *Oregonian*, has returned from a six weeks' tour of the central and middle west states as concert and booking manager for Maud Powell, celebrated international violinist. Mr. May took up the tour when H. Godfrey Turney, Mme. Powell's manager, was called back to New York suddenly to arrange a Red Cross benefit at Carnegie hall. On the tour Mr. May visited a number of newspapers in the larger cities between Omaha Chicago and St. Louis, including Minneapolis and St. Paul, and also spent some time conferring with officers of the national banks in the cities named, gathering data for a series of articles on banking problems which he has been asked to write for a banking publication. Mr. May was financial and business editor of the *Spokesman-Review*, of Spokane, Wash., prior to coming to Oregon six years ago, and he has since maintained an interest in that direction.

Gordon J. Taylor, editor of the *Molalla Pioneer*, published the following sad but interesting bit in his issue of May 23:

CARD OF THANKS

We desire to hereby express our gratitude to the friends and neighbors who have shown their sympathy by their many kindnesses and expressions of concern in our late bereavement caused by the early demise of our political ambition which passed away so sadly on May 17; and to those who assisted in the burial ceremony. There will be no flowers.

THE EDITOR

The Bend *Bulletin*, consistently quick to catch up all phases of war service and campaigning, has carried this policy into its fictional section and has abolished its "Destroying Angel" serial to run Arthur Guy Empey's "Over the Top."

Clark H. Williams, for a number of years railroad and financial editor and special assignment man on the *Oregonian*, recently accepted the managing editorship of the Salt Lake *Herald-Republican*. Mr. Williams was one of the best known and capable men in the newspaper game in this state, and the owners of the Salt Lake publication are to be congratulated upon securing his services. The *Herald-Republican* was recently purchased by the owners of the Salt Lake *Telegram*, an evening paper, but its publication as a morning paper will be continued under the same name, with Mr. Williams as managing editor. James H. McCool, who formerly covered the city hall in Portland for the *Oregon Journal*, is another Oregon newspaper man now located at Salt Lake. He is automobile editor for the *Tribune*.

Norman Writing, apprentice in the composing room of the *Oregonian*, has been accepted into the typographical union a little in advance of finishing his apprenticeship, on account of his plans for going to war in the near future. Mr. Whiting wanted to be a full fledged printer before going to the front, so the union accommodated him. He was highly efficient and a chip off the old block, his father, "Dad" Whiting, being one of the star veterans of the *Oregonian* mechanical staff, and incidentally one of the compositor-grammarians who every now and then can tell a copy reader a thing or two and get away with it.

A copy of the *Fargo Leader*, a non-partisan newspaper edited by Rex Lampman, former editor of the *Gold Hill News*, has been received in Medford, and it is a life sized sheet with a few ink scratches that can be directly traced to the erratic and gifted poet of Asbestos.—Medford *Sun*.

D. J. DuBrulle is a member of the Albany *Herald* mechanical force. Conner & DuBrulle for two years were editors and publishers of the semi-weekly Cottage Grove *Leader*.

George F. Stoney, formerly copy reader on the *Oregonian* and some years ago attached to the *Spokane Spokesman-Review* and the *Times* at Wallace, Idaho, has arrived safely in England with a division of the Canadian army. Mr. Stoney, who is slightly over the army age, succeeded in getting into the Canadian and British service in a special class several months ago and since his arrival in England has been transferred to a branch soon to see service in France. Mr. Stoney was able to visit his family in Ireland after his arrival abroad. He had not seen them for a number of years. He is now attached to the Canadian forestry camp, depot base, and hopes soon to be with the artillery.

Guy Downs, for a number of years in the ad alley and on the machines, and later floorman and assistant in making up, has transferred his affections from the *Oregonian* to the *Journal*, where he has been made night foreman. Mr. Downs, besides learning every department of work in the composing room, has spent considerable spare time on the copy desk of the *Oregonian*, learning how to edit news, write heads and do re-write work. It is presumed that he is grooming himself for the ownership of a small town daily or possibly a country weekly.

Word was received in Dallas May 11 that H. W. Brune, former editor of the *Polk County Observer*, and who was commissioned a lieutenant in one of the officers' training camps in California last year, has been on sick leave for some time and is at present at the home of relatives in Idaho. After receiving his commission Mr. Brune was assigned to the heavy artillery, but became ill shortly afterwards and has since been unfit for service.—*Oregon Statesman*.

Elmer Warburton, who has been foreman of the *Polk County Observer* for the past eight months, has gone to Portland to accept another position.

M. J. Brown, editor of the *Benton County Courier*, who has sold his interest in that paper to his partner, A. E. Frost, will leave the paper next month. Mr. Brown has represented an eastern syndicate of newspapers in travel letters for ten years past and had expected to go to France in April, but on account of the strict censorship he had to abandon the trip. He then arranged for a trip to south America and had applied for passports, but because of the fact that there are no regular schedules on steamers for the south ports and the probability that all boats will be taken off and replaced with sailing vessels, he has had to abandon this trip also. He is undecided as to what he will do after leaving the *Courier* but hopes to get into some war activity work.

Perseverance and a willingness to do things won a substantial promotion for Ralph S. Reubin on March 18. From copy boy to general assignment reporter on the *Oregonian* staff was the promotion.

About fifteen months ago, Ralph, while a student at Lincoln High school in Portland, began as copy boy for the *Oregonian*, working a few hours a day after school hours. He soon fell heir to the position of head office boy, with two boys under him, and worked from 5:30 p. m. to 1:30 a. m., getting no more than six hours of sleep each day and studying very little.

In the latter part of January, Mr. Reubin was graduated from Lincoln and was awarded with an increase in salary and position.

The fact that the *Grants Pass Courier* is using women carriers was made a front page feature in the *Oregonian*. The *Corvallis Gazette-Times* remarks that there is nothing new about that at all, that women have always made the best news carriers.