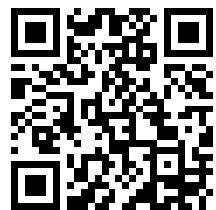


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# Oregon E

For the Newspaper Men of

Vol. 5

EUGENE, OREGON, JANUARY, 1922

## BETTERING OF CONDITIONS TO BE GENERAL CONFERENCE TOPIC

**I**MPROVEMENT of newspaper conditions in the state of Oregon is the general theme of the Fourth Annual Newspaper Conference, to be held at the School of Journalism of the University of Oregon, January 13 and 14 next.

Information reaching Dean Eric W. Allen, in charge of the program, indicates a large attendance of those who believe that conditions in the business and profession in this state are not yet quite perfect.

Preliminary announcements sent out to the editors and publishers and others interested have given the rough outline of the program, which, as it appears now, is the most ~~complete, comprehensive~~, and, it is believed, the most interesting yet offered in a newspaper conference here.

### SPECIAL MEETINGS CALLED

The attraction of the Conference has been increased this time by the calling of special meetings of the Oregon State Editorial Association, the Oregon members of the Associated Press and the Oregon clients of the United Press. Virtually every phase of the newspaper publishing business will be represented in the program and the attendance at the Fourth Conference.

Advertising, as usual, will occupy a considerable share of the attention of those attending. Some of the leaders in the newspaper advertising field in this state, including a number of those who make a close study of advertising conditions, will discuss such topics as foreign

advertising, the soliciting of advertising outside the home town, advertising plans for the future. An opportunity will be provided for all who have anything to offer on these and allied subjects to get before the Conference.

More intensive state organization for the newspapers of Oregon is another topic which will come up. A delegation from the Washington State Editorial Association will present their plan of state organization, which is warmly recommended by many Washington publishers. The plan will be described by Fred W. ("Pa") Kennedy, of the University of Washington, recognized as one of the country's best association organizers and doctors of sick newspapers. Those who know about Kennedy will want to come and hear him. Herbert J. Campbell, vice-president of the Conference, who since the last session has moved across into Vancouver, Wash., as publisher of the *Daily Columbian*, will be on hand with first-hand information, gained from watching Kennedy and his plan at work.

### NEWSPRINT, LIBEL, ETHICS

The newsprint situation will be the subject of a report by George Putnam, publisher of the *Salem Capital Journal*.

William G. Hale, dean of the School of Law of the University, will report to the Conference his investigations into the libel law and other laws affecting newspapers.

Dean Colin V. Dymont, who was appointed by the convention of the Oregon



Cam. Bell, wife of the president of the University; Dean Elizabeth Fox, and Mrs. Eric W. Allen is making arrangements for this part of the Conference.

**BANQUETS UP TO STANDARD**

The banquet will be held Friday under the joint direction of the Eugene Chamber of Commerce and the members of Sigma Delta Chi, men's honorary journalism fraternity. The luncheon Saturday noon, in which students in the School of Journalism will take a prominent part, will be in Hendricks Hall or in one of the new buildings opened since the last Conference.

The Conference sessions are to be held in the new \$300,000 Memorial Hall, one of the most beautiful educational buildings in the country. Robert W. Sawyer, publisher of the Bend *Bulletin*, chairman of the Conference, will preside at the opening session.

The scope and interest of the program is further indicated by the names of those who, in addition to those already mentioned, will take part. These include: Ernest Gilstrap, manager Eugene *Register*; Paul Robinson, publisher Aurora *Observer*; H. L. St. Clair, editor Gresham *Outlook*; Hal E. Hoss, manager Oregon City *Enterprise*; Frank Jenkins, editor Eugene *Register*; Upton H. Gibbs, editor Eastern Clackamas *News*, and W. F. G. Thacher, professor of advertising in the University.

Following is the program in full, so far as arranged at present:

Upton  
men has  
Wright  
City, editor of the  
ublisher. Mr. Brown will  
forecast of the advertising situa-  
tion for 1922. His qualifications for dis-  
cussing this subject are recognized by  
those who know how closely the *Editor  
and Publisher* keeps in touch with all  
phases of the newspaper profession the  
country over.

**IMPROVING NEWS END**

The conference, however, is not to be confined to the commercial and physical features of the newspaper. Those who feel disposed to look more closely into the news and editorial end of their newspapers will get a basis for discussion in the address of George P. Cheney, publisher of the Wallowa *Record Chieftain*. Mr. Cheney will give his opinion on what's the matter with the newspapers of Oregon from the point of view of their obligation to the reader. This is expected to be one of the most fruitful of discussion of all the addresses at the Conference. The usual entertainment features will be provided for the visitors, who, it is hoped, will include the ladies of the editors and publishers. An interesting time is promised. A committee made up of Mrs. P. L.

**FRIDAY, JANUARY 13**

*10 A. M., Men's Smoking Room, Memorial Hall*

Meeting of the Associated Press.

Paul Cowles, of San Francisco, Superintendent of the Western Division, presiding.

*10 A. M., Women's Reception Room, Memorial Hall*

Meeting of the United Press.

Frank A. Clarvoe, Northwest Manager, presiding.

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JANUARY, 1922

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FRIDAY, JAN. 7

1:30 P. M., *League Room,*

- Meeting of the Conference. Robert W. Sawyer.
- Program: General Topic: Advertising.
- Why I Solicit Advertising Outside My Town. Paul [unclear]  
*Aurora Observer.*
- Issuing Twice a Week—Its Effect Upon the Business of a Newspaper. H. L. St. Clair, *Gresham Outlook.*
- Some Developments in Advertising in the last Year. G. Lansing Hurd, Manager of the *Corvallis Gazette-Times.*
- Essentials of Successful Advertising Work. Ernest Gilstrap, Advertising Manager of the *Eugene Register.*
- Securing Foreign Advertising. W. R. Smith, publisher *Myrtle Point American* and *Powers Patriot.*
- What the Advertising Agencies Tell Us About the Oregon Papers From Their Point of View; Letters From the Big Advertisers. W. F. G. Thacher, Professor of Advertising, University of Oregon.
- General Discussion: Led by Hal E. Hoss, *Oregon City Enterprise.*

1:30 P. M., *Alumni Hall, Memorial Building*

Reception to wives of visiting Newspaper Men. Mrs. P. L. Campbell, Dean Elizabeth Fox, Mrs. Eric W. Allen and ladies of the University.

6:30 P. M., *Osburn Hotel*

- Banquet under auspices of Eugene Chamber of Commerce and Undergraduate students in School of Journalism directed by Sigma Delta Chi.
- President P. L. Campbell, toastmaster.
- Address of Welcome. L. L. Ray, president of the Chamber of Commerce.
- Music by Glee Club.
- Advertising in 1922. James Wright Brown, editor of the *Editor and Publisher*, New York City.
- Some Big Neglected Opportunities in Journalism as a Small-town Editor Sees Them. George P. Cheney, publisher of the *Enterprise Record-Chieftain.*
- Newspaper Ideals. B. Frank Irvine, editor *Oregon Journal*, Portland.
- Present Newspaper Tendencies. Edgar B. Piper, editor, *Portland Oregonian.*
- Three-minute addresses in answer to roll call.

ANUARY 14

A. M.

Combined with Special Meeting of State Association called by Elbert Bede, president.

Newspaper—What I Have Learned in Three Country Newspaper Offices. Fred W. ("Pa") Kennedy, University of Washington, "doctor for sick newspapers."

Doubling the Publisher's Efficiency—What a Close State and District Organization Can Accomplish and How. Herbert J. Campbell, vice-president of the Conference, publisher of Vancouver *Columbian*.

What Happened to the Newspapers in North Dakota under the Non-Partisan League. Harry Dence, Carlton *Sentinel*.

The Small Weekly as I Have Found It. Upton H. Gibbs, *Eastern Clackamas News*, Estacada.

Running a String of Country Weeklies. Mark A. Cleveland, publisher Stanfield *Standard*, Boardman *Mirror*, and Umatilla *Spokesman*.

Code of Ethics. Report of Committee Appointed at Meeting of State Editorial Association last summer at Bend.

Action on Proposed Code. Elbert Bede, President of Association, in the chair.

Report on State of Newspaper Law in Oregon. Legal Code Committee, Dean W. G. Hale, University of Oregon Law School.

Report on Newsprint Situation. George Putnam, Salem *Capital Journal*.

Discussion.

Practicability and Expense of State News Service by Wireless; Result of Some Personal Investigations. Frank Jenkins, Eugene *Register*.

Discussion of Service of American Press Association, Autocaster Service, etc., Elbert Bede, R. W. Sawyer and others.

Plan for Future Conferences. Eric W. Allen, Dean School of Journalism.

Election of Officers.

Business Meeting.

12:15 P. M., Hendricks Hall. University Luncheon

Toastmaster: The Newly Elected President of the Conference.

Speakers: Members of the Student Body of the University and School of Journalism.

3 P. M.

Conferences. Dean Allen, Professor Kennedy, Mr. Brown.

## IF YOU DIG DEEP ENOUGH YOU'LL GET YOUR GOOD STORY

BY FRED LOCKLEY, ASSISTANT PUBLISHER, OREGON JOURNAL

[The article which follows is Mr. Lockley's summary of his address before a class in Newswriting in the School of Journalism of the University of Oregon. It was the purpose of the instructor to inspire the students with the spirit of a real mixer whose skill in the gathering of interesting newspaper stories is widely recognized. The article is printed in OREGON EXCHANGES in the hope that it will be of value to many newsgatherers who are on the lookout for ideas and who are willing to profit from the suggestions and experiences of others.]

**I**T IS what you are, as well as what you do, that determines whether or not you are to be a good reporter. You can't put human interest into your story unless you yourself are interested in it. If news-getting and news-writing are drudgery to you, take up some other line of work. The man who is "a servant of duty and a slave of routine" cannot put originality and human interest into his work. If your job is merely a bread ticket, take up work that you like better. Writing, more than almost anything else, is an expression of one's own personality. The secret of success in your work is to put your soul into your work. Work without soul is mechanical, dead. Hamilton Wright Mabie was right when he said, "The men who give their work character, distinction, perfection, are the men whose spirit is behind their hands, giving them a new dexterity. There is no kind of work, from the merest routine to the highest creative activity, which does not receive all that gives it quality from the spirit in which it is done. Work without spirit is a body without soul,—there is no life in it. Everything that lacks spirit is mechanical; everything that contains spirit has life. To put spirit into one's work is to vitalize it—to give it force, character, originality, distinction. It is to put the stamp of one's own nature upon it and the living power of one's soul into it."

### NO DEARTH OF MATERIAL

In J. M. Barrie's story of Sentimental Tommy, when Tommy apprenticed himself to an author, and was asked if he liked his work he said, "Where the heart

is, there shall the treasure be also." If you have real zest in your work, there will be no difficulty in finding plenty of material. Here in the West, human interest stuff lies all about us. Drop into any hotel, and almost every man you meet is a story. In the course of a month you will meet pioneers who have come west by ox-team, packers and freighters, prospectors who have made and lost fortunes—and are still following the golden lure. Sourdoughs from Alaska; cow-men who went to the Inland Empire when "the law of the forty-five" was the law of the land. You will meet reclamation engineers, forest rangers, men who hunt and trap wild animals for the government, and a score of other pioneer types.

### HUNTER'S GOOD STORY

Not long ago I dropped into conversation with one of the men who are engaged in killing predatory animals. "I had a peculiar experience recently," he said; "I set a trap for a cougar. When I made my rounds, both cougar and trap were gone. The cougar's tracks led to the trap, which I had placed beneath a large fir, but there were no outgoing tracks. After hunting half an hour and circling the tree in an ever-widening compass, I came to the conclusion I had trapped a winged cougar and that it had flown away with the trap. I sat down on a log not far distant to puzzle the matter out. I happened to glance upward; and there, near the top of the fir, I saw the cougar hanging from a limb, while the log that I had fastened to the trap was suspended on the other side of the limb. The mystery was solved."

In every community you will find members of the "has-been club" who can tell you interesting stories of their experiences in politics. Your readers will peruse with interest stories of old-time baseball players, early-day firemen, pioneer photographers and other equally interesting characters. Another theme of perennial interest is the telling of the stories of the men in your community who have been successful and by "being successful" I do not mean mere money-grubs who have large balances in the bank. I mean the tracing of the development of a man's character from boyhood on, and the describing of how he has met the testing times in his life and how he has served, or failed to serve, his fellow men. There is no community anywhere, no matter how small, in which you will not find plenty of human interest material if you are intent on finding it.

#### STORY IN COLORED MAMMY

I dropped off at Albany the other day. After finishing my business I had a half day on my hands. I ran across an old colored woman, Amanda Johnson, 92 years of age, who had come to Oregon in 1852 and who, as a girl, had been given away as a wedding present. Though she had been a slave nearly twenty years, she was proud of the fact she had never been bartered for, nor sold, and that all of her brothers and sisters had been given away to the various members of the family as wedding presents. An hour later I discovered J. H. B. Miller, a brother of Joaquin Miller, and from him I obtained a lot of hitherto unrecorded facts about the boyhood experiences of the poet of the Sierras.

Pawnbrokers are a first class source of human interest. So are policemen. So are the occasional world travelers who drop into your community on business or pleasure. Stage drivers and garage men, conductors and brakemen, hotel clerks and telephone operators all can give you many a good news tip, providing you are a good mixer and show appreciation of their tips.

The trouble with most of us is that we overlook the stories around us. I have a friend here in Oregon, who went to Alaska when gold was discovered in the Klondike. He put in 20 years mushing all over Alaska and came home broke and discouraged, to find within a few miles of his own farm, a rich ledge of hematite iron ore, which will make him more money than a gold mine in Alaska.

#### MUST ASK QUESTIONS

Do you remember when the school-master in Barrie's story of Sentimental Tommy was angry and jealous because his long-time customers transferred their allegiance to Tommy because they preferred his letters to the dominie's? When the dominie asked them the reason for having Tommy write their letters one of them said, "He asks us questions, and so he can write better letters than you do." Tommy had happened on the secret of successful writing. Unless you are interested in the story, you will not ask the questions that will bring out all the facts.

Some years ago I interviewed an old-time trapper—a man who had trapped beaver with Kit Carson in the early forties. He was 92 years old. When I had secured my story, I said to his wife, who was much younger than he, "Tell me how you happened to fall in love with your husband." She answered in a discouraged and dispirited voice, "I didn't, mister. I married him so as to get a widow's pension. I was 23 and he was 72 and he was getting a pension for being a soldier in the Mexican War. He looked kind of frail when I married him. That was 20 years ago. Looks like he never would die."

No matter how much a man has been written up, there is always some unusual angle that you can get on his story if you have any real spiritual insight.

When I visited Billy Sunday some time ago he and Ma Sunday started to give me the regulation type of story, which had neither freshness nor originality and which would have proved a dud, if I had used it. Instead, I obtained a story of his experiences in a foundling asylum.

and how he had broken into baseball. When Billy Sunday was young, there used to be intense rivalry between the hose teams of small communities. To prevent the running in of any professional foot-racers, a rule had been made that all members of the hose team must be residents of the town and must be working at some gainful occupation. The firemen in a nearby town wanted Billy as a member of their team, so they got him a job at driving a hearse. Saturday afternoons he used to play ball, and his skill as a small-town player attracted the attention of 'Pop' Anson who took him on as an apprentice to his team.

#### DIG DEEP; STORY'S THERE

I don't care how big a man is nor how obscure he is, if you will dig deep enough, you will find a rich ledge of human interest. I have interviewed President Wilson, Thomas A. Edison, Sir Douglas Haig, Tom Lawson, and other men of this type and the stories I have got from them are interesting sidelights on their character and achievements, more or less off the beaten path of news-gathering.

I said, and I mean it, that you can get a story from anyone you meet. The other day I looked up from my work and discovered the *Journal* had a new office boy. I called him over to my desk, motioned to a chair and told him I was going to interview him. He had never been interviewed and was very much disconcerted. Before we had gone very far, I discovered that his father, now a butcher, had been a Rabbi in Russia, and that Sam, the new office boy, was next to youngest of all the Boy Scouts who attended the big jamboree in London. "When we were being reviewed in Brussels," he said, "King Albert saw that I was one of the smallest scouts in line, so he came and shook hands with me and asked what the American Boy Scouts had done to help win the war. I told him we had sold Liberty bonds, and I showed him the medal I had been awarded for selling Victory bonds. He told me about the Boy Scouts of his country. He talked pretty good English for a foreigner and was very pleasant and friendly."

Whether it is the president of a corporation or the office boy, the commander in chief of the Army or a buck private, if you can keep your freshness of viewpoint, your interest and enthusiasm you can always find interesting people. Be brief. Read Lincoln's Gettysburg speech as an example of brevity, lucidity and sincerity. If you are not wholesome, natural, and sincere you will not be able to impress others with the sincerity of your work. Keep your ideals. Don't become cynical. Keep an open mind and heart. Be cheerful, courteous and courageous. Your own character is inevitably reflected in your work. To see the thing clearly and describe it simply is the secret of writing readable stories. Describe things with which you are familiar and if you are not familiar with them become so. Be eager to learn, stay out of the limelight. Let the reader see what you are describing. Cultivate tolerance and sympathy. Use short words so as not to confuse your readers. Use short sentences. Be accurate. Stick to your subject. Quit when you are through. Give the facts honestly, accurately, and let the reader draw his own conclusions.

#### DON'T OVERWRITE IT

Cultivate restraint of statement, and poise. Eliminate non-essentials. Avoid pleasing platitudes, glittering generalities and forensic fourflushing. Be honest with yourself and your readers. Don't try to fool them or make a thing seem other than it is. See that nothing sidetracks your story. Let it travel steadily toward its goal. See that your terminal facilities are in working order, so that the story may not wander out upon some sidetrack and get lost. Don't be satisfied with your work. Cultivate a divine discontent. Make your best a stepping stone for still better work. You must be willing to work long and hard and stick to the task for the joy of doing good work. If you are interested only in what is in your pay envelope and not in serving your fellow men and making this a better world for men to live in you will miss the real and permanent reward of service.

## MARKET PAGE IN COUNTRY PAPERS

By HYMAN H. COHEN, MARKET EDITOR, OREGON JOURNAL

FOR years I have tried to prevail upon many of the small city and country editors to establish a market page, but for some reason or other few have accepted my invitation.

Market pages as they have been conducted by some, are a mere space-waster; but a real market page, one that is always on the job, is almost indispensable to those that delve into the marts of trade.

This is a big contract, for almost everyone comes into contact with one of the marts of trade.

For the small city daily it would be impossible to conduct a market page on as elaborate a scale as the big city dailies, but to the readers of the small city publication the market page can be made just as valuable.

Market pages should be conducted to furnish information of vital importance to the agricultural and even manufacturing industries of a community. For instance, the newspaper in a mining community should have information of the metal markets and should be an authority upon all matters pertaining to that industry. The doings of the stock markets in relation to the mining and metal shares as well as industries which utilize these commodities, should be carefully chronicled.

In communities where the growing of hops is the big interest of producers, the hop market and its allied industries should be "played" to the limit.

The same is true of livestock sections, or in fact all sections which specialize in any one or more commodities. Publications in these districts should always have the first news of interest to the people.

Accuracy is essential in all news, but more so in market reports than in the ordinary run of news. Market reports touch every one's pocket in some way, therefore they should not only be interesting but accurate..

In wheat-growing sections I have noted a dearth of news regarding the crops in the very papers which cater to the producers of grain. I have looked in vain for news of the wheat crop even in papers that consider themselves very good small-city publications.

Personally I have always tried to tell the truth in market reports. I have always felt that the subscriber who takes the *Journal*, makes the paper his agent to furnish news of certain commodities he is interested in. The paper would not be a good agent unless it furnished him the facts in each case, as it sees them.

### "Why Not the Others?"

OREGON EXCHANGES has received from Leslie Harrison, manager of the Tillamook *Headlight*, a request for the experience of Oregon newspapermen on a matter of journalistic ethical policy:

"One proposition has come up here lately," writes Mr. Harrison, "on which we would like some opinions expressed, to-wit:

"The *Headlight* recently undertook to take some steps to partly clean the moral conditions of this city and in doing so published accounts of several prominent people here getting themselves into scrapes. We received much comment of all kinds. Some readers claim that no good can be accomplished by publishing such things, while others told us to go to it. The latter seem to be in the majority. One thing is sure; the stories certainly helped the 'box office,' for we sold all the papers we could turn out.

"What we would like to learn is, whether other papers have tried the same thing, and the results obtained. We like to think that we are doing the community some good by these stories. The underdog is always written up. Why not the others?"

## WHY I WRITE FOR THE TRADE PRESS— AND HOW

BY NAOMI SWETT

[Mrs. Swett, of Portland, here describes for OREGON EXCHANGES her experiences in breaking into free-lance work, and the joy and satisfaction, as well as the profit, that have come to her since she found there was money in writing for trade publications. She also gives some helpful tips as to how a free-lance may develop salable ideas]

WRITING for the trade journals is not so very edifying in itself, far from thrilling or romantic, it's plainly commercial, but the "long, thin" envelopes that carry friendly slips of blue, buff, and green bond compensate in a material way for the lack of fame and glory attached to the career of the trade journal writer.

I am asked to tell how I "did it."

It all happened like this. After several years of real STRUGGLE, during which time I had been compelled to forget that I had ever written or wanted to write, I landed in a stenographic position where the work was light, and, best of all, the "boss" was out most of the time! My "previous experience" was some few years of correspondence and special work for the daily papers of Portland, and any one who has a "writing vein" but no time to let it flow, can appreciate what it meant to me, to receive my weekly salary check for \$25 and still find time to write during this working day—more time than I had ever dared to hope for.

### TOOK WRITER'S MAGAZINE

The very first thing I did was to invest \$3 in a year's subscription to *The Editor*. Let me add that if I only had been able to do this several years sooner, I would have been spared the tedious years of mastering the difficulties of office routine, and weary weeks of looking for work.

My ambitions ran high, ever so high, nothing less than a book would do, and I spent two months of my spare time in the office writing a story of some 20,000 words. After two or three rewritings, I felt that I had polished it up quite beautifully, copied it on bond paper, fixed it up

for lots of travel, and off it went to the *Saturday Evening Post*. You see, I didn't believe in aiming low, as there is just as much room at the bottom as at the top, and it's much quicker tumbling down than climbing up! Then I reeled off a 10,000-word story, and it went, too. Two 5,000-word stories, and off *they* went too. All were sent to leading magazines; naturally one with the nerve to send off such truck as I wrote would not get easily discouraged when my brain children came promptly home to mama, just as fast as U. S. mail could bring them. Then I wrote exactly seven jokes and wished them on various unsuspecting editors. All the while I was tumbling dizzily downward, soon to reach the bottom! I wrote two juvenile stories during this time, but sent them out in a rather perfunctory manner, as I felt that the bottom was, after all, really easier than the top to attain!

### TRADE PRESS LAST RESORT

All this while I dutifully read *The Editor* and became interested. (I'll admit unwillingly) in articles that told young hopefuls to cater to the needs of the trade press, if they really would like to see some ready kale. At first I did not take these articles seriously, as I kept hoping that at least *one* of my sextette of stories would find a resting place, other than my own cubbyhole in the office desk. Four months had now elapsed since I commenced to "literate," and I had nothing to show for it but an expenditure of \$20 for postage stamps and stationery, and overstrained eyesight watching for the mailman. Half-heartedly, I decided to give the trade press a tryout.



To me, it seemed as though a sample story would be just about as good an introduction to the editors as a recital of my splendid qualifications. The next thing was to get the sample story. I was walking down Washington street one day, when I saw a pile of old shoes in the window of the Walkover Boot Shop. A large sign read, "\$2 for Your Old Shoes." "Go and get it!" I ordered myself, but my tongue clove to the roof of my mouth; it was years since I had approached a prospective "interview," years of office subservience had humbled me, almost broken my spirit, and I had none of the self assurance that is almost a requirement.

#### FIRST TRADE STORY WRITTEN

After walking around the Broadway entrance to the Washington street entrance two or three times, and even down to the middle of the next block, I retraced my steps, gulped and swallowed, and entered the store, asking in muffled tones for the manager. Mr. Scherer kindly explained the selling plan to me, and I went back to the office and wrote the idea up in about 500 words. I hunted for a market in the Literary Market column of *The Editor*; it happened to be the *Merchants' Trade Journal*, Des Moines, Iowa. Off it went, and I didn't know exactly what to do next.

A few days later, I went into Greenfield's shoe store to get some shoes for my little boy. I was immediately impressed with the attractively equipped juvenile department, and thought it good enough for a story. I found Manager Zingleman a fine subject for an interview, he knew just what I wanted and with fine adeptness went straight to the heart of their selling system, at the same time delving into a history of the business from the time that George L. Greenfield first came to Portland. Then he gave me three photos of the interior of the store.

During this time I had received a check for \$6.18 from the David C. Cook Publishing Co. for the second of the juvenile stories I had written. I believe that I

wrote and completed the little story in less than two hours. And also would I please write some more for them? Amongst my sextette of fictions was a series written from my own experience in social work. These I had sent to *Social Progress*, and tumbling almost upon the heels of the precious \$6.18 was a letter of acceptance with an invitation to send more. (Later I sold *Social Progress* a juvenile story, and two or three brief articles.) I had visions of grinding out two juvenile stories a day; that would be \$12.36, and my fortune would be made. However, after I had hatched out three or four more, which were promptly returned, I decided to be practical and cash in where the ready money trail led. For right while I was on the path to juvenile story writing, I began to sell my trade journal efforts. I'll tell just exactly how.

#### NEW FIELD WIDENS

The *Merchants' Trade Journal* rejected my "\$2 for Your Old Shoes." However, the rejection contained encouragement; they stated that they had used the same idea just a few months ago. I decided to give it one more chance and then ditch it. It went to the *Pacific Coast Merchant*. In my letter accompanying same, I asked the editor if he would be interested in a story on the Greenfield Shoe Co. He was slow in replying, so I sent the story to the *Merchants' Trade Journal*. But a few days after it had left my hands I heard from the *Pacific Coast Merchant*, they were very glad to get the story on the old shoes, and would publish it shortly, after which I would receive payment. They would like very much indeed to get the Greenfield shoe story, as well as anything else that I might find interesting to send them from Portland. I wrote back at once explaining that the Greenfield shoe story was gone, but that if it came back I would send it to them. In order to save time, I wrote to the *Merchants Trade Journal*, telling them that I had a call for the Greenfield story, and please, if they didn't want it, rush the return so it

wouldn't grow stale. They telegraphed acceptance and information that check was going out in the mail to cover. Then I wrote the *Pacific Coast Merchant*, and told them that it was sold, but I'd watch out for something else. They wrote back that even if it was sold I might rewrite it and send it to them anyway, that it was the usual thing in trade journal work. Of course they got the rewritten story with another set of prints by return mail, and incidentally I took the tip and sold the story in various forms to three or four other journals, in widely separated Eastern cities. The Des Moines paper paid me \$20, the *Pacific Coast Merchant* \$15, another paper \$15, one \$8, one \$3, and I forget the other amounts. At any rate the total receipts in cash resulting from the hour's interview netted close to \$75. This money, straggling in a check at a time, was about three months in accumulating its grand total.

#### IDEAS DEVELOP RAPIDLY

You can readily see why I forsook the juvenile story opportunity, with two acceptances out of about fifteen or twenty tries, against this almost certain market for my work. I began to keep my eyes open for retail stores that showed unusual pep in their methods of publicity, displays, etc. Sandy's was one of them, Sandy was a gold mine to interview, brimming over with originality, and so much material available, that one just had to scoop off the cream and write it up. Sandy's story brought me \$20, right off the bat, with requests for more material. The Powers Furniture Co. made good material, and still is, with its huge advertising campaign, and efficient store system. The first story on Powers brought \$20 from a furniture journal, and since then I have sold revisions of the same story in three other places for from \$8 to \$15 each.

One will wonder how I managed to interview these people, when I worked all day in the office. My office hours were from 8:30 till 5; it was between 5 and 6 that I managed to grab my interviews.

Everyone was very nice to me, when I explained that I was working during the day, and without exception they put themselves out to give me what information I wanted.

Up till the time I left my office work, (December, 1920) I confined my output to feature stories of progressive business houses and their methods, "success" stories, they might be called. I could not undertake regular correspondence, as I was unable to handle specific assignments under such conditions. I'm going to be as frank as I can, to give a real idea of what this work brings in, to any one who might be interested. Here are my cash receipts for my work, during the time that I was in the office, spare-time money, as it were: July, \$26.18; August, \$62.90; September, \$88.75; October, \$60.35; November, \$89.00; December, \$100.15.

Everybody thought I was a fool to contemplate giving up the office work, when I had such a rare opportunity to write on the boss's time. I came to the decision that when my writing income equalled my salary I would let the office go, and take a chance. I asked the advice of a couple of editors, who were strongly against such a step. One of them said that \$30 a month was the maximum amount of my work they could use. (Very recently for this paper, I did a piece of work that netted me \$166.80 in a single issue!) I had been saving every cent that I made by writing, and decided that I would quit the office and live on my savings: by the time my money was gone if I did not make a go of it, I could always go back to stenography. You see, the item of a six year old son to look after made my position somewhat more risky than for one who is unencumbered.

I left the office at the end of December, and my receipts for January were \$89.65; my income was cut almost in half, you see. February went up to \$156.47 and March, a month of utmost concern, brought but \$44.95. April ran around to \$167.20, May \$178.65, June \$262.30, and July \$206.67.

Of course I am still in the early stages of the game. I have a great deal to learn, and actual experience is the only real teacher. This much I have gathered—that writing for the trade journals, like any other writing, is not only a matter of getting material and selling it, but getting it and selling it *to the best advantage*. I am constantly finding out new things, new timesavers, and better markets, and always on the lookout for new markets; at the best they are unstable. Sometimes they want a lot of material from your locality, and sometimes they don't. Occasionally, I sell advertising; I don't know anything about "salesmanship," and rather more "take orders" for it than sell it. I have earned good commissions in this way, without going out of my way. At present I have regular correspondence for about twelve publications that net an almost certain income of from \$125 to \$150 a month. Wherever possible I send a feature story along with my regular correspondence.

#### FILING SYSTEM INSTALLED

Recently I found myself in this predicament: In my greed to cash in as much as possible, I overdid the thing, and worked too many hours a day, and under too heavy pressure. I decided to take a few days off, make a careful inventory of my work, and see if an injection of efficiency would not help some. I installed an efficient filing system, efficient record systems, and arranged my schedule more systematically, and last of all engaged a typist for all my copy work at piece work rates. I now find things working much more smoothly, but have not tried this out long enough to know whether or not it is going to increase my income. It ought to.

My rates are at present a minimum of  $\frac{1}{2}c$  a word to a maximum of  $1c$  a word. Photos are paid for at the rate of from \$1 to \$3 each. Advertising commissions from 20% to 25%, some payable upon receipt of order, and some after payment has been received by the paper. Subscription commissions are 50% upon

receipt of cash by paper. In making up my string of papers, I try to choose them so that my news will be interchangeable; in this way, at one interview, I get material that will go to several places. It can readily be seen that all this requires quite a bit of experimenting and juggling with various publications.

#### FREE LANCE HAS ADVANTAGE

Frank Farrington, in his book, "Writing for the Trade Press," says that it takes two years to make a good trade journal writer. As I have been at this work but a little over one year, I still have a year to travel, in which to get my bearings. The advantages of free-lancing, to my mind, are:

1. You are your own boss.
2. You don't have to worry about losing your job. If one paper goes back on you there are still a lot more in the field.
3. You can start or quit whenever you like.
4. If you get a portable typewriter, you can take a lot of notes and go anywhere to write them up. (N. B. I took two vacations of two weeks each, between May 15 and July 30.)

As a last word in favor of free-lancing, I believe that it keeps your brain more active than a "steady job."

On top of all this, however, I frankly admit that just the very minute I can get out of this, I want to do it. I want, of course, to do really fine things, and get as famous as Dean Collins, Anne Shannon Monroe, or some of our other well known Oregon free-lancers, who are doing more artistic things than writing for the trade press. But now that I have "smelled" money, after having desperately known the want of it, I wonder if I will be able to stop long enough to try something real? Then, too, am I the one to judge my own talents? Is it not quite possible that this is all I am fit for, that I couldn't do anything artistic if I tried? All I can say is that some day I want to give myself a real chance, and then if I don't make good, I'll content myself with grinding out dope on fashions, boots, shoes, hats, coats and necklaces, for ever and ever.

## EARLY HISTORY OF TWO PROMINENT OREGON COUNTRY PAPERS

[It has been the hope of OREGON EXCHANGES to do its share in assembling material on the newspaper history of Oregon. A general invitation has been and is given to newspapermen in the various towns of the state to write the history of journalism in their respective towns. In this issue are printed, in somewhat condensed form, the history of two Oregon papers—the *St. Helens Mist*, now published by S. C. Morton, former president of the Oregon Newspaper Conference, and the *Scio Tribune*, published by McAdoo & McAdoo. The history of the *Mist* is the work of E. H. Flagg, veteran Oregon editor, now in charge of the Warrenton *News*, who formerly published the *Mist*. Mr. Flagg wrote the history at the request of Mr. Morton, who published it on the occasion of the paper's forty-first anniversary. The *Scio* history was published in the Christmas number of the *Tribune*. OREGON EXCHANGES suggests that every newspaper in the state compile its history, print it on its next birthday and send a marked copy to this publication.]

**A**N INVESTIGATION of the files of papers that have been printed in Scio show that the first newspaper printed here was edited and published by Dr. H. H. King, in 1870. His paper was a 4-column 4-page sheet, with pages about 9 inches wide by 12 inches long. At that time it was one of the few papers published in Oregon, the others being principally the *Oregonian*, at Portland, the *Statesman* at Salem, and papers at Oregon City and Astoria. At that time there was no paper in Albany. After about a year and a half, or in the fall of 1871, Mr. King discontinued publication.

Again in 1889, Col. Van Cleave, a veteran newspaper man, came to Scio and established the *Scio Press*, which he published for a little over a year. In July, 1890, he sold the paper and plant to T. L. Dugger, who published the *Press* until 1897, when he sold the plant to Albert Cole and Roy Gill.

Cole & Gill published the *Santiam News* for a few months, then suspended publication and left town. During the fall of 1898 Ira Phelps purchased the plant and revived the *News*. Mr. Phelps carried on publication of the *News* for about five years, when he became dissatisfied and sold the plant to Don Humphrey.

In 1904 T. L. Dugger returned to Scio and again purchased the *News*, taking immediate possession. He continued to hold the editorial pen until during the summer of 1912, at which time he sold

the paper, plant and everything to L. L. Gooding, who sold the plant to L. W. Charles a few weeks later.

In the fall of 1914 a number of merchants and other interested parties wrote to Mr. Dugger, at Sweet Home, and asked him to return. Mr. Charles refused to sell the *News*, so Dugger set up the *Tribune* in opposition to him, and in the fall of 1915 the two plants were merged into one paper under the name *Scio Tribune*.

Tom Dugger held the editorial pen from then until the first of September, 1921, when the plant was sold to I. V. and W. F. McAdoo, the present publishers.

The newspaper history of Scio is a great deal like that of other cities of this size. Editors come and go, some giving the people an extra good paper, others a comparatively poor one, one remaining throughout a lifetime, others only a few weeks.

It is with a great deal of pleasure that the present publishers offer to their subscribers and advertisers this paper, the first paper of more than eight pages ever printed in Scio.

### St. Helens Mist

The first paper published in Columbia county was started by Enoch G. Adams, a veteran of the civil war, and was published at his home on Frogmore, a promontory at the junction of Frogmore slough and Willamette slough. Major Adams, as

he was called, was wounded in the civil war and this injury caused him to be erratic and irresponsible in his statements. He was assisted in his work by his wife, a very estimable woman who had the esteem of the entire community. Adams became so abusive in his language that the Muckle Brothers, Charles and James, decided to finance a new paper and secured the services of a man named Glendye who was the first editor and manager of the *Mist*. He was succeeded by a Mr. Ayres, who in turn was succeeded by Charles Meserve, one of the cleanest, best and most unselfish men I ever met. Mr. Meserve came to Portland while I was at work as a compositor on the *Oregonian* and upon the recommendation of James McCowan, foreman of that paper who I understand is still an employe of that paper, secured my services as foreman and general assistant and together we worked for the upbuilding of Columbia county and the extension of the business and influence of the paper.

#### MESERVE RECENTLY DECEASED

Charles Meserve afterward married Louise, daughter of W. H. Conyers, of Clatskanie, and about one year ago he was laid to rest by her side in the Clatskanie cemetery.

I was the next proprietor of the *Mist* and of all the nearly forty years I have spent as a country newspaperman in Oregon, I look back upon those as the happiest. I was married there to Ella Morrison, and my oldest son, George, now editor of the Prineville *Central Oregonian*, was born there in the house now occupied by Mr. and Mrs. Emerson E. Quick.

In material matters, St. Helens has improved wonderfully since those days, but I venture to assert that in the quality of the citizenship it has not advanced nor will it.

There was a Masonic lodge, and its membership included such men as George W. McBride, afterwards Secretary of State for Oregon and later United States Senator from Oregon; Thomas A. McBride, then district attorney and now

Supreme Judge on the bench of Oregon's highest tribunal. One of the lodge members, Mr. Powell (father of W. H. Powell, the Portland attorney), never to my knowledge, missed a meeting of the lodge, walking over Bunker Hill road from Pittsburg, leading his horse, with a box of eggs packed on each side, and driving back the next day.

#### ONLY PAPER IN THREE COUNTIES

The *Mist* while I conducted it was the only paper in Columbia, Cowlitz and Wahkiakum counties, and the St. Helens attorneys shared with those of Portland the legal business of the counties.

To wander in the field of personal reminiscences would take too much of your space therefore I will get back to my more immediate subject.

Mr. Meserve repurchased the *Mist* from me and I moved to other fields, returning to St. Helens in 1904, and bought out a man named Gabbert, who had allowed the paper and the plant to sink to the lowest level in its history. You may know just what that means when I tell you that I found the forms on the bed of the old hand press so rusted that it was a hard matter to pry them off. I think it is not self praise to say that I raised the paper from its fallen estate and made it again a factor in the growth of the community. By its influence, aided materially by the people of the Yankton Grange and other granges of the county, the County Fair Board was established and I was honored by being made Columbia county's representative in charge of its exhibits at the Lewis and Clarke fair.

#### FLAGG AGAIN SELLS

Then came the McCormick boom and I again sold out, leaving my son George as manager of the paper, which, under the present management, I am glad to admit, is bigger and better than ever.

My wish for my old paper, on its anniversary day, is that it may keep just a little ahead of the community in which it is published.

## SEND-OFF GIVEN MINISTER BRODIE

**B**Y THE time this issue of OREGON EXCHANGES reaches its readers Edward E. Brodie, publisher of the Oregon City *Enterprise*, will probably be on the job at Bangkok as United States minister to Siam.

With Mrs. Brodie and the two children he sailed from Seattle on the liner Pine Tree State, December 10. A few days before his departure, Mr. Brodie was the guest of honor at a banquet tendered by his neighbors in the newspaper business in the Willamette valley. The affair, which was held in the Hotel Marion at Salem, was attended by 35 persons, most of whom are prominent members of the journalistic profession. Regret for the Brodies' departure, good wishes for the success of his new diplomatic work—and the word *new* is used advisedly, for has he not been in more or less diplomatic work before as head of the Oregon State Editorial Association and of the National Editorial Association?—and hopes that Siam may not keep the new minister too long away from his friends in Oregon composed the keynotes of the addresses made. Nearly everyone present was numbered among the speakers, it seemed, including Governor Olcott and Justice McBride of the State Supreme Court. A virtually unanimous effort was made to extort from Mr. Brodie his real reason for wanting to leave Oregon for Siam. But the minister insisted that Siam is a real country, with all sorts of advantages and attractions, and that he is happy to go there. Anyway, E. E. stands for Envoy Extraordinary, and B. may as well stand for Bangkok.

Following is the list of those who attended:

Governor Ben W. Olcott, Mrs. Olcott; T. A. McBride of *Oregon Reports*, Salem; Frank W. Beach, *Northwest Hotel News*, Portland; Robert C. Hall, University of Oregon; W. C. DePew, *Lebanon Criterion*; Frank L. Snow, Oregon Agri-

cultural College; Thomas D. Potwin, *Albany Herald*; G. Lansing Hurd, *Corvallis Gazette-Times*; S. A. Stone, *Salem Statesman*; B. F. Irvine, *Oregon Journal*; Mrs. Irvine; R. A. Brodie, Eugene; Mrs. Brodie, Eugene; Hal E. Hoss, *Oregon City Enterprise*; Mrs. Hoss, Oregon City; Elbert Bede, President Oregon State Editorial Association; Mrs. Bede; George A. White, adjutant-general, Salem; Mrs. White; C. E. Ingalls, *Corvallis Gazette-Times*; Mrs. Ingalls, Corvallis; John T. Hoblitt, *Silverton Appeal*; E. B. Kottek, *Silverton Tribune*; Eric W. Allen, University of Oregon; Carle Abrams, *Pacific Homestead*; Mrs. Abrams; Ralph R. Cronise, *Albany Democrat*; R. J. Hendricks, *Salem Statesman*; Mrs. Hendricks; George Turnbull, University of Oregon; George Putnam, *Salem Capital Journal*; Mr. and Mrs. Edward E. Brodie; Mrs. K. M. Heavers, sister of Mr. Brodie.

### Oregon Girl is "Jefe"

The United Press has its head office for South America in Buenos Aires. Recently, during the absence of the night chief, his place was taken by a young Oregon girl, Miss Lucile F. Saunders, formerly of the staff of the *Morning Oregonian* of Portland. Miss Saunders was in charge for several days, while the "jefe" was away in Rio de Janeiro, Brazil. While not busy for the United, she is flitting about B. A., camera in hand, gathering the stuff which is making such a hit with the readers of the *Sunday Oregonian* and which, in somewhat different form, is used in Buenos Aires papers.

Miss Saunders writes that she is thinking of staying throughout the summer, which opens in B. A. about December 22 and ends March 21. Her latest plan is to go into the interior and up to Rio, going from there to Africa and starting the homeward trip through the Pacific, first touching at Singapore.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## THINK OF THE READERS

One of the pet fallacies of some country editors is, that the country reader is satisfied with almost anything that is offered him in the way of reporting and newswriting. The time has come when many papers, some of them even in Oregon, have sunk below the level of the average intelligence of their communities in their handling of the home news. It can not be emphasized too strongly that more pride should be taken in the news and its handling as well as in the volume and rate of advertising and the mechanics of getting out the paper.

The writer has noticed that when two newspaper publishers get together the talk usually is exclusively on the business and mechanical side to the neglect of news and editorial methods and policies. It is natural that there should be stress on such things as rates and mechanical equipment; but the matter of building and keeping circulation is entitled to more consideration than it seems to be getting. In many cases these publishers are doing splendidly with their news and editorial opportunities, but in some others this is not the case.

The reader of the paper is entitled to more consideration than some of us are giving him. It is trite to say that the newspaper is published for the readers. But every editor should occasionally check up and see just what he is publishing that will interest the people. Let's try to put ourselves in the readers' place

occasionally and see whether we could read our own paper with any degree of interest. What are other publishers doing for their readers? Is there not some lesson for us in their success?

## KEEPING UP THE RATE

I. V. McAdoo, business manager of the *Scio Tribune*, notes "a lack of cohesiveness among the newspaper fraternity in that they do not stick together in holding a reasonable rate for their advertising." "It seems to me," Mr. McAdoo writes, "that if the publishers of the state would get together and make an adequate advertising rate and then stick to it, there would be a better feeling among the fraternity and a more reasonable profit to the trade. Like Henry Ford, I believe in good wages to a workman, and the only way to keep him satisfied is to pay him a wage by which he can provide for his family and lay up a little for that day of adversity or old age. The present rate as made by publishers precludes a decent day's wage to his workman if he should be employing one." What has been done in this line in a neighboring state will be told at the next Oregon Newspaper Conference by Fred W. Kennedy of the University of Washington, and Herbert J. Campbell of the Vancouver (Wash.) *Columbian*. One of the big attractions of the Conference.

The one-man shop is passing. Mr. Robinson of the *Aurora Observer*, in his article in this issue of OREGON EXCHANGES, hits the nail on the head when he says to the man who has taken the role of factotum for himself: "Hire a printer today." No man can develop his field and stick in the back office setting type and feeding a press. No town big enough for a newspaper is too small for two men.

Do you cover your news field properly with regard to its principal industries? Read Mr. Cohen's article in this issue, and do some thinking.

## BUILDING UP THE COUNTRY WEEKLY

BY PAUL ROBINSON, EDITOR AURORA OBSERVER

**"T**HE good old days" we hear spoken of are with us now. The really good days will remain as long as the individual will make them good. No editor wants to go back to the "charity" days, when a sack of potatoes was exchanged for subscriptions, free show tickets for a quarter page advertisement, and a dish of cream for a write-up of the Ladies Aid lawn social.

*If a weekly paper today doesn't make a good living, the best living, there is no excuse for that paper's continuing to exist.*

Apply your own doctrine for your own success—advertise. We can name a weekly paper with \$40 a month income, that was bought on time; the receipts raised to \$500 a month in less than a year, and sold for \$2,000. This in western Oregon.

### ADVERTISE—BUT HAVE THE GOODS

I have increased the receipts of the *Aurora Observer* \$200 monthly since April 1. Not easy, but mostly by advertising, and having the goods. Don't advertise that you have one thousand subscribers until you get the subscribers. You can get the subscribers if you want them bad enough to get them. Print country communications, local news and as many proper names as you can get. Go get them, if you have to walk ten hours a day. Use boosting articles and home interest stories for front page, get the people interested—then get the advertising by presenting the facts, by giving the advertiser his money's worth. Quality circulation is as important as quantity.

*I write not less than a hundred letters to advertisers and prospective advertisers every month and some months several times this number. Point out my good points, my new list of subscribers and remind them of seasonable goods to offer at the right times.*

For special ads, fairs, etc., I prepare a "dummy" to solicit by, and most of my soliciting is by letter. Refuse all ads that are offered below the regular rate, have no favorites and work in cooperation with your advertisers. Once a month present and collect all accounts in person and the collector must make it a point to talk of the arrangement of the next advertisement as he collects for the month past.

### ESSENTIALS FOR SUCCESS

The main things for a successful weekly are publicity, true statements and upholding of the required amount of dignity at all times, that are due and expected of the editor. All this will spell success, and no "aids to ad writing," no "Correspondence Course," or any New York advice is needed by the weekly paper editor of Oregon.

For smaller shops: There is "no such animal" as a "One-Man" shop. The editor, no matter how small the town, loses money, health, and ability every hour he spends in the mechanical end. Hire a printer today, never mind the "fear of salary." Hire sufficient help, then get busy getting business to keep the shop busy. The field is here—any place in Oregon.

### Bill Warren's Philosophy

W. H. Warren, otherwise or alias "Bill," has finished his term in the galleys. The New Year's edition of the *Oregonian* was brought to port under his skillful piloting, and Bill is once more the dean of the local room. "Birds," said the wave-worn mariner, as he resumed his desk, "this being an editor has decided disadvantages. You get home earlier, but you lose more sleep. You have more time for meals, but you eat less. Take it by and large, I'm glad to be demoted. How's the general situation?"



## ASSOCIATION HEADS MAKE TOUR OF OREGON NEWSPAPERS

**E**LBERT BEDE, president of the Oregon State Editorial Association, recently completed a trip which included the larger part of the newspapers of the state. He was accompanied through Eastern and Central Oregon by E. E. Brodie, president of the National Editorial Association and minister to Siam. In Southern Oregon he was accompanied by A. E. Voorhies, of the Grants Pass *Courier*, and in the northern end of the Willamette Valley G. L. Hurd made up 50 per cent of the party.

A few of the editors were unavoidably missed. The time of the party was limited and its members knew no eight-hour days. Inaccessibility and limited time were the causes in some cases. In other cases the editors to be visited, lolling in ease, had retired before the time of the arrival of the presidential party. In other cases the editors, also lolling in ease, had not arisen at a time of day when the presidential party found it necessary to be moving along. In other cases the number of side trips which could be taken were limited. No newspaper on the main highways was overlooked.

Mr. Bede reports that the entire trip was a most interesting one. "It is great to know your own state," he says, "and it is worth even more to know the editors of so great a state and to meet them in their own sanctums. The newspaper business was found to be an entirely different kind of a business than it was 10 or 15 years ago. Business men take it as a matter of course that an editor shall drive his own car. They seem to rather expect an editor to be a leading citizen and to be able to appear as a leading citizen should.

"The number of shops which have no regard for the 'cleanliness is next to godliness' theory is becoming fewer and the number who find it profitable to

keep spotless shops is becoming greater. It was our observation that filthy lucre was scared away from the filthy shops and seemed to prefer to be the only filth on the job.

"I was somewhat amused at the comments of Brodie, in his capacity as an editor, upon the 'Job Printing' signs which are yet met in many offices, even including my own. That word 'job' got Ted's goat. Plain 'Printing' was the way he suggested to several that they advertise their business, and the suggestion seems to me a good one. I was still further interested on this subject when Mr. Hurd, who had not heard Mr. Brodie's comments, raved along the same line.

"That the newspaper business and the state association have both undergone great changes was evidenced by the fact that in only one or two instances did editors give dissatisfaction with the association or lack of funds as the reason for not being on the membership roll. Almost without exception those found not to be members seemed chagrined at being discovered and promised to sin no more."

—o—

One of the biggest and most interesting special editions which has come to this desk in a long time is the Special Christmas Edition of the Coos Bay *Times*, of Marshfield. This paper, of 38 7-column pages, printed in five sections, with illustrations descriptive of Coos Bay industries and institutions, has much of interest to all Oregonians. One of the good features is the statistics showing the growth of the community; another is the descriptive matter regarding Coos Bay's business and industry. Banner lines across the tops of the pages give rhymed Christmas messages. The percentage of advertising is not too heavy, and the reading matter gives evidence of care in preparation.

# HOW NEWSPAPER ENTERPRISE TRIUMPHED OVER WEATHER MAN'S WORST

BY HENRY N. FOWLER, NEWS EDITOR BEND BULLETIN

[The story of a real newspaper achievement is here told by Mr. Fowler. It takes more than the weather to subdue western newspaper genius and enterprise.—Ed.]

COMPLETELY cut off from the outside world as far as ordinary means of communication were concerned for more than a week, the slightest scrap of wire news to be looked forward to as something to be hoped for, but certainly not to be counted on—this was the situation in which the *Bend Bulletin* found itself during the recent record storm which held the northwest country in its grip during the latter part of November and early December. How the snow blockade was set at naught through the intensive development of the local field and through makeshift means of communication, is a story perhaps unique in the newspaper annals of Oregon.

Bend's first realization that an epoch-making storm was breaking, came in the form of queries received by correspondents for Portland papers on November 19, asking for stories on storm conditions. The correspondents filed their replies, chiefly to the effect that there was no storm, for Bend was enjoying almost ideal spring weather. The replies were filed, but never sent, for lines were already down along the Columbia. The next morning no mail had been delivered, and telephone and telegraph offices reported that communication beyond Madras was impossible, while railroad officials gave out the information that the last Oregon Trunk train to leave Portland was virtually buried in snow at Frieda in the Deschutes canyon.

Right then the value of local news was realized as it had never been realized before. Efforts of railroaders to free the stalled train and to rescue its snow-bound passengers constituted, of course, the big story, but there were other phases of the situation of almost equal interest. Central Oregon was covered by telephone

for reports on weather conditions, establishing the fact that while the storm was general, this section of Oregon, at least, was experiencing a prolonged rain ordinarily considered typical of the Willamette valley. A survey of food supplies was made, and an estimate as to how long Bend could go on full rations was prepared. Conditions were compared with those prevailing 15 years ago when Bend was snowbound for a full month.

Lists of travelers kept in Bend by the storm were compiled, and other lists of Bend people who were undoubtedly being prevented from returning from outside points was published. What would happen to the dressed turkeys which could not be shipped for Portland's Thanksgiving dinner, and how long the sawmills could continue to operate with the supply of empty cars available, were questions asked and answered.

### OUTSIDE CONNECTION SOUGHT

The charge has been made, probably with justice, that a news reporter is prone to lose his appreciation of the importance of occurrences with which he becomes too familiar, and that as a result news becomes apparently harder to get, and actually does lose some of its "kick." If any member of the *Bulletin* staff was nearing this mental attitude, the storm was a Godsend, necessity giving a very definite stimulus.

But at the same time every effort was being made to get in touch with the outside world. President Harding's arms conference was just beginning, the Ar-buckle case was on, and there was a positive hunger for wire news.

For two days the *Bulletin* was without such service. The main lines were of course out of the question, and efforts were made to reach Portland or Spokane

by Prineville and Mitchell, only to be met with the information that ultimate connection with any news center was impossible. Forest service lines to Sisters were tried in the hope that a relay to Eugene by way of McKenzie Bridge might be effected. The line across the pass was out of order. The *Bulletin's* grapevine circuit got into commission. A rancher in Millican valley, 20 miles east of town, was called on the phone. He called the Fort Rock ranger station, the Fort Rock ranger rang Silver Lake, Silver Lake called Lake View, Lake View wired Klamath Falls, and Klamath Falls wired United Press Manager Frank A. Clarvoe in Portland.

Then the news began to trickle in. Relayed five times, over wires never before used by a news agency, abbreviated United Press reports reached Bend between 9 o'clock and midnight, to be used the next day. The manner in which the news was obtained was almost as big a story as the actual happenings which were being reported.

It was too good to last. One of the rural lines developed an infirmity, and *Bulletin* news no longer traveled the length of the state and half way back. By that time, however, a wireless outfit had been assembled and the first radio news ever received in Central Oregon came when warnings from Marshfield and North Bend, telling of the probable loss of the tug *Sea Eagle*, were picked out of the air. Again the means by which the news was secured rivalled in importance the real occurrence.

One night the radio station allowed Bend to "listen in." Then the railroad wires were put into commission, and a partial service was made possible. Not until December 20 was the Western Union wire again available.

Train service up the Deschutes canyon was suspended for nineteen days, and for half of that period no mail was received. Then it was brought in from Shanico, which for the time being resumed its old time position as Central Oregon's chief shipping point. Not until the blockade

was nearly at an end was any other than first-class mail and daily papers brought in, and shipments of stock were naturally out of the question. In spite of this handicap, however, the job department of the *Bulletin* continued to operate as usual, postponement of delivery being made necessary only in a few instances where special stock ordinarily not carried, had been specified.

## Oregon Editor Since 1873

Henry G. Guild of the staff of the Tillamook *Headlight* lays claim to the title of the oldest newspaperman in Oregon in point of service. Mr. Guild, coming to Oregon in 1873 at the age of 18, went to work in that year for H. B. Luce, then publisher of the Washington County *Independent* at Hillsboro. When Mr. Luce went to the mines near Jacksonville Mr. Guild bought him out, selling the paper back again in a year and a half. This was the first of a rather long series of papers conducted by Mr. Guild. In 1880 he established the Silverton *Appeal*. Later he was for a time on the staff of the Salem *Statesman*. In 1892 he went to Sheridan as publisher of the *Sun*. The next year he bought a half interest in the Oregon *Independent*, a Salem weekly, as a partner of J. D. Fletcher, a former lieutenant governor of North Dakota. In 1902 he established the *Bulletin* at Prosser, Wash. Next came a few years in California. Returning to Oregon Mr. Guild bought a half interest in the Hillsboro *Argus*, conducting that publication with Mrs. Emma McKinney as partner. After publishing this paper for two or three years he bought (about 1908) the Newport *Signal*, which he conducted for about two years. From 1910 to 1914 he was receiver of the United States land office at Vale. After one year on the *Oregonian* as hotel reporter, Mr. Guild published the Lincoln *Sentinel* at Toledo for two years. He is now at Tillamook. Does anyone know of an active Oregon editor whose experience in this state dates back any farther than that of Mr. Guild?

## POPULATION, 40; CIRCULATION, 627

BY ALFRED POWERS, SCHOOL OF JOURNALISM

**N**O OTHER newspaper in the United States is published in so small a town as the La Pine *Inter-Mountain*.

La Pine has a population of forty, but, the *Inter-Mountain* has a circulation of 627. You can count the business establishments of the town on the fingers of your two hands, but—another marvel—eleven of the twenty-four columns of the paper are regularly filled with paying ads.

This "biggest paper in the smallest town" was established in 1910, and shows no signs of an early demise. The publisher is William F. Arnold, a young man with lots of push and go, and versatility enough to print a paper clean of mechanical errors and filled entirely with local news and ads. He uses no boiler plate, or practically none.

The front page is entirely free of advertisements, and its makeup and heads are attractive. The contents do not give the impression of being laboriously prepared and of sometimes being put in to fill up, but rather as being carefully selected from a large grist.

Apropos of a statement made at the state convention by Farmer Smith, that personals usually said too little, generally being content to remark that Mr. and Mrs. Bill Jones came to town, without saying what they came for, Mr. Arnold said that no personal in the *Inter-Mountain* was worth less than six lines.

While the *Inter-Mountain* was established in 1910, Mr. Arnold did not take charge of it until 1912. During the war he suspended the paper, and started it up again a little less than a year ago.

His equipment consisted of a unitype machine, a diamond press, a ten by fifteen jobber, and a gas engine with the one speed of four hundred revolutions. He worked out the speed situation, how-

ever, in a satisfactory and interesting way. Just before he came to La Pine a saw mill had burned down. He went out among the ruins and found shafts and pulleys, by an ingenious use of which he regulates the speed of the engine for various purposes. He also has a saw trimmer and a stereotyping outfit, both of which he made.

When he moved into his building he fell heir to an old counter, into the spacious back of which he placed racks to hold forty cases of type, all right there handy without taking up any extra room, he says. This matter of efficiency and doing away with waste motion is in fact something of a hobby of his. One of the first things to be decided in the morning between him and his wife, who is his only helper, is how long they are going to work. Maybe they decide that three o'clock in the afternoon will be the proper time to knock off, or maybe it is six o'clock. Whatever the morning decision is as to the hour, the whistle blows at that time for them.

The *Inter-Mountain* is the only paper in a territory of a thousand square miles. It takes the editor 17 days by automobile to cover his field. La Pine itself is 32 miles from Bend, on the main automobile road from The Dalles to California. It is a stage town, with daily connections with Silver Lake, Fort Rock, Fremont and Bend, and tri-weekly connections with Crescent, Fort Klamath and Klamath Falls. All these stages one day in the week carry mail sacks heavily laden with copies of the *Inter-Mountain*.

One copy of a paper to every one and a half square miles would not be considered a high average by a metropolitan circulation manager, but it is no indictment if the people aren't there, and it is all right, as in this instance, if there are enough square miles.

## ALL OVER OREGON

See what Christmas did for members of the *Oregon Journal* family! A closed corporation for guarding secrets of the heart was disrupted the last day before Christmas when Miss Jeannette Wiggins, assistant in the conduct of the farm life section of the *Journal* appeared with a huge diamond solitaire in evidence of her bethothal to Lynn Davis (not Linn-ton Davies), who covers the railroad beat. That such a state of affairs existed had long been suspected by the friends of the young couple, who plan the big event for early April. Miss Mauna Loa Fallis, former student in the University School of Journalism, was only restrained from sharing the honors of the day because she was confined at home with an attack of tonsillitis. Miss Fallis expected to reveal her secret to her *Journal* co-workers coincidentally with Miss Wiggins. The lucky lad in the latter case is Wallace S. Wharton, city hall reporter. Miss Fallis is librarian. These young folk have not revealed the date for their wedding. The two romances are the first intra-office affairs, so far as the *Journal* is concerned, in a number of years and therefore elicit added interest.

The Gold Beach *Reporter* is providing the thriving lumber town of Brookings, and the neighboring community at Harbor, in the southern portion of Curry county, with a live newspaper service by adding to the *Reporter* a section under the heading "The Brookings Booster." O. W. Miller is handling the news of the Harbor section, while John Regan is the Brookings editor and is also business manager.

D. F. Dean, formerly publisher of the *Halsey Enterprise* and at different times of several other papers, is helping W. H. Wheeler, the present publisher of the paper, in the printing office.

The Gate City *Journal*, published at Nyssa, was purchased recently from Win S. Brown and H. F. Brown by James A. Dement Jr. and Fred L. Sheets. Mr. Sheets was formerly lessee and publisher of the paper. "We shall not try to be a Portland *Oregonian* or a New York *World*," say the new owners in their salutatory, "but we will endeavor to fill our local field as thoroughly as they fill their larger field."

A daughter, who shaded the 10-pound mark on the doctor's scales, was born to Mr. and Mrs. L. R. Swayze on December 22. The newcomer is named Myracle. Daddy Swayze is on the *Oregon Journal* copy desk, where he also finds time to write on pugilism as "Bob" and upon poetry as "Lionel Robert." Myracle, oddly enough, was born on her mother's birthday anniversary.

Mrs. A. A. Wheeler, who with her husband, William H. Wheeler, publishes the *Halsey Enterprise*, has been stricken with paralysis in the left side and lies helpless in bed, but there are signs of returning mobility in the numbed parts and, as she is now taking nourishment and regaining strength, there is hope of at least partial recovery.

The *Oregonian* has started a Puget Sound news bureau, with James A. Wood, a widely-known newspaper man of the state of Washington, as its general representative. Mr. Wood's news and service bureau offices are in Seattle.

T. L. Dugger, veteran newspaperman, who sold the *Scio Tribune* after a quarter of a century as a publisher in Scio, is passing the winter with his daughter-in-law in Los Angeles.

The *Jefferson Review*, published by Hugh D. Mars, is now all printed at home. Mr. Mars recently changed the size of the *Review* from a seven-column to a six-column folio. "While it now looks smaller," Mr. Mars told his readers, "it is in reality larger, because it is all home print. This change means quite an additional expense to us, but in so doing we hope to give our patrons a better paper and add to the prominence of our little city." The paper now has more of the purely local news, which formerly was crowded out by the two columns of general matter and world news printed in Portland. The *Review* had been a seven-column paper with two pages patent for 30 years.

G. W. Humphrey, former publisher of the *Jefferson Review*, died in Jefferson in November. He was 64 years old. "Tip" Humphrey had been a resident of Oregon for 56 years. He was a graduate of Albany College. After his graduation he worked on Albany papers, later doing reporting on the *Oregonian* and other Portland papers. In the early '80's he was editor of the *Albany Register*. Later he purchased the *Jefferson Review*, running a job office in connection. He sold to H. D. Mars two years ago, and retired from active business.

Kenneth Youel, student in the School of Journalism of the University of Oregon, helped Wallace Eakin, city editor of the *Albany Democrat*, cover the town during the Beebe murder trial just before Christmas, and later substituted for Mr. Eakin while he visited friends and relatives in Astoria and other parts of Oregon.

F. H. McMahon, for more than a year manager of the *Oregon Journal's* merchandising bureau, where he succeeded J. F. Langner, has severed his connection with the *Journal*, and with Mrs. McMahon has removed to Los Angeles. McMahon has taken charge of national advertising accounts for the Los Angeles *Examiner*.

J. H. Hulett has purchased the interest of his partner, P. T. Garber, in the *Banks Herald* and is himself continuing the publication, with increased equipment. He plans to enlarge the paper. He has already installed a linotype and has an energetic subscription campaign under way. Mr. Hulett, with Mr. Garber, took over the *Herald* last March, as his first newspaper venture. In June he assumed control of the editorial and circulation departments. He came to Oregon from Nespelem, Wash. Previously he had had wide experience in educational work in Michigan.

A dancing party and entertainment probably will be given early in January for members of the editorial staff and business office force of the *Portland Telegram*. Plans for the function are still indefinite. It is probable that all former employes in both departments will be invited guests, and the affair will be in the nature of a reunion.

Miss Ariel Dunn has taken a position in the advertising department of Lipman, Wolfe & Co. of Portland. Miss Dunn, formerly a student in the School of Journalism of the University of Oregon, has done reporting work on the *Portland News* and *Pendleton Tribune* since leaving the University.

A great time "was had by all" at the annual party of the *Journal Carrier* association, held at the Auditorium on December 23 under the direction of David H. Smith, circulation manager, and officers of the association. The party proved to be a *Journal* family gathering and indulged in a delightful evening of entertainment and dancing.

J. H. Hulett, editor and publisher of the *Banks Herald*, has announced his intention to put in a paper in Vernonia, near the southern border of Columbia county. The first number will appear about March 1. No name has yet been decided upon for the new publication.

Shad O. Krantz, former financial and political reporter for the *Oregonian* and later a member of the faculty of the School of Commerce of the University, has just returned from a three months' trip through the principal states of the East. He traveled through New York and New England by automobile and stopped in New York City long enough to take in the World's series and then proceeded to Washington and other cities in the South, returning via New Orleans, Texas and California. Mr. Krantz now is the Pacific Coast manager for an eastern lumber journal. While maintaining headquarters in Portland he spends most of his time on the road, as his territory takes in everything from Vancouver, B. C., to Los Angeles.

Miss Louise H. Allen, a graduate of the University of Oregon in the class of 1917, will start the new year as a member of the advertising staff of the Los Angeles *Examiner*. She bade good-by to her host of Portland friends December 13, and spent the holidays with her parents, Mr. and Mrs. S. D. Allen, in Eugene. Miss Allen's first newspaper experience was on the *Tacoma Ledger*. She was on the *Oregonian* as reporter and motion-picture editor for about two years and then accepted a position as publicity writer for the Jensen & Von Herberg theatres in Portland. In this capacity, she also wrote feature articles for *Screenland*, a weekly publication for Portland film fans.

Ralph E. Morrison, who recently took over the railroad and financial beat for the *Oregonian*, liked Portland so well after a brief residence that he decided to make his home here. Mrs. Morrison and two little daughters arrived from Kansas City, Mo., to take care of the home part of it.

Isaac W. Pouttu, formerly reporter for the *Astoria Budget*, is now assisting Jesse R. Hinman in the publishing of the *Times* at Brownsville.

The *Silverton Tribune*, of which Edward B. Kotttek is editor and publisher, has just installed a large press and folder and has placed an order for a Ludlow Typecaster. A casting box and saw trimmer are to be added to the equipment as a further testimonial to Mr. Koettek's confidence in Silverton. He expects soon to have for sale a good bit of printing material, displaced by the new equipment, and he now offers a two-revolution Cottrell pony press 25 x 30 with two sets of rollers.

S. P. Shutt and son, who for a number of years have published papers at various cities in the Northwest, have purchased the Jacksonville *Post* and are now publishing a weekly newspaper in the pioneer town of southern Oregon. T. W. Fulton, former editor of the *Post*, is looking for a new location. He would be glad to hear from anyone having a small newspaper for sale or lease or would consider a reportorial or mechanical position.

The *Oregon Voter* staff, with five assistants, covered the recent special session of the state legislature. C. C. Chapman and his seven co-workers were able to get everything that was done, in exhaustive detail, for interpretative presentation in the columns of the *Voter* and as a background for the discussion of candidates in the next political campaign.

The *Roseburg News-Review* has just installed a Goss-Comet press, made necessary by its large and growing circulation. The new machine, weighing 20,000 pounds and requiring a special heavy cement foundation, has a speed of 3500 copies an hour, delivering either a 4-, 6- or 8-page paper folded and ready for delivery.

W. E. Hassler has closed out his interest in the Clackamas County *News* and will devote his time to his other two papers, the *Gladstone Reporter* and the *Western Clackamas Review*.

Sam H. Wilderman, newest member of the *Oregonian* sporting department, assumed the role of editor and publisher in December with a revival of the *Hustler*, a monthly magazine of general interest devoted particularly to the interests of the newsboys of Portland. Wilderman was one of the founders of the *Hustler* several years ago. When publication was suspended in 1918 because many of the older newsboys went into war service, the paper was the largest newsboys' periodical in the world. The Christmas issue of the *Hustler* features contributions from Portland newspapermen, including Ben Hur Lampman, DeWitt Harry, Will H. Warren, Horace E. Thomas, George Cowne and Don Skene of the *Oregonian*; Linton Davies and Earl R. Goodwin of the *Journal*; Dean Collins of the *Telegram*, and E. W. Jorgenson of the *News*.

Stevenson wrote of his travels with a donkey, and established a precedent for delightful literary rambling. Why, then, should not Henrietta McKaughan, of the *Oregon Journal*, write of her peregrinations with a burro? No reason at all, and, in fact, she is. Miss McKaughan, who spends her vacations wandering through the Cascades, alone but far from lonely, is even now writing the final chapters of a delightful book of the Oregon wonderland. It hasn't bothered her the least bit to write the book, any more than it did to take the trail without a companion, other than Kate the burro. What perplexes Henrietta is the title. A good title is heaven-sent, and Miss McKaughan is still petitioning heaven.

Hubbard Nye, formerly with the Boise *Statesman*, is now touring Oregon and other Northwestern states as press agent for the Mabel Owen theatrical company. Mr. Nye was for a time with the L. S. Gilliam, Inc. advertising company in Los Angeles and has advanced such attractions as Morosco's "The Brat" and Dilley's "Watch Your Step."

George O'Neal, "the gentleman from Alabama" on the *Oregon Journal* staff, is spending Christmas and New Year in the homeland. Neal's last evening in Portland before he started the trip southward was spent in enacting the leading male role in "Charcoal," the prize winning play he wrote for the Portland Drama League a year ago. The presentation was under the directors of The Players, Inc., and O'Neal is credited with a finished performance in an interesting one-act play. Earl Goodwin, called away from the sports department for the present, is doing day police in the absence of O'Neal.

After having been without an East Portland correspondent for more than six years, the *Oregonian* has again established a bureau "across the river," and Lewis Havermale is in charge. Mr. Havermale is a newspaperman of wide experience. He came to Portland from the Los Angeles *Times* and for a long time worked for the *Journal*, covering the city hall. Later he became editor of the *Winged M Bulletin* for Multnomah Club. He gave up this position to spend all his time with the new bureau of the *Oregonian*.

Richard V. Haller, who several months ago joined the *Oregonian* staff, after having worked as a police reporter on the *New York Journal*, has developed into a horse enthusiast. Haller's most serious misdemeanor is usually occasioned when, clothed in full riding equipment, and bespattered with mud, he dashes into the local room to place his initials on the assignment book. He covered the horse show held recently in Portland, and his good work commanded attention throughout the Northwest.

During the special session of the state legislature Elbert Bede, editor of the Cottage Grove *Sentinel* and president of the Oregon State Editorial Association, held down his old position of reading clerk of the house.

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No greater honor has ever been conferred upon a Portland newspaperman than that which came to Ben Hur Lampman from the national officers of the American Legion, after he had written his articles regarding the visit of Marshal Ferdinand Foch to Portland. In a telegram to the editor of the *Oregonian* Alton T. Roberts, chairman of the Legion's reception committee, declared that Lampman's articles were the finest written regarding Marshal Foch during his visit to this country.

"I think you ought to know that the American Legion reception committee were unanimously of the opinion this morning that the best story on the arrival of Marshal Foch in any city was printed in the *Oregonian* this morning," said Mr. Roberts in his telegram. "We greatly appreciate the way your Mr. Lampman handled the coming of Marshal Foch to Portland. It is only right that you should know that this is the best thing we have seen on the trip. Please understand that I am thoroughly sincere in this recognition of excellent support of the American Legion in its entertainment of our distinguished guest."

D. D. Mathews, of Roseburg, a former newspaper man who has been out of the game for the past two years, got back into harness again recently, long enough to report the Brumfield trial for the *Oregon Journal* and the United Press. Mr. Mathews was formerly city editor of the *Roseburg Review*, before its consolidation with the *Evening News*, and now divides his interest between the automobile business and newspaper work for the *Journal*.

Anne Shannon Monroe, Oregon newspaper woman who is now well known as an author and magazine writer, chose for the theme of a recent article in *Good Housekeeping* the story of the work of Pendleton women in establishing the Umatilla County library. The article was headed "When Women Will."

For two weeks in October A. E. Scott, of the *News-Times* at Forest Grove, converted the weekly into a daily in the interests of the endowment campaign of Pacific University in an effort to raise \$100,000 in Washington county. Forest Grove alone raised nearly half of the \$100,000 in two weeks and the campaign throughout the county has been continued. The paper was a seven-column folio and was splendidly supported by the town's merchants. At the close of the two weeks many subscribers asked that the daily be continued, but the nearness to Portland and the small field to serve, it was decided, would not justify the expenditure of money and effort. With a battery of two linotypes the mechanical end of the *News-Times* office handled the paper nicely, each day printing about eight columns of local and editorial news. Mr. Scott has been in the game in Forest Grove for over eleven years and his paper won one of the fourth place prizes in the O. A. C. state-wide rural service contest last summer.

The squibs written by Clark Wood for his paper, the *Weston Leader*, frequently find a place among the *Literary Digest's* "Topics of the Day." Recently Mr. Wood was quoted as follows: "The esteemed Lit. Dige. informs us that a silk purse has actually been made from a sow's ear. Now let science make a sow's ear from a silk purse and we'll all sit up and take notice."

The *Gate City Journal*, published at Nyssa, blossoms out with six of its eight pages printed at home instead of four. Messrs. Sheets and Dement, the new publishers, are to be pardoned for that first-page "toot from their own trombone," for the paper is looking good.

Mrs. Edna S. Morrison, telegraph editor of the Pendleton *East Oregonian*, spent the third week in December at La Grande where she visited her mother, Mrs. Fred Schilke.

The Coos Bay *Harbor*, Edgar McDaniel, owner, at North Bend, has issued a business directory covering North Bend, Marshfield and adjacent territory. The directory is printed on 60-pound eggshell book, the pages are 25 x 42 ems, set in twelve point, with display advertising at the top and bottom of each page. The directory contains the name of every person in business, employed, or unemployed. The place of business, residence, address and telephone number also are given, thereby furnishing the subscribers a valuable reference work. The book was compiled by Fred S. Bynon of Salem, but the work of printing and binding was done in the *Harbor* office. There are more than 200 pages of matter, the largest directory ever circulated on the Bay.

The University of Oregon School of Journalism is well represented on the staff of the Albany *Evening Herald*. A. L. Bostwick, former student in the department and at times connected with newspapers in southern and eastern Oregon, is city editor. Ianthe Smith, last year a student in the University, is a member of the local staff. Robert Boetticher, graduate in journalism in 1921, is keeping the books and looking after the office end of the business. H. R. Van Kirk, graduate of the University of Oklahoma, class of 1921, also is a member of the local staff of the *Herald*.

E. B. Aldrich, editor of the Pendleton *East Oregonian*, has been appointed Umatilla county chairman for the Woodrow Wilson fund.

J. E. Curran, auditor for the Audit Bureau of Circulations, visited the Pendleton *East Oregonian* office during the second week of December, making his annual audit of the books, Ninety-four per cent of the people of Pendleton receive the paper daily by carrier, the survey shows. There are 13 routes and 1601 subscribers receive the paper daily. The street sales run from 200 to 300 papers a day.

George Hislop, for the last year foreman in the office of the Estacada *News*, died in Portland December 12, after an operation for cancer of the liver. Mr. Hislop, a native of Scotland, was 67 years old, and had lived in the United States for 58 years. He was connected with one paper in Decorah, Iowa, for 43 years, serving under three generations of editors in one family. In lodge affiliations Mr. Hislop was a prominent Odd Fellow and Modern Woodman. He is survived by his widow, three daughters and two sons. Mourning the loss of his foreman, Editor Upton H. Gibbs wrote in the *News*: "The editor cannot express what a help George Hislop was to him and what a faithful and conscientious worker he was. From first to last their association was most pleasant, and the attractive typographical appearance of the paper was entirely due to him."

After a week's absence from the city editor's desk of the Pendleton *East Oregonian*, Joseph S. Harvey returned to Pendleton from Twin Falls, Idaho, bringing with him his bride, who was formerly Miss Marian Farrar. The wedding took place on Wednesday, November 26, at the home of the bride's parents, Mr. and Mrs. H. W. Farrar, with Rev. W. W. Burks of the Christian church officiating. Mr. Harvey was formerly city editor of the Twin Falls *Times*. He and Mrs. Harvey are domiciled at 108 South Main, formerly the home of Forest Baker, foreman of the *East Oregonian* mechanical department, and at one time occupied by Merle Chessman, who was then city editor for the "E. O." and who is now editor of the Astoria *Budget*.

The Grants Pass *Daily Courier* is among the Oregon newspapers which have recently installed new presses. The *Courier's* new press is a Goss Comet, with a speed of 3500 an hour. The new equipment makes it possible for the *Courier* to go to press later in the afternoon and thus give its readers fresher news.

J. E. Shelton of the *Eugene Guard* is the author of an ingenious little booklet entitled "Home Brew," which places before foreign advertisers the *Guard's* pulling power in the local field. The cover carries a bottle golden in hue, bearing a green label "Bottled by Guard Printing Company, Eugene, Oregon." "It has a kick in it for the advertiser and advertising agent," the title page continues. "It's better inside than out; dare you try it," is the final challenge to the reader, who is thus led to the inside of the "bottle."

Ham Kautzmann, formerly publisher of the *Tualatin Valley News* at Sherwood, is now, with his son, publishing the *Pacific Herald* at Waldport. Mr Kautzmann apparently likes his new field, for his envelopes carry in the corner the statement that Waldport is "on the Alsea Bay, where summer pleasures remain all winter, . . . where life is almost eternal, drug stores scarce, and doctors an unknown quantity."

The *Nestucca Valley Enterprise*, published at Cloverdale, Tillamook county, has discontinued, leaving Cloverdale without a newspaper. Rev. R. Y. Blalock, former editor of the *Enterprise*, has moved the printing plant to Beaver, where he is publishing a religious monthly called the *Western Baptist*.

Mel Wharton, of Portland, former marine editor of the *Evening Telegram*, and later publicity manager of the Multnomah Hotel, is now free-lancing, directing his immediate attention to gathering special news photos, special articles, and trade journal work.

Clark Leiter, northwest editor; Henry M. Hanzen, political editor, and James Sheehy, city hall reporter, formed a triumvirate of special writers for the *Portland Telegram* at the special session of the legislature held the week of December 19-24.

The *Joseph Herald* has been sold to O. G. Crawford by O. L. Smallwood. Mr. Crawford formerly was with the *Enterprise Record Chieftain* and has been raised in the newspaper business. He is a brother of Vawter Crawford of the *Heppner Gazette-Times*. Eugene Smith has taken Mr. Crawford's place on the *Record Chieftain*, starting in as cub.

J. M. Bledsoe has sold the *Wallowa Sun* to D. M. Major and K. Guilfoil, two young men from Michigan who propose to build on the strong foundation laid by the former owner and make the paper still better. Mr. Bledsoe has an itching to try farming and is looking for a tract of land.

Floyd A. Fessler, former publisher of the *Prineville Call*, is recuperating at his ranch near Hillsboro after an eight weeks' siege in the hospital. Mr. Fessler expects to be able to resume active newspaper work within a few weeks, but has not yet made his plans.

The *Goat Journal* of Portland, of which A. C. Gage is editor and publisher, announces a reduction of its subscription price to \$1 a year, with a corresponding cut in advertising prices. The favorable paper market is mentioned by Mr. Gage as a reason for his ability to reduce.

The marriage of Miss Pearl Osborn, of Madras, and George Pearce, editor of the *Madras Pioneer*, was solemnized November 13. Mr. Pearce was formerly employed on the *Pendleton East Oregonian*.

E. E. Southard has sold the *Elgin Recorder* to W. M. Dynes, who formerly lived in Alaska. Mr. Southard will leave Elgin, probably going to western Oregon.

Jay C. Allen Jr. and Fred Dodson of the staff of the *Eugene Morning Register* spent the holidays in San Francisco.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 5

EUGENE, OREGON, FEBRUARY, 1922

No. 2

## SOME DEVELOPMENTS IN ADVERTISING IN THE LAST YEAR

BY G. LANSING HURD, MANAGER, CORVALLIS GAZETTE-TIMES

[Mr. Hurd made the following address at the recent annual Oregon Newspaper Conference. Most of the advertising developments of the year Mr. Hurd regards as favorable.]

I ASKED some newspapermen about the developments in advertising in Oregon during the last year, and I got very few satisfactory answers. There have been some very substantial and altogether satisfactory developments, both to the publisher and to the advertiser.

For the first of the developments that I would mention here, I choose an improvement in the efficiency of copy-writing. There has been a distinct improvement in the character, quality and effectiveness of the copy of the advertising in both the weeklies and the dailies, and that increase has been larger than the increase in the extent of space sold to the customer.

There also has been a well-defined policy in some places—in Corvallis and Albany, that I am more familiar with and, I have been told, in Salem and Eugene, on the part of the merchants to substitute newspaper advertising for the use of posters, hand bills, catalogues, and things of that sort.

### TYPOGRAPHY NOW BETTER

The third improvement is the development made in the typography of advertising. The advertising in Oregon newspapers this last year has unquestionably been distinctly improved through the adoption of the mat service and the ad-

vertising cut service, and also the application of more particular care in the display, make-up, and arrangement of the advertising.

There have been some increases in rates to the local advertisers; there have been some increases in rates to foreign advertisers. But so far as I have been able to learn, the increases in rates to local advertisers during the past year have been more numerous and more substantial. And they are more important than the increases in rates for foreign advertising.

### CIRCULATION GAIN SHOWN

Circulations, according to information contained in the Standard Rate and Advertising Data Service, have held their own or increased. According to those data no daily newspaper of Oregon has lost materially in circulation, while several have made substantial gains. Some consolidations have brought about very considerable circulation gains. . . .

I think there has been a general development of a better understanding and an appreciation of the value and possibilities of local newspaper advertising on the part of very many of the national manufacturers. During the war, when advertising was done by many firms largely to avoid the payment of the excess

profits taxes to the government, there developed an immense amount of national advertising, most of which was done in the *Saturday Evening Post* and other magazines first, the remainder being appropriated for newspaper advertising in a haphazard sort of way. Large advertising agencies contributed to the popularity of this style of advertising because it was more profitable for them to handle these large accounts in this manner than to go to the trouble of advertising in newspapers.

Even our own state contributed many thousands of dollars during that time to national advertising, the Oregon Woolen Mills and several others being among the leading national advertisers.

Now that war-time conditions no longer prevail, advertising is being considered again from fundamental economic standpoints, and quality, effectiveness, and results are carefully considered. The result has been in favor of the use of local newspapers rather than magazines, and study of the trade papers indicates that this present attitude of the national advertisers to regard newspapers with more favor than the national magazines is rapidly becoming general.

*Since the noon hour I have talked with half a dozen of the daily publishers, and they tell me that there is more national advertising coming than last year, and the trade papers indicate that there will be a great deal more national advertising during 1922 than was printed in 1921.*

#### MANUFACTURERS PAY SHARE

You have doubtless come in contact with the offer of certain manufacturers, who now offer to the dealers to bear half, or a larger proportion, of the cost of advertising their clothing in the local newspapers. Farm implement manufacturers are now sending out copy suggestions and specimen ads for the use of their local dealers in the local newspapers, with the urge that they make better use of the possibilities. We are carrying the

advertising of one local insurance firm whose excellent copy was prepared by an old company in Connecticut, and offered the Corvallis firm only with the understanding that it would be printed on a regular schedule. This company thought enough of local advertising that, although the copy was not devoted to their insurance, they signed up for one year. Offers of copy, together with cuts, are being made to the local merchants more generously than ever before. The J. C. Penney Company during the last year has adopted a policy of more vigorous advertising in the local newspapers, and now offers the local managers complete copy suggestions instead of ideas, layouts, specimens, and on frequent occasions, with actual orders issued from New York to use more elaborate advertising in the local newspapers. This firm has carried a number of page ads since last summer.

#### MAILED POSTER IN DISCARD

We recently interviewed local merchants, then went to Albany to talk with the merchants there about their advertising, and found the same conditions to exist there. Leading merchants at both places assured me that the same is true at Eugene and at Salem. Leading merchants stated that the practice of issuing posters to be distributed by mail or through agencies has been discarded in favor of larger newspaper space, supplemented by a limited quantity of posters. And whenever they have something special to put across, they eliminate competition from other advertisers on the page by taking not only the entire page, but a double page in the center of the paper. In Portland this fall there seems to be a tendency to use two entire pages in separate parts of the paper rather than the two-page spread. I do not know exactly what that means. I call attention to that because I am studying that—why Meier & Frank have seemingly abandoned that double-page spread. If you can give me any information on that point I would appreciate it.

*(Continued on page 23)*

## SOME NEGLECTED OPPORTUNITIES IN JOURNALISM

BY GEORGE P. CHENEY, EDITOR, ENTERPRISE RECORD CHIEFTAIN

[One of the features of the banquet on the occasion of the Fourth Annual Newspaper Conference was Mr. Cheney's address on some of the weaknesses of journalism as he had observed them. His charges of prejudice and policy-colored news drew a reply from Edgar B. Piper, editor of the *Oregonian*, who expressed entire confidence in the fairness of the newspapers and the freedom of their news columns from bias. The two speakers were thoroughly agreed on the value of journalistic ethics but differed as to how far along the road toward perfection in this respect the newspapers have already gone.]

I HAVE nothing constructive to offer. I have no inspirational message. It is my part to attempt an analysis or criticism of certain customs, practices and habits of thought found in newspaper work.

Let us stand before a mirror and look at ourselves. And instead of admiring the massive dome of intellect of the composite head reflected in the glass, let us see if we cannot detect a bump of egotism. Instead of the keen and piercing eye, perhaps we will note defective and jaundiced vision.

First I will speak of the city newspapers and their writers, and I will note bundles of passions, whime, desires, prejudices, which are the master, the guiding motives of action. We talk of being impartial and unbiased, and perhaps we honestly try to attain to that sublime state.

### PREJUDICE STILL PERSISTS

At several times in history man has fancied he has freed himself from the rule of the passions and has enthroned reason. Such was the philosophy of the leaders of thought of the period preceding the French Revolution, but in the following century the writer, Taine, pointed out their error, saying:

"Not only is reason not natural to man nor universal in humanity, but, again, in the conduct of man and of humanity, its influence is small. The place obtained by reason is always restricted, the office it fills is generally secondary. Openly or secretly, it is only a convenient

subaltern, a domestic advocate unceasingly suborned, employed by the proprietors to plead in their behalf."

Let no one be surprised, therefore, if prejudice persists in the editor and news writer. Up to a decade ago prejudice formed the chief reason for the existence of most periodicals. Every newspaper was the organ and advocate of some party or faction, and every party or faction felt it had to have such an organ and advocate wherever it sought to grow.

In more recent years another conception of the field of a newspaper has been accepted. The so-called independent newspaper is the consequence, and it professes to print all news, of all parties and factions, with unbiased impartiality. In this it succeeds only indifferently.

In the year of a presidential election partisan feeling runs high. In such a year, not a single daily paper in the city of—say, Boston—prints the truth, the pure and unadorned truth, in its political columns. Misrepresentation, exaggeration and garbling of facts are practiced without exception.

Between campaigns, partisanship takes a half vacation, but it does not leave the field wholly. Prejudice finds expression chiefly through the medium of special correspondents, and particularly the Washington correspondents. We note two classes of correspondents, those who seek to supplement the regular news agencies and those who parallel those agencies.

Correspondents who seek to supplement the press bureaus have an admitted news value. They dig up odd and out-of-the-

way stories which do not come in the run of general news, or they furnish stories of peculiar value to the paper served but not of such general value as to warrant their being carried in the regular agency reports.

#### BIAS IS REQUIRED

Correspondents who parallel the bureaus are engaged in the interest of prejudice and propaganda. I know many editors will deny this and say the correspondents furnish better written stories and give the paper individuality and variety. In some cases this is true, but I insist that the most common purpose of the correspondents is to provide stories with the bias or prejudice of the employing paper.

A year or two ago, important conferences were on at Washington. A daily paper which I read with much pleasure carried each day two stories of the developments. On the inside, on page 3, 4, or 5, was the news agency story, replete with detail, effectively arranged and a master of newspaper composition. It was as free from prejudice as humanly possible and anybody could read it and get a comprehensive view of the events described.

But, meanwhile, on the first page of the paper appeared daily, a story from a special correspondent, who sought to interpret the events, to read into them the meaning he wished to give. The agency story was news; the special correspondent's story was propaganda, nothing else.

#### ONE INSTANCE CITED

In the fall of 1920 I had a long visit with a western congressman. You will remember the harrowing tales told of conditions at Camp Mills, on Long Island, in the early stages of America's participation in the world war. It was said the soldiers were not properly housed or clothed, that they suffered from cold, from exposure to rain and snow and were insufficiently fed. The nation was shocked by the tales of suffering and neglect.

Many western boys were at the camp, and the congressman said he went there, in the interest of his constituents, to learn

the facts. He went through the camp and saw everything. There were no luxuries and there was discomfort, but, as the representative said:

"I was raised in the west and on my hunting and camping trips I voluntarily suffered far greater hardships, much more exposure, than I found at Camp Mills."

On his return to Washington the congressman was interviewed by a correspondent who regularly served the leading newspaper of the western state interested, and also was interviewed by another correspondent, one of those unfortunate fellows who hunt in the twilight zone of the news field and call themselves free lances.

#### FEARFUL SUFFERING TOLD

A few days later the representative received his paper from home and what was his astonishment and mortification to read, prominently displayed, an interview from him in which he told of the fearful suffering, the neglect and barbarous treatment of soldiers he had seen at the camp.

The representative went at once to the regular correspondent and demanded to see the story he had filed west the night of the interview. It was shown him and proved to be a sane and truthful report of the talk. Then the congressman realized what had happened.

Two stories had reached the western paper that day; one from the regular correspondent and one from the free lance. The editor had thrown away the regular correspondent's story, which he had every reason to believe was the truth, and had printed the coyote's story, which he had every reason to believe was a lie. It was more sensational and suited the prejudice of that editor.

Second, I will speak of superficiality in news writing. The editor and the reporter handle an almost infinite variety of stories in the course of a year. The reporter is assigned to a fire one day, to a political meeting the next, then to a flood, a street accident, a scientific discovery by a physician, an investigation

*(Continued on page 18)*

## SOME WEAKNESSES IN THE NEWSPAPER LAW OF OREGON

BY WILLIAM G. HALE, DEAN OF SCHOOL OF LAW, UNIVERSITY OF OREGON

[Dean Hale read this paper at the Fourth Annual Oregon Newspaper Conference, in his capacity of special adviser to the committee on codification of the Oregon laws dealing with the press. Dean Hale expressed the opinion that present conditions do not call for an immediate attempt at codification of the Oregon newspaper laws, but that some few statutes dealing with the papers appear to require amendment.]

A YEAR ago it was my privilege to report to this Conference on some of the more important features of the law of libel. Since then, at the request of your Committee on Codification, which consists of Eric W. Allen, dean of the School of Journalism of the University of Oregon; Robert W. Sawyer, editor of the Bend *Bulletin*; E. A. Koen, editor of the Dallas *Observer*; E. E. Brodie, editor of the Oregon City *Enterprise*; E. B. Aldrich, editor of the Pendleton *East Oregonian*, and Edgar McDaniel, editor of the North Bend *Harbor*, I have made a further study of the law in Oregon and other jurisdictions, both common and statutory, with a view of determining whether an attempt at codification is necessary and expedient. This study, combined with a more mature consideration of the whole question of codification, has led me to the conclusion that such a step is not called for by present exigencies and in addition is for the present open to some objections on grounds of policy.

My investigation reveals, first, that the law of libel has not proved especially burdensome to the newspapers of this state. In the entire history of the state only six cases against newspapers have reached the Supreme Court and in all of them the rules announced are free from ambiguity and are in accord with those laid down by a large majority of the courts in other jurisdictions. It is true

that some of the rules are not as favorable to the newspapers as they might wish. In *Upton v. Hume* (24 Or. 420), for example, it is held that misstatements of defamatory facts concerning candidates for office are not qualifiedly privileged and hence that proof of the truth of the charges constitutes the only legal justification. This doctrine is open to question on principle and is not approved by all courts.\* It is however in accord with the great weight of authority elsewhere, has much sound argument back of it and would most certainly receive full support by members of the legislature and other men in political life. Any attempt to change it, therefore, would probably be inexpedient.

It is also true that some questions over which other jurisdictions have been in dispute have not arisen for adjudication in Oregon. But on these questions likewise it is somewhat doubtful if rules could be formulated that would be at once acceptable to the newspapers and to the legislature and public.

*Moreover, it is quite possible that, if issues were once raised in the form of a bill, the legislature would reverse the rules offered by the newspaper proprietors, thus making their latter end worse, if anything, than the beginning.*

Finally it may be pointed out that no program will succeed that appears to

\* See *Coleman v. MacLennan*, 78 Kansas 711, which holds that defamatory statements concerning a candidate for public office are qualifiedly privileged, and hence that the newspaper is legally exonerated if they were made in good faith. This case contains the best discussion available in support of this view. For the full presentation of the majority view see *Starr Pub. Co. v. Donahue*, (Delaware, 1904) 58 Atlantic Reporter, 518.



represent a mere self-seeking on the part of newspapers. Rules that are distinctly more favorable to journalists than those which now obtain in Oregon or are followed generally elsewhere can only be put through if they are part of an extensive program which recognizes in the fullest measure the sacred value of reputation and the fundamental duty of the press to safeguard it and which accordingly provides some restrictions not now in force legally or ethically. In considering this phase of the problem, cognizance should be taken of the fact that the practices, policies and ethical standards of the newspapers are undergoing marked changes. When these have crystallized in a new and higher form, then will be the propitious time for the formulation of laws that will gain for the press a freer hand.

#### SOME MISFIT STATUTES

In the meantime however there are a few Oregon statutes which, apart from the development of a large legislative program, may well receive your attention with a view to securing their amendment.

I may refer first to Section 2094, Oregon Laws, which prohibits the publication of articles that are indecent or obscene or that contain stories of bloodshed, lust or crime. In dealing with the latter topic the statute provides: ". . . if any person shall print, publish, advertise, sell, lend, give away, or show . . . any book, paper, or other publication that purports to relate or narrate the criminal exploits of any desperate or convicted felon, or any book, paper or other publication that is principally devoted to, or contains, or is made up in part of accounts or stories of crime or lust or deeds of bloodshed . . . such person shall, upon conviction thereof, be punished by imprisonment in the county jail not more than six months, or by a fine of not more than \$500, or by both fine and imprisonment in the discretion of the Court."

In so far as this statute condemns publications that are obscene, as it does in the part not here set out, or that are

"principally devoted to . . . stories of crime or lust or deeds of bloodshed," it is an entirely orthodox piece of legislation and doubtless meets with the whole-hearted approval of right-thinking journalists.

*But it will be noted that the Oregon statute sweeps much beyond those borders and brings under its ban any article no matter how short and no matter if it be the only one in the issue that narrates "the criminal exploits of any desperate or convicted felon" or that is made up "in part" of accounts or stories of bloodshed, lust or crime. The practice obviously does not conform to the law. Either the law or the practice should change.*

Another statute that is entitled to your attention is contained in Section 4145, of Oregon Laws, which reads as follows:

"Electioneering on Election Day Prohibited. It shall be unlawful for any person at any place on the day of any election to ask, solicit, or in any manner try to induce or persuade any voter on such election day to vote for or refrain from voting for any candidate, or the candidates or ticket of any political party or organization, or any measure submitted to the people, and upon conviction thereof he shall be punished by fine of not less than \$5 nor more than \$100 for the first offense, and for the second and each subsequent offense occurring on the same or different election days, he shall be punished by fine as aforesaid, or by imprisonment in the county jail for not less than five nor more than thirty days, or by both such fine and imprisonment."

#### LAW'S PURPOSE PRAISEWORTHY

If this statute is given a literal interpretation it renders illegal the publication of practically any article or statement of a political character on election day. The truth of the utterances, their moderation, and the perfect good faith of the pub-

lisher are immaterial. Again the practice and the law do not conform. Which shall change?

In bringing these statutory matters to your attention I do not wish to have the inference drawn that I am not in sympathy with the purposes which lie back of them. Quite on the contrary, I most heartily endorse such purposes. Personally I should wish to see the press use much more moderation and discrimination in giving publicity to stories of bloodshed, lust and crime than it does. Many things, though true, are just as well not said and are not really news. The purpose then back of the first statute re-

ferred to is sound. The question is, Does it not go too far as a matter of law? The other statute is part of the corrupt practice act and is intended to purify elections. The section in question is doubtless aimed at the vicious practice that in former times was all too prevalent, of publishing in the newspapers or by hand bills, statements about men and measures that were unfair and untrue, at a time when they could not be answered, viz., on election day. In striking at that practice, which is admittedly evil, the statute has gone perhaps beyond the point that is necessary and has in fact condemned publications that are wholly commendable.

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## JOURNAL'S GREAT NEW OCTUPLE PRESS IS SILENT SPEED DEMON

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Scores of *Oregon Journal* employes gathered in the press room shortly after noon on Friday, February 3, when H. A. King, veteran press room foreman, turned the electric current into the new and gigantic high-speed octuple press for its first regular run. The great machine, with more than 20,000 parts, set about like an old-timer at the task of printing the first afternoon edition of that day, and the occasion was strangely silent, for the big press, with the latest mechanical refinements, is apparently as nearly silent as mechanical ingenuity can make such a thing. Two years were required in building the big press, and two months of hard work were demanded for its installation on heavy concrete bases in the *Journal* press room. Nearby, when the press started its run, were Hyman Cohen, market editor, and Thomas J. James, composing room foreman, who have been *Journal* employes since the first issue was printed nearly 20 years ago. Felix Mitchell, another *Journal* veteran, was in the

through while a motion picture record of the event was made for Screenland News. The press has a capacity of 36,000 32-page papers an hour and 1800 64-page papers. It is the latest improved high-speed machine of its type and is equipped with a color deck as well as with a conveyor that carries the papers from the press to the mailing department on the basement balcony. The capacity of the machine duplicates that of the *Journal's* other high-speed octuple and both will be required to print the increasing volume of city editions every day. The other two presses, a sextuple and a quadruple, will be used to print other daily editions and sections of the *Sunday Journal* upon which color work is required. Thus the *Journal's* maximum capacity becomes 208 pages, while the combined capacity of the six presses used by the other three Portland papers is 260 pages. On March 10, 1902, when the first *Journal* was printed, the press equipment consisted of one Goss 12-page capacity press.

## A TWICE-A-WEEK AND BUSINESS

BY H. L. ST. CLAIR, EDITOR GRESHAM OUTLOOK

[Mr. St. Clair made a distinct impression at the Fourth Annual Newspaper Conference with his paper on the advantages of a twice-a-week for towns in which a weekly appears to be too slow. In answer to inquiries by Mr. Koen of Dallas, Mr. St. Clair explained that although, under an anachronism of the postal service a twice-a-week newspaper will not be delivered by mail within the city limits, he "would hire a carrier and have the paper delivered to the people in the town, as they would appreciate the carrier service more than they would getting their papers through the mail. It costs a little more, but they appreciate it."]

**W**HETHER a semi-weekly newspaper is an advantage over a weekly depends principally on three things—the publisher, the field, the equipment.

Much depends upon the publisher—his ideals and breadth of vision. It requires a high conception of the objects and purposes of a newspaper, a clear insight into the needs and possibilities of a given locality, to establish a standard for a publication which will be creditable and at the same time can be made to yield a profit.

Back of every newspaper which is a credit to the community in which it is published, is an editor who is devoted to his work. Combined in the same individual or associated with him must be a publisher and business manager with his upper story full of business sense. It takes 100 per cent business sense to make 100-cent dollars for the small newspaper. The publisher must be a genius, but not the kind you have heard of, who can see a dollar a long way off but is blind to a penny held before his eyes.

### MORE THAN A GAME

You sometimes hear a publisher say he is in the newspaper game. The statement suggests a superficial view of one of the most attractive and influential professions of the day. The attitude is unworthy a successor of the long line of conscientious and high-minded men who have dignified the newspaper fraternity in the past. . . .

The newspaper man who is conscientious and a hard worker—and most of

them are—is to be compared rather with the statesman, the educator or the author. Not seeking preferment, or distinction, or plaudits of men, he is fulfilling a high calling, working out an ideal, leaving the impress of his clear thinking upon the minds of old and young, often throughout the life of a generation.

Like the minister and the teacher, the editor carries on his work not merely for the money, for he is often as poorly paid as either of the former. He has a larger audience than the minister and probably has more influence than the teacher in building up loyalty and good citizenship among all classes.

*But the editor is usually also publisher and as such is a business man, and on the success of his newspaper in a business way depends the scope and permanency of his influence as an educator, a champion of right, an opposer of wrongs.*

There are more successful editors than there are publishers. If it were not so there would be more twice-a-week papers in the state.

### COULD DRIVE WEEKLY OUT

Much depends upon the field a paper is intended to cover. There may be localities where a weekly, even, is too fast. The latest census report discloses in Oregon a surprising number of cities, they are classed as such, with a few dozen to a few hundred inhabitants, and some of them are called upon to support a newspaper.

There are other localities, some thriving county seat cities, that seem to be inviting fields for semi-weekly papers in place of the existing weeklies. I venture the assertion that if some enterprising fellow with a hatful of brains, good credit and fair equipment were to put a twice-a-week paper into competition with some of the Oregon weeklies the latter would be put out of business within twelve months.

Some weeklies were all right in their day—a day long past. The legend across their front pages ought to be, "Men may come and men may go, but we go on forever!"

#### FRESH NEWS DEMANDED

A newspaper is designed to give the news while it is news. A town that is proverbially slow, has one show a week, one good trading day, depends on kerosene lights, does most of its hauling by teams; whose patriarchal citizens sit on the rail fences and whittle and spit and discuss what happened in Franklin's day, may be well satisfied with a weekly. But a live city of a thousand or more, with a score or more of enterprising merchants, centrally located in a fertile valley of Oregon, with a thriving farm population, in the country surrounding, where telephones, electric lights and automobiles are the common thing; where rural carriers deliver the mails daily, including daily papers; a community with the best of public and high schools, and where rural and civic, educational and religious activities and organizations abound—such a community be satisfied with a weekly newspaper? Only out of pity for the editor's lack of ability to do better.

*A newspaper should be ahead of its community life, not behind it. Personally I like a twice-a-week paper for a small city. A daily is a hard grind and impracticable except in a city of five to ten thousand. A semi-weekly speeds up the news and advertising service somewhat in keeping with the spirit of the day.*

I did not change from a weekly to a semi-weekly. Eleven years ago the Gresham *Outlook* was started as a twice-a-week paper.

Three things caused me to issue the *Outlook* twice a week. It was my ideal of the kind of service needed in my locality. The nearness of the big city with its morning and evening papers distributed daily on rural routes covering a wide area made it necessary to speed up. There was already a well established weekly in the field. These were the reasons. The unexpected happened. After six months of competition the weekly moved out.

#### GOOD PROFIT SHOWN

Now for the practical side. Does the semi-weekly pay? Is it a good business proposition? In presenting this phase of the subject reference will be made chiefly to my own observation, experience and records.

The *Outlook* has a subscription list at present of 1100. The average for the year 1921 was 1050. Not over 50 of these are exchanges, ad or complimentary copies. The net subscription income for the calendar year just closed was \$1355. The subscription price is \$1.50 a year, strictly in advance.

The paper is issued Tuesdays and Fridays, six columns, usually four pages. A few times during the year six pages or even eight are required to accommodate the advertising. The recent holiday issue was 20 pages, 50 per cent advertising.

#### MUCH CLASSIFIED ADVERTISING

The advertising income for the year 1921 was \$7368, making a total income from subscriptions and advertising of \$8623. Our records show an average of 60 per cent ads, at an average of 25 cents an inch. Our rate for foreign ads is 30 cents an inch. Local rates are 25 and 20 cents. Want ads and readers yield a higher return per inch. The *Outlook* carries an average of nearly two columns of classified ads, set solid 8 point, separated by thin rules. Of the total income

from advertising for 1921, \$1241 was from classified ads and readers.

Our policy has always been to really classify want ads under appropriate heads and *never* mix reader ads with news locals.

The labor cost of producing the *Outlook*, 104 issues a year, totals \$4000. Overhead and incidental expenses are \$2000. Add to this one-third of plant depreciation, \$500, and one-third of interest on investment, \$400, and we have a total charge against the income of \$6900, leaving \$1723 as net profit. This is 20 per cent of the income.

#### ALWAYS AT IT

Incidentally I might say that a reporter is always on the job; an ad solicitor covers the business concerns of the city for each issue. Each issue requires one day of the linotyper's time and one day of the editor's time. Others assist on ad composition, make-up, press work, bindery work, etc. Allowance is made in the salary item above for their time, also for incidental expenses. The editor draws a regular salary.

The income from the *Outlook* represents in round numbers one-third of the yearly business our plant did in 1921. It takes less than one-third of the time of the employes, and the actual expense of production is in less proportion than for the other two-thirds which represents the job printing and publications. The paper, however, is charged with one-third of the overhead, depreciation and interest on investment. The net profit from the printing other than the newspaper is about 12½ per cent.

Now for the answer as to how the semi-weekly issue affects business. I have presented the facts and will make my deductions.

#### WEEKLY LITTLE CHEAPER

The expense of issuing a four-page paper twice a week over that of an eight-page paper once a week is inconsiderable. The field covered by the *Outlook* could not be adequately served by less than an eight-

page weekly. This would involve just as much reporting, editing, linotyping, make-up, ad work, bindery work, etc., as at present.

The change to a weekly, however, would I am sure tend to cut down the subscription list. The service would be too slow for the needs of the readers.

*The change to a weekly would, I am certain, cut down our advertising income about one-third. We could not charge any higher rate, especially with a reduced circulation. We would not get much more space in a weekly issue from our advertising patrons than we now do in one issue.*

*We consider our advertisers pay not only for space but for service. We speed up for their benefit and are satisfied that the advertisers appreciate the service. Instead of over \$100 a month from classified ads and readers, we would receive a little more than half that amount if we issued weekly.*

#### PEOPLE'S INTEREST KEEN

The satisfaction of writing up the news while it is fresh and seeing the people grab for the paper for the stories of the latest happenings before everybody has heard the news is worth something.

Why not—in the favored localities where rural carriers deliver the daily mail, where telephones are found in almost every farm home, where automobiles speed hither and yon—where, in a word, all business, all thinking, all activities have speeded up—why not speed up the local newspaper service for the benefit of the readers, the advertisers—and the publisher? Can anybody say why it would not be good business?

The *Outlook*, a twice-a-week paper, drove a weekly out of the field. If we were to change to a weekly we would certainly be inviting competition.

There is a satisfaction in knowing that our only competitors are the Portland dailies, and we scoop them on most local stories as we could not if we issued but once a week.

## OBTAINING FOREIGN ADVERTISING

By W. R. SMITH,

PUBLISHER MYRTLE POINT AMERICAN AND POWERS PATRIOT

[Mr. Smith, in his brief address at the recent annual Oregon Newspaper Conference, gave two or three specific suggestions as to how to get and keep foreign advertising. His advice that in the weekly papers ads be changed every week was made the basis of some discussion, in the course of which Mr. Smith stressed the idea of service to the customer as a factor outweighing cost and any inconvenience to the publisher.]

**I**N THE first place, the foreign advertiser is a man whom you cannot go and meet personally, so you might just as well give up that idea. Then how are you going to reach him? There is only one way, outside of the way suggested by the first speaker—personal letters, and that takes up too much time for the average country editor—and that is by maintaining a file of your papers in the offices of the leading advertising agencies throughout the country.

What does that file of your papers mean to you? It is a well-known fact that a town is reflected in the columns of its local newspaper. The business of that town is reflected in the advertising columns of that newspaper, not only in the volume but in the frequency with which those ads are changed, in the style in which they are set, and in the manner in which the copy is gotten up. The eastern advertiser who is figuring on branching out here on the coast somewhere does not place that advertising himself. He makes a connection with some one of the agencies, and he goes around to that agency and says, "I am figuring on placing some of my business out in Oregon. Let me see your Oregon files." He looks them over. He picks this paper and that paper and the other paper, and he says, "There are some good live communities. Look at the local advertising those people have. Those ads are changed every week. They are good, live, snappy ads, well set, well balanced. That must be some live community. Send my business to that list of papers." And the next mail brings you the order.

Now I cannot conceive of any other way nearly so effective in maintaining a volume of foreign advertising, as in paying attention to your home advertising.

*Get out, talk with your advertisers, find out what their wants are, help them to construct their advertising, and then see to it that it is gotten up in well-balanced style, the typographic end of your business attended to, and make your paper look alive. The result is that the reflection in the mind of the prospect is going to bring you the business.*

I find this way effective. I get a fairly large volume of foreign advertising, and I get it absolutely without any other effort than what I am speaking of. I attribute it to that. The paper did not have it when I went there because it was not kept on file at the offices of these agencies.

### CHANGE ADS FREQUENTLY

I do not know of anything further I can say in the short time I have, except the fact that we should pay more attention to our local advertising columns than we do. Do not allow an ad to run week after week, month after month, without change. I go around and hound some people half to death for a change. I say, "I want your ad changed every week," and they say, "Well, change it yourself." So I do. I go up and down that street and I get those changes pretty nearly every week from everyone.

I think if the eastern advertiser were asked why he placed his business with

me, that would be given as the absolute, final reason. I cannot name any other.

#### DISCUSSION FOLLOWS ADDRESS

Mr. Smith's address was the subject of the following discussion:

Mr. Hurd: May I take exception to the point just raised about changing ads every week? You know, when I was running a weekly I figured out that the ads ought to be changed every week, and at Corvallis every day. But with increased cost of production following the forty-four-hour week, with increased circulations, with the necessity that several Oregon dailies have been confronted with of installing more expensive presses, and presses that require a more expensive man to operate, with the newspapers of Oregon in a far more serious condition today than they were at conference time last year, I have made a deliberate and consistent effort to get my advertisers to run the same ad twice, three times if necessary, according to the ad and according to the conditions. Some ads, of course, could not be run more than once, many two or three times. In those circumstances, we ought not to encourage them to change more frequently, and throw away the cost of the extra composition.

Mr. W. R. Smith: May I differ with the gentleman? Service, first, last and all the time, to the customer, is what we have got to work for if we expect to succeed. Change! Not only that, but you take an ad and let it run week after week, month after month, in the columns of your paper, and what happens to that type?

Mr. Hurd: There is another idea that I would like to get before the publishers. I heard Mr. Mackintosh, president of the Associated Advertising Clubs, explain the different methods that are used by the national advertisers. It used to be that they would carry on a national campaign with some article, forcing the jobbers and the retailers to stock those articles by

creating a demand; but that would be about like a merchant advertising something he did not have on the shelf, and whoever heard of a merchant doing that?

#### DISTRIBUTION GIVEN NOW

Now they have changed—they first get distribution. They find the places that they would like. If they are going to start a campaign in Oregon, they are going to look over the different places where they can get distribution and then advertise. Now, if these papers will insist on these national advertisers getting distribution, when they do that they get an order. It is hard to get some national advertisers to get business on that basis, because it is hard to get started. But when you get those questionnaires please send in the names of all the stores handling that line. By all means answer that questionnaire intelligently and immediately, and send it in. If a national advertiser of coffee, for instance, received fifteen questionnaires from Oregon, he could make a jobbing connection at Portland, to receive distribution through these papers, and then he could advertise something that he has for sale.

That has done more to develop selling in national advertising than any one thing. Assist the national advertiser to get distribution, and then he has to advertise in that community, and is willing to advertise.

—o—

## New Conference Officers

Officers for the Oregon Newspaper Conference for 1922, as named at the recent session, follow:

President, L. D. Drake, manager *Astoria Budget*.

Vice-President, A. E. Scott, publisher *Forest Grove News-Times*.

Secretary, George Turnbull, School of Journalism.

Chairman of Program Committee, Dean Eric W. Allen, School of Journalism.

## FOREIGN ADVERTISING AND THE COUNTRY PUBLISHER

BY W. F. G. THACHER, PROFESSOR OF ADVERTISING IN THE SCHOOL OF  
JOURNALISM, UNIVERSITY OF OREGON

[The substance of this article was contained in a report made by Mr. Thacher to the recent Newspaper Conference, held at the University. Mr. Thacher will represent a selected list of Oregon papers this summer before a number of eastern advertising agencies, in the course of his trip to the convention of the Associated Advertising Clubs of the World.]

THE subject of "foreign advertising" (by which is meant *all* advertising originating outside of the newspaper's own territory) is one of perennial interest to the country publisher. His interest in it naturally lies largely in his desire to get more of it. But in his efforts to increase his foreign advertising, he proceeds more or less blindly, for the simple reason that he has seldom, if ever, had the opportunity of coming in contact with the organizations from which all foreign advertising emanates—the advertising agencies of the large industrial and trading centers.

In preparing this report, the writer addressed a questionnaire to thirty-two of the leading agencies in the East. The statements made are the results of this questionnaire, supplemented and checked by the opinions of advertising agency men in Portland and San Francisco, of newspaper publishers, and the writer's own general knowledge of the subject.

### FOUR WAYS TO BUILD

It would seem that there are four ways by which the country newspaper, daily or weekly, may increase its foreign advertising.

#### *First, by organization.*

The objection lies in the large initial expense involved. To open and maintain an office with a competent man engaged, and with the large expenses of travel, would cost \$6000 to \$7000 a year. And, although the writer is firmly of the opinion that such an undertaking would in the end justify itself, there seems little likelihood of such an enterprise at this time.

#### *Second, by the American Press Association.*

The writer presumes that the publishers who read this will know more about the A. P. A. than he does. In the discussion following this and other reports, the A. P. A. methods were denounced and found no supporters.

#### *Third, by the "Special Representative."*

The special representative may be all right, *if he is a good one*; and is worse than nothing if he is a poor one. His added charge of 15 per cent is a sur-tax that may well bring the price of the space sold below the actual cost to the newspaper of producing that space. Especially vicious is the clause in a special representative's contract that he is to receive his 15 per cent for all business originating in his territory, *whether or not he actually produces it.*

#### *Fourth, by personal effort.*

Nearly every publisher in Oregon is, at some time or times throughout the year, in Portland. While there he should make it a point to call on the agencies—the Botsford-Constantine Co., Hall & Emory, Kirkpatrick, and so on. The volume of territorial advertising emanating from Portland is large and growing, and it is certainly worth while to cultivate the men who control this business, to tell them about the papers and communities represented. A business relationship started in this way cannot but lead to good results.

#### PAYS TO VISIT SAN FRANCISCO

San Francisco ranks high (second, the writer believes, only to New York and



Chicago) as an advertising center. Anything that a publisher can do—either by correspondence or personal approach—to gain the interest of the San Francisco agencies is certainly worth doing. With the Pacific Highway 85 or 90 per cent hard surface, a trip to San Francisco by automobile is no great undertaking, and would pay for itself many times over, if used to cultivate the agencies of the Bay cities.

In order to operate at all in the East, the publisher must know the names and addresses of the Eastern agencies and the accounts that they handle. This he can learn from the *National Advertising Register*, which is revised semi-annually. By following the items in *Editor and Publisher* and *Printer's Ink* he can add to his information by reading of new accounts placed or campaigns that are about to "break." Facts of this kind are indispensable; without them there is no point of attack.

#### QUESTION OF DISTRIBUTION

The next step should be for the publisher to find out whether or not his paper would actually be a good medium to be used in advertising a certain commodity. It is presumed, of course, that the requirements of circulation, a reasonable rate, etc., are met. The important question is, Has the commodity to be advertised *distribution* in my territory? If it hasn't, there is mighty little chance of interesting the space buyer, for in nine cases out of ten distribution must precede advertising.

Let's take a hypothetical case: The business manager of the small-city *Reporter* reads that the R. X. Air Advertising Agency of Chicago has the account of the Pearola Soap Company, and that a national campaign is about to be launched, using the newspapers. Here are vital facts. Now, what is the first step? The manager calls up the three leading stores in his town and finds that two of them carry Pearola, and the third might stock it. He finds, too, that there has been a fair demand for the goods.

Now what? A good, hard-hitting letter to the Air Agency, setting forth these facts and containing his rate cards, and perhaps some further facts about the paper and the territory covered. Unless, previous to his solicitation, Oregon—or perhaps the particular part of Oregon in which he lives—has been deliberately excluded from the advertising appropriation, he ought to get an order for space. If he (the publisher) wants the advertisement badly enough and thinks his chance good enough, let him send a wire (a fifty-word night letter). That beats a letter fifty ways.

#### AIDS TO FUTURE BUSINESS

And if for any reason he doesn't land the order this time, he has gone a long way toward establishing himself in the mind of the space-buyer for the R. X. Air Company, and the next time money is being spent in Oregon he will be remembered.

Solicitation of some particular advertisement from a distant agency because the publisher knows that that agency has already placed an order with some other Oregon paper or papers will not, in the writer's opinion, bring results. Advertising appropriations are, in most cases, actually limited, and when once the schedule for a state or district has been made up, there is small chance of getting in—unless it be the next time.

In the metropolitan papers, the "Merchandising Bureau" is the latest development. The Bureau performs numerous and sundry services for the distributor or the agency, in the way of surveys, itineraries for salesmen, introduction of salesman, arrangement of window displays, distribution of "sales aids," publication of a house organ, etc. The purpose of all this activity, of course, is to get advertising through the old but ever new appeal of "service." What can the country publisher do in this respect?

He can do as much as he has time and intelligence and energy to accomplish. Possibilities in this direction are almost unlimited. It should be understood that,

these days, an advertising campaign is conducted only as a part of a highly organized sales effort, in which the salesmanager, the salesmen, the retailer and everyone else are expected to put forth their best efforts. There is no reason why the publisher, or his advertising manager, should not do his share in this cooperative movement. And as a matter of fact the "account executive" in the agency, who works in closest contact with the salesmanager, is calling upon the newspaper to render more and more service. He may even go so far as to say that he will place an order for space, *provided* the newspaper do certain things, such as securing distribution for the article that is being advertised.

#### CAPITALIZE THIS DEVELOPMENT

It is in the mind of the writer that this very development should be capitalized by the progressive newspaper as a *basis of solicitation*. Take the hypothetical case outlined in previous paragraphs. Suppose the business manager of the *Reporter* found that Pearola was *not* handled in his town, but that the local stores would be glad to stock it. (If the article were a standard, branded article, nationally advertised, and the merchants were assured that a local advertising campaign were assured, they undoubtedly *would* be glad to stock it.)

*With such knowledge, the newspaper manager would have an almost irresistible argument in his letter or telegram to the agency. And even if sales developments in that territory are not contemplated at that time, the newspaper has given itself the strongest possible recommendation for future consideration.*

#### SLIPSHOD METHODS NOTED

The faults of the country newspaper in failing to render promptly its bills and the necessary *proof of publication* are too well known to need further reference. It is hoped that no Oregon newspaper will be guilty of such unbusinesslike practice.

It means service, of course—this matter of more foreign advertising. As a

final suggestion: Suppose the business manager of the Oregon newspaper who happens to be reading this article ask himself, not, How can I *get* more foreign advertising? but How can I *deserve* more foreign advertising? Perhaps while he is trying to find the answer to the second question he will have found the answer to the first.

—o—

The School of Journalism would appreciate it if publishers to whom its former students apply for positions would notify the school and get a statement of the amount of the applicant's training, together with an estimate of his capabilities. The school has been in operation now for ten years, and in that time many students who have enrolled for one or more courses in journalism have withdrawn before proceeding more than a few weeks with the work, while others have been dropped for failure and incapacity. It is due to the employers that they get authentic information on these points. This will be cheerfully furnished on application to Dean Allen.

—o—

With the issue of February 2, the *Central Oregonian*, of Prineville, is again under the management of Guy Lafollette, who was editor of the Crook County *Journal* for more than ten years. Seven months ago the plant was sold to George H. Flagg, and the name of the paper changed to the *Central Oregonian*. During the time the paper was owned by Flagg, the plant was moved to a new and larger building. W. B. Russell is foreman of the mechanical department, and Miss Lucy Palmer will do local and society for Lafollette.

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Probably the oldest and doubtless one of the best "colymists" in Oregon is J. C. Akers, who conducts the "Jottings by Jaycee" end of the Albany Sunday *Democrat*. "Jaycee" is 73, but you'd never suspect it to read his sprightly quips.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## A NEED RECOGNIZED

Cramped and inadequate quarters for the School of Journalism at the University of Oregon have led to speculation as to how long the School will be compelled to work under the present adverse conditions. The University of Oregon School of Journalism has taken and held rank among the foremost in the United States, so far as its teaching efficiency is concerned. In its equipment it has been keeping pace with others. But its shack-like quarters do not bear comparison with the buildings provided at other institutions. Valuable equipment and records are housed in wooden buildings of heavy fire hazard.

A prominent Portland newspaperman, writing to the Dean of the School of Journalism after the Newspaper Conference, expressed the belief that the newspapermen of the state should and would be willing to cooperate in a movement which would lead to the erection of a suitable building for the school. "With all the newspapermen for it," he wrote, "we could go out and get it. Let's go."

OREGON EXCHANGES believes this is a matter which the publishers might well put before their readers, with a splendid chance for results. The University of California campus is dotted with monuments to the love and loyalty of various Californians to their university. Missouri has recently obtained as a gift Neff hall, a splendid new home for its School of Journalism. The need here is great. Those who realize the close relation between the School of Journalism and the

future of the newspaper profession in this state will not be slow to assist in getting this worthy project started.

## THE CONFERENCE

The Fourth Annual Oregon Newspaper Conference proved the most successful, in every respect, yet held. Fifty-two newspapers were represented by seventy-five of their editors, publishers or staff members—a number which some of those present said represented the most Oregon newspapermen ever yet gathered together under one roof. Some of the value of the Conference lay in the incidental meetings of editors and publishers who discussed problems and swapped ideas aside from those taken up on the program.

A distinct addition to the interest of the Conference was made by the simultaneous holding of sessions of the State Editorial Association and of the Associated Press and United Press editors and publishers of the state. The suggestion is heard that some way should be found to insure more time for general discussion of the topics taken up in the papers and addresses. The program committee would doubtless be glad to consider this suggestion, realizing that the two main roads to that end are longer sessions and a shorter program. The holding of separate meetings for daily men and for the editors and publishers of weeklies, on one of the days of the Conference, will be a step in this direction.

As a supplement to this issue of OREGON EXCHANGES is enclosed an eight-page folder of the Oregon Code of Ethics for Journalism. This code, written by Dean Colin Dymont at the request of the 1921 convention of the Oregon State Editorial Association, was adopted unanimously at the midwinter session held in connection with the Oregon Newspaper Conference. Extra copies of the code, which represents the hopes and aims of Oregon journalism, may be had on application to the University Press, School of Journalism.

# The Oregon Code of Ethics for Journalism

Adopted January 14, 1922, by the Oregon State Editorial  
Association and the Annual Oregon Newspaper Con-  
ference in Joint Session at the School of  
Journalism of the University of  
Oregon, Eugene



*"Not only all arts and sciences  
but all actions directed by choice  
aim at some good."*

*Aristotle, Nicomachean Ethics, I. 1.*

Written by Colin Dymont, Professor in the School of  
Journalism and Dean of the College of Literature, Science  
and the Arts in the University of Oregon, under author-  
ization from the Oregon State Editorial Association.

Printed by the University Press, School of Journalism, University of  
Oregon, Eugene, by request of the Oregon State  
Editorial Association.

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5. We will promote a similar attitude in others toward truth, not asking or permitting employes to write things which as sincere journalists we would not ourselves write.

## II. CARE; COMPETENCY; THOROUGHNESS

Inaccuracy in journalism is commonly due more to lack of mental equipment than to wilfulness of attitude. The ill-equipped man cannot be more competent as a journalist than he can as a doctor or engineer. Given an ethical attitude, the contribution that each journalist makes to his community and to society is nearly in ratio to his competency. We regard journalism as a precise and a learned profession, and it is therefore the second part of this code that:

6. By study and inquiry and observation, we will constantly aim to improve ourselves, so that our writings may be more authentic, and of greater perspective, and more conducive to the social good.

7. We will consider it an essential in those we employ that they not merely be of ethical attitude, but reasonably equipped to carry out their ideals.

8. We will make care our devotion in the preparation of statements of fact and in the utterance of opinion.

9. We will advocate in our respective communities the same thoroughness, sound preparation, and pride of craft, that we desire in ourselves, our employes, and our associates.

10. We are accordingly the active enemies of superficiality and pretense.

## III. JUSTICE; MERCY; KINDLINESS

Liberty of the press is, by constitution, statute, and custom, greater in the United States than anywhere else in the world. This liberty exists for our press so that the liberty of the whole people may thereby be guarded. It so happens that at times the liberty of the

press is exercised as license to infringe upon the rights of groups and of individuals: because custom and law have brought about certain immunities, it happens that in haste or zeal or malice or indifference, persons are unjustly dealt by. Yet the freedom of the press should at all times be exercised as the makers of the constitution, and the people themselves through their tolerance, have intended it. The reputations of men and women are sacred in nature and not to be torn down lightly. We therefore pronounce it appropriate to include in this code that:

11. We will not make "privileged utterance" a cloak for unjust attack, or spiteful venting, or carelessness in investigation, in the cases of parties or persons.

12. We will aim to protect, within reason, the rights of individuals mentioned in public documents, regardless of the effect on "good stories" or upon editorial policy.

13. We will deal by all persons alike so far as is humanly possible, not varying from the procedure of any part of this code because of the wealth, influence, or personal situation of the persons concerned, except as hereinafter provided.

14. It shall be one of our canons that mercy and kindness are legitimate considerations in any phase of journalism; and that if the public or social interest seems to be best conserved by suppression, we may suppress; but the motive in such instances must always be the public or social interest, and not the personal or commercial interest.

15. We will try so to conduct our publication, or to direct our writing, that justice, kindness, and mercy will characterize our work.

#### IV. MODERATION; CONSERVATISM; PROPORTION

Since the public takes from the journalist so great a proportion of the evidence upon which it forms its opinions, obviously that evidence should be of high type. The writer who makes his appeal to the passions rather

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than to the intellect is too often invalid as a purveyor of evidence because his facts are out of perspective. By improper emphasis, by skilful arrangement, or by devices of typography or rhetoric, he causes the formation in the reader's mind of unsound opinion. This practice is quite as improper as and frequently is more harmful than actual prevarication. Through this code we desire to take a position against so-called sensational practice by acceptance of the following canons:

16. We will endeavor to avoid the injustice that springs from hasty conclusion in editorial or reportorial or interpretative practice.

17. We will not overplay news or editorial for the sake of effect when such procedure may lead to false deductions in readers' minds.

18. We will regard accuracy and completeness as more vital than our being the first to print.

19. We will try to observe due proportion in the display of news to the end that inconsequential matter may not seem to take precedence in social importance over news of public significance.

20. We will in all respects in our writing and publishing endeavor to observe moderation and steadiness.

21. Recognizing that the kaleidoscopic changes in news tend to keep the public processes of mind at a superficial level, we will try to maintain a news and an editorial policy that will be less ephemeral in its influence upon social thought.

## V. PARTISANSHIP; PROPAGANDA

We believe that the public has confidence in the printed word of journalism in proportion as it is able to believe in the competency of journalists and have trust in their motives. Lack of trust in our motives may arise from the suspicion that we shape our writings to suit non-social interests, or that we open our columns to propaganda, or both. Accordingly we adopt the following professional canons:

22. We will resist outside control in every phase of our practice, believing that the best interests of society require intellectual freedom in journalism.

23. We will rise above party and other partisanship in writing and publishing, supporting parties and issues only so far as we sincerely believe them to be in the public interest.

24. We will not permit, unless in exceptional cases, the publishing of news and editorial matter not prepared by ourselves or our staffs, believing that original matter is the best answer to the peril of propaganda.

## VI. PUBLIC SERVICE AND SOCIAL POLICY

We dispute the maxim sometimes heard that a newspaper should follow its constituency in public morals and policy rather than try to lead it. We do not expect to be so far ahead of our time that our policies will be impractical; but we do desire to be abreast of the best thought of the time, and if possible to be its guide. It is not true that a newspaper should be only as advanced in its ethical atmosphere as it conceives the average of its readers to be. No man who is not in ethical advance of the average of his community should be in the profession of journalism. We declare therefore as follows:

25. We will keep our writings and our publications free from unrefinement, except so far as we may sincerely believe publication of sordid details to be for the social good.

26. We will consider all that we write or publish for public consumption in the light of its effect upon social policy, refraining from writing or from publishing if we believe our material to be socially detrimental.

27. We will regard our privilege of writing for publication or publishing for public consumption as an enterprise that is social as well as commercial in character, and therefore will at all times have an eye against doing anything counter to social interest.

28. We believe it an essential part of this policy that we shall not be respecters of persons.



## VII. ADVERTISING AND CIRCULATION

We repudiate the principle of "letting the buyer beware." We cannot agree to guarantee advertising, but we assume a definite attitude toward the advertising that we write, solicit, or print. We believe that the same canons of truth and justice should apply in advertising and circulation as we are adopting for news and editorial matter. We therefore agree to the following business principles:

29. We will cooperate with those social interests whose business it is to raise the ethical standard of advertising.

30. We will discourage and bar from our columns advertising which in our belief is intended to deceive the reader in his estimate of what is advertised. (This clause is intended to cover the many phases of fraud, and unfair competition, and the advertising of articles that seem likely to be harmful to the purchaser's morals or health.)

31. We will not advertise our own newspaper or its circulation boastfully, or otherwise, in terms not in harmony with the clauses of this code of ethics. (This is intended to cover misleading statements to the public or to advertisers as to the whole number of copies printed, number of paid-up subscribers, number of street sales, and percentage of local circulation.)

32. We will not make our printing facilities available for the production of advertising which we believe to be socially harmful or fraudulent in its intent.

To the foregoing code we subscribe heartily as a part of our duty to society and of our belief that the salvation of the world can come only through the acceptance and practice by the people of the world of a sound and practical ethical philosophy.

## RESOLUTIONS ADOPTED AT CONFERENCE

*RESOLUTIONS* adopted by the Conference in January dealt mainly with two topics—a proposal for separate sessions of the daily and the weekly publishers during the first day of the Conference hereafter, and a request that the salacious and scandalous be not overplayed either by news services or Oregon newspapers.

Following is the text of the resolutions:

Whereas, There are many subjects of interest and problems of administration and policy peculiar to the daily newspaper publishers and editors in which the weekly newspapermen find little interest, and vice versa; and

Whereas, It is desirable that all members of this Conference and of the Oregon State Editorial Association avail themselves to the utmost of the opportunities which are afforded by exchange of ideas and experience of each,

Therefore, Be it resolved that the program committees of the Oregon State Editorial Association and of the Oregon Newspaper Conference be requested to arrange separate programs for the daily and weekly publishers during the first day of the meetings and joint programs in the sessions following.

Whereas, We believe that the newspaper profession is one of the most honorable, the most influential and the most important of the professions and should therefore be the most careful of all of them in maintaining high ideals of service promoting a high consideration for public and private morals, and

Whereas, We are convinced that too much stress laid upon scandals, crimes and stories of immorality has a bad influence upon the public mind especially upon those minds that are young and impressionable, therefore be it

Resolved, That, while we recognize the duty devolving upon a newspaper to publish the news, in reference to these matters, yet we urge that the salacious details of these matters be not overem-

phasized, and we especially urge the various press associations to refrain from unduly emphasizing this class of news in their dispatches.

Whereas, Oregon newspapermen for many years enjoyed the fellowship, kindly sympathy, friendly counsel and loyal support of our honored former secretary and fellow publisher Philip S. Bates, whose voice and effort have been stilled by death during the past year;

Resolved, That we express our recognition and appreciation of the great loss we have sustained, as our association and individually, and extend to his widow and sons our sincere sympathy and fraternal love.

Whereas, The annual editorial conference has been an unqualified success and has been very pleasant and extremely profitable to those in attendance; therefore, be it

Resolved, by the editors and publishers here assembled, that we acknowledge our obligations to the University of Oregon for its principal part in the success of our conference and that we express our appreciation to Dean Allen, his assistants and co-workers and the students in the school of journalism for the painstaking efforts in preparation for the conference, and to President Campbell, his faculty, the members of Sigma Delta Chi and other fraternities who assisted in our entertainment, and to the Eugene Chamber of Commerce and citizens of Eugene for the splendid spirit of hospitality made manifest to us in a royal welcome and in the many courtesies extended to us individually and collectively.

## Joe MacQueen Celebrates

Joe MacQueen had a birthday .

Nothing unusual about that, save for Joe's disclaimer. In strictest confidence the *Oregonian's* literary and music critic told one of the gang that he didn't believe in birthdays.

"My birthday," whispered he, darkly, "is January 19, but nobody knows it. Not even my wife. Birthdays? I don't believe in 'em!"

Someone, some friend at Hood River, sent Joe a box of apples on his natal day. He opened the box for the regalement of the local room, smiling at his thought that he could celebrate without anyone's being the wiser.

And as the gang munched Joe's provender, at that very moment, when his conceit ran highest, one of them stepped up and handed him a solid gold fountain pen—the gift of the local and news rooms.

For auld lang syne. Just like that. A pen for any potentate. A whale, a jewel, a most refulgent pen.

For the gang believes in birthdays.

—o—  
Carl F. Blaker has resigned as reporter for the Vancouver (Wash.) *Daily Columbian* and has gone to Los Angeles. Mr. Blaker, who was formerly a student in the University of Oregon School of Journalism, had been with the *Columbian* for six months.

## Some Neglected Opportunities

(Continued from page 4)

of housing conditions in a factory district and so on.

No man can master all these subjects as they come up. The reporter must be superficial. The most he can do is to investigate carefully and to write as fully as the news value of the story warrants. But the more thorough his inquiry, the less striking and sensational his story, and hence temptation to pick out the gaudy,

showy features and not seek the details which explain. A re-write man on the desk often can make a story more readable than the conscientious reporter who loads the narrative up with facts.

We find superficiality in its most dangerous form when it is tintured with prejudice. In the opening month of 1916 a prominent newspaper in a city of the central states sent a staff reporter to Washington to investigate the United States navy. The paper had been harping for some time on the disorganization and inefficiency of the naval administration and sent the correspondent to Washington to prove its point.

### SYSTEM FOUND ROTTEN

Two weeks later the reporter's stories began appearing in the paper. It was just as the editor had expected. Stupidity sat in the secretary's chair, insubordination ruled all down the line, the ships and naval stations were run down and decaying. The whole system from top to bottom was chaos, confusion worse confounded.

Now think of that piece of so-called newspaper work. A man who had been reared 1500 miles from the sea and knew no more of naval affairs than I do pretended, in ten days, to master all the intricate details of a vast organization. He knew all of the science of navigation and of ship construction and management; he sounded the depths of secretaries, admirals, captains, academy professors and experts. Perhaps you think this omniscient reporter was straightway appointed secretary of the navy and head of the Annapolis academy, but I regret to say he was overlooked; his honors were stolen by others.

### RUSSIA HARD PROBLEM

At various times, correspondents have visited Russia, in response to the insistent demand for exact information concerning conditions in that land of mystery. The writers found themselves in a strange land; a strange tongue was spoken, strange food served in strange rooms

by strange waiters. The visitors were ignorant of the history and psychology of the people; they did not know what the man in the street, the woman in the doorway, was thinking about, what they lacked and wanted. It was an impossible assignment.

But the correspondents did their best. They wrote of the cheerless social gatherings after vodka was banished; of how the men trimmed their whiskers, how they brewed and drank their tea and smoked their cigarettes. Their stories filled many columns and pages in the magazines, and Russia is still a land of mystery.

#### PERIL IN CYNICISM

From the nature of his employment the city newspaper writer develops a disease which I name as his third fault; cynicism. He always is a spectator of events, never a participant. He sits in the grandstand and watches the play below him and after some months he thinks he knows the game better than the boys down there on the scrimmage line.

He goes with an investigating committee to a factory and he stands and looks on as the workmen in their greasy overalls, and the foreman with his sleeves rolled up to the elbow, demonstrate a new process. He was only a spectator, but somehow he feels as if he had helped do the thing and was superior to the actual toilers.

The New York *Sun*, a few years ago, was the most admired sheet in the newspaper world. It was read in offices all over the land and its clever feature stories were copied and imitated. But if you stopped to analyze these stories you found at their heart cynicism.

The *Sun* died of a disease, and that disease was refined cynicism. It was aristocratic and refined as the French court before the revolution. It was blue blooded, oh, so blue blooded. But it takes red blood to make a real man or a real newspaper.

Turn now to the country newspaper and the first fault noted is instability. I ask each of you, who is familiar with a

country field, to give a thought to changes in ownership in the territory. How many changes have taken place in the last ten years? In a district which I know well, four newspapers, country weeklies, have had six owners and editors each in ten years, and then one suspended. Think of it, four papers with 24 editors in ten years.

And this in the face of the acknowledged fact that no paper ever can hope to attain influence or power without long continued life under the same management. As Guy U. Hardy, former president of the National Editorial Association, and predecessor of our most esteemed Brodie, said:

"A newspaper cannot be built in a year. Like a man's life, it is a matter of slow growth and development. Look over your exchanges and you will find all the successful ones—the leading papers in every town—have long been run under one management. Money alone can no more create a newspaper than it can suddenly get for a man a new character."

#### CHANGE IN OWNERSHIP.

In passing, it should be remarked that the immediate cause for these changes of ownership must be that the papers have not paid. Whenever you see any property repeatedly on the market for sale, you may know something is wrong, it does not earn a profit. The reason may be lack of proper management in many details, or it may be there is not business enough in the town.

Now, history unfolds slowly in the small town, the weekly newspaper town. The brick bank building on the corner was erected in 1910 and will stand unchanged for 20 years to come. When the stone hotel was erected it was opened with a grand dinner that is still the talk of the community. Sam Smith get too much firewater and made a scene at the door and had to be carried away and Mrs. Jones fainted. The river road ten years ago ran along the bottom, whereas it now is located on the hill side. It was washed out in the great flood which

carried Tom Black's house and drowned 100 hogs on the farm below.

Events of the past write themselves into the history of today. No man can tell a story of last week without the background, the atmosphere of the past. He must know this instinctively and accurately.

In contrast with the city news writer, the country editor should be a participant in affairs of his community. He attends the city council meeting not as a reporter, but as a member. He serves on the various committees of lodges and of public organizations and in all things he is an integral part of the life and thought of the town. This is one of the compensations of his position. He misses the bright lights, the big games. But in what goes on he is a participant, a reality, not merely an observer.

As a second shortcoming in the country editor I suggest bumptiousness—aggressive, pushing egotism. A small town daily changed hands a few years ago and the new owner introduced himself with an editorial review of his career. He told of the various positions he had held, and it made a creditable showing. Then he closed with the statement that all his attainments and abilities were at the service of the people with whom he had come to live. He lasted about two years and then moved on, to bestow his genius on some other town.

#### NEW EDITOR'S SALUTATORY

A country weekly passed into the ownership of a new editor on a Tuesday. Two days later he got out his first paper and he made his bow to the public in an editorial, set in 10 point, page one, column one. The closing sentences were:

"Our town needs lots of things which its progressive citizens could and would supply if they but had a realization of the return they would get on their investment. Let's get busy this winter."

That is not leadership. It is crass egotism. Carol Kennicott never attempted to perpetrate anything quite so gross and raw on Gopher Prairie.

The little town has been on the map perhaps a hundred years. William Black has lived there 50 years; Samuel Jones, 40 years, and Henry Smith, 25 years. These men and their neighbors have built that town; stone by stone and brick by brick. They know the cost in money, labor and time.

#### COST SEEN AS FACTOR

They realize its shortcomings and faults in a way, but they have become reconciled to them just because they know what the cost will be in money, labor and time to tear them down and rebuild them. They know the bank building is not a perfect specimen of Gothic architecture, but it represented the best judgment of the directors at the time it was erected. They know this street should be opened up and paved, but they do not forget that certain improvement bonds must be paid off before they can have a free hand in further public work.

When the new editor steps off the daily accommodation and throws his grip into the Commercial hotel cart and follows with his coat and vest, and proceeds to roll up his sleeves and cries out: "Come on now, let's get busy and make this a bang-up good town," the assembled crowd is likely to respond with "Oh, piffle!"

The third fault of the country editor is his failure to gather and print the news. Perhaps this should be placed first, for a paper which does publish all the news regularly will get by in spite of poor management. Many failures are due to this shortcoming, but it must be said also that some small papers continue in business for years in spite of violation of this canon of the business.

#### RELATION TO READER.

A curious difference exists in the relation of reader to paper between city dailies and country weeklies. The reader of the large daily finds in it news of which he knew nothing before; the reader of the country weekly finds details of news stories which he knew more or less vaguely before. At first thought, then, it would appear that the news stories

of the weekly are of less value and interest to its readers than are the news stories of the daily to its readers. But let us see.

On your way to Portland, your train is wrecked, with heavy loss of life and property. You escape and proceed on to the city. You buy a paper and what is the story you turn to first and with most absorbing interest? The wreck story.

You attend a meeting held in Portland, are present at every session. The next day you get your paper and you hardly can wait until you have found the story of that meeting, and you read every word of it, and perhaps find fault with it for not printing the details more fully. And yet, you did not miss a minute from the convention and you know it by heart.

In the daily you read of the death of an eastern senator and you pass it by. But in the obituary column you find a sketch of your uncle. You were with the family during his last illness and you attended the funeral. And you clip the obituary sketch and file it away in the family archives.

Here is the rule: the more immediate a news story touches you, the greater your interest. Every story in the country paper possesses this merit of personal interest in large measure, with most of its readers. John Smith's house burns, on his farm ten miles from town. Half the people in the county hear of it before your paper is out. The very fact heightens their interest in the newspaper account. They look for it and devour it with avidity.

They want to know if it is true that the fire started in the roof and not in the ceiling of the kitchen, as first reported. They want to know whether the family's store of flour and meat was destroyed or the outside cellar was saved. They want to know whether the Smiths will remain living at the Jones farm until they can rebuild, or whether they will set up housekeeping in the granary.

These illustrations point the value and vitality of the country paper's news.

Rest assured it is read with an absorbing interest not bestowed on the necitals of world affairs in the city daily. It follows that the country paper which fails to gather all the news of its district faithfully and fully renders little or no service and has no excuse for existence. It is a parasite. It lives on charity.

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## All Right; But Don't Miss The Next One

Dear OREGON EXCHANGES:

Your persistent inquiries for dope for your very readable magazine moves me to make my annual contribution. It is an apology. I had promised to attend the conference and I failed to make good. It was like this:

"The *Bulletin* serves a large territory. In the face of an unusual demand for butter wrappers we didn't have the nerve to tack up a 'nobody home' sign. Saturday noon, with the blue ink still on our mitts, we went to Eugene. We have a pride in the craft and at least wanted to shake hands.

"It was 1:30 when we strolled into the print shop on the campus. A bright looking 'operator' proved to be a blank. He didn't know of any editorial meeting in Eugene. In departing we met a fine looking chap who no doubt has a large interest in the *Emerald*. He gave it to us straight that the last session had just then closed with a feed in Villard hall. It was a body blow. Yes, more. It cut to the quick. If we enjoyed the scenery on our saunter down town we don't remember of it."

That is the story. I am sorry I did not refer to the program. Downtown I made a few acquaintances, picked up a few jobs of printing, and came home well paid for the trip.

M. D. MORGAN,  
*Bulletin*, Harrisburg.

## JOURNALISM IN WALLOWA

[This article is part of a series which OREGON EXCHANGES hopes to receive from every newspaper town in Oregon. It is the plan to use one of these each month.]

**J**OURNALISM in Wallowa, the gate city of the valley, started in the early history of the town. The city was but four years old, when on March 3, 1899, L. Couch and C. T. McDaniel started the *Wallowa News*. With great success and with the hearty cooperation of the early inhabitants of the city, the paper remained in the founders' hands for two and a half years, when it was sold to Edgar Wood, who edited it for six months. Beginning with its third year the paper was owned and edited by a partnership consisting of Carl Roe and Bruce Cox.

Yearnings for an opportunity to express himself in public entering the soul of one of the founders, L. Couch bought the paper back again in 1903 and for two years was again its editor and publisher. In a recent conversation he said: "The first editors have never been eclipsed by any of the later owners." However, in 1905 the *News* was sold to Fred Conley, who after running it a short time took

the entire plant to Enterprise, combining it with the *Wallowa Chieftain* of that city, both papers later appearing under the name of the *Enterprise News Record*.

But this does not mean that journalism died a natural death in the city. In 1907 Robert Jonas began the publication of the *Wallowa Sun*. He maintained the position of editor and publisher longer than any had done heretofore, but sold out in 1912 to W. S. Marsh, who for two years followed the ups and downs of the work, but finally sold it to Lulu and Roy McNees in 1914. For about a year these young Wallowa people carried the work on, finally selling in 1915 to an experienced newspaperman, J. M. Bledsoe. For six years, it remained in his hands, the longest of any of its owners, and was increased from a 4-page to an 8-page paper. In November 1921 it was sold again to the present owners, a partnership consisting of D. M. Major from Michigan and K. Guilford from California.

## LIBEL SUITS FILED IN PENDLETON

Two libel suits for \$10,000 each have been filed against Harry L. Kuck, publisher of the *Pendleton Tribune*, as an aftermath of the *Tribune's* campaign against certain county and city officials. The suits were filed by W. R. Taylor, chief of police at Pendleton, and Robert Sinclair. In a recent issue, Mr. Kuck made the following statement to his readers concerning the suits:

To the Readers of the *Tribune* and  
Citizens and Taxpayers of Uma-  
tilla County in General.

News reports of libel suits filed by  
Chief of Police W. R. Taylor and

Robert Sinclair against the publisher of the *Tribune*, each for \$10,000, were carried in yesterday morning's paper. I wish to state at this time that both suits will be vigorously defended and while the cases are at law to be tried in court, not in the newspapers, the readers of the *Tribune* will be kept well informed concerning each and every step taken in defense and prosecution of these cases.

Within a few days attorneys for the *Tribune* will file answer to the complaint of the alleged libeled parties and said answer will indicate the *Tribune's* position in the matter of

law. Trial of these libel cases will bring law enforcement conditions in Umatilla county into open court for the first time. The investigation forthcoming will be tried in the circuit court and not behind closed doors before a secret body. Interested parties will have an opportunity to listen first hand to the testimony of witnesses possessing knowledge of the acts and allegations in question and those who are prevented from attending the sessions of the court by other duties will be kept informed through the columns of the *Tribune* of the testimony as offered in court.

Bringing of these suits aggregating \$20,000 against the publisher of the *Tribune* will bring the entire matter to a showdown and the public shall no longer remain in the dark regarding the truth or falsity of the charges.

(Signed) HARRY L. KUCK,  
Publisher.

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## Progress In Advertising In Last Year

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(Continued from page 2)

The most important development, perhaps, has been the improved quality of the advertising. It is impossible to get something for nothing. We get back just about what we deserve, and if the information rendered is not satisfactory, if it does not produce results, we cannot expect to long enjoy the dealer's patronage. Manifestly, the efficient use of the money invested in advertising is more important than the amount of money spent. Another change is the determination of the size of the ad by the results it is expected to bring. This idea is creating in the minds of our larger advertisers a confidence in what they are doing and ultimately will eliminate considerable doubt, and will bring about a more careful regard of the manner in which their advertising money is invested.

Advertising should always be an investment, a good investment, but frequently it is a waste of money, as we all know.

Keeping pace with the improvement in advertising copy has been the improvement in advertising typography, in the country weeklies as in the dailies, and to some extent in the Portland dailies. There has been an improvement in the typography of advertising—ads are set in better style, more illustrations are used, and the arrangement of advertising and reading matter is more generally regarded with care. A survey of the exchanges shows this very clearly.

### SCHEME PAGES DEVELOPED

To get up good advertising, great care must be taken in its preparation, and the advertisers are demanding it. A number of newspapers of the state have developed means of increasing the volume of their ads through the use of scheme pages. The *Albany Democrat* put over a very clever scheme at the opening of their cooperative creamery, when they issued that edition and had eight pages, an entire section of the paper, devoted to the advertising of folk connected with the construction of the building and the opening of the plant. Dollar Day Sales, Community Sales, Back-to-Normal Sales—these are some of the schemes that have been used. Scheme pages, in my opinion, must be handled with great care. If we sell scheme pages to the regular advertisers, the result is that the return from that kind of advertising is less than from the same amount of money invested in the regular way, and so most of us that sell scheme pages pick on the small advertiser who does not advertise regularly. If we sell an ad on the scheme page to this small business firm, and the results are not there, if the results of that kind of an investment are unsatisfactory or disappointing, that is the end of the advertising; but if we get that small business man to invest in some advertising space in a way that will actually bring returns to him, then there is an opportunity of developing the small man into



a large advertiser, and a larger business firm.

I notice, too, that there has been a development in the amount of church advertising in Oregon papers. I do not know of any reason why it should not be developed very much further than at present. Practically all of the churches in Corvallis use, besides their portion of the Sunday announcements, considerable display advertising. For the church announcements we have about six to eight inches double column, arranged in a box, in which the hours of service and the sermon subjects are regularly given. This space is paid for by the Corvallis Ministerial Association. But in addition to that, nearly every church uses quite elaborate amounts of other display space.

When I was seeking for information to make this paper really worth something, if I could, I asked some of the publishers this noon what had been developed, and one of them replied that there had been a distinct development in the amount of propaganda that is furnished to us. More people are inclined to begin putting things over, I am told. I do not know whether that is true or not, but I do know that there are new ways to get the propaganda to us.

A few weeks ago I got a most excellent electrotype. It was a very plausible, logical and interesting article about horses. From day to day, almost, we get mats from the office of some firm in Ohio, filled with propaganda on the Canadian Pacific Railways. We have used some of those because they have been really very interesting, and have given some actual information on Canadian conditions; two or three during the time that automobile touring was at its height, splendid articles of interest.

As the publisher who spoke to me this noon said, we have to pay a little more attention to that, or first thing we know we will be filling our paper with all kinds of propaganda. It is a seductive scheme that is getting by.

I would like to close by calling attention to the facts that one of our merchants asked me to present to this body.

One of our leading merchants called me in the other day and said, "When you go down to the Oregon Newspapermen's Conference, please tell those editors that the merchants in most every town would be glad to be relieved of the appeals from advertising schemes." He went on to say, "Yesterday a woman came into my store and proposed to me that the Ladies' Aid of some country church was about to publish a cook book. She was one of my very best customers, her trade was worth at least a thousand dollars a year, and she was accompanied by a woman who was even a more influential and important customer. There was nothing I could do but to put down my name for that cook book."

There is some new publication every day in Corvallis. The college there has a publication for each of the sororities and fraternities. However, they have no advertising as a rule, but there are college and campus publications of every description. The engineers, farmers, and the different schools, of commerce, etc., all have publications.

This merchant said, "You tell the newspapermen that the average merchant would be glad to be relieved of those, and we think it is up to the newspapermen to cooperate more than they have in eliminating that class of schemers."

There is something to that. At Corvallis we have made some progress. We got the Commercial Club to stand back of us in a plan to require endorsement, and for a little while, whenever a solicitor appeared on the field, the merchants referred him to the Commercial Club. Of course, the Commercial Club would not approve the project, and it fell down. In the last three months there have been several desk blotters sold to our merchants. That takes good money from their advertising budget and lessens the amount they have to spend with the newspapers.

## ROSTER OF ATTENDANCE AT THE FOURTH OREGON NEWSPAPER CONFERENCE

**F**OLLOWING are the newspapers represented at the Fourth Annual Newspaper Conference, the men and women who came to Eugene to attend, and those not regularly connected with any publication who also were among those present.

- Albany Democrat: Ralph R. Cronise.  
Albany Herald: E. M. Reagan.  
Ashland Tidings: A. E. Kaiser.  
Astoria Budget: M. R. Chessman, L. D. Drake.  
Aurora Observer: Paul Robinson.  
Bandon Western World: L. D. Felsheim.  
Beaverton Times: R. H. Jonas.  
Bend Bulletin: R. W. Sawyer, C. H. Smith.  
Carlton Sentinel: Harry Dence.  
Corvallis Courier: Mr. and Mrs. A. E. Frost.  
Corvallis Gazette-Times: C. E. Ingalls, G. Lansing Hurd.  
Corvallis, Department of Industrial Journalism, Oregon Agricultural College: Mr. and Mrs. C. J. McIntosh, Frank L. Snow.  
Cottage Grove Sentinel: Mr. and Mrs. Elbert Bede.  
Dallas Observer: E. A. Koen.  
Enterprise Record-Chieftain: George P. Cheney.  
Estacada, Eastern Clackamas News: Upton H. Gibbs.  
Eugene Register: Frank Jenkins.  
Eugene Guard: Charles H. Fisher, J. E. Shelton, Harold A. Moore.  
Forest Grove, Washington County, News-Times: Mr. and Mrs. A. E. Scott.  
Grants Pass Courier: A. E. Voorhies.  
Gresham Outlook: H. L. St. Clair, Leslie St. Clair.  
Harrisburg Bulletin: M. D. Morgan.  
Hermiston Herald: Bernard Mainwaring.  
Hood River News: E. A. Sonnichsen.  
Lebanon Criterion: W. C. DePew.  
Marshfield, Coos Bay Times: M. C. Maloney.  
Medford Mail Tribune: S. S. Smith.  
Monmouth Herald: R. B. Swenson.  
Mount Angel News: J. M. Eisen.  
Myrtle Point American: Mr. and Mrs. W. R. Smith.  
North Bend, Coos Bay Harbor: Edgar McDaniel.  
North Bend, Sunday Morning Bee: F. B. Cameron.  
Oakland Tribune: A. L. Mallery.  
Oregon City Enterprise: Hal E. Hoss.  
Pendleton East Oregonian: E. B. Aldrich.
- Portland:  
Medical Sentinel: Dr. Henry Waldo Coe.  
Oregon Farmer: George N. Angell.  
Oregonian: Edgar B. Piper, Mr. and Mrs. Paul R. Kelty, Addison Bennett, Stanley A. Beadle.  
Oregon Journal: P. L. Jackson, B. F. Irvine, Don Sterling, Harold Hunt, Fred Lockley.  
Portland News: Fred Boalt.  
Portland Telegram: Dean Collins.  
Timberman: George M. Cornwall.  
Rainier Review: Anna Jerzyk.  
Roseburg News-Review: B. W. Bates.
- Salem:  
Capital Journal: George Putnam.  
Oregon Statesman: Col. and Mrs. Carle Abrams.  
The Manufacturer: Col. and Mrs. E. Hofer.
- Scio Tribune: I. V. McAdoo.  
Silverton Appeal: Mr. and Mrs. John T. Hoblitt.  
Springfield News: Henry C. Ethell.  
Stanfield Standard: Mark A. Cleveland.  
The Dalles Chronicle: Ben R. Litfin.  
F. E. Andrews, Hicks-Chatten Engraving Co., Portland.  
H. H. Bushnell, former editor of Oregon Farmer, Portland.  
Frank A. Clarvoe, Northwest Manager, United Press, Portland.  
Arthur Geary, Portland.  
J. J. Handsaker, Near East Relief, Portland.  
Edward F. Nelson, Associated Press, Portland.  
Henry Ormandy, assistant general traffic manager, Southern Pacific, Portland.  
H. B. Robinson, West Coast Engraving Company, Portland.  
George Quayle, general secretary, Oregon State Chamber of Commerce, Portland.  
Adjutant General George A. White, Salem.  
Gilbert Parker, assistant superintendent Western Division, Associated Press, San Francisco.  
Fred W. Kennedy, School of Journalism, University of Washington, Seattle.  
Herbert J. Campbell, Vancouver Columbian.

## ALL OVER OREGON

A "special green" was published by the *Oregon Journal* under the direction of David H. Smith, circulation manager, for the annual Ad club masquerade a few weeks ago when, with the aid of this humorous, privately circulated paper, the *Journal* carried away first prize as the best advertised firm at the celebration. Fifty members of the *Journal* family attended the affair. The price of the special edition was "one smile," presumably to be induced by the irrelevant and immaterial copy produced by Earl C. Brownlee, dramatic editor, under headlines and screaming banners yielded from the facile pen of Charles T. Hoge, city editor, for distribution through mysterious channels by Harry Marcus, advertising manager.

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Judge R. W. Sawyer, editor of the *Bend Bulletin*, suggests that Miss Henrietta McKaughan of the *Oregon Journal*, who was reported in last issue of OREGON EXCHANGES as seeking a title for a book she is writing on her rambles through Northwest mountains, use for her title "Burroing Through the Cascades." Miss McKaughan likes the idea so well that she is going to use it for the section devoted to her Cascade ramblings. She explains, however, that since the burro was not among those present in her Siskiyou and Olympic travels, she will not be able to use the title for the whole book.

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The board of directors of the *Star* Publishing company have leased the *Gervais Star* to A. M. Byrd. Mr. Byrd has been managing the *Star* the past two years and announces there will be no change in the policy of the paper but will continue to run a live local paper. Several new names have been added to the subscription list the past month, and the editor is looking forward to a good year.

E. J. Murray, who has published the *Klamath Falls Herald* for the past fourteen years, except for an interval of a few years when W. O. Smith was at the helm, has surrendered control to F. R. Soule, who for the last two years has been city editor of the *Herald*. Soule is equipped by ten years of newspaper experience, mostly in California, to carry out the constructive policy announced in the issue of February 1, the date on which he assumed the management. Murray will take a short rest before turning his attention to other business affairs in Klamath Falls. Incidentally, he will assume the publication of the *Klamath Sunday Record*, title to which is in dispute between himself and the *Record Publishing Company*. The question of ownership is in process of adjudication in the Klamath Falls court, both sides having filed voluminous actions in law and equity.

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Things are going on in fine style with the *Oregon Journal* office romances, for, despite the fact that the wedding day is nearly two months away, Lynn Davis has anticipated the need for future shelter through the purchase of a pretty bungalow at 514 East Forty-second street, north. When Miss Jeanette Wiggins, assistant in the country life department of the *Journal*, becomes Mrs. Lynn Davis, wife of the *Journal's* railroad reporter, hospitable lights will shine from the windows of the new home.

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Reno P. Banks, former editor of the *Western Breeders Journal*, of Portland, is now a traveling salesman for Mason, Ehrman & Co., of Portland, handling the Sperry line of stock and poultry feeds for the Oregon distributing firm. His editorial duties on the livestock paper have been assumed temporarily by R. H. Jonas, publisher of the *Beaverton Times*.

Any notion that the metropolitan newspaper man does not share the conquests of his paper must be dispelled for those who visit the office of the *Oregon Journal* and discover the enthusiasm with which every member of the *Journal* family received the announcement from David H. Smith, circulation manager, that the Sunday circulation has reached 98,000 papers. The *Journal's* 20th birthday anniversary will arrive on March 10 and ere that happy date Smith and every one in the *Journal's* employ confidently expects the 100,000 mark will be passed. Confidence begets the energy with which to accomplish the task, and with flying colors the *Journal* family is traveling toward that goal which was, only a very short time ago, but a vague dream for realization in the distant future.

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Dean Eric W. Allen of the University of Oregon School of Journalism, was on the program of the Washington Newspaper Institute of the University of Washington in January to read a paper on the subject "Directing the Reporter." Soon after reaching Seattle, however, Dean Allen was invaded by some hostile grip germs, and when the time came to read his paper he was receiving careful attention in the University of Washington infirmary. His paper was read by Dean Spencer of the Washington School of Journalism. Mr. Allen was able to return home early the next week.

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Mrs J. F. Pfaff, who died in Riddle, Oregon, late in January, was the mother of Carl P. Cloud, publisher of the Riddle *Enterprise*, and of Dan Cloud, of the Montesano (Wash.) *Vidette*.

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R. N. Service, who learned the printing trade while attending the Chemawa Indian school, is now working in the Lincoln County *Leader* office at Toledo in order to learn the linotype.

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Frank Perry, Salem high school graduate, is a new office boy for the Salem *Capital Journal*.

H. C. Browne, publisher of the *Western Breeders Journal*, *Poultry Life*, and the *Northwest Journal of Dentistry*, three well established Portland publications, and A. P. Fleming, manager of the night horse show of the Pacific International Livestock Show, attended the Denver Livestock Show the week of January 16 to 21. They encountered extremely cold weather, much heavy snow and greatly delayed trains. The outlook for the livestock men is good, they report, based on their observation and on interviews with prominent stockmen of the Middle West while at Denver. Sales of livestock are excellent at Denver, indicating that the period of deflation has virtually passed for the stockman and farmer. Mr. Browne is vice president of the Oregon State Fair, secretary of the North Pacific Fair Association and secretary of the North Pacific Racing Association and reports excellent prospects for the coming fair season in the Northwest as a result of his trip to the Denver show.

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E. B. Aldrich, editor of the Pendleton *East Oregonian*, was initiated into the journalistic fraternity, Sigma Delta Chi, in January, after his visit to Eugene for the newspaper conference. Mr. Aldrich, who was formerly editor of the O. A. C. *Barometer*, was chosen as an honorary member of the O. A. C. chapter and was initiated in Corvallis. For the occasion the fraternity emblem was lent to Mr. Aldrich by Alfred Koepfen of Pendleton, who in high school days was a reporter on the *E. O.* and who is now a journalism student at O. A. C.

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A recent issue of the Hermiston *Herald* was issued by the high school students of the town. The editor, Bernard Mainwaring, is in San Francisco for a few weeks taking a special course in linotype school.

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Earl Goodwin of the *Oregon Journal* has been appointed a member of the publicity committee of Al Kader temple of Shriners at Portland.

W. C. DePew, for nine years publisher of the *Criterion* at Lebanon, has been appointed postmaster of that city and retired from the newspaper profession. Mr. DePew has disposed of his newspaper to A. C. Saunders, formerly of Center, Colorado, who took hold February 1. Mr. Saunders brings with him a reputation for ability and efficiency in newspaper work. He has been in Oregon for several months, most of which time he has spent at Medford. Mr. DePew's retirement occurred exactly at the end of the twenty-fourth year of the *Criterion's* existence and of the ninth year of his conduct of the paper, which was established in 1898 by W. M. Brown, who published the first number February 1 of that year. OREGON EXCHANGES believes it voices the general opinion of Oregon newspapermen in expressing the hope that the post-mastership will not terminate the close association of Mr. DePew with his friends in newspaperdom throughout Oregon.

The Albany *Evening Herald* is featuring its local news above everything else, and to do justice to the fertile news field in Albany has made some changes in its news staff. E. M. Reagan, owner and manager, who has been holding down the news desk for several weeks, is now devoting his time to the business end, but finds a quantity of local news to turn in during the day. Robert Boetticher, a University of Oregon journalism graduate, has been moved from the business office to the local news staff and is now covering a city beat. A. L. Bostwick is now on the news desk besides handling an outside run. Boetticher's place in the office has been taken by Mrs. E. M. Reagan, who has returned from a several months vacation. Miss Iantha Smith is doing society and local news.

Announcement has been made of the engagement of Miss Grace Healy of Pendleton and Richard Richardson, make-up man for the Pendleton *East Oregonian*. The marriage will take place within the next few months.

E. E. Faville, editor of the *Western Farmer* of Portland, attended the agricultural conference at Washington, D. C., recently, and spoke before the conference in behalf of the Northwest Wheat Growers' Association, advocating an amendment to the warehouse act, making it compulsory for warehouses and elevators to be licensed and bonded. He supported the agricultural bloc in general and advocated the continuance of the war finance corporation beyond the limit of July 1, 1922, as now fixed. His address has caused very favorable comment.

The deluge of work on the *Oregon Journal's* market desk so completely covered Hyman H. Cohen, market editor, that an assistant has been engaged for him. The assistant is Gibson Hubbard, who has been working in the *Journal* office for two years, always casting ambitious eyes at reportorial tasks.

Martin H. Mogge, of Michigan, is the new superintendent of the mechanical department of the Salem *Capital Journal*. He succeeded B. L. Beall, who held the position for several years. Mrs. Mogge before coming to Salem was make-up man on the Detroit *Neus*, Detroit, Michigan.

A new late model linotype and other new mechanical equipment has been added to the composing room of the Salem *Capital Journal*. New highpowered lights have also been installed throughout the office and mechanical department.

W. A. Scott, of Calgary, Alberta, is a new assistant to A. W. Kelly, circulation manager of the Salem *Capital Journal*. Mr. Scott was previously employed in newspaper work in Victoria, British Columbia.

Ralph Morrison, who does financial and railroads for the *Oregonian*, was called back to his old home in Kansas City to serve as a witness in a law suit. He will return in about two weeks.

The Roseburg *News-Review* early the present month installed a new pony cylinder press in its job printing department. Other new machinery recently added includes a new Goss-Comet newspaper press and a Miller self-feeder. The entire mechanical department has been rearranged. Half of the room will be utilized for the newspaper department and the other half devoted to an exclusive job printing department. An addition to the *News-Review's* already large quarters has been made to accommodate the new newspaper press, which has a capacity of four, six or eight pages. A creditable automobile edition of 22 pages was issued in January by the *News-Review* in honor of the first automobile show put on in Roseburg.

John Knox, veteran Northwest engraver, who was for 21 years foreman of the plant of the Anaconda, Mont., *Standard*, is now firmly rooted on Louis F. Otto's engraving staff in the *Oregon Journal* shop. Mr. Knox and his family have further tied themselves to Portland through the purchase of a home in Richmond district, and the "senator," as he has been branded, has been elected to membership in the Knights of Kollodion, the "Rotary club" of the *Journal* office.

Bruce Dennis, editor of the *La Grande Evening Observer*, writes in to remark that "one of the main subjects which seems to be of interest to the business is, How long will publishers be forced to pay war wages to printers when ham-and-eggs has dropped to two-bits. Verily, the man in the one-man shop who can do his own work and be happy is a king of all he surveys these times."

W. M. Dynes is the new editor of the *Elgin Recorder*, being at the head of a company which bought the paper from E. E. Southard, formerly of the *Polk County Observer* of Dallas. Mr. Dynes was formerly machine operator on the *La Grande Observer*.

Addison Bennett, veteran member of the *Oregonian's* news staff and widely known among newspapermen all over the west as the former publisher of the famous "*Irrigon Irrigator* of Irrigon, Oregon," proved at the banquet held during the Newspaper Conference that he had lost none of his old ability as a storyteller. He seems to have forgotten none of the good ones.

When one of the neighbors shouted "fire" about two weeks ago, Mrs. Jerrold Owen, wife of the w. k. courthouse reporter for the *Oregonian*, forgot the steps in front of her house and ran to lend her aid. She slipped on the steps and fractured a rib. It was necessary for "Jerry" to lend a hand with the housework for several days. Mrs. Owen has recovered.

Harry B. Critchlow, a member of the *Oregonian* staff and the editor of the *Citizen Veteran*, is now wearing the insignia of the 32nd degree of Scottish Rite Masonry. He was one of the 132 candidates who took the work on the night of January 14. Critchlow was elected secretary of the class.

The *Goat Journal*, conducted at Portland by A. C. Gage, is entering its eleventh volume, having been established in 1911. The *Journal* covers goat-raising and its allied industries and trades for the whole west.

Henry N. Fowler, news editor of the *Bend Bulletin*, attended the Washington Newspaper Institute at Seattle on January 25, 26, 27 and 28. Ralph Curtis, of the *Bulletin* staff, held down the news desk during Mr. Fowler's absence.

Four members of the *Corvallis Courier* staff, including Manager A. E. Frost and Editor S. S. Harralson, were down with grip during the recent epidemic. The *Courier* managed to come out just the same, but it was a hard pull.

The printing plant formerly used in the publication of the *Call*, the *Central Oregon Enterprise*, the *Prineville News* and a list of predecessors including half a dozen changes in name and fifteen or sixteen editors, over a period of close to forty years, has been sold to the Color-type Company of Bend, a firm engaged in the commercial printing business, and planning to issue a monthly publication, the *Central Oregon Legionnaire*. The plant was moved to Bend recently. For years this plant has issued the second paper in Prineville. Since the *Call* suspended there has been but one paper in Crook county, the *Central Oregonian*, the successor to the *Crook County Journal*.

Elliott Stewart, who has been printer and publisher in the Northwest and Alaska for more than a quarter of a century, is the new foreman of the *Western Clackamas News*, at Estacada. He succeeds George Hislop, who was Upton H. Gibbs' right-hand man for more than a year, up to the time of his death. In 1896 Mr. Stewart was foreman of the *Herald* office at Fairhaven (now Bellingham), Wash., and had as a typesetter under him George Turnbull, now a member of the faculty of the University of Oregon School of Journalism.

H. W. Lang reports a number of improvements in his *Arlington Bulletin*. He has lately installed electric power and is expecting a new linotype, which he ordered, to be installed about the middle of this month. Mr. Lang took the paper back last June from S. F. Hickman, who had conducted it for some time.

M. Thompson of Portland, wishes to be put in touch with anyone having an opening on the news end of a newspaper. His address is Portland, general delivery.

Among the Oregon newspapermen who attended the Washington Newspaper Institute at Seattle was Hal E. Hoss of the *Oregon City Enterprise*.

The *Producers' Call*, a new weekly, announcing as its editorial policy the championing of the cause of the "farmers and wage earners," has been started in Oregon City. The first issue appeared during the first week of January. M. J. Brown, formerly editor of the *Oregon City Banner-Courier*, has taken the editorial desk. The incorporators are M. J. Brown, J. D. Brown and H. H. Stallard, the latter head of the non-partisan league in Oregon. The paper is published in the *Banner-Courier* plant. W. W. Woodbeck, correspondent in Oregon City for the *Portland Telegram*, is associated with the *Call* in editorial capacity. He conducts a column, "Nose Dives and Tail Spins," fashioned after K. C. B., and solicits advertising between times.

The *Oregon Journal* fairly "beat the world" with its automobile show number, published on the Sunday before the big automotive exposition, when it distributed 14 full pages of vital information for motorists and about the show. The section was prepared by Linnton Davies and Philip O'Toole and exceeded in size anything else attempted in Portland. The same diligent young men also produced a special "green" for the personal edification of the exhibitors, filling it with humorous "cracks" of special interest to exhibitors.

The helm of the *Morning Enterprise* at Oregon City has fallen to Hal E. Hoss during the absence of E. E. Brodie, minister to Siam. Hoss was formerly head of the *Banner-Courier*, a local weekly, and disposed of his interests about a year ago to take the business managership of the *Enterprise*. Mr. Brodie's leaving made practically no changes in the staff, with the exception of Hoss, who now has his name on the office stationery as managing editor.

Everett Earle Stanard is conducting an interesting series of pen pictures of Linn county pioneers in the Sunday edition of the *Albany Democrat*.

The first number of a monthly publication called *The Taxpayer* has appeared this month, published at Salem by E. Hofer & Sons, publishers of the *Manufacturer and Industrial News Bureau*. The publication is unique in its announcement: "The *Taxpayer* will carry no advertising matter for any business or candidate, party, faction, group or class, landed or financial interest, and will advocate no new form of taxation. It is published for the sole purpose of furnishing a practical and inexpensive medium of supplying the largest number of taxpayers with vital facts on tax reduction."

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Mary Kate White celebrated her first birthday January 14, whereat the *Oregonian* local room rejoiced, for the staff loves Mary Kate. She has won all hearts by her charming smile, her rosy cheeks, her frankness of manner and fair play in the distribution of her favors. Fred White, her proud father, frequently is called away from his duties as marine editor, to answer questions on the number of Mary Kate's teeth and her latest accomplishments. Mary Kate is now engaged in making the first experiments in walking.

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The Port Umpqua *Courier*, published at Reedsport by George J. Ditgen and C. C. Fairehiles, recently installed a new model X linotype with modernized Inter-type parts. The *Courier* is planning to install this year an autocaster, a folder and considerable new type, the better to enable it to handle the printing and publishing business in its field, southwestern Douglas county.

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The marriage of Miss Elizabeth Benedict and William Henry Fitzmaurice, both of Portland, was solemnized at Grace Memorial church in Portland, January 30, with Rev. Oswald Taylor officiating. Mr. Fitzmaurice is owner of a half interest in the Ansley Printing Co. of Portland, where the couple will make their home.

Another honor has come to Ben Hur Lampman, beloved member of the *Oregonian* staff, and with it comes the opportunity for experience and travel that is difficult to equal. Ben will leave for a trip around the world with Julius L. Meier in mid-February. They will spread the gospel of the 1925 exposition wherever they go, and Lampman's job will be to see that the Portland newspapers are informed of their successes and their observations. They will go to China, Japan, India, Egypt, Northern Africa, Italy, France, Germany, Belgium and England, and then cross the Atlantic for home. There was real happiness in the hearts of the members of the *Oregonian* staff when Bill Warren's famous Doughnut-Wogglebug announced that Ben was to take the trip. This happiness came because every man and woman on the staff wishes Ben all the good luck that is possible.

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Louis Sondheim, editor of *Northwest Insurance News*, has been elected an honorary member of the Special Agents' Association of the Pacific Northwest.

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William C. Squier, formerly advertising manager of the Statesman Publishing company, of Salem, has been succeeded by H. R. White. Mr. Squier is now selling stock for the Dundas-Martin company of Portland with offices in Portland.

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"Thirty" has been called for the Polk County *Post* at Independence, Z. C. Kimball of the *Enterprise* having purchased the paper and consolidated it with his own publication. Clyde T. Ecker, former editor and publisher of the *Post*, was an editorial and feature writer on daily papers in the East before coming to Oregon and will likely return to that field. Mrs. Ecker, who writes extensively under the name of Virginia Southern, was in charge of the *Post* during most of the year 1921 owing to her husband's illness. She has gone to Texas for a visit with relatives and will return to Oregon in March.



Earle Richardson, member of the *Oregonian* local staff, and Arthur Steele have purchased the Clatskanie *Chief* from S. F. Scibird and Mrs. M. G. Hyde. Mr. Richardson is a graduate of the University of Oregon School of Journalism in the class of 1920. He was formerly a student at McMinnville College. After working on the Cottage Grove *Sentinel* for several months he joined the *Oregonian* staff, becoming one of its most valuable members. He is a member of Sigma Delta Chi, national honorary journalism fraternity. Steele is at present on the Lewiston, Idaho, *Tribune*. He is a graduate of McMinnville College and took graduate work at Yale. He was on the Chicago *Journal* before returning west last fall. The plant was to change hands about February 6.

George Cowne, member of the sports staff of the *Oregonian*, is father of a healthy George W. Cowne Jr. The youngster arrived a few days before the Christmas holidays, but the fact was not known in the local room for more than two weeks. George kept the news to himself, and it was not until Don Skene engaged in a cross-examination of Cowne that the truth was admitted. "Sure I'm proud of the kid," declared George, "but there's no use bragging around about it to you birds."

James D. Olson, who covers city hall for the *Oregonian*, spent all of Friday, January 27, in handing out cigars to the boys. Jimmy had expected "Jimmy Junior," to provide a brother for little Frances Olson. But Jimmy Junior turned out to be Mary Louise and Frances is in the seventh heaven of delight, for she wanted a sister all the time. Jimmy, of course, is exceedingly proud of Mary Louise.

Dean Collins, well-known colyunist, is putting over the human-interest stuff in the *Telegram* for Portland's community chest campaign.

The Baker *Herald* announces its inspection by the Audit Bureau of Circulations and at the same time makes public its policy of guaranteeing the honesty of its advertising. "We guarantee our readers," says the *Herald's* announcement, "against loss from fraudulent advertising. We are members of the Associated Advertising Clubs of the World and are now organizing a local ad club in Baker with the primary purpose of improving local advertising and securing better co-operation between merchants and distributors."

The Oregon papers break into the *Literary Digest's* page of the country's best paragraphs with increasing frequency. In a recent issue two of the thirty-four papers represented were Oregon publications—the Eugene *Guard* and the Medford *Mail-Tribune*. The *Guard's* bright saying follows: "Well, buying the farmer's corn for Russia is one way to let charity begin at home." And the *Mail-Tribune's* pungent pun was this: "The nation most likely to defeat limitation of armament plans is procrastination."

The plant of the Cottage Grove *Sentinel* came near being destroyed by fire during the week before Christmas. Editor Elbert Bede was attending the legislative session at the time and thought all the fireworks were down there. Ashes had been dumped into a barrel. More damage was done by smoke than by the fire itself. A shipment of print paper and a stereotyping plant, both of which had been received the night before, were damaged by the flames. The loss was fully covered by insurance.

Mrs. H. Sherman Mitchell, formerly Miss Claire Raley, spent the last two weeks of January in Pendleton visiting her parents, Colonel and Mrs. J. H. Raley. Mrs. Mitchell was formerly telegraph editor on the Pendleton *East Oregonian*. Mr. Mitchell is editor of the Ferndale (Wash.) *Record*.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

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No. 3

## CAN WE TRUST THE DAILY PRESS FOR SOUND OPINION?

By N. J. LEVINSON

ASSOCIATE EDITOR AND EDITORIAL WRITER, PORTLAND TELEGRAM

*[Mr. Levinson visited the University of Oregon a few weeks ago and delivered an address at the regular weekly assembly of students and faculty, as well as making impromptu talks to several of the groups in the School of Journalism. The contact with Mr. Levinson, who drew on more than forty years of experience in the newspaper profession, was much enjoyed by the various groups. The following is the address delivered at the assembly, somewhat abridged to eliminate those parts designed exclusively for the students.]*

MANY years ago ideas entered the minds of men, and they communicated the ideas by words and signs to their fellow men. Thousands of years later letters were invented, and men who had new ideas of their relations with one another recorded them on papyrus and thin, bleached leather. These writings were passed around among men who were able to think. Then, after many centuries, a man—for whom God be praised—invented movable type, and some skilled mechanic conceived and built the printing press. This mechanism has been steadily improved, and today with the aid of steam and electricity you can print a million copies of any idea in far less time than a rapid penman could write the first page.

About two hundred years ago a few men in the American colonies conceived and put forth new ideas of popular government. They printed these ideas on sheets of paper which were passed around among their neighbors. This plan filled a long felt want. Other ideas developed. Controversies arose. Opposing ideas were

printed in pamphlet form and circulated. Demand for these ideas increased rapidly, and printers began publishing them at stated periods. Thus the weekly paper was established. Its contents for the most part were the opinions of men who had the capacity to think. When legislative bodies were in session these papers carried brief reports of the proceedings.

### SOME BIG DEVELOPMENTS

Men in business soon learned that the papers furnished an effective and expeditious means of reaching the public. Ship owners, for instance, employed the papers to announce the arrival and departure of vessels, and farmers used them to recover lost, strayed or stolen cattle. But these advertisements brought only a small revenue to the paper. As cities grew larger, the weekly paper added an edition printed daily.

In 1844 Samuel Morse annihilated time and distance by inventing the telegraph. Within twenty years we had the ocean cable, and the daily paper became the purveyor of the world's news, and at the

same time the principal disseminator of public opinion.

Contemporaneous with the first general use of the telegraph came great editors and great newspapers. Most conspicuous of all were Horace Greeley and his New York *Tribune*. It was said of Greeley that in the fifteen years preceding the Civil War he did the political thinking for the North. His readers would refer quite as often to what Greeley said as to what the *Tribune* said. Greeley and the *Tribune* were synonyms. Greeley died fifty years ago.

#### "PERSONAL" EDITORS GONE

At least ten editors with intellectual equipment almost equal to Greeley's established papers which became great. The youngest of them, Henry Watterson, founder and editor of the Louisville *Courier-Journal*, died last December. Watterson did the thinking for the South, beginning with the reconstruction period following the Civil War. With him the breed of editors who controlled great newspapers—the personal force that moulded public opinion—died out.

About thirty years ago three entirely unrelated things combined to develop the modern daily. The first was the expiration of the patent on wood-pulp paper. The cost of newsprint, which is a tremendously large item in the expense of producing a daily paper, was reduced about 75 per cent. The second was the invention of the linotype, which reduced the still large expense of composition about 80 per cent. The third was the development of the department store which required large advertising space. The quantity of reading matter was increased in proportion to the volume of advertising. Publishers felt the need of giving one column of reading matter for every column of paid matter. Thus the four-page daily of the middle 80's was enlarged to the normal 20 and 24-page paper of today, and with it the Sunday paper of 75 to 150 pages.

The city newspaper plant today is a great factory. What does it produce? H. G. Wells gives a witty answer in his wonderfully fascinating dream-book, "The Salvaging of Civilization." He speaks of the British newspaper as pages of advertising with news and opinion printed on the back. May not this definition be applied justly to the American daily? Even so, does it follow that a newspaper because it has a gross yearly income of a million dollars from advertisements, or more than ten millions a year which comes, for instance, to the New York *Times*, is any the less an organ of sound opinion? True, the great newspaper today lacks a Greeley or a Watterson to dictate its policies with respect to all things that concern the public. But this lack does not imply that the profitable newspaper is not in sympathy with the needs and the hopes and the aspirations of the plain people. Salaried editors-in-chief are as honest and conscientious and as well informed as the great editors of the past generation, but they have not the old autocratic power. If in espousing a cause which would inflict deep injury to the business of the paper, they would be checked, and even where the editor-in-chief is also the owner, he would be an extraordinary man if he wrecked his property for an ideal.

#### WATTERSON'S COSTLY SLOGAN

But Henry Watterson made such a sacrifice. Within one month after Germany invaded Belgium and when our country was neutral, he sounded a slogan and kept it at the head of the editorial page until it became the slogan of the American people. This was the slogan: "To Hell with the Hohenzollerns and the Hapsburgs." He all but bankrupted the Louisville *Courier-Journal*, but he refused to remove the slogan which he had nailed to the paper's masthead.

We need not leave home to note sacrifices by newspapers in the public interest. The fight made by the *Oregonian* in 1896

against free silver cost that paper one-third of its subscribers, and involved a financial loss of more than \$150,000. The war upon the open saloon, five years before national prohibition, entailed a still heavier loss to the *Portland Telegram*.

#### POWER OF HEAD-WRITER

On what do you young women and young men form your individual opinion—the editorial page, or the news dispatches, or the headlines? It would be interesting to question the student body and learn how you are influenced in the forming of opinion upon political, moral and social questions that bulk large in the public mind. About 35 years ago Judge Matthew P. Deady, who for many years was the honored president of the board of regents of the University of Oregon, called one afternoon at the *Oregonian* office. In those days the entire telegraphic report was contained within three columns published under single-line heads.

I introduced a new telegraph editor to Judge Deady. He asked, "Are you the man who puts the headings on the telegraph news?" The inquiry being answered in the affirmative, Judge Deady remarked, "Then you are the man who moulds public opinion." I wonder what estimate Judge Deady would have placed on the influence of a heading in big black type that ran clear across the front page and about one-sixth of the way down.

#### PARTISANSHIP IN PAPERS

I am sure that the students of this university will not form opinions from the headlines covering news of vitally important matters before the American people at this time. Within the hour of this assembly you would scarcely have time to listen to a reading of the list accompanied by the briefest explanation. Take only two out of forty or fifty—the two on which America must soon make a decision. Shall the United States Senate ratify the Four-Power Pacific treaty? Should the United States government recognize the Soviet government of Russia?

If you were sufficiently interested in the Pacific treaty to follow the news, you must have learned yesterday that the Senate is already in a bitter partisan fight—the same kind of partisan fight that prevented our entrance into the League of Nations. It is so bitter that some party leaders appear to be oblivious to the needs of the world. We are going to see this partisanship in every congressional district from now until the November election. One party "points with pride" and the other party "views with alarm" the very same things. It has been so ever since we established government by party 120 years ago, and until a radical change comes, if ever it comes, we shall have partisanship. The newspaper will be partisan just as it has always been, but with more of independence than the politician has. You may have observed that one "regular" Republican paper in Portland has repeatedly denounced the Republican Senate for seating Newberry.

#### AMERICAN GOVERNMENT BEST

You need not lose sleep over the recrudescence of extreme partisanship this year. We have these fights every two years, with a particularly hard fight every fourth year. The people follow the leaders of the two major parties. We battle until the polls close, sit up to get the election news, then we instantly abide by the will of the majority, and all of us go back to our task next day as good friends as ever, but prepared in our mind for the next fight; and because we have had these clashes of opinion in every political campaign, with the partisan newspapers always in the thick of things, and because the final test of strength is made at the ballot box, we have perpetuated the best government on earth.

Since more or less biased newspaper opinion on purely political matters is almost inescapable, must you look elsewhere for a basis for your own opinions? I think not. We of America have now a group of a relatively new kind of opinion-makers. They are the star reporters

whom the World War developed, or rather who found in the political side of the war and of peace negotiations, the opportunity to show their superior talent.

All of them were at the Arms Conference. They wrote the news with exceeding skill, and at the same time interpreted the news with perfect clarity. Most admirably they co-ordinated these two functions. Several of them are now touring the country to get the trend of political thought in various sections. Others are keeping close to Congress. Some of them are attached to newspapers who syndicate the letters, and others are free lances, but not one of them, so far as I know, is under instructions. Their independence, their open-mindedness, their habit of reporting and interpreting are strongly to be commended, and best and most important of all, their integrity.

I venture to give Frank H. Simonds first place, and close to him Mark Sullivan, Arthur Sears Henning and David F. Lawrence. If you are looking for facts which come within their field, it is safe to trust them all.

Don't get into the habit of taking ready-made opinions. Study them, and make your own opinions. Apart from the building of character, the best thing that you get from this university is the training to read and to think for yourself. Apply your faculties to doing your full share toward solving the vast complex new problems that have been set before us. Never since the dawn of civilization has there been so great need for men and women who are imbued with ideals and have the power to think. Do your utmost to play your part well . . . and God bless you!

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## WEEKLY OREGONIAN IS DISCONTINUED

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With its issue of March 30, the *Weekly Oregonian* was discontinued, after 72 years and four months of existence. In the course of a short, first-page message of farewell, the Weekly, which is a victim of the great growth of the Daily, said:

"There are men and women in the Oregon country—more especially in the Willamette valley—of middle life and past to whom it was a welcome visitor in the early years of both. It supplemented the limited range of school books; it was reader, spelling book, history, even grammar, and they were its friends then as they are this day. Many take it to their homes, though the weekly paper almost has ceased to function in an age that demands daily news by wire and wireless. It is comforting to the *Weekly Oregonian* to have these people in mind as it passes, with regret that it will not be in existence when their time shall come to join their fathers and it will not be able

to record their passing and tell of the good in their lives.

"To them, farewell."

W. J. Cuddy, veteran *Oregonian* newspaperman, goes into history as the last editor of the Weekly and the man who served as its editor for a longer period, in all probability, than any other. He took hold in 1904 and kept hold until the last "30" was printed in 48-point Cheltenham Bold at the bottom of the last column of the last issue of the paper. C. A. Morden, now manager of the *Oregonian*, was the first editor to give serious attention to the editing of the Weekly. This was about 1884. Before then, in the words of Bill Cuddy, a man "came back after supper and made up the Weekly." Mr. Cuddy took hold of the publication when Wilkie Duniway left to become foreman of the *Telegram* after nine years at the helm. He retains his position on the staff of the Daily.

# THE SMALL WEEKLY AS I HAVE FOUND IT

BY UPTON H. GIBBS,  
PUBLISHER EASTERN CLACKAMAS NEWS OF ESTACADA, OREGON

*[Mr. Gibbs, for a quarter of a century an Episcopal clergyman, gives the reaction of a man comparatively new to journalism but vastly interested in it and keenly alive to the opportunities and responsibilities of the small-town field. The paper here given was read by Mr. Gibbs at the Fourth Annual Oregon Newspaper Conference.]*

A BETTER title would have been "A Neophyte and a Small Weekly." But the kind invitation to prepare a paper for this occasion was accompanied by a very urgent request to reply by return mail, so I had hardly time to clarify my thoughts concerning what I should write.

It is with extreme trepidation that I address this distinguished assemblage. I feel like a freshman who is called upon to discuss some educational topic before the faculty. But the thought occurred to me that even a freshman might be able to interest the faculty and hold its attention if he confined himself to his past school experience, what he had acquired therein, the teachers who had influenced him most, the courses from which he had derived the most benefit, and the reasons why. I concluded then I had better give an account of my experience with a small country weekly.

In order to make my situation clear, it is necessary first to relate a little personal history. My former profession was that of a clergyman; I had served twenty-three years in the ministry after ordination. Owing to an increasing physical infirmity, the conviction was forced on me that I should before long be obliged to give up regular parish work. The question naturally arose, In what occupation should I engage?

## FARM OR NEWSPAPER

After much thought, it simmered down to two alternatives, to buy either a small ranch or else a newspaper. Before studying for the ministry, I had worked for three years on a country newspaper in Minnesota, where I acquired a slight in-

sight into its management. The editor for whom I worked was a lawyer and knew nothing of the mechanical work. The paper was a side issue with him, for he had bought it evidently for the purpose of lambasting his special enemy, who was then mayor of the town, and roasting him and a few other pet aversions to a brown finish. He was noted for the pithiness and pungency of his editorials and strictures. These, while galling to those at whom they were directed, afforded a good deal of amusement to others.

Whereas during my ministry I had done a good deal of writing not only on sermons but articles and stories, I thought this training would prove effective for editorial work; that there was not much difference between getting up an editorial and a sermon. The style may differ, but both are didactic in aim and purpose. One of the best sermons I have ever read was by Harvey Ingham, the brilliant editor of the Des Moines *Register* and *Tribune*, on "Human Forces that Are Dominating." This, while prepared as a paper and read at the meeting of the National Editorial Association in Portland two years ago, might have been delivered in any pulpit in the land. All that would have been necessary to make it conform to usual sermonic requirements would have been to select a suitable text from the Scriptures.

## CLASSIFIED AD ATTRACTS

It is not surprising that my choice settled on the paper in preference to the ranch. Then I began to study the classified ads of business opportunities in the papers, and one day I chanced upon one

which struck me favorably. I investigated and finally closed the deal.

This was three years ago, in war time. As I look back now, my action seems rather hazardous, as paper, material, and equipment were all going up in price, and competent help was scarce. But I was favored in this last respect, and have been ever since.

I confess that after the die was cast I felt like one who, knowing only a few swimming strokes, has been pitched head foremost into deep water, to sink or swim. For a number of weeks, if not months, I continued in this condition, just keeping my head above water.

However, I had conceived some ideas of what I should attempt to do. I submitted a copy of the paper to a newspaper man and asked him for some suggestions in the way of change or improvement. This he did, and although I could not follow all his suggestions, yet they proved of great assistance.

#### PAPER'S FIELD STUDIED

About the first thing I did was to ascertain the field and scope of the paper. The former comprised the eastern part of Clackamas county, a territory of over 2000 square miles, containing the city of Estacada, the towns of Eagle Creek, Barton, Boring and Sandy, and several other farming communities. Its scope, to quote the glowing terms of my esteemed predecessor, was "Devoted to the interests of eastern Clackamas county, State of Oregon; the stimulation of an honest civic and community pride; the advancement of a healthy agricultural and industrial development; the betterment of the social, school, religious and home conditions of the prosperous residents of this ideal home spot of the Northwest."

The next question to decide was the limits of the paper. In the western part of the county there were five or more papers, which more than covered that field, and nearly all of my subscribers took or read one or another of the Portland dailies.

I determined then that the paper should deal, as its name implies, with eastern Clackamas news. This would be first, and other news secondary. Although under the circumstances it would necessarily be one of the simplest dimensions, I proposed to make it the best paper I could in matter and typographical appearance.

#### POLITICAL BIAS ABANDONED

The *News* had been listed as a Republican paper, but inasmuch as it was the only paper in its field, and supported by those of all political faiths, I thought it was hardly fair to run it as a partisan sheet. Besides it would be unnecessary, as the Portland papers covered this ground quite sufficiently. But while being independent and not partisan, I touch upon political measures and questions of vital interest. I favored and supported the League of Nations, until it became a party measure. And then I gave my reasons why I supported Senator Harding and not Governor Cox. The same in state and county politics. I give all candidates equal treatment, and take their advertising at 25 cents an inch, payable strictly in advance.

But if necessary or advisable I shall speak out my mind when occasion arises, either in condemnation or approval irrespective of parties.

I am utterly opposed to the propaganda of the followers of Mr. Townley, mis-called non-partisan, yet if they should initiate any sane measure likely to benefit the farming interests, without doing damage at the same time to some other legitimate interests, I should advocate its adoption.

#### MICROCOSM OF SOCIETY

The small country weekly is by no means to be despised on account of its limited size, influence and field. It is to the larger journals what the hamlet or village is to the towns. One is a microcosm and the other a macrocosm of the same classes of human beings.

I suppose all of us when children amused ourselves with blowing soap bub-

bles. You will recall that at first the bubble was very small as it issued from the bowl of the pipe, but as we expanded our lungs into it, it gradually enlarged until it floated off in the air, a perfect sphere, scintillating in the sunlight with prismatic colors. But the bubble at the start was in miniature all which it afterwards became. So the small country weekly contains in itself the nucleus of the large metropolitan daily. It is then decidedly worth a man's best efforts, and will repay the time and care bestowed upon it. It serves as an advance agent for its community, as copies of it travel far and wide. My own paper goes east as far as New York City, south to Alabama, north to Alaska. It takes in Chicago and points in Michigan, Minnesota, Montana and southern California.

#### CAREFUL OF TYPOGRAPHY

Now in all these places it will be scanned not only by those who take it but by others. Thus Estacada and vicinity become known by name to strangers, who will form impressions of the place from the appearance and style of the paper. This is one reason why I have been particular about its typographical appearance and arrangement, and thanks to my efficient helpers, the result has been gratifying.

Only a few days ago I gave a copy to a friend who had been for two years librarian in the university of a neighboring state. She remarked that it was in such contrast to so many forlorn looking weeklies they received at the library. It is neither difficult nor expensive to pay attention to the detail of the paper's neat appearance and it pays well so to do.

When I first sat down in the editorial chair I had visions of striking and trenchant editorials flowing from my pen, which would impress my readers and attract the attention of my editorial brethren to a new luminary on the journalistic horizon. But it was not long before I discovered that what my readers wanted was not editorial writing but news items of local doings and persons, especially of

themselves or their "sisters, their cousins and their aunts."

But in spite of this, a country weekly should try to maintain a strong editorial column, as I consider this the heart of the paper, and there will always be a few who will read it appreciatively. But the more personal and local news and country correspondence the paper contains, the more acceptable it will be. At first I was greatly bored by what seemed to me trivial gossip of the personal items. What did it matter whether Mrs. Jones went to Portland Saturday or not, and other such items? But after three years I find myself becoming interested in them, as they no longer relate to the comings and goings of strangers, but of those whom I know more or less well. In other words they are now charged with a human interest for me. A country editor when he writes the name of Mrs. Jones visualizes her. Besides, later he discovers that her trip to the city will be impressed upon him when his better half mentions that the aforesaid Mrs. Jones, on her trip to the city, purchased a new dress and hat at the store which advertises every article reduced in price, with double trading stamps thrown in.

#### "SMALL TOWN STUFF" INTERESTS

To sum up, the small country weekly is a human document, replete with human interests, the record of the throbs and pulsations of human hearts. It affords an unrivalled opportunity to study human nature at close range, and for the furtherance of human welfare by the promotion of concord and good-will, and the advocacy of clean human living. I have not regretted my choice, for I find it has much in common with my former profession. Both deal with the same human subjects and conditions, and both clergyman and editor should take to heart Terence's well known classic line and adopt it as a motto: "*Homo sum. Humani nihil a me alienum puto,*" which may be freely rendered: "I am a man. I deem nothing human alien to me, even though it be small town stuff."



# STANDARD ADVERTISING RATE CARD FOR COUNTRY WEEKLIES

**I**N response to a number of requests OREGON EXCHANGES herewith reproduces a rate card for country weeklies which conforms to the standard card of the American Association of Advertising Agencies. The two sides of the card are here given:

(Front)

<p><b>Anytown.</b></p>	<p><b>THE GAZETTE</b> <i>Published Weekly</i></p>	<p>Rate Card No. 1 Issued February 15, 1920 In effect March 1, 1920</p>
<p>("STANDARD RATE CARD" FORM. SPECIMEN CARD NO. 4)</p>		
<p>1. GENERAL ADVERTISING</p>		
<p>(a) Flat rate, for plates, per inch, \$ .25. (If composition is required, net additional, per inch, \$ .10.)</p> <p>(b) No time discount.</p> <p>(c) No space discounts.</p>	<p>(d) Special positions— Next reading matter, add 10 per cent. Top column and next reading or first following and next reading, add 20 per cent.</p> <p>(e) (f) No advertising contract accepted for less than \$1.00 gross or for a period longer than one year.</p>	
<p>2. CLASSIFICATIONS (No classifications. Flat rate).</p>		
<p>3. READING NOTICES</p>		
<p>(a) Per line, \$ .10.</p>		
<p>4. COMMISSION AND CASH DISCOUNT</p>		
<p>(a) Recognized agent's commission, 15 per cent.</p> <p>(b) Cash discount, 2 per cent.</p>	<p>(c) Cash discount date 15th of month following insertion.</p>	

(Back)

<p>5. MECHANICAL REQUIREMENTS</p>		
<p>(a) Width of column, 18 ems, 2 1-6 inches.</p> <p>(b) Depth of column, 20 inches.</p> <p>(c) 7 columns to a page.</p> <p>(d) Center double spread not sold.</p>	<p>(e) Type of pages, 340 inches, 20 inches by 17 inches.</p> <p>(f) Closing date, noon on Wednesday preceding date of issue.</p> <p>(g), (h), (i). Cannot use mats. Require the mounted electrotypes or stereotypes.</p>	
<p>6. CIRCULATION</p>		
<p>(a) Member of A. B. C.</p> <p>(b) Local newspaper, independent politics.</p> <p>(c) Circulates through Brown and Wilson counties.</p>	<p>(d) Published on Thursday.</p> <p>(e) Date of statement January 31, 1920. For 6 months period ending December 31, 1919. Net paid circulation, 975.</p>	
<p>7. MISCELLANEOUS</p>		
<p>(a) Questionable advertising not accepted.</p> <p>(b) Established 1905.</p> <p>(c) Subscription price, \$2.00 per year.</p> <p>(e) Commercial statistics— Population—Anytown 2000, rural routes 5750, Brown county 18,000.</p>	<p>Population of trading territory 9000. Chief occupations—Farming, Dairying, Fruits. Number of factories, 4; number of stores, 15; number of banks, 8; number of churches, 5.</p> <p>(f) S. J. Smith, Publisher. <b>REPRESENTATIVE</b></p>	
<p><i>(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies)</i></p>		

## SOME PERTINENT EXPRESSIONS ON ETHICS OF NEWSPAPERS

[Since the publication of the recently adopted Oregon Code of Ethics for Journalism, renewed attention has been given to the whole question of the attitude of the newspaper toward its readers and its advertisers. Three timely comments are here given. One is an expression by I. V. McAdoo, editor of the Scio Tribune, of his opinion that newspapers are overplaying the dark side of humanity with the result that the sincerity of their ethics may be doubted. The other side of that question is given at considerable length by the Baker Herald, which says, in greater local detail, what was once said by the great Charles A. Dana, "What God Almighty allows to happen I am not too proud to print in my paper." The third article, which is here printed first, is a firm and courageous statement by the Astoria Budget that advertisers are not allowed to dictate what shall or shall not be printed in the Budget. The stand of the Herald and the Budget alike is characterized by fearlessness in the face of loss of patronage, threatened or actual. As newspapers they are determined to print the news.]

(Astoria Budget)

**W**HAT is a man profited, if he shall gain the whole world and lose his own soul?

What is a newspaper profited, if it shall gain a great patronage at the sacrifice of its principles and its conscience?

The answer to the first question may be found in the Bible, from whence the question is drawn. The answer to the last question we shall leave to our readers except to venture the assertion that a patronage gained at such a price will have in it none of the elements of permanency and sooner or later will shrink and shrivel.

The above is written because of an experience of the week, an experience not at all uncommon in the life of a newspaper. Complaints were filed by state officials in a local court against 15 or more Clatsop county business men charging them with violation—the violation in most cases being technical—of the state food laws. In pursuance of an inflexible policy of this paper, the *Budget* published in its news columns the fact that the complaints were filed, confining the item to a brief statement of the matter without any attempt to sensationalize or scandalize. It did, however, mention the names of the defendants.

The next day four of the business men cancelled their subscriptions to the *Budget* and one served notice that no further advertising would be given to this paper. The others—be it said to their credit—did not challenge a policy that makes no exceptions for reasons of friendship or business expediency.

The *Budget* was the only Astoria newspaper that did publish the news of these court cases, a fact of which we were reminded but for which we have no apology to make, either for ourselves or for the papers which suppressed the news. We are answering only for our own acts, just as we have fixed our own standards and our own policies without regard to whether or not they conform to the practices of our contemporaries.

We are not mentioning this incident because it has any unusual degree of interest. We do not want to magnify its importance, only to use it as a reason for restating a fixed and practiced policy of this newspaper to the end that the public may know just what to expect of it and what not to expect.

There are many cases filed in the justice and circuit courts. Many of them are just causes and many undoubtedly are unjust. All of them are, however, of pub-

lic interest to a greater or less degree. The courts are a legitimate source of news and the records are open to reporters as to all other persons. No newspaper can act as judge and jury and determine before trial the justice or injustice of a complaint. There are only two fair courses open to a newspaper. Either all cases should be ignored or all should be reported. Should a newspaper refuse or neglect to publish legitimate news, it would soon lose its reader interest. The only course left is to report all cases for whatever news value they have without discriminating for or against anyone. This course the *Budget* religiously follows and its publishers in the more than 15 years they have followed their profession have not deviated from it.

*The position of the Budget is supported by the Oregon Code of Ethics for Journalism recently adopted at a conference of publishers at the University of Oregon. A part of Section III of that code reads: "We will deal by all persons alike so far as is humanly possible, not varying from the procedure of any part of this code because of the wealth, influence or personal situation of the persons concerned."*

Because complainants give but one side of a case and because the allegations made by lawyers are too often exaggerated or without much foundation, the *Budget* makes a practice of not "playing up" or publishing in detail the story told in the complaint unless it has supporting knowledge of the facts gained from other sources. Moreover, the *Budget* is always willing to print the other side of the case when it is available, and this consideration will always be given as a matter of fairness.

*Threats of libel suits, withdrawal of patronage or other reprisals are entirely unnecessary and sometimes defeat their own ends. Inaccuracies, errors and misstatement of facts will be as readily corrected, and all papers will make them in spite of every effort and precaution to avoid them.*

Personal journalism, wherein the views, the prejudices and the passions of the editor color the news accounts and control the news policies, is long out of date. The *Budget* at least is not being published to protect its friends or persecute its enemies, and it is not employing its power of publicity to coerce any person into patronizing its commercial departments. Neither does it permit those who do pay money into its cash drawers for subscriptions, advertisements or job printing to dictate in any way what shall be put in its news and editorial columns and what shall be kept out.

Such a policy is the right policy, and none can honestly deny it, and, moreover, it is the policy that will win success for a newspaper. The publishers of the *Budget* have demonstrated it to their satisfaction over a period of years. It may occasion some temporary losses of business, but such losses are greatly outweighed by the respect and confidence such a policy develops in the reading public, and this respect and confidence must always be the basic asset of a newspaper.

*The converse policy is what breeds radicals and revolutionaries. A paper that will deliberately deny a poor man the same consideration that the wealthy man receives, that will make fish of one and flesh of another, is false to its duties and obligations and is lending color to the inflammatory indictment made by radical writers against the American press, charging that the newspapers are creatures of "the interests" and are branded with the dollar mark*

So the *Budget* will adhere to its established policy, regardless of the unpleasant tasks such a policy sometimes demands, regardless of penalties it sometimes draws and regardless of conflicting policies which any of its contemporaries might have. It has an unshaken confidence in such a policy as one that is not only morally right but one that is commercially right, for the rule of the "square deal" applies just as much to a newspaper as to any other line of business or profession.

(Baker Herald)

## THE HERALD'S NEWS PRINCIPLES

You can edit a class organ to suit yourself. But a newspaper holds a trust to give the news as it occurs, not as you want it to be.

While the Baker *Herald* believes that Dr. Bulgin is doing a great deal of good, we cannot agree with him in some of his statements. Many of our readers hold this same opinion. The *Herald* is publishing reports of the Bulgin meetings because, it being a newspaper, believes in reporting events as they occur. The fact that four local church organizations have erected a tabernacle and nearly a thousand people are attending these meetings every night, constitutes an event that from an unbiased news standpoint demands recognition.

On the other hand, because the *Herald* reports the Bulgin meetings it is in no way sponsor for them. The *Herald* had nothing to do with Dr. Bulgin's coming to Baker. He has come and his meetings are considered a source of news. When a newspaper reports the story of a fire, it is not responsible for the fire. When a newspaper reports a murder trial, it is not the cause of the murder. When a newspaper reports a Sunday baseball game there are no grounds to charge that the newspaper is in favor of Sunday baseball any more than when a newspaper relates a story of a moonshine raid, that it is in favor of the bootleggers.

When any so-called newspaper censors its news, printing only the things it wants the people to read and withholds facts it wants them to be ignorant of, it is not a newspaper. \* \* \*

*This pledge, and this one only, do we make. That in as far as our judgment will enable us to analyze various circumstances, we pledge to every resident of eastern Oregon that we will be independent, fair and above board in reporting the news of each day as it occurs. \* \* \**

So when you read something in the news columns of the Baker *Herald* that

you do not like, remember that the articles which please you most may give offense to someone else. We are not publishing a counterfeit newspaper. \* \* \*

Now if you don't like Bulgin, and if you don't like to read the *Herald's* reports of the Bulgin meetings, don't read them. There are many other things every night in the Baker *Herald* that you will like. Perhaps some of them Bulgin and his supporters don't like. Let us get out of the habit of thought that we can have everything our own way in this world. The Editor long since became discouraged in trying to please everybody. We try to publish the *Herald* according to the best principles we know, according to the American principle of free, unhampered expression of opinion, and unbiased fair treatment of news. In a business way we try to operate on a basis of merit and service. We hope you think more of us than if we were made up of jelly fish stuff and printed the *Herald* in invisible ink on transparent paper.

By I. V. McADOO,

EDITOR THE SCIO TRIBUNE

There is not much that an editor can do, it seems, to make the world a better and brighter place in which to live; at least there is a tendency of the profession to make it darker. Not a day passes but that on the front page, in bold letters, appears the unhappiness of the home or homes of our people. Would it not be wise and surely sane for our editors to really practice the code of ethics which we adopted at the January meeting, and not make it the laughing stock and charge of insincerity that it is now bringing upon itself? What good does it do to make a profession and then immediately follow in the old footsteps—can the people be led to believe we are sincere? I think not, and as soon as all editors see it that way, the press will begin to make itself felt. Suppose some of the weaker of our population does clamor for the base and the lewd; does that warrant the paper in insulting and poisoning the mind of those who are against such? Again I think not.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## THE STATE ASSOCIATION

OREGON EXCHANGES hopes that every one of its readers is a member of the Oregon State Editorial Association. If you are not a member, better consider joining. Make it 100 per cent before the July convention. Every editor and publisher should belong both to the association and to the Oregon Newspaper Conference. Bede and Hoss are putting a good bit of energy into the administration of the association's affairs this year. Their team work is making it more and more worth your while to belong. Their Foreign Advertising Bureau service is worth much more than the cost of membership. An article in the association's recent bulletin indicates the service that is available to the members:

"A cordial invitation is extended," the bulletin said, "to any publisher in the state to make full use of the services of the secretary of the State Editorial Association. We are here to help you. Lately we have had correspondence with newspapermen in regard to advertising rates, makeup of paper, prices for job printing, the Franklin List and other topics of mutual interest. Drop us a line on any problem you have. We'll try to help."

Keep the Corvallis convention, July 21-23, in mind. Every editor and publisher should belong to the association, and every association member should attend the summer convention.

## MAKE YOUR PAPER NEAT

A glance at some of the Oregon papers gives the idea that some of the publishers have not sufficiently developed their sense of typography. Some of the papers that rank among the best so far as the readability of their material is concerned, are handicapped by their failure to select attractive type and to build neat-looking heads. Others among the Oregon papers are as neat and attractive as can be found anywhere in the United States. Just a suggestion: Look through your exchanges for typographical ideas as well as for news and editorial suggestions. Some other paper is working out something different from you in the line of heads and makeup. Is there not an idea there somewhere that can be adapted to your conditions? The advisability of neat typography, and of clear, well-set heads that carry a punch, can not be overestimated. The old idea that a country paper needs nothing more than label heads is one that has been discarded by many progressive weeklies. True, the country reader reads his paper through "from kiver to kiver" anyhow; but why not make him like it?

Last month's OREGON EXCHANGES omitted something that should by all means have been included—an appreciation of the value of the visit of Professor Fred W. Kennedy of the University of Washington School of Journalism to the annual Oregon Newspaper Conference. Mr. Kennedy's advice to the publishers present was of great value, and there is much sentiment in favor of establishing in Oregon the same sort of a service as "doctor of sick newspapers" that he has been conducting in the state of Washington. Mr. Kennedy's success in peppering up the boys to charge living rates for their advertising and printing can easily be understood from the dynamic personality of the man. Kennedy makes them do it, and after they've done it they find it pays and they like it.

## Oregonian Landscape Note

That women are gaining more and more of a strangle hold upon mere man, is evidenced by a sensational incident recorded in the *Oregonian* office recently.

"Joe" MacQueen, veteran music and book editor of that paper, slunk into the office one day and slid into his desk-chair, without looking to the left or right. For a long time he did not even look up, but fastened his gaze upon a book, which he feigned to read. But eventually he had to face his fellows. It was then that eagle-eyed observers detected that his moustache, which for 35 years had nestled on his upper lip, was missing.

"Why did you do it, Joe?" was the query put to him by a Doughnut-Woggle-bug reporter.

"It's this way," Joe replied. "My wife is the cook. She said, 'Joe, you're always splashing your shirt-fronts with soup and coffee. Cut off your moustache or starve.' I capitulated, for her strategy was too subtle."

## Chinese On Linotype

Jacob Jacobson, Oregon graduate in journalism, now editor of the *Advocate* at Dinuba, Cal., sends OREGON EXCHANGES a copy of the *New Korea*, a newspaper printed in Chinese at San Francisco. Just why he should have sent the paper was not clear—in view of OREGON EXCHANGES' unfamiliarity with the Chinese language—until the familiar impression of blank slugs that had worked up at the ends of several long "quad-lines" suggested that this must be linotype composition. Finally, in another part of the paper, was found, printed in English, the line "composed on a typesetting machine." The recent reduction of the Chinese language into an alphabet, eliminating the many thousands of ideograph characters, has made pos-

sible the printing of Chinese newspapers on the linotype. A rapid advance in Chinese education may be expected from this development, which must save years in the mastering of the language and make possible newspaper and book composition at ten times the speed of the Chinese hand compositor, who walks miles around and around his office in the composition of two or three galleys of type.

Robert W. Sawyer, editor of *The Bend Bulletin*, is about to leave for a few weeks visit in the east. On his trip Mr. Sawyer will call on advertising agencies in Chicago, New York and Philadelphia in the interest of *The Bulletin*.

Installation of wireless telephone is under consideration by a number of the Oregon newspapers, several of whose proprietors were set to thinking along that line by a talk made on the subject at the last Newspaper Conference by Frank Jenkins, president of the Eugene *Register* company. One of these, the Grants Pass *Courier*, has already begun installing a plant with a range of wave length of from 175 to 3100 meters. Towers are to be erected to a height of 100 feet to carry the antennae. A two-stage amplifier and magnavox will complete the equipment, according to Publisher Voorhies' announcement. The *Register* is expecting to install apparatus very soon.

OREGON EXCHANGES has the name of a young newspaperman who wishes to obtain an interest in an established and reputable newspaper and printing business in exchange for his equity in a Willamette valley acreage. The acreage is described as being favorably located and equipped for raising berries and small fruits and chickens. An interest worth from \$1500 to \$2500 is wanted. Good country weekly or small city daily field is favored, and place where services in either front office or back shop would go with interest is required. Anyone interested may write to the editor for further information.

## HOW THEY DO IT IN WASHINGTON

BY HERBERT J. CAMPBELL,  
PUBLISHER OF VANCOUVER EVENING COLUMBIAN

*[Mr. Campbell, who followed Professor Fred W. Kennedy of the University of Washington on the program of the recent Oregon Newspaper Conference, described the Washington plan of state organization and told of Mr. Kennedy's work in carrying the gospel of efficient publishing to those whom lack of system was pushing toward the edge of failure.]*

**A**FTER having heard Mr. Kennedy I know you will agree with me when I tell you that over in Washington publishers are very fortunate in being able to call on Mr. Kennedy at any time for help. Mr. Kennedy is the field man for the Washington State Press Association. I want to tell you that I believe that we should have an Oregon organization based somewhat on the Washington plan. Chiefly, this revolves around having a field secretary, a man who can go out to the country publisher and sell him his own business, teach him how to run his business, and show him where he is falling down. Not only that, we have over there the entire state press working together. The executive committee, of twelve men, travelled 3,000 miles this year, and every one of them was there to attend the executive committee meeting. They come from all parts of the state.

### GROUP MEETINGS HELD

Now, the state under the plan that they have there is divided into twelve groups, and as nearly as possible one of these directors is in each group. Each has its group chairman, and these men hold monthly meetings. To every one of these meetings one of these directors goes at his own expense. However, I believe there is a provision that his expenses should be paid by the association, if he wants to present a bill. But those men are working for the other fellow, and a large percentage of the publishers are paying for this themselves by voluntary assessments of from \$1.00 to \$25.00 a month

paid to the Washington State Press Association, and it is giving them some funds so that they can go ahead. I do not know whether that plan is going to be continued, or an assessment made of a flat rate. It is one of the things we are always bringing up.

There is one man over near the coast who was not sold to this plan for a number of years. He went over there and bought the paper. It was a good bit of money for him, and at the end of a year he found he could not make it go. Finally he called in "Pa" Kennedy, and Kennedy told him what to do. He went through the man's books and gave him a big jump in advertising rates. The man said, "They won't stand for it," but Kennedy said, "You've got to have it or you won't exist." That man was finally sold, body and soul, to the organization. He realized that this organization really does things for the publishers. It was not only Kennedy that went and saw him. Other directors, everybody, went and told him about it. Kennedy calls these boys his detectives. And that man made \$11,000, I think it was, in one year—I think the first year after he put this in effect. He still ran a very substantial solid business, and he is able now to go out and tell the rest of the boys how he is doing it. He comes to our group meetings in Vancouver and Clarke county, and has attended several group meetings in the last few months. And we have had men come over from Sunnyside, Ellensburg, Montesano and Seattle. These men come down

there and give us all the best of their experience.

We are able to benefit by this and the whole association grows. I believe that one of the things that makes this possible is the fact that the men are paying for it—the fact that they are not getting something for nothing; and I believe that down here in Oregon we should do the same thing, so that they can put a field man like Kennedy out in the field.

Just think what it means to have a man like Kennedy. If you have any trouble you send for Kennedy and he tells you what is the matter with your business. That man will come down and fix your trouble, or if he cannot come, will send someone. We could have the same sort of an organization down here, so that if we sent in to Dean Allen, he would have a man that would come and tell us what was the trouble with us.

## Oregonian Gang Honors Ben Lampman

A million dollars' worth of good fellowship, \$50 worth of food, and at least \$10,000 worth of humorous writing were dispensed at a farewell banquet given by the editorial and news staffs of the *Oregonian* in honor of Ben Hur Lampman just before his departure on an assignment which will take him around the world with Julius Meier in the interest of Oregon's 1925 exposition.

The Hazelwood restaurant, in Portland, was the scene of the party. Covers were laid, as the society scribes have it, for 35 members of the *Oregonian* family. The dinner was enlivened by the arrival at frequent intervals of a Western Union messenger bearing telegrams filled with brilliant humor, addressed to the guest of honor, from kings, potentates and celebrities from all parts of the world. A mysterious Oriental dancer threw a mean set of veils to the tune of weird melodies by a masked flute player.

An eloquent and splendid tribute to

Lampman was paid by Edgar B. Piper, editor of the *Oregonian*. Ben responded with a graceful speech that would have made Frank Branch Riley turn green with envy. Other speakers were Uncle Bill Cuddy, youthful editor of the *Oregonian Weekly*; Horace E. Thomas, city editor; R. G. Callvert, Albert Hawkins, A. B. Slauson, and Mrs. Lampman.

Bill Warren slipped away from the festivities after the soup course and with the help of God and two office boys, got out the paper.

George Bertz, sporting editor of the *Oregon Journal*, returned to his office on March 27, after spending several weeks at Pasadena, Calif., the spring training camp of the Portland baseball team. Bertz insists vigorously that the Beavers will be strong contenders in the 1922 Coast League pennant contest.

To Mr. and Mrs. Roy Stewart a son was born on Saturday evening, April 1, at Good Samaritan hospital. Stewart is editor of the country life department of the *Oregon Journal*, and Mrs. Stewart, who was Katherine Lamar, was formerly cashier in the *Journal* business office.

Speaking of matrimonial affairs in the *Oregon Journal* office, it would be amiss not to herald again the impending marriage of Lynn Davis and Miss Jeanette Wiggins, which is booked by the connubial clerk for April 8. Miss Wiggins retired from her work as assistant in the country life department of the *Journal* early in March, but Davis continued to Remington the news of railroad and commercial beats without fear or favor. The *Journal* family presented Mr. and Mrs. Davis as a wedding present a pretty silver chafing dish and silver service set. A week's honeymoon will be spent with friends in British Columbia.



## SURVEY OF HIGH SCHOOL JOURNALISM IN STATE OF OREGON

By ALFRED POWERS,  
UNIVERSITY OF OREGON SCHOOL OF JOURNALISM

*[Mr. Powers' article synchronizes with the second annual convention of the Oregon High School Press Association, to be held at the University of Oregon School of Journalism April 14 and 15. Under the head of "Principles" the constitution of the association contains a statement of ethical principles which may be of interest in view of the recent adoption of the Code of Ethics by the grown-up journalists of Oregon.]*

**H**IGH school publications in Oregon take four rather distinct forms—annuals, magazines, newspapers, and regularly established notes columns in the local papers.

Annuals have a seductive interest for students, but they have been the subject of considerable pedagogical criticism on the part of teachers and principals. They have too often been over-ambitious and have resulted in financial deficits. Some school administrators have pointed out that the same amount of money spent on a school newspaper would bring better results in many other ways—it would afford a continuous project in English work rather than an annual piece of editing with marked limitations of content; it would be more cooperative and socialized, using the product of a larger number of students; it would be printed at home. The expensive annual, edited by a small staff and printing de luxe editions out of all proportion to the size of the school, has undoubtedly provoked deserved indictments, but much can be said in favor of a year book of the right sort. Particularly, it is a convenient record in picture and article of the school and as such has great and permanent value. It gives editorial and writing experience of a very exact kind. But undoubtedly the annual will have to change its ways or it will steadily decrease in popularity. Even now in Oregon it is not much more than holding its own as a school publication. The first experience of a school with a

year book is often too bitter for early repetition.

School literary magazines are the least numerous of all student publications in Oregon. One is not even published at the present time in any college or university of the state. The expense is probably a deterring consideration. The lack of general appeal in the literary content also helps to explain their scarcity.

The high school newspaper is already numerous in Oregon and is rapidly growing in popularity. Oregon high school students now edit three weekly papers and 30 papers appearing at longer intervals. These, in almost every instance, show the active cooperation of local newspaper publishers, and such cooperation should always be sought by schools planning the publication of papers. "The Nugget," of Baker, for instance, is an eight-page, four-column supplement of the Baker *Herald*, appearing every Monday. Circulation is thus taken care of and the *Herald* also attends to the business management. This is such an excellent idea for both the high schools and newspapers that it is specifically mentioned here for the suggestive value it might have. There are several excellent mimeographed papers, carrying both advertisements and illustrations. One school even mimeographed its annual.

School notes in the local papers are far and away the most dynamic and popular of all the forms of "interpreting the school to the community." Frequently

supplement papers and annuals. They indicate a high type of cooperation between the school and the local publisher. Where the notes are inadequate or lacking altogether, it is generally due to the school rather than to the newspaper. Replies to a questionnaire sent to every high school in Oregon show that school notes columns are regularly established in 67 state newspapers. These are generally prepared by the various English classes, assuming complete group responsibility in recurrent sequence, thus furnishing an excellent English project to a large number of students and giving to the papers well-written and interesting news. Sometimes the items appear under the simple head of "School Notes" and sometimes take the form of a definitely named section, as "The Owl Critic" in the *Gold Beach Reporter*, the "Utellem" in the *Boardman Mirror*, and the "H. S. Mirror" in the *Hermiston Herald*.

#### PRESS ASSOCIATION FORMED

The student editors and managers of the state of Oregon, at a conference at the School of Journalism in May last year, formed the Oregon High School Press Association, with a general program for the improvement of high school publications. Through this association the advisory service of the School of Journalism is available to any high school in the state in regard to the questions touching the establishing of a paper or the improvement of an existing paper. Many schools made use of this service during the past year.

The second annual conference of the Oregon High School Press Association will be held at the School of Journalism April 14 and 15. A district organization of the State Association, embracing nine schools and including Yamhill, Washington and northern Marion counties, was formed at Newberg March 21, 1922. This is probably the beginning of several district organizations, all definite parts of the State Association.

The constitution of the High School Press Association, adopted in conference

May 20, 1921, at the School of Journalism, is as follows:

Art. I. Name. The name of this organization shall be the Oregon High School Press Association.

Art. II. Purpose. The purpose of this association shall be the improvement of high school journalism in Oregon; the promotion of mutual acquaintance and cooperation among high school editors and managers; the extension of advantages made available by the University School of Journalism to all high school papers, and the advocacy of the highest standards of journalistic effort among high school students.

Art. III. Membership.

Sec. 1. There shall be three types of membership in this association.

Sec. 2. The controlling membership shall be membership by publications, each publication that has existed more than one year being entitled to one vote if represented in the convention by a bona fide member of its staff. (Note: Four types of high school publications shall receive full recognition: the high school newspaper, the high school magazine, the high school annual, and the high school notes column regularly appearing in a local paper with high school pupils as its regular editors and reporters.)

Sec. 4. Honorary memberships shall include the faculty of the School of Journalism, such faculty advisers in the high schools as the staffs of the various publications shall nominate in writing, addressing the nomination to the Executive Committee, and such newspaper publishers, nominated in the same way, as have been particularly helpful to high school journalism, and such members of the staffs of University publications as have formerly been editors or managers of high school papers.

Art. IV. Conventions. The convention of the Oregon High School Press Association shall be held annually at the School of Journalism of the University at the

same time as the annual convention of the High School Debate League, or such other time as the executive committee shall appoint.

**Art. V. Officers.**

Sec. 1. Officers shall be elected at each convention and shall hold office through the succeeding convention.

Sec. 2. The officers shall be a President, Vice-President and Secretary-Treasurer.

Sec. 3. The President shall preside over all conventions, and, with the advice of the Executive Committee, shall appoint all committees and fill all further appointive offices as may from time to time be created.

Sec. 4. The Vice-President shall perform the duties of the President in his absence or disability.

Sec. 5. The Secretary-Treasurer shall keep minutes of all conventions (leaving a copy with the School of Journalism for safe keeping), and shall collect all fees and dues that may from time to time be levied, and shall keep a record of all financial transactions which shall be audited before each convention by the Executive Committee.

**Art. VI. Committees.**

Sec. 1. The President of the Association shall make up appointive committees from the individual and honorary members of the association, provided, however, that no single high school shall be represented by more than one member on any one committee.

Sec. 2. The Executive Committee shall be composed ex-officio of the President of the Oregon High School Press Association, the Dean of the School of Journalism, and one other person, who shall be appointed by the President of the University, for the purpose of arranging the details of the succeeding convention. These three shall constitute the committee.

Sec. 3. The Executive Committee shall have charge of the affairs of the Association between conventions, except insofar as these have been delegated by the constitution to the President, Vice-President,

and Secretary-Treasurer, and shall be charged with the duty of getting out invitations to the succeeding convention, arranging the program, providing a meeting place and performing all other necessary duties in anticipation of the convention. In case of the absence or disability of both President and Vice-President, the Executive Committee shall appoint temporary officers to act until the convention shall fill the vacancies.

Sec. 4. The President shall appoint Organization, Nominating, Membership, Registration and Emblem committees, or such others as the convention may from time to time direct.

**Art. VII. Insignia.** The Association may, if instructed by the convention, adopt insignia in two forms, one for controlling members (publications) and one for individual members. The insignia for controlling members (publications) shall take the form of a cut to run at the top of the editorial column; and the insignia for the individual members shall take a form similar to that of a fraternity pin. Insignia for the controlling members shall be furnished by the School of Journalism, but insignia for the individual members shall be paid for by the individual member. Regularly designated honorary members shall be entitled to wear the insignia of an individual member.

**Art. VIII. Principles.** Every person or publication, by accepting membership in this Association, subscribes to the following principles of journalistic ethics:

1. I believe in clean journalism.
2. I will put nothing into print as a writer or editor that I would not say as a gentleman.
3. I will publish nothing anonymously to which I would be ashamed to sign my name.
4. Realizing that journalism is powerful, I will devote extreme care to my writing and editing. Realizing that the printed word cannot be recalled or unsaid, I will watch carefully to prevent

the printing of anything unclean, anything untrue, or anything harmful to the good name of any person, or the reputation of my school.

Art. IX. Amendments. This constitution may be amended by a two-thirds vote of any convention, provided the proposed amendment shall have been submitted to the Executive Committee in writing before the date of the meeting of the con-

vention, and shall receive the approval of the committee. An amendment not so submitted shall be passed by a three-fourths vote at two successive conventions.

A careful statewide census of the high school publications of all kinds in Oregon shows the following list for the spring of 1922.

### OREGON HIGH SCHOOL PUBLICATIONS

- AIRLIE**—Mirror (newspaper); Lillie Calkins, Editor; Dorothy Gross, Manager. School notes in county paper written by English classes.
- ALBANY**—Whirlwind (annual and newspaper); Olga Johnson, Editor; Marie Rohrbough, Manager.
- AMITY**—Octopus (notes in county paper); Don Woodman, Editor.
- ASHLAND**—The Rogue News (semi-monthly newspaper); Marjorie McElvaney, Editor.
- ASTORIA**—Zephyrus (annual); Maurine Buchanan, Editor; Paul Sexton, Mgr.
- ATHENA**—Lyre (newspaper); Maebelle Duncan, Editor; Dorvan Phillips, Mgr.
- BAKER**—The Nugget (newspaper); Marcus Swan, Editor; Carston Hansen, Manager.
- BANDON**—School Notes in Bandon World. New editor each month.
- BANKS UNION HIGH SCHOOL**—School notes in Banks Herald.
- BAY CITY**—Notes in county paper written by English classes.
- BURNS**—Notes in Burns Times-Herald and Harney County News; Gladys Byrd, Editor.
- BOARDMAN**—Boardman Utellem (school notes in Boardman Mirror); Frances Blayden, Editor.
- BROWNSVILLE**—Notes in Brownsville Times—Armelita Woodworth, reporter.
- BUTTE FALLS**—Butte Falls Sentinel (mimeographed magazine); Viola Hughes, Editor; Orbra Abbott, Mgr.
- CANYON CITY**—Joaquin (annual); Ed Hicks, editor. Notes in Blue Mountain Eagle; Francis Schroeder, editor.
- CANYONVILLE**—School notes in Riddle Enterprise, written by English classes.
- CARLTON**—School notes in Carlton Sentinel; Maurine Rand, Editor.
- CENTRAL POINT**—Central Pointer (mimeographed magazine); Edith Ross, Editor; Verl Walker, Manager.
- CONDON**—School notes in Condon Globe-Times; Alice Howland, Grace Schott, Editors. Harvester (annual); James Hardie, Editor.
- COOS RIVER HIGH SCHOOL**—N. E. G. (magazine); Jeanette Nowlin, Editor.
- COQUILLE**—School notes in Coquille Valley Sentinel.
- CORVALLIS**—Chintimini (annual); Lester Lemon, Manager; Dorothy Clark, Editor. High-O-Scope (newspaper).
- COTTAGE GROVE**—Cee Gee (annual); Ethel Mackey, Editor; Brighton Leonard, Manager.
- COVE**—School notes in county and state papers.
- DALLAS**—Periscope (newspaper); Iva Nelson, Editor; Wendell Sanders, Mgr.
- DAYTON**—Junior Review (newspaper); Tomisena Fulham, Editor; Margaret Simler, Manager.
- DUFUR**—Annual. School notes in Dufur Dispatch.
- ECHO**—Tortoise (bi-monthly space in Echo News); Bruce Spalding, Editor.
- ELMIRA**—Notes in Morning Register (Eugene).
- ENTERPRISE**—Hi-Booster (multigraphed magazine); Goldie Murray, Editor. Hi-Life (multigraphed annual); Goldie Murray, Editor.
- ESTACADA**—Hycada (edited alternately by two literary societies). Annual; Irene Saling, Business Manager.
- EUGENE**—E. H. S. News (newspaper); Floyd Milne, Editor; Blondel Carleton, Manager. Eugenean (annual). School notes in Morning Register and Eugene Daily Guard.
- FALLS CITY**—Promoter (annual). Notes in county paper.

- FOREST GROVE**—Notes in Washington County News-Times (Forest Grove); Reatha Parcell, Editor. The Optimist (annual), Virgil Lilly, Editor; Don Schoolcraft, Mgr. Mourning Man (weekly bulletin—typewritten); Charles Burlington, Editor; Delbert Haage, Associate Editor.
- FOSSIL**—W. C. H. S. news notes in Fossil Journal, edited by principal.
- GLADSTONE**—Notes in county paper.
- GLIDE**—Notes in Roseburg News-Review, written by English classes.
- GOLD BEACH**—The Owl Critic, (notes in Gold Beach Reporter).
- GOLD HILL**—Annual; Harris Porter, Editor; Clarence Shaver, Manager. Notes in Gold Hill News.
- GRANTS PASS**—The Toka (annual); Don Barnes, Business Manager. The Scroll (newspaper); Josephine A. Smith, Editor; Merle Rimer, Manager.
- GRESHAM**—Argus (mineographed magazine). Munhinotu (annual). School notes in Gresham Outlook.
- HALSEY**—Notes in Halsey Enterprise; Janet Boggs, Editor.
- HARDMAN**—Notes in Heppner Gazette-Times.
- HARRISBURG**—Notes in Harrisburg Bulletin, Senior Class.
- HEPPNER**—Annual, Keith Logan, Manager. Hi-Life—News notes in Heppner Gazette-Times and Herald.
- HOOD RIVER**—Notes in Hood River Glacier—Louise Jenkins and Dorothy Frey, Editors. The Mascot (annual); Frances Fuller, Editor.
- IONE**—Notes in Ione Independent written by English classes.
- JOSEPH**—Jo-Hi Banner (newspaper); Douglas Wilson, Editor; Irene Gaulke, Manager.
- HERMISTON**—H. S. Mirror (notes in Hermiston Herald); Fred Hesser, Editor. Purple and Gold—(annual); Phyllis Dyer, Editor; Irwin Shotwell, Manager.
- HILLSBORO**—Hilhi (annual); Evelyn Wall, Editor; John Becken, Manager. News notes in Hillsboro Argus and Independent—Harry Deck, Editor.
- JUNCTION CITY**—News notes in Junction City Times—Marie Christensen, Editor.
- KLAMATH FALLS**—Annual—Ruth DeLap, Editor; Frank Peyton, Manager. News notes in Klamath Herald.
- LA GRANDE**—Mirror (annual); Lots Pierson, Editor; Lanier Pearson, Manager.
- LAKESIDE**—Buzz Saw; Reginald Menegat, Editor.
- LA PINE**—News notes in county paper.
- LEXINGTON**—Lexonian (annual).
- MADRAS**—The Golden M (newspaper); Earl L. Tucker, Editor.
- MARCOLA**—Notes in Eugene Guard and Morning Register.
- MARSHFIELD**—Mahiscan (annual); School Notes in Coos Bay Times, Irene Holm, Editor.
- MEDFORD**—Medford Hi Times (newspaper); Arlene Butler, Editor. The Crater (annual); George Mansfield, Editor.
- MILL CITY**—Annual—George M. Streff, Manager.
- MILWAUKIE**—The Maroon (annual); William Adams, Manager. The Originator (newspaper); Inez Oatfield, Editor.
- MOLALLA**—Annual—Earl Castor, Editor; Earl Berdine, Manager. News notes in Molalla Pioneer—Max Hume, Editor.
- MONMOUTH**—News notes in Monmouth Herald—Senior English students.
- MOBO**—Optimist (magazine); Ruth Bryant, George Belknap, Editors.
- MOSIER**—Annual.
- McLAUGHLIN UNION HIGH SCHOOL**—(Freewater) — Oregon Trail, (annual); Mildred Bateman, Editor; Harold Everett, Manager.
- McMINNVILLE** — McMinnvillian (newspaper); Alice Cameron, Editor; Verl Miller, Editor.
- NEHALEM**—News notes in county paper.
- NEWPORT**—Annual. School notes in Yaquina Bay News (Newport).
- NEWBERG**—N. H. S. Echoes (newspaper); Robert Brown, Editor; Chester Newlin, Manager. The Chehalem, (annual).
- NORTH POWDER**—Notes in North Powder News—Zella Wallace, Editor.
- NORTH BEND** — Hesperia (annual); Helen Bennett, Editor; Hobard McDaniel, Manager.
- OAKLAND**—Notes in Oakland Tribune.
- ODELL**—Notes in Hood River Glacier and News.
- ONTARIO**—Notes in Ontario Argus. Q. R. M. (newspaper edited by Radio Club).

- OREGON CITY**—*Hesperian* (annual)—Bud Baxter, Editor; Pete Laurs, Manager.
- PARKROSE** (Portland)—*The Bud* (newspaper); Thelma Brooks, Editor; Zelma Hoyt, Manager.
- PENDLETON**—*The Lantern* (newspaper); Roger Keane, Editor; Harold Hauser, Manager. *Wakeipa* (annual); Irva Dale, Editor; Agnes Little, Manager. School Notes in Pendleton East Oregonian and Tribune written by English classes.
- PHILOMATH**—School Notes in Benton County Review (Philomath); written by English classes.
- PHOENIX**—*Blue and White* (mimeographed magazine); Sylvester Stevens, Editor.
- PILOT ROCK**—*The Cannon* (mimeographed magazine); Eleanor Hascall, Editor. School notes for Pilot Rock Record.
- PLEASANT HILL**—News notes in Eugene Daily Guard and Morning Register—Thelma Wheeler, Editor.
- PORTLAND:**
- BENSON POLYTECHNIC SCHOOL**—Poly Tech (semi-annual). Tech Pep (newspaper). News notes in Portland papers.
- FRANKLIN HIGH SCHOOL**—Post (magazine); Paul Walker, Editor; Burr Fletcher, Manager. News notes in Portland Papers.
- LINCOLN HIGH SCHOOL**—Cardinal (annual); News notes in Portland papers.
- GIRLS POLYTECHNIC SCHOOL**—Polytechnic Maid—Leah Hall, Editor; Margaret Telzerow, Advertising Manager.
- HIGH SCHOOL OF COMMERCE**—Ledger (magazine); Helen Kelsey, Editor; Charles Lundy, Manager. News Notes in Portland Sunday papers.
- JEFFERSON HIGH SCHOOL**—Spectrum (magazine); Harry G. Johnson, Editor; Chester McCarty, Manager. *Jeffersonian* (newspaper). Blue Print (technical magazine). News notes in Sunday Oregonian, Journal, Telegram.
- WASHINGTON HIGH SCHOOL**—*The Lens*—George Knorr, Manager; J. Rodney Keating, Editor.
- PRINEVILLE**—News notes in Central Oregonian—James Newson, Editor.
- REDMOND**—Union High School Bulletin; edited by Principal. Juniper (annual); Ernest Hauser, Editor; Paul Marsh, Manager.
- ROCK CREEK**—*News Notes in Haines Record*.
- ROGUE RIVER**—“*The Rogue*”—Mimeographed monthly; Alice Dennis, Editor; Victor Birdseye, Manager.
- ROSEBURG**—*The Umpqua* (annual); Iris Rice, Editor; James Pickens, Manager. News notes in Roseburg News-Review—Glen Radabaugh, Editor.
- ST. HELENS**—S. H. H. S. Critic—Lillian Wyss, Editor; Odell Bennett, Manager.
- SALEM**—*Clarion* (newspaper); Lucile Moore, Editor; Arthur Montgomery, Manager.
- SCAPPOOSE**—S. H. S. Annual—Laura Uhman, Editor; Irving Erickson, Manager.
- SCIO**—Sphinx (newspaper); Kenneth Sims, Editor; John Densmore, Manager. Sphinx (annual); Kenneth Sims, Editor; John Densmore, Mgr. Notes in Scio Tribune.
- SEASIDE**—*Seabreeze*—(annual). Notes in Seaside Signal—Helen Parker, Editor.
- SHERIDAN**—S. H. Runabout (mimeographed magazine); Carol Chapman, Editor; Albert Chapman, Manager.
- SILVERTON**—Informant (semi-monthly paper); Seward Hoblitt, Editor; Maurice Warnock, Manager. *Silvertonia* (annual); Seward Hoblitt, Editor; Maurice Warnock, Manager.
- SPRINGFIELD**—School notes in Springfield News. Maple Leaf (annual).
- STANFIELD**—School notes in Stanfield Standard—Dell Cooper, Editor.
- STAYTON**—Santiam (annual); Roy Hiatt, Editor; George Mielke, Manager. Stayton High Life (newspaper); Alma Nendel, Editor; Cecil Shafer, Manager.
- SUTHERLIN**—Notes in county paper—Lois Reed, Editor.
- TALENT**—Talent Hi Life (mimeographed magazine); Glasgow Stratton, Editor.
- THE DALLES**—Steelhead (magazine); Gertrude Fredler, Editor; Dudley Palmer, Manager. School notes in The Dalles Chronicle.
- TOLEDO**—Blue and Gold (annual); Ruth Cozine, Editor; Carrie Wade, Manager.
- TUALATIN**—Journal—Florence Viane, Editor; Ruby Nyberg, Manager. Annual—Florence Viane, Editor; Ruby Nyberg, Manager.

- TURNER**—Notes in Turner Tribune—Thelma Delzell, Editor.
- UMATILLA**—Notes in Umatilla Spokesman written by English classes.
- UNION**—U-Hi (newspaper); Chester Emmons, Editor; Eugelle Gray, Manager.
- UNIVERSITY HIGH SCHOOL**—(Eugene)—Newspaper issued at intervals by classes.
- VALE**—News notes in Malheur Enterprise (Vale) written by English classes.
- VINCENT HIGH SCHOOL**—(Umapine, Oregon); Vincent Zip—Viola Leraux, Editor; Ralph Jones, Manager.
- WALKER**—The Spyglass—Mabel Wright, Editor.
- WALLOWA**—The Tiger (News notes in Wallowa Sun); Marie Murphy, Editor.
- WASCO**—Purple and Gold (mimeographed magazine); Dorothy Johnson, Editor; Chester Medler, Manager.
- WESTON**—Notes in Weston Leader—Maynard Jones, Editor.
- WEST LINN**—Green and Gold (annual); Jack Hempstead, Editor; Marvin Hickman, Manager. The Outlook (Bimonthly magazine); Jack Hempstead, Editor; Walter Duff, Manager. School Notes in Oregon City Enterprise and Banner-Courier—Written by English department. U. H. S. Bulletin—Edited by Principal.
- WILBUR**—Notes in county papers.
- WILLAMINA**—The Comet (newspaper); Alvin Snedeger, Manager. News notes in Willamina Times.
- WOODBURN**—The Wireless (newspaper); Adelaide Jones, Editor; Donald Orr, Manager.
- YAMHILL**—Hinews—Notes in Yamhill Record written by English classes.

## BRODIE IS RECEIVED BY KING OF SIAM

The Siam *Observer*, published at Bangkok, carried, February 1, under a cut of a Siamese coat of arms and the heading "Court Circular," a half column article on the reception of Edward E. Brodie, the new United States minister to the kingdom, by the monarch of Siam. Friends of the Oregon man, who is president of the National Editorial Association, may be interested in the following account and the list of the notables with whom E. E. is now mingling:

SANAM CHANDRA.

Nagor Pathom, Tuesday, 31 Jan. 2464.

His Majesty the King was pleased to receive in audience to-day the Honourable Edward E. Brodie, the Envoy Extraordinary and Minister Plenipotentiary of the United States of America, who presented his letter of credence, after which the King entertained the Minister to luncheon to which the following also had the honour of being invited by royal command:—

His Royal Highness Prince Devawongs, Minister for Foreign Affairs.

Their Serene Highnesses Prince Vayavadhana, of His Majesty's Private Secretary's Department; Prince Triados, Under Secretary of State for Foreign Affairs; Prince Chuladis, A.D.C., of the Royal Palace Guards Regiment; Prince Dhani Nivat, His Majesty's Private Secretary for Foreign Correspondence.

Their Excellencies Chao-Phya Dharmadhikarane, Minister of the Royal Household; Chao Phya Rama Raghob, His Majesty's Lord Chamberlain and Chief Aide-hamitra, Captain General of the Royal Bodyguard of Gentlemen-at-Arms.

Second Grand Chamberlains Phya Aniruddha Deva, His Majesty's Lord Steward; Phya Sucharit Dhamrong, Major-Domo of the Palace; Phya Asvapati, Master of the Horse; Second Grand Court Officer Phya Sri Kridakor, Marshal of the Court.

Third Grand Chamberlains Phya Rajasana, His Majesty's Personal Secretary, and Phya Abhiraksh Raja Udyan, Director of the Royal Pleasance Department. Major-General Phya Surawongs, His Majesty's Assistant Chief Aide-de-Campe-General, Mr. Curtis Williams, secretary of the Legation of the United States.

Deputy Grand Chamberlains Phya Narendra Raja, and Phya Sri Suribaha of the Lord Chamberlain's Department.

Second Counsellor Phya Sirijaya Burindra, Governor of Nagor Pathom.

# ALL OVER OREGON

Edward J. Eivers, one of the organizers of the American Legion in Oregon, and state adjutant since its inception in 1919, has severed his official connection with the Legion in Oregon and has taken charge of the advertising and circulation department of the *Pacific Legion*. He is known nationally as the Chef de Chemin de Fer, or National Commander of the La Societe des 40 Hommes et 8 Chevaux, the American Legion playground and honor society. The *Pacific Legion* is regarded as one of the best state publications of the American Legion in existence. It has been adopted by the departments of Oregon and Washington under contract by the terms of which 75 per cent of the net profits from the publication go direct to the state organizations. Jerry Owen is editor.

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Lair H. Gregory, the *Oregonian's* sporting editor, has been in Pasadena, at the training camp of Bill Klepper's Beavers for the past month. Daily his stories regarding the training of the Portland team have appeared on the sporting page. From what he has had to say it is probable that the Klepper Beavers will be an improvement over Walter McCredie's cellar champions of last season.

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Roscoe Cole, who has been make-up man for the *Portland News* for some time past, was appointed foreman of the composing room about the middle of February succeeding C. B. McCombs, who now holds the position of superintendent of the mechanical department.

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W. E. Bates, of the *Oregonian* copy desk, has recovered from a severe illness with smallpox. He returned to work recently after being in quarantine for a month. His eldest son also was ill with the same disease.

The *Oakland Tribune* springs a good idea in its request to its readers to furnish material for a series of articles on the early history of the community. Subscribers are asked to write in the material, with the understanding that names of writers will be withheld if desired. "Now scratch your heads and get busy," says the *Tribune*. "Here are some questions for a starter:"

1. What was the name of the first person or family who settled within the limits of this community? Where was their home located? When was this?
2. Who was the first person born in this community? When and where? Who were the parents? Later life?
3. How was the name of the town decided upon? When was it incorporated? Who were the first officers?
4. Who was the first postmaster? When appointed? Where was the post office? What mail service was there?
5. Who owned the first automobile in town? When? What make was it?
6. When was the worst snow storm of early days? How bad was it?

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No longer can "Uncle Bill" Cuddy have the distinction of being the only grandfather in the *Oregonian* local room. W. H. Warren is a grandfather too, now, although he doesn't seem to have acquired any added dignity or even one gray hair. He's one of the youngest grandfathers on record, but none the less proud of little John Warren Beck.

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Mrs. Mary L. Piatt is the new society editor of the *Eugene Guard*, succeeding Mrs. Mary Ellen Moore, who left the desk last month to take a needed rest. Mrs. Piatt was society editor of the *Medford Mail Tribune* a few years ago and prior to that time held a similar post on a newspaper in Minnesota.



There are few veterans of the world war who saw service on "the other side," who do not desire to make a visit once again to the scenes of their great experiences. Don Skene, popular young reporter of the *Oregonian*, served for six months in the French ambulance service, before America entered the war. His feet have been "itching" for the past two years, and he has been looking forward to the time when he could go back to France. That time has arrived, and Skene is scheduled to be in Paris May 1. He is to sail on the S. S. Saxonica out of New York. While in France Skene will write special stories and do free lance work. He has taken a six months leave of absence from the *Oregonian*. Before Ben Hur Lampman left with Julius L. Meier on the globe-encircling tour he and Skene planned to meet in Paris on May 1.

Billy Stepp, well known sports editor of the *Portland News*, went to Pasadena, California, with the Portland baseball team. While in the sunny south Billy visited all of the coast league training camps and sent the *News* a daily report on how the teams looked in spring training.

Ralph Morrison, who joined the staff of the *Oregonian* last September to cover the railroad and financial beats, recently resigned to enter the investment department of the Portland Railway, Light and Power company.

Paul Moeckli, veteran office boy of the *Portland News*, was confined to his bed for about a week during February with the flu. Believe it or not, Paul was the most welcomed of any of the *News* staff back to work.

Carl S. Miller, who covers the federal beat for the *Portland News*, spent two days at McNeils Island visiting the institution. Miller said that he will never do anything so that he will have to stay there any longer.

O. C. Leiter, widely known newspaperman, is the new managing editor of the *Portland Telegram*. Mr. Leiter was formerly city editor of the *Oregonian*, later conducted the *La Grande Observer*, going from there to New York to be an associate editor of the *Tribune*. Returning to Portland, he soon re-entered active newspaper work as Northwest news editor of the *Telegram*, and has been managing editor for several weeks. Mr. Leiter succeeds Capt. W. T. Stott, who has gone to the San Francisco *Examiner*.

The *Enterprise Record Chieftain* has sold its second linotype, a model ten, and has ordered a model eight to take its place. The shop has added a stereotyping outfit to its plant. W. L. Flower has been shifted to outside work and is now advertising solicitor and reporter. G. E. Odle, foreman of the shop, was installed the first of the year as master of the *Enterprise* Masonic lodge. Miss Snow V. Heaton, assistant editor, is secretary of the *Eastern Star* chapter.

E. H. Hendryx, editor of the *Baker Herald*, is away with a party in the mountains of Grant county hunting deer with a movie camera. During the past year Hendryx has visited nearly every community in the *Herald's* field in order to keep up to date with the wishes of the outside people.

The *Baker Democrat* is running an interesting series under the heading "This May Remind You," articles on the history of the Baker country. Some good stuff is being developed on early days.

Herman F. Edwards has returned to his home in Cottage Grove from Marshfield, where he was for two months telegraph editor of the *Marshfield News*.

The *Joseph Herald* expects to put in a linotype machine shortly. Editor O. G. Crawford looks to have the company erect it almost any day.

If you noticed an improvement in the local news of the *Oregonian*, beginning March 17, it may have been because Clark Williams resumed his place on the local staff the day before, after having been absent on various publicity jobs for several months. Clark assisted in the city publicity campaign for the 1925 exposition committee last winter and later directed the newspaper publicity for the Portland community chest, which he completed the day prior to taking up his duties as a general assignment man.

E. D. Alexander, who more than twenty years ago came to Stayton from Iowa, and bought the *Stayton Mail*, is again connected with that paper. His daughter, Mrs. Frances Parry, has been conducting it since October 1, 1921. Mr. Alexander has been postmaster in Stayton the past five and a half years, but being a democrat, was deposed by the present administration. The *Mail* has recently added a Model L linotype. The new firm name is Alexander & Parry.

Fred M. White, who has been marine editor of the *Oregonian* since his return from France, where he went as a member of Base Hospital No. 46, resigned from the local staff March 7 and became editor of *Commerce*, house organ of the Portland Chamber of Commerce. He also has the title of assistant membership secretary. He has already improved the style and contents of *Commerce*.

Melvin Hall, of Portland, is the new telegraph editor of the Pendleton *East Oregonian*. Mr. Hall studied journalism at Oregon Agricultural College and is a member of Sigma Delta Chi, journalistic fraternity. He was accompanied to Pendleton by Mrs. Hall.

The Pendleton *East Oregonian* has added to its departments a weekly automobile section, made necessary by the opening of the annual spring drive conducted by auto dealers.

B. F. Irvine, editor of the *Oregon Journal*, recently said no to a large number of requests, including a petition bearing several thousand names, asking that he enter the race for governor. In declining, Mr. Irvine pointed out that he regarded his opportunity for service to his state as greater in his present position than it would be as governor. In part Mr. Irvine said: "Many good causes to which the institution with which I am associated is dedicated, are yet far from accomplishment. In that view, I am fully convinced; after mature reflection, that I can serve my state and my fellow-citizens better as editor of the *Oregon Journal* than I could as governor of Oregon."

Everett Earle Stanard of Brownsville, who has gained a wide reputation as author and poet, is writing an extended series of biographical sketches of Linn county pioneers, which have been running for some months in the Sunday editions of the *Albany Democrat*. He works in some interesting early-day history with them.

Fred Lockley, assistant to the publisher and special writer for the *Oregon Journal*, recently received a card from Marshal Foch in remembrance of their visit in Portland. The card bears the signed message, in French: "With my thanks and my best wishes. F. Foch."

Members of the editorial staff of the *Portland News* contributed enough money to purchase a goat which they gave to the Portland baseball team as a mascot. The goat died, however, soon after it was given away.

Arthur D. Sullivan, former city editor of the *Portland News*, is now associate editor on the *Screenland*, a movie weekly.

Floyd A. Fessler is the new city editor of the *Portland News*. Mr. Fessler was former editor of the *Prineville Call*.

Milwaukie, Oregon, is again to have a newspaper, after ten years without a regular publication, according to recent announcement. George A. McArthur, lately of Spokane, and A. C. Sellers, until recently a member of the staff of the Mount Scott *Herald*, are to be the publishers of the new journal, which will be known as the North Clackamas *News*. This will be the fourth newspaper started in Milwaukie since 1850, when the old *Western Star* began publication. Successors of the *Western Star*, which was soon moved to Portland, were the *Milwaukie Bee*, started by Charles Ballard, who moved it to Sellwood, and the *Appeal*, conducted by Captain James Shaw. Since the *Appeal* plant was destroyed by fire in 1912, Milwaukie has been without a newspaper. Mr. McArthur moved his mechanical plant from Spokane.

Old-timers in the Oregon newspaper world were interested in a letter printed in Fred Lockley's column in the Oregon *Journal* from J. W. Redington, twenty years ago editor of the Heppner *Gazette*. Mr. Redington is now at a soldiers' home in California. The author of the old advertising signs which read "Subscribe for the Heppner *Gazette*. It's hell on horse-thieves and hypocrites," seems to have preserved his sense of humor, for he asks to know, in his letter, "whether excavating rock oysters at Newport is an agricultural or a piscatorial pursuit, or is it mining?" And also, whether "digging clams is fishing or farming." Anyone wishing to get in touch with Mr. Redington can get his address from Mr. Lockley.

Curtis L. Beach, formerly a student in the School of Journalism of the University of Oregon, is associated with his father, F. W. Beach, in the publication of the Pacific Northwest *Hotel News*.

The marriage of Ernest Crockatt and Miss Therese Snyder took place in Portland March 7. Mr. Crockatt is city editor of the Pendleton *Tribune*.

Charles Alexander, Sunday editor of the Albany *Democrat*, is winning recognition by his series of stories of wild life running in the Blue Book. Wilkie Nelson Collins, professor of rhetoric in the University of Oregon, recently sent a communication to the Oregon Daily *Emerald*, students' publication, calling attention to the series. "They have," he wrote, "so much unusual observation and incident and so real a style about them that it is a pity to miss the finest things any Oregonian has done yet for his state in the writing of stories."

S. C. Morton, publisher, has started constructing new quarters for his St. Helens *Mist*. The site is just across the street from the present quarters. The building will be 36x58 feet and will cost about \$4000. It is hoped to have the structure completed this month. The shop will be 36x42, and a stock room and sales room 18x16 and Mr. Morton's office will be in the front end of the building. Later another story of office rooms or apartments will be added, in accordance with Mr. Morton's present plans.

The Banks *Herald* is soliciting letters from its subscribers telling of their likes and dislikes, their plans and hopes, the mistakes they have made, and other subjects of interest to readers. A special request is for a communication of about 300 words on "Who is the most useful citizen in your town?" The *Herald* ought to get some interesting copy out of these letters. Looks like an idea that could be adopted or adapted—just as one likes—in some other towns of the state.

March 24, the English classes of the Gilliam county high school issued the Condon *Globe-Times*, supplying the local news, editorial matter, feature stories and other matter that went into the paper. They have received many compliments upon the excellence of the issue. Getting out one of the March issues is an annual custom with the G. C. H. S.

Looking, if possible, healthier and more prosperous than ever, the Gresham *Outlook*, widely-known twice-a-week, celebrated its twelfth birthday early in March. The *Outlook's* expansion in its eleven years is indicated, among other things, by the fact that the Junior linotype with which it began publication has given way to two standard-size machines, while the paper's staff has quadrupled. In the anniversary number, the growth of the *Outlook* is traced since its establishment, March 3, 1911. The latest improvements include equipment which cost most than the entire original plant. Among these are a pony Miehle with Dexter feeding attachment, a Miller saw trimmer, and a foot-power stitcher. The entire ground space of 50x60 is now jammed with machinery and equipment. The present force of this hustling publication consists of Mr. and Mrs. H. L. St. Clair, Chase and Leslie St. Clair, Emma Johnson, Oliver Stromquist, Miss Evelyn Metzger, Miss Beatrice Jackson, Miss Faye Lord and Miss Florence Auclair.

The Blue Mountain *Eagle*, of Canyon City, has tapped Ralph Fisk, an eastern Oregon pioneer, for an interesting series of articles on the early-day mining excitement and settlement of Canyon City and the John Day valley. Fisk's articles are graphic and lively-like in spots and doubtless are taken with avidity by a wide circle of eastern Oregon readers.

An experienced middle-aged reporter with a few thousand saved is considering buying a full or part interest in a good Oregon country newspaper. Would consider partner who knows the mechanical end and can exchange references. Have worked in U. S., Hawaii, and Manila, but desire to settle here. Am married. Address C. B. C., Oregon Exchanges.

E. B. Aldrich, editor of the Pendleton *East Oregonian*, has been re-elected as one of the members of the board of directors of the Pendleton Commercial Association.

"Do you remember" when "Ted" Piper blew the tuba in the Home Amusement Club band in Salem? It was early in the eighties, and the story, illustrated with a cut of the old band of 15 "pieces," is told by Edgar B. Piper, editor of the *Oregonian*, in Murray Wade's interesting old-timers' number of the *Oregon Magazine*, published at Salem. Speaking of his tuba solos, Mr. Piper writes, "I have never heard that there was any particularly wild acclaim over my performances. 'Annyhow,' as Dooley might say, 'I did my durndest. Angels could do no more.'"

Vella Winner, women's club editor of the *Oregon Journal*, and one of the best known members of the *Journal* family, will retire, at least for the present, from newspaper work when, on April 9, she leaves Portland for Pasadena, Cal. Miss Winner's plans are the result of the illness of her father, G. A. Winner, a resident of Pasadena. Pending the parent's recovery Miss Winner expects to let her many Portland activities take care of themselves. Her successor on the *Journal* staff had not been named as EXCHANGES went to press.

R. C. Salton, of Tacoma, who has been engaged in specialty advertising throughout the northwest, chiefly in Oregon and Washington, now has the title of advertising manager for the Grants Pass Daily *Courier*. Salton took the place of J. R. Griffith, general advertising and circulation specialist who came to the *Courier* last October. Before going to Grants Pass Griffith was associated with Elbert Bede at Cottage Grove. He is now engaged in another line of business, but expects to return to the newspaper field in the future.

Fred Lampkin, business manager of the Pendleton *East Oregonian*, has been chosen as president of the Pendleton Rod and Gun Club for the ensuing year. This will be Mr. Lampkin's third year as president.

Michael J. Roche, whose death occurred in Eugene since the last issue of OREGON EXCHANGES, was, in the words of the *Portland Spectator*, "one of the best known and best loved journalists and railroad men of the Northwest." Before coming to Portland thirty years ago he had won a wide reputation as railroad editor of the *St. Paul Pioneer Press*. After a short time as telegraph editor of the *Oregonian* he became traveling passenger agent for the Denver & Rio Grande. He was for many years railroad editor of *The Spectator*. In the course of the years he built up an acquaintance that extended into nearly every railroad office in the United States. "In all those offices," says *The Spectator*, "there is a deep feeling of regret at his passing. The members of *The Spectator* staff who so long and intimately knew him will miss him greatly."

A figure familiar to all old-timers on the *Oregonian* staff again holds down the marine desk in the room under the big tower. He is none other than W. E. (Bill) Mahoney, deep sea expert. For years, prior to resigning to accept a position with the Portland office of the United States shipping board, Bill walked up and down the shores of the Willamette river every day except Sunday and gleaned "leads," "follows" and "notes" which went to make up the marine page. He was working on the night desk at the *Journal* for a time, but when Fred White left to take a job with the chamber of commerce, was called back to the *Oregonian* by H. E. Thomas, city editor.

When Wilford Allen is not engaged with business connected with the chamber of commerce, of which he is vice-president, or with the Grants Pass Irrigation district, of which he is secretary, or even in his capacity as secretary of the Oregon Sportsmen's Association, he is apt to be found at his desk in the office of the Grants Pass *Daily Courier*, of which he is editor.

N. W. Cowherd of Kentucky has succeeded E. R. Farley as business manager of the *Baker Herald*. Mr. Farley has accepted a position as district representative of the Modern Woodmen. Mr. Cowherd comes to the *Herald* with the intention of doubling the advertising lineage in 1922 and of establishing a 3000 A. B. C. paid circulation before October 1. He has only one arm but two heads, one educated for the circulation department and one for the advertising department. He is personally in charge of foreign advertising. George L. Jett, a local business man, has recently been appointed local advertising manager of the *Baker Herald* and is organizing a copy and merchandising service to make profitable advertising easier and more certain for Baker merchants.

The *Angora Journal*, published at Portland by A. C. Gage, has sold its milk goat department to California interests and will deal only with the fleece goats in future. Mohair, the fleece of the Angora goat, is used in Palm Beach suits and is entering into manufacture of clothing in combination with wool. There are nearly four million goats on farms in the United States, Mr. Gage points out.

Elbert Bede, who has been reading clerk of the lower house of the Oregon state legislature, has consented to enter the race for representative in that body from Lane county. Perhaps it is unnecessary here to identify Mr. Bede as the editor of the *Cottage Grove Sentinel* and the president of the Oregon State Editorial Association. His neighbors in Eugene brought considerable persuasive pressure to bear on him to announce his candidacy.

Charles F. Soule, who died in Portland March 3, was formerly editor of the *Lincoln County Leader*. Prior to that time he worked on the *Omaha Bee* for ten years. He was 59 years old, a native of Wilkesbarre, Pa.

Filmland, even horrible Hollywood, marshalled its forces for the inspection of Earl C. Brownlee, dramatic editor of the *Oregon Journal*, during the last two weeks of February, which Brownlee spent in and around Los Angeles. Despite the furore of interest then manifested in the William D. Taylor movie murder, Brownlee kept as nearly aloof as possible from crimes, seeking, rather, edification in the marvels of the studios and their living inhabitants. Brownlee was accompanied by A. C. Raleigh, former New York *World* artist and now manager of the Columbia theatre, Portland.

H. J. Saunders of Salem and Albert Lulay, formerly of the *Stayton Mail*, are the publishers of the *Siuslaw Region*, the new paper established at Florence, Lane county's seaport. The paper, which is said to have the united support of the granges in western Lane county, is the successor of the old *West*, which suspended last year after more than a quarter of a century of publication. The *Region* is using the *West* plant. Congratulations and best wishes are pouring in upon the publishers from their friends and former associates in other parts of the state.

The Molalla *Pioneer* recently celebrated its ninth anniversary. Much of Molalla's development and progress is laid to the work of the *Pioneer*, which has itself prospered well. One of its latest additions is a linotype. Gordon J. Taylor, the editor, is well known also for his ability as a platform speaker and did Y. M. C. A. entertainment work overseas during the war. His son, Walter J. Taylor, is business manager of the paper.

The Albany *Democrat* has installed a duplex perfecting press, like those in use in the offices of the Eugene dailies. John Bennett, the *Register* pressman, went from Eugene to set it up and the *Democrat* people speak in high terms of his efficiency as a machinist and his meticulous conscientiousness.

Miss Marion Morton, 16-year-old daughter of S. C. Morton, editor of the *St. Helens Mist*, will leave about June 1 for Honolulu to visit her aunt and will take her senior year in high school at Honolulu. Miss Morton has been helping her father on the reporting of locals for the last two years and has also written for several Portland papers. On her return she will develop her journalistic talent with a course in the University of Oregon. While in Honolulu she will write a series of articles for publication on the Hawaiian islands.

Fred L. Sheets has disposed of his interests in the *Nyssa Journal* and has formed a partnership with George Huntington Currey for the operation of the Book-Nook Printery, an exclusive job shop in Baker, Oregon. Eugene Crosby, the former proprietor, has secured an interest in the Tillamook *Headlight*, where he will have charge of the mechanical department. Both Sheets and Crosby are printers of exceptional ability.

The Jacksonville *Post*, published by S. P. and H. M. Shutt, has moved into new quarters. The *Post* now claims "the neatest and most convenient office quarters as well as the best equipped plant of any small town printing office in Oregon." The publishers add the hope that "this improvement and enterprise will be appreciated by the *Post's* army of patrons and the public generally."

OREGON EXCHANGES knows of a pretty good little country newspaper that's for sale. It's over in north central Oregon and has rather a wide territory unoccupied by competing publications. If you're interested don't guess, but write OREGON EXCHANGES for further information.

The Portland *Spectator* is printing a symposium of the views of its subscribers on the question of whether prohibition is a success. Some of the letters are dry reading.

OREGON EXCHANGES is obliged to J. P. Kirkpatrick of the *Pilot Rock Record* for the following interesting little item on publicity: Insofar as the *Pilot Rock Record* is concerned the old adage "He who tooteth not his own horn the same shall not be tooted," has been exemplified. We have scanned the columns of EXCHANGES time after time in a fruitless search for some "bouquet" extolling the virtues of the modest little weekly published at Pilot Rock. Failing to find the fragrant little effusion we have decided to write one for ourselves—like the *E. O. and Tribune* do! We consider the *Record* the niftiest little paper published in Pilot Rock, full of ads, literary gems and—prunes.

Claude I. Barr, secretary of the Pendleton Commercial Association, is breaking into the editor class, writing articles and assembling material for the illustrated booklet which will be published by the commercial associations of Umatilla county. Ten thousand copies are to be printed, the booklet being the first ever published by the county. Besides Mr. Barr, those who have contributed to the booklet are Fred Bennion, county agent, who has for his theme the work of the Farm Bureau; Joseph Harvey, city editor of the *Pendleton East Oregonian*, who wrote the article entitled "Pendleton," and Miss Elsie Fitzmaurice, reporter, whose article is entitled "The Round-Up."

In honor of Lieut. Walter V. Brown, son of W. S. Brown of the *Malheur Enterprise* at Vale, who was killed when an airplane he was operating took a tail spin into the waters of the Potomac, a flying field in Virginia has recently been named. Lieutenant Brown was well known on the coast as a star football player of Washington State College and later was a member of the famous Mare Island Marines. During the war he saw service in the aviation branch and was stationed for a number of years in the West Indies.

F. A. Sikes, of Corvallis, editor of the *Farmers' Union News*, official organ of the Farmers' Union, writes OREGON EXCHANGES suggesting a topic which, he says, "is not generally treated in our daily press." "All over Oregon," he writes, "farmers are broke; that is, many of them are, and more are getting that way every day. Now, if the press would speak of it as a general condition brought about by the infamous 'deflation' that followed the war, and at such a time when the farmer could not help himself, it would look much better than slurring the farmers, as anyone can observe in almost every paper."

OREGON EXCHANGES has not noted a general tendency to slur the farmers, and is convinced, with Mr. Sikes, that such policy, wherever it may be followed, is short-sighted, indeed, and particularly objectionable in Oregon, whose prosperity is built so directly on farming.

Mrs. A. A. Wheeler, of the firm publishing the *Halsey Enterprise*, has so far recovered from the stroke of paralysis which prostrated her, December 4 last, that there are hopes that within three months she will be able to walk about the house without help and in general to care for herself. The work in the printing office is being done by the other partner, W. H. Wheeler, who is a septuagenarian, and D. F. Dean, a well-known newspaper man and printer of Oregon, who is 60.

Fred R. Bangs, outside circulation representative of the *Baker Herald*, has been bucking the country roads this winter via Old Dobbin. He will be glad when the roads make it possible to transfer the saddle bags to the back of the Ford roadster.

In his parting word to the people of Nyssa through the *Journal*, Fred L. Sheets, who has purchased a printing office in Baker, expresses the hope that some day he may return to Nyssa to publish a daily paper.

Now that word of the wedding of Philip Ludwell Jackson, associate publisher of the *Oregon Journal*, has been proclaimed in print, with unstinted use of space on the part of all the Portland papers, the chief item of news in that connection is the fact that Jackson and his bride (Dorothy Strowbridge) prominent in Portland social circles, are forced to spend a two-months honeymoon in such out-of-the-way places as Cuba. In spite of the terrors of Cuba, early reports indicate that the honeymooners are having gladsome days.

W. S. Brown, who, with his brother Harry Brown, published the *Gate City Journal* at Nyssa, has recently purchased an interest in the *Malheur Enterprise* at Vale, and is in charge of the mechanical room. Mr. Brown is one of the pioneer newspaper men of Oregon and the founder of several eastern Oregon weekly newspapers.

Portland, March 29—(Not by United Press).—Frank A. Clarvoe, bureau manager in Portland for the United Press, is determined that he will not live in an apartment and is seeking far and wide a suitable domicile for two. Clarvoe admits, if pressed for information, that he has the girl, but the date hasn't been set—probably pending the discovery of the elusive love nest.

Marshall N. Dana of the *Oregon Journal* staff saw so much of the big cities of the East on his recent trip that Portland is over large in his eyes and, as a result, a home in the woods proved an irresistible attraction. The Danas hope to move this spring to the vicinity of Oak Grove on the Willamette river.

Miss Echo June Zahl, Los Angeles newspaper writer, formerly of Portland and Seattle, was called to Portland early in March by the death of her mother, Mrs. Jennie D. Zahl.

A. E. Scott, publisher of the *Washington County News-Times* at Forest Grove for nearly twelve years past, has sold the job department of his printing plant to W. J. Clark, formerly of *Independence*, and will devote his energies to the newspaper exclusively. It is planned to have the newspaper printed by the job department and thus relieve Mr. Scott of the mechanical end of the business entirely. Mr. Clark has sold his residence at *Independence* and will move to Forest Grove as soon as school is out. Mr. Scott owns a 20-acre prune orchard that will soon be claiming much of his attention. Mr. Clark has disposed of his interest in the *Mt. Scott Herald*, of which he has been business manager.

David W. Hazen, of the *Portland Telegram*, was the only Portland newspaper man who covered the mysterious poisoning of the five Rhodes children near Klaber, Wash. Hazen is a home-loving body, so it happens he gets all of the out-of-town assignments. On Monday, March 20, he packed his grip to go to Spokane to meet the Chicago Grand Opera Company. He boarded one of the special trains at Spokane Tuesday morning, and rode with the opera stars all day Tuesday, and got up early Wednesday morning to cover their arrival in Portland.

John Connell, identified in the office of the *Oregon Journal* as Little Stupid, has wrapped the draperies of his couch about him and, together with Mrs. Connell and the young hopeful, has moved to the breezy shores of Oswego Lake. Thus the Connells have anticipated the warm weather.

Elmer Maxey, reporter for the *Eugene Guard*, was the author of a series of 49 articles, recently published in the *Guard*, descriptive of Lane County industries. Mr. Maxey received much commendation from followers of publicity for his excellent work in outlining Lane County's varied industrial activities.



First of Oregon newspapers to install a radiophone broadcasting station to send concerts, weather forecasts, high lights of the news and other intelligence out from its own office, the *Oregonian* dedicated the other day its new apparatus, just installed in a room under the big clock in the tower, with a concert by Miss Edith Mason, one of the stars of the Chicago Grand Opera Company.

The station is one of the most powerful in the west, with a radius at any time of 500 miles, and with favorable conditions it will operate much farther. When the apparatus was tested in New York, its broadcasting was heard from Halifax to Georgia and as far west as Chicago. Along the Pacific coast atmospheric conditions are said to be more favorable and the *Oregonian's* service is expected to be heard from Alaska to Mexico. Radiophone receiving sets throughout the northwest states will pick up the *Oregonian* broadcasts with ease, it is expected.

Paul Robinson, editor of the *Aurora Observer*, is working out a plan which will take him all over the United States by auto in the interest of the 1925 exposition and in the promotion of interest in Oregon's farming opportunities. Mr. Robinson's plan is, he says, "without any excessive financial profit, to travel by auto through practically every state, visiting printing offices in small and large towns, auto camps, and among the actual land seekers, advertising by a properly lettered and attractive house car and thousands of circulars, the big fair and Oregon's opportunities."

The *Astoria Times* is the name of a new weekly at Astoria. Owen A. Merrick is editor, and J. B. Myers business manager. The early numbers of the publication are lively and attractive.

Lou M. Kennedy, sporting editor of the *Telegram*, covered the training camp news of the Portland Beavers at Pasadena.

L. R. Wheeler, vice-president of the Portland Telegram Publishing Company, recently spoke before the Commercial Club at Hood River, on topics connected with the development of the scenic assets of the Pacific Northwest, and especially of the Mt. Hood district. Mr. Wheeler attended the annual meeting of the Baker County Chamber of Commerce, and on his return trip, stopped off at Pendleton and was one of the guests at a dinner given in honor of Edgar B. Piper of the *Oregonian*, by Roy W. Ritner, president of the State Senate.

With the installation of a second No. 14 Mergenthaler linotype with head-letter attachment, the Salem *Capital Journal* claims the best equipped plant of any of the smaller newspapers of the northwest. The plant comprises two No. 14 and one No. 8 linotypes, all full magazines and all new, and an intertype, a Ludlow typograph with two full cabinets of matrices, a 16-page perfecting press and complete stereotyping machinery. The entire plant is electrically equipped.

George Huntington Currey, president of the Baker Herald Company, has undertaken the organization of an advertising club in Baker and expects to see it give some of the older clubs a run for their money. The *Herald* has, through its guarantee against fraudulent advertising, its guarantee of circulation, and many "shop ads" for advertising, promoted interest among business men for result-getting newspaper space.

W. S. Kilgour, former managing editor of one of the Perkins papers at Olympia, Wash., is the latest addition to the night staff of the *Oregon Journal*, under Harry H. Hill, night editor.

George H. Neher, formerly of the *Oregonian*, is now foreman of the Mt. Scott *Herald* composing room. Louis Breidenbach is the new apprentice in the *Herald* press room.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

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## CLASS PUBLICATIONS AND THEIR FIELD IN OREGON

By A. C. GAGE,

EDITOR AND PUBLISHER, ANGORA JOURNAL, PORTLAND

*[Mr. Gage, who is himself a successful trade publisher, here analyzes the situation in Oregon from the point of view of his publications. The field and the opportunity for these papers is most interestingly treated. The subject of class and trade journalism, covering the vast number of specialties connected with industry, commerce, agriculture and all the varied interests of the work-a-day world, forms an important branch of the work of the School of Journalism at the University of Oregon, and will be one of the features of the annual Oregon Newspaper Conference next January.]*

**H**OW many in the partial list of Oregon publications given at the bottom of this page are familiar to you? They are class, trade and group publications issued regularly in this state. Many of them are farm publications. It is with these that this article has largely to do.

There is always in the United States a wide horizon for those trained in newspaper experience. The business of mak-

ing magazines or newspapers offers so varied a range of selection that the individual is sometimes puzzled which way to look. In whatever direction, there is opportunity, often close at hand. Usually newspaper preparation qualifies for magazine work, or for class and trade publication enterprises. It is not a long step from one to the other.

Oregon has good representation in newspapers, class and trade publications,

Timberman	Western Farmer
Western Breeders Journal	Spectator
Pacific Homestead	The Manufacturer
Shipping Guide	Oregon Teachers Monthly
Pacific Poultry Journal	Northwest Pacific Farmer
Northwest Journal of Dentistry	Poultry Life
Northwest Insurance News	North American Flier
Pacific Retailers Journal	Fountain Profits
Hardware World	Trade Register
Pacific N. W. Hotel News	Pacific Legion
Commercial Review	Commercial Recorder
Pacific Drug Review	Better Fruit
Pacific Banker	Oregon Veteran
Automobile Record	Angora Journal
Export and Shipping Journal	Oregon Merchants Magazine
Oregon Grange Bulletin	Tax Liberator

but produces no magazine of general literary and national character. The nearest approach made to that was the *Pacific Monthly*, which was absorbed by *Sunset Magazine*.

There are, however, a number of special class or trade periodicals that have attained high merit and financial success. These represent various industries, organizations, societies and groups.

The farmer as well as the city man likes to see his name in print. If Henry Jones has produced a bumper crop and made a good showing of live stock, he is proud to have it recorded; neighbor Brown likes to read about it and compare with his own achievements. Both are eager to learn of new and successful ways of doing things.

This is what makes the agricultural press a vital element and a force in any state. Oregon has a creditable list of publications giving this kind of information to the farmer. Live stock, farming, orchard and poultry people look upon these periodicals as a part of their industry. They read them, advertise in them, and write letters to the editors.

The agricultural weekly or monthly carries messages between widely separated men and areas. It tells a story, gives a remedy, describes a method or system, quotes market prices, reports sales, advises improvement of breeds, urges new ideas. It creates demand for better machinery and equipment, explains farm problems, reports meetings and prints articles and illustrations designed to help the man on the land.

In this work of publishing, trained minds are required. The editor of a farm publication, wise in his policy, not only sends his paper or magazine to the farmer, but goes himself to the farm, makes the problems of the farmer his own; meets him in his fields or home. In return the farmer gets to see the personal side of the editor and his viewpoint, or it may be the field representative who goes out, and the farmer feels more interested in the publication.

Naturally it is impossible for the publisher or his representative to meet all or even a small percentage of the subscribers, but contact is possible with the leaders—men who are doing things, such as producing the best cows, horses, sheep, goats, swine, poultry.

At county or state fairs, live stock shows, grange sessions, the energetic publisher meets the farmer, just as the newspaper man meets the merchant on the street or in his store; talks with him, as the managing editor of a city daily greets the banker or the politician.

Farm paper editors have an added means of making friends and widening their acquaintance by correspondence. They know as many farmers by their handwriting as they do by sight. The mail of the average editor who conducts a farm publication is heavy. In my own work there have been received over one hundred letters in one day.

#### LETTERS BRING MATERIAL

These letters nearly always carry some bit of news or information that is helpful in preparing the reading pages of the publication; nearly all require a reply, but they take the place of "reporting," or the personal visit or interview, the conference at the bank or court house, or at the office of some lawyer—and they bring business.

The "nut," the reformer, the extremist, the radical, the idealist, you recognize, just as one knows the city or town "man of one idea," the genius who tells how to "run the sheet," and the fellow who is press-agenting some pet theory. They are the same in the country as in the city. One stonehead writes a dissertation on collective bargaining, using the unprinted side of various circulars for "copy" paper. He encloses it in the envelope in which you sent back his last contribution, marks out his own name and address and sketches in a fist pointing to your return address in the corner. One wonders if he borrowed the postage stamp.

(Continued on page 13)

# THE NEWSPAPER, THE PARTY AND THE PEOPLE

By BOB SWAYZE  
COPY EDITOR, OREGON JOURNAL

*[Mr. Swayze writes from the point of view gained in more than twenty years' work on newspapers, large and small, in various parts of the country. He knows newspaper work from both the reporter's and the editor's particular slant—if there is any difference—and he has here analyzed the findings of his years of observation, so far as they affect the relation of the hard-shelled party newspaper to the people. Not every newspaperman will agree with Mr. Swayze's opinion in toto; but perhaps most of them have done some thinking along the same line as he.]*

LET this article begin with a flat statement, which it shall be my purpose to attempt to prove. That statement is this: During twenty years of an active career in the newspaper field the thing which impresses me most is the tremendous loss of respect which the party newspaper has suffered in its standing with the public.

I have seen this feeling grow from incipient doubt and through later indifference up to its present state of an utter lack of confidence—a state approximating secret and silent contempt and satirically expressed in the stinging phrase, “just newspaper talk.”

Twenty years ago that term was never heard. Today it is a tenant of almost every tongue, and is shamefully reflected in the party newspaper's inability to influence public opinion. We newspaper men do not like to make the admission, but the bare, cold fact stares at us, nevertheless, that the influence of the press has come to be so negligible that it carries little or no weight with the thinking populace.

## TOUCH WITH PEOPLE LOST

Bond elections, legislation and office-seekers are not nowadays, as they used to be, swept into official acceptance by the bellicose thunderings of a party organ, but by the psychology of the multitude—a nebulous but none the less powerful

factor which permeates, creates and guides modern thought despite flippant and superficial currents on the surface.

Because of its total blindness to the larger and more permanent virtues as distinguished from its full-eyed recognition of partisan issues and fleeting shibboleths, the press has lost communion with the spirit of most of the people. It is still a sort of “holy writ” for the subnormal, or illiterate poor, who do not and can not think, and the super-normal, or overly rich, who do not wish to be bothered with the luxury of thinking for themselves. But with the vast multitude between these two classes—a multitude which is at once the bulwark of the government and the mainstay of civilization—it has degenerated into an object of mere curiosity, to be picked up frivolously and as often thrown down in sickened disgust.

Let a few incidents be cited to prove the opening statement in this article.

## WHEN THE PAPERS FAILED

The first incident goes back to 1910, I believe, when Miles Poindexter was a candidate for United States senator from Washington. He was then labeled a “Progressive Republican.” His opponents were John L. Wilson, a former United States Senator, and Thomas Burke, a wealthy and distinguished lawyer of Seattle. Both were Republican standpatters of the standpattest variety. Wil-

son owned a large and influential daily at Seattle, Burke had barrels of money, and Poindexter, then virtually unknown, had naught except that Progressive Republican label.

Before the primaries, an "agreement"—remember that word, for it may have been the turning point in the campaign—was reached whereby Wilson withdrew from the race and threw his support to Burke. Every paper in the state, with a few weak exceptions, was turned into the Burke column. Reportorially and editorially, newspaper readers were reminded daily and weekly that Burke would sweep the state as it never had been swept before and that a vote cast for the humble Poindexter was so much chaff in the wind. It was shown, apparently beyond all question of doubt, that Burke was the overwhelming choice of rich and poor, of organized and unorganized labor. But the people did not stampede with the newspapers in the direction of Burke, but against the newspapers in the direction of Poindexter, who carried the primaries by one of the most preponderant majorities ever given a candidate.

#### PEOPLE'S SLAP DESERVED

Here was a typical example of that potent phrase, "just newspaper talk," forcefully at work in the mind of the voters. I have frequently tried to analyze that election in an effort to apologize to myself, as a newspaper man, for the rebuke therein administered to the newspapers, but the unyielding conclusion has always subtended itself on my consciousness that the success of Poindexter was a well-deserved slap at a press which had become wholly and questionably unrepresentative.

Let's follow this trend of a growing independent public mind and a shrinking party-muzzled press into the national election of 1912. Here we shall find the Burke-Poindexter episode duplicated and enlarged.

It is not necessary to go into the three-cornered fight between Wilson, Roosevelt

and Taft to prove my point, so I shall deal only with the issue which was raised between Taft and Roosevelt.

#### FEW PAPERS FOR ROOSEVELT

Roosevelt, it will be recalled, occupied with the national press, at that time, a position similar to that negligently filled by Poindexter with respect to the press of Washington state. Taft, on the other hand, was vociferously favored by the wealthy Republican press of the nation. A Roosevelt newspaper, of importance, was like the bleat of a lamb separated from the rest of the flock.

Straw votes were taken in New York, Chicago, Cincinnati, Philadelphia and other large cities of the East and were paraded in the Republican press as reflective of the existent sentiment. In many of these so-called test votes Roosevelt was not represented at all. Taft led every count, and the people were told, through the weighty Taft press, that "Taft would be reelected president. But again, as in the Poindexter case, the voters did not stampede with the papers toward Taft, but against the papers toward Roosevelt. With seven-eighths of the Republican newspapers of the nation bitterly against him, Roosevelt had walloped "the stuffed prophet of standpatism," as he had been playfully called.

#### "NEWSPAPER TALK" AGAIN

Psychology, unidentified, elusive, but intangibly strong, had been at work in each of these instances, and had triumphed with the tacitly understood catch-phrase, "just newspaper talk." Even though it seems trite, I cannot help but venture the assertion that in each of these cases, as perhaps in matters of morals and conscience, the people had been guided by something from within, which pointed to the apparently right road, as against something from without, which may have led into dangerous trails.

In order that I may not appear peddled in "a holier-than-thou" attitude, I  
(Continued on page 14)

## THAT WEEK-END IN CORVALLIS

A PROGRAM full of helpful things is promised for the annual convention of the Oregon State Editorial Association at Corvallis on July 21 and 22. Details of the agenda are being worked out by President Elbert Bede, in cooperation with Secretary Hal E. Hoss, but are not in such shape that they can be announced at this time.

According to a resolution adopted at the January conference at Eugene, portions of the session this year will be divided into weekly and daily discussion, as it was considered all publishers' interests were not the same on some topics.

Another phase of the convention which evokes much interest and makes it difficult to plan successfully, is the matter of just how much entertainment, how much editorial discussion, and how much from the business angle, should be given time during the two days. However, with vast experience at his command, President Bede is sure to evolve a well-balanced and interesting program.

### SOME OF THE SUBJECTS

Among the tentative subjects for discussion are whether or not a job shop in connection with a newspaper is profitable; the matter of free publicity in connection with the many "weeks" instituted by manufacturers and growers of various things; legal rates, and the manner in which they are being observed by publishers; features for daily and weekly newspapers; the value of an editorial page; headwriting and its value to the small as well as the large newspaper. Talks by advertising agency men, publicists, and retail advertising managers will probably be given space on the program. It is planned by the officers for this convention that plenty of time be given for round-table talks and get-acquainted informals, which have developed so much information of mutual value at previous meetings.

The Corvallis Commercial club is making extensive plans to entertain the Association. C. E. Ingalls, for three years president of the State Association, is chairman of the committee on arrangements and is working in conjunction with the community club of Newport in the expectation of taking the editors on a trip to the sea. Details of the Newport end of the trip have not yet been completed, but tentative plans provide for taking the editors and their wives over the coast range, through Toledo to Newport Saturday afternoon. There will be a sea-food supper, and Newport will offer various forms of amusement: dancing, swimming in the new natatorium, skating rink, agate hunting, a trip on the bay, fishing, and other sports for which this seaport has become famous. The trip over the mountains through the pass is very beautiful.

In addition to the program which is being worked up by President Bede and his committee for the Association proper, a banquet is being arranged for Friday evening. As this meeting occurs while the summer school is in session at O. A. C. and as a great many prominent lecturers will be in attendance at the summer session, it is hoped to have some of these featured either at the regular session or at the banquet, perhaps both.

The Association is desirous of having as many editors and their wives as possible attend the meeting this year, and the committee on arrangements urges that they begin making their plans to be in Corvallis this summer as a part of their regular vacation.

From a survey of the field made by Secretary Hoss, all indications point toward a banner attendance. A number of editors have signified their intention of attending, as the convention is being held in the Willamette valley the first time in several years.

## NEWSPAPERS IN NORWAY

By MELVIN T. SOLVE

*[Mr. Solve, who is a member of the faculty in the department of rhetoric in the University of Oregon, approaches this subject not particularly from the point of view of the college professor but from that of the journalist. In his undergraduate days Mr. Solve was a student in the Oregon School of Journalism and has done much newspaper writing. He was in Norway for a year as the holder of a scholarship in the University of Christiania.]*

THE typical Christiania newspaper prints about eight pages daily. Within these eight pages they manage to condense local, national, and world news, and advertising. Because of close trade connections with the rest of Europe, they necessarily have to carry a pretty full report of continental news. For the same reason, and also because of the large Scandinavian population in this country, the important American news is demanded by the Norwegian public.

To carry all this within the comparatively few pages to which they limit themselves, very careful editing and a nice sense of news values is, of course, necessary; unimportant details must be rigorously blue-pencilled, and the style must be compact and terse in the extreme. News-writers in this country who complain of hard treatment by the copy desk, would fare even worse over there. Not that they never print a long story. A railroad wreck last fall in which about twenty persons were killed, including five or six men of national importance, rated the greater part of a page. The Arbuckle-Rappe case got half a column. To cite the latter story is quite fair, for Fatty is as well known there as here, and half a column is a good deal for a movie actor.

### READS WHOLE PAPER

Commenting on the size of the American newspaper, a Christiania gentleman once said to me that over here the papers print "pages and pages of the most stupid and trivial things." Naturally I was reluctant to admit that the difference be-

tween eight, and the twenty-odd pages of the American city daily, was made up entirely of such stuff. But the statement reveals the attitude of the Norwegian reader toward his paper: he expects to read the entire paper. He takes it up on the supposition that everything in it is worth printing, and hence is worth reading. The big American city daily, with its varied appeals to a heterogeneous public, confuses him.

From many quarters the American newspaper is accused of unfair partizanship and of coloring the news to fit the owner's interests. In the big industrial centers of this country the attitude of organized labor toward the press is well known, and in many centers the attitude of the press toward labor is known quite as well. The writer was curious concerning the Norwegian press in regard to these matters, and as events shaped themselves, had an excellent chance to observe.

### NORSE LABOR RADICAL

Labor is very closely organized in Norway, and very radical. The "People's House," as labor headquarters in Christiania is called, is a hot-bed of revolution and echoes with the "International." Last spring the shipping firms by mutual agreement reduced wages of seamen, firemen, and engineers. Immediately these crafts went out on strike. As they seemed to have small chance of winning, every labor group except railroad workers went out on a sympathy strike. Everything was at a standstill. Professional men and students volunteered their services to run

the light and water plants, the bakeries, and the milk deliveries. Troops wearing helmets (the soup-dish kind, well known to all American soldiers, and probably manufactured by Henry Ford) guarded the quays, the streets, and the railway stations. The mounted police was busy clearing the public squares of idle mobs. There was, of course, some rioting, and a few broken heads on both sides.

#### NEWS FAKER BUSY

On the first day of the strike the only newspaper able to come out was the *Social Demokraten*—the labor organ. All other printers and shopmen were on strike. This seemed to be a nice coup d'etat for labor, for all the news that came out concerning the strike came direct from the "People's House." And such news! Most of the paper was taken up with accounts of the brutal assaults of the soldiers and mounted police upon innocent citizens. The police rode through the crowds, ordering peaceful persons off the streets, laying on with their clubs in the same instant, till the streets resembled battlefields.

An old man, daring to remonstrate with a policeman, said the paper, was clubbed till he fell, and staggered off with an eyeball hanging down over his cheek. A man coming out of the railway station with a suitcase in either hand was knocked unconscious. Another, thinking to take refuge in the porch of the cathedral when the police began to clear the Great Square, was terribly beaten. And for the benefit of the strikers there were stories telling how gloriously the strike was succeeding, and that the "enemy" would soon capitulate.

#### THE OTHER SIDE

But in two or three days the other papers, from the ultra conservative *Aftenposten* to the intellectual liberal *Verdens Gang* appeared, and the stories carried by *Social Demokraten* were investigated from many angles and points of interest. They were all branded as greatly overdrawn or wholly false, *Aftenposten* going so far as to commend the efficiency of the mounted

police and their chief in preserving good order during a difficult and dangerous time. Until the end of the strike there was the widest divergence between the reports of the local events carried by the various papers, and to be at all sure of himself one had to read all of the papers and pick out the golden mean. And during the whole time it is likely that, with the exception of the papers representing the extremes, Left and Right, which were brazenly partizan, there was a real attempt to present the news honestly. From all of which the writer concludes that in the presenting of news American papers are at least no worse than those of other countries.

#### SCARE HEADS SCARCE

The mechanical make-up of the Norwegian papers differs a great deal from ours. One seldom sees more than a two-column head, and more than two decks are rare. It is an epoch-making story that rates a banner. The lines of the headings are irregular, and the label head is common. Since the Norwegian reader expects to read the whole story, the head is of less importance than in America, and since he reads the entire paper the front page has less importance than with us. In *Tidens Tegn*, one of the best papers of Norway, the most important national and European news is regularly printed on the fourth page. The sheets are always pasted together.

Display advertising has not developed very far. The ads are usually small and huddled together, and the type used is not attractive. Ordinarily they are not illustrated. Advertising rates are quite as high as in this country, I think, but subscription rates are considerably lower. Death notices, cards of thanks, engagement announcements, etc., are run in the advertising columns at regular advertising rates, each occupying about a three-inch space. This is a lucrative source of income for the papers, every issue containing about a quarter page of such matter.

Illustrations, on the whole, are not good. The half-tones, when used at all, are mud-



dy and indistinct. Most of the illustrations are zinc cuts of pen or charcoal drawings. Every paper has its artist who can be seen at any public event busily sketching away upon his pad. Their drawings of statesmen and actors often verge very close upon caricature, and in this country would probably arouse no little resentment.

Christiania, which has about the same population as Portland, supports five large papers, most of which are morning papers. *Aftenposten*, which was originally an evening paper, now puts out a large morning edition to compete with its rival *Tidens Tegn*. It is the only paper in the city which puts out two editions, and both are sent to all its subscribers. The com-

plicated series of mail and street editions of the modern American city daily is unknown in Norway.

One wonders why there are so many morning papers and so few evening publications. Perhaps the railway schedules have not a little to do with it. Probably the meal hours have still more. The breakfast hour is not early; which gives a man time to read his paper before going to work. Dinner comes about three o'clock, which is too early for an evening paper, and supper comes at eight, which is pretty late in the day for a man to be interested in anything except rest and amusement.

All the papers get out a special Saturday edition. Sunday papers are prohibited by law in Norway.

## GREATEST PROBLEMS FACING WEEKLY NEWSPAPERS OF OREGON

**O**REGON newspaper men either have few problems or they are so busy solving them that they find little time to write on the subject. The questionnaire sent out by EXCHANGES asking opinions on what is the biggest problem confronting Oregon publishers at this time brought few responses. Those sent in are so interesting that they are herewith given.

Elbert Bede, editor of the Cottage Grove *Sentinel*, writes:

"It is hard to say which is the biggest problem before the country newspapers today, but I'll take a chance on saying that it is to get editors with keen business judgment, possessing at the same time a sense of their duties which forbids withholding news at the suggestion of that business judgment and which forbids the publication of any criticism not directed at the particular wrong or the particular person, such as general criticism which tars all members of an organization for the sins or deficiencies of a few. Combined with these should go

a sense of fairness and honesty which impels the righting, as far as possible, of any injury unintentionally inflicted."

Upton H. Gibbs, editor and publisher, Eastern Clackamas *News* (Estacada): "You ask, 'What do you regard as the biggest problem confronting the weekly publishers of Oregon today?' I submitted this to my foreman, Elliott Stewart, and he replied, 'Finances.' In this I concur, but would specify that just how to get his share of the political advertising is the chief concern of the weekly publisher in Oregon. . . . I read with interest the two articles on what to print, by I. V. McAdoo and George Huntington Currey, as well as that of the *Astoria Budget*. The position of the *Budget* is perfectly sound and ethical, but I doubt the wisdom of publishing all the court cases in a small community, for what would hardly cause comment in a larger place is often magnified out of all proportion in a small one. If John Smith gets drunk and is

fined \$10 in Astoria, probably few of the readers of the *Budget* would notice it, but if it occurred here all eyes would be focused on the poor fellow and his family if he had any. Such a case happened here some months ago, and the man was fined \$50, but I did not print the story, as I did not see that it would benefit the place at all to have its dirty linen hung on the line. The fact was well known in town, and publishing it would only have given it publicity outside of the community. I considered the fellow was sufficiently punished without rubbing it in. I thought I would do as I would be done by in case of accidents! See I Cor. 10:12."

. . .

H. J. Richter, publisher of the *Amity Standard*, also believes the weekly publisher's greatest trouble is finances. He writes: "As to the biggest problem confronting the weekly newspapers, it would be rather vague to concentrate on a single problem, as there are a number, but I would say that one of them was finances. Apparently it seems that a country newspaper ought to publish everything that comes along and do it free, and if you do receive compensation, you should not be in any immediate need of the pay for the service, as a newspaper man is supposed to be wealthy and be able to carry his patrons. The wholesale houses give lots of time, so he need not worry. They, however, do not, and to maintain good credit a bill should be met once each month, therefore to keep in the good graces of your patrons and give them plenty of time and meet your bills at the same time, keeps a poor editor on a rather tropical griddle."

. . .

Leslie Harrison, manager of the *Tillamook Headlight*, puts his finger on low advertising rates as the biggest problem. He writes:

"We regard the matter of low advertising rates as the biggest problem confronting weekly publishers. Very few country papers get even job-printing

prices for their advertising. This certainly is not right."

. . .

Ham Kautzman, editor of the *Pacific Herald*, Waldport, says "how to get together" is the problem. He writes:

"Ever since the Civil war most editors have cut about as much ice for themselves as have the agriculturists in 'getting together' and standing up for and demanding their rights at the hands of legislative bodies. They have been used too often as whip-crackers for politicians. . . . There are many laws on the statute books of Oregon today the repeal of which should be demanded by the solid editorial organization of the state."

## To Graduate Seventeen

The largest class ever graduated from the School of Journalism will receive their degrees June 20. The previous record class was twelve students; this year there will be seventeen. Of these a considerable proportion have already made arrangements with various metropolitan, county seat and country papers for positions. Several others have not as yet made any connections. Besides the graduates, who are desirous of permanent positions, a number of juniors and sophomores would like to learn of positions open for the summer months. Publishers interested in getting in touch with these young men and women can reach them by addressing the Dean of the School of Journalism. Following are the names of the graduates: Arnold O. Anderson, San Jose, Cal.; Ruth M. Austin, Woodburn; Claire J. Beale, Portland; Alexander G. Brown, Portland; Lyle Bryson, Eugene; Allen Carneross, Monrovia, Cal.; John Dierdorff, Hillsboro; Stanley C. Eisman, Portland; Eugene Kely, Portland; Madalene H. Logan, McMinnville; Helen Manning, Portland; Frances Quisenberry, Eugene; Arne G. Rae, Oregon City; Velma H. Rupert, Eugene; Jean Strachan, Dufur; Harry A. Smith, Eugene; Florence Skinner, Emmett, Idaho.

# Oregon Exchanges

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## SAVE JULY 21 AND 22

It is pretty sure that, with Elbert Bede and Hal E. Hoss promoting the program, there will be things worth while at the annual convention of the Oregon State Editorial Association at Corvallis next July. They have their busy brains working on the problem now, and have some mighty timely general topics in mind. It remains, however, to be sure that those topics nearest the heart of the Oregon newspaperman get adequate representation. As Mr. Bede expresses it:

"The officers of the association would like to give the newspapers of Oregon the kind of program they wish at the annual convention. The only way the program committee can know what is wanted is for the newspaper boys to speak up and offer suggestions. The program is in course of preparation. Suggestions of any kind are urgently requested now. If the newspaper boys themselves can't think of what they want, they have no howl coming if the program committee should be equally unsuccessful. I will read with interest the answers to Oregon Exchanges' query as to the greatest problem before the newspapers today. Every newspaper man should answer that question. Undoubtedly program suggestions will be found in the answers.

"I would like to have at least one suggestion from every newspaper man in the state—and I would like it now."

The entertainment features, outlined in another column, should attract every newspaper man and his wife in the state. Corvallis is promising to do the thing

right. The combination of a strong program and a lot of fun should prove irresistible. But we do want to second the program committee's appeal that everyone do his part to make the program a success. It's your association; your convention; make your program a success.

## THE "PURR" IN PERSONALS

The *Publishers' Auxiliary* for March 11 carried a good suggestion for editors everywhere. "Not every reporter, or seasoned writer either, for that matter, appreciates the great opportunity to make friends for a newspaper that lies in the preparation of the so-called 'personals,'" says the *Auxiliary*. "A personal may be a mere statement of fact or a statement of fact plus a cordial and friendly tone that makes the subject of the paragraph feel that the item has been written in consideration of the importance of the subject and not merely to discharge a daily duty." The small item is the backbone of the country weekly, as everyone knows; but it needn't be too small, and the difference between the good weekly and the one that is not so good is largely in the ability to expand the small item into something larger. The brief personal item is often nothing but the skeleton of the news; the live reporter puts the meat on the bones, and, further than that, he dresses it up in attractive raiment. That lies with the reporter. Is he really sufficiently interested in John Smith, who has gone to Portland, to find out what Smith is doing there, or does he simply take this as so much grist turned in for his mill and grind it out with the rest of the two-liners? If the reporter is interested he'll ask questions and get results. If he isn't interested, he isn't really a reporter. Watch your paper. Don't be too proud of that two columns of two-line items—unless you're sure that it doesn't contain half a dozen that would have made neat little stories for heads. More of this anon.

## Papers Less Chummy

By M. D. MORGAN, EDITOR HARRISBURG BULLETIN

Time was when the publishers of country papers felt a kindly interest in each other's welfare. OREGON EXCHANGES may help to bring this back. But if the spirit isn't radiated in the newspapers themselves, where's the good? It may be that compliments or criticisms do not conform to the set rule of latter-day newspaper etiquette, but publishing and re-publishing the little squibs that allude to the game itself, bringing a personal touch to it, gives the rank and file of the readers a wholesome impression of the brotherhood that exists (or should) among newspaper men.

Today the metropolitan papers are cold-blooded machines. The small daily apes as nearly as it can, and the better weeklies follow suit. It may not be this way in all sections of the world. These remarks have reference particularly to Oregon.

How do you like it?

## Fifty Lives Saved!

Leather medals are being burnt in latest approved style in the municipal shops for George Prichard, assistant news editor, and Charles Percy Ford, a copy editor, of the *Oregonian*, for bravery in action late one recent morning.

After a fearful night battling with "copy," George and Percy climbed into Ford's car, called an automobile by him, and sauntered forth for their homes, about 2 a. m.

At Fifth and Burnside streets, they saw smoke issuing from the basement of a big hotel of the third class. No one was in sight and no fire engines were screaming their way thither. The two held a conference and decided to drive to the nearest engine house and report.

"Hi, there," said George to the man on watch. "The ——— (blank for name) hotel is burning up, gentlemen, do you

want to run up and put out the blaze?"

"If you say so, let's go," said the firemen—and they did. Fifty human guests, wrapped in slumber, were aroused; they rushed out and were saved. The fire was stopped instanter.

Hence the medals.

## A Learned Profession

To journalists who have been laboring with the intricacies of their profession, with its tremendous responsibilities and growing demands on general education and special training, it comes as no surprise to learn that their calling has been officially rated as a "learned profession" by the United States government, through a ruling of the immigration service. The interesting decision was rendered in the case of a native of England and resident of Canada who was halted at the border under the contract-labor clause of United States laws when he attempted to enter this country as the employee of a New England newspaper. Perhaps a good question for each editor would be, Does this issue of my particular newspaper give any particular evidence of having been prepared by men and women who are members of a learned profession?

## Sunday Paper Issued

The sixteen students in Dean Eric W. Allen's class in editing in the University of Oregon School of Journalism took over the news and editorial ends of the *Eugene Morning Register*, Sunday, May 7. The *Register* that morning was a 22-page paper, and every bit of material was written and edited by members of the class.

The range of writing ran all the way from the short local ("Caught in the Rounds") to feature stories of Eugene and its industries.

The policy of allowing all the students in the department—now about 145—to take part in the publication of such edi-

tions has long since been abandoned, and the work is now restricted to one class, whose members handle the paper without aid from their instructor.

The whole seven columns of editorial page material was written and edited by the members of the class, whose work was complimented by Frank Jenkins, president of the Register company and editor of the paper. In the department of small local news, where the least strength had been expected, the young reporters outdid themselves by turning in nearly 150 separate items, more than 100 of which were printed, the others being excluded for lack of space.

Raymond Lawrence of Woodburn was

editor-in-chief; Arne G. Rae of Oregon City, managing editor; Floyd Maxwell of Union, city editor; Earle E. Voorhies of Grants Pass, telegraph editor; Lyle Bryson of Eugene, society editor; Edwin P. Hoyt of Manhattan, Mont., sports editor. Others in the class who made up the staff were John Dierdorff of Hillsboro, Ruth M. Austin of Woodburn, Arnold O. Anderson of San Jose, Cal., Claire J. Beale of Portland, Alexander G. Brown of Portland, Allen Carncross of Monrovia, Cal., Madalene H. Logan of McMinnville, Velma H. Rupert of Eugene, Ernest J. Haycox of Portland, Florence Skinner of Emmett, Idaho, and Edwin P. Hoyt of Manhattan, Mont.

## TRADE JOURNALISTS TO MEET

**S**UGGESTIONS have been repeatedly made to the program committees of the Annual Newspaper Conference by editors and publishers of trade journals that it would be desirable to hold a trade journal program in connection with the January meeting. Up to the present year the program committee has held out against the idea of dividing the conference into two sections, as under the two-day limit it seemed scarcely practicable to do so, but now it will be possible to provide for the trade journal sections, and arrangements are under way.

One of the advantages of the new plan adopted by the resolution passed at the last conference, which provides for a three-day session, is that the first day may be set apart for section meetings. The first experiment with this idea last January, when one morning was devoted to separate meetings of the Associated Press, United Press, Newspaper Publishers' Syndicate, and executive committee of the State Editorial Association, worked out well enough to lead to the belief that with an extra day at the committee's disposal, set periods can successfully be devoted to section and committee meetings.

This should also lead to better joint meetings of the whole Conference, because in previous years some excellent papers have been heard by small audiences only, many of the editors being kept away from the sessions by work on committees.

The program committee is now in correspondence with some of the trade journal editors and publishers who have previously made suggestions for the trade journal program and would be very glad to hear from others as to the features that would be desirable. The prospects are for an interesting and valuable session.

—o—

The Bend *Bulletin* is running a series of letters from its subscribers discussing how Bend stacks up in the "ten tests of a town" listed by L. N. Flint of the University of Kansas department of journalism. Mr. Flint's ten tests are attractiveness, healthfulness, education, people, recreation, living, accessibility, business, employment, and progressiveness. The *Bulletin* is offering a prize of \$2 for the best letter on each of these tests, or \$20 for the lot.

## Class Publications and Their Field

(Continued from page 2)

American farmers are attentive readers. They are a class of thinking men, in the mass. This is evident from their present calm yet forceful influence in the Washington conference, their co-operative movements and their selling organizations.

Publishers have responded to this tendency by supplying great numbers of farm publications—one or more for every branch of agrarian activity.

In contrast with the large number of such products of the press in the United States, it may be noted that an Australian weekly farm paper announces that it is "the only agricultural publication in the commonwealth."

OREGON EXCHANGES could secure some interesting and instructive articles by asking editors and publishers of the weeklies, monthlies and quarterlies to tell "Why and How."

## Dean Collins in New York

Dean Collins of the Portland *Telegram* is having the time of his life in New York City, living at clubs and famous caravansaries, taking tea at quaint tea-rooms, interviewing prima donnas and comic opera stars behind the scenes. Collins has written a comic opera or musical comedy, to which Clarence Olmstead wrote the music. They are in New York City trying to market it and are interviewing everybody from Marylyn Miller to George M. Cohan. Dean is also meeting in their hidden lairs the New York publishers and learning at close range how to get books published; (this is usually done on a cost-plus basis). Mr. Leiter of the *Telegram* consented that Dean might go to New York on the distinct understanding that he would return. This will be some time in May. Already Schirmer & Co., the biggest publishing house in the land, has bought three of Olmstead's songs, the words of

which Dean composed after arriving in New York. So good is the opera that several producers have given the opinion that it has shot beyond the mark, it being the real thing while the so-called talent of Broadway only want some light patter songs which they can talk over the footlights, then dance a few steps and call it done. It seems that all the good voices get right into concert and grand opera as soon as at all eligible. Schirmer also wanted to "lift" several lyrics from the opera, so lovely and catchy are the words and melody.

## Have You Been Stung?

Thomas Nelson of the Junction City *Times* sends in a warning taken from his own experience. He writes OREGON EXCHANGES regarding it as follows:

"Some time ago I sent some linotype mats to an eastern firm which advertised to repair them at about one-third the price of new ones. The results were very unsatisfactory. It occurred to me that it might be a timely topic to look up among the Oregon editors. My case may be the exception, but I believe many could be saved an unpleasant experience in this respect if they had the experience of a number who had already been stung to warn them."

This is a matter of widespread interest among publishers. Reports of experiences of this sort, if received by OREGON EXCHANGES, will form the basis of an article in a later number.

Pierce Cumings, former school of journalism student, who left Portland last summer, has returned and is now on the *Oregonian*. He says the call of the mountains caused him to leave Philadelphia, where he has been star reporter on the *North American* since last fall. He spent last summer as a ranger in Yellowstone national park and may go to the mountains again this summer. "Bill" is welcomed back by all his old friends in Portland.

## The Newspaper, the Party and the People

(Continued from page 4)

wish to summon an incident, along the lines of those already mentioned, in which I had a hand. About 12 years ago it chanced that I was editor of a morning daily in a city of 12,000 inhabitants. Our only rival there was an afternoon paper of the opposite political persuasion. From time immemorial these two papers had been scorpion-coated haters of each other, but they got together at this time on a certain candidate for sheriff. We focussed our combined favor on a supposedly highly respected and reputable citizen for the office in an effort to lambaste an opponent who, we agreed, was a scoundrel and moral leper.

### VICTORY SEEMED SURE

We did not see how we could lose. It was a beautiful picture—a stalwart Democratic and an equally stalwart Republican daily immersing their differences in forgetfulness for the sake of decency—the donkey and the elephant hitched in the same harness, to the same juggernaut, for the common good. Reportorial and editorial tirades and broadsides that would have punctured the reputation of Sir Galahad were plastered over the two papers, inside and out. The man whom we were fighting with what we thought was such efficacy and efficiency had no means of replying or getting publicity except through his horse and buggy, and, judging from the result, he must have covered every inch of ground in that county. The count of votes showed that “the scoundrel” had scored an overwhelming victory and that our man had been “knocked hell-western crooked,” as the successful candidate afterward expressed it in his breezy style.

“Just newspaper talk” again had been as busy as a bee.

These instances of the people going contrary to the will of the newspapers might be multiplied without end.

Before suggesting a remedy for the recovery of public respect by the party newspaper, let another instance of its loss of influence with the people be cited. This incident is totally different from those already pointed out, but it is unquestionably a result of the other incidents and instances of those kinds, even if it is in no wise akin to them.

The incident in mind is the 1921 school board election in Portland. The result of that referendum is still an unpalatable morsel, and at the same time it is a sore spot so “close to home” that it may appear that I lack tact in “teasing” it at this time. However, in this survey, which I take it you will consider an indictment of all party newspapers and not of any particular newspaper or newspapers, it is necessary that I seize upon all important weak points if I am to be credited with a sincere desire to aid the craft in the fight against perpetuating old errors and mistakes.

### ALL PAPERS COMBINE

But getting back to the Portland school board election. It will be remembered that this was a case in which partisanship was cast aside and three papers came out in support of four candidates for school directors. A committee of substantial citizens had selected these four candidates as men who could and would cure the educational system of its supposed ills. The three papers preached this. Reportorially, on the front pages, and editorially, in daily eulogies, the four picked candidates were boosted. Beyond all doubt, these men were able, honest, and intelligent, and perhaps would have served the purposes intended had they been elected. But they were not elected. Their publicly emphasized virtues were of no avail at the polls. The voters “smelled something,” tangible or intangible, and the four candidates were “whipped to a frazzle.” In their places were elected men who had drawn no testimonials from the three newspapers in the past. “Just newspaper talk” again had been at work and again had “brought home the bacon.”

The people would not take the papers seriously in a case where the papers were in a serious and sincere mood. "Wolf!" had been cried too often before when there had been no wolf.

#### NEWSPAPERS TO BLAME

I do not think that any one who faces all these facts squarely will try to contradict the statement that party newspapers have suffered tremendous loss of respect among their readers. It is a deplorable condition, and the newspapers alone are to blame for it. If they do not yet feel the burden of the onus, it is because they do not yet realize the extent of their tumble from public grace and because they still delude themselves into believing that they are battlegrounds for issues, whereas in truth they have become mediums for mere political propaganda of one kind or another regardless of its verity or falsehood.

You may try to annihilate me with the fact that the success of the party newspapers dissipates my indictment, but my retort to that comes without hesitation: "These newspapers have succeeded through adroit business management coupled with the curiosity of the public mind. The people want news, even a smattering, garbled portion of it, and they have taken what they could get."

#### PARTY ORGAN PASSING

In other words, the people have felt that between the two types of newspapers—one blindly Republican and one strabismus-eyed Democratically—they have not got a square deal, yet they have tolerated and patronized one or the other type, solely in the absence of newspapers that would be fair to the two sides that bound every issue.

The newspapers ever will continue to debate great municipal, state and national issues and range themselves editorially on one side or the other; but the party-at-any-price newspaper, the kind which will blazon and champion a political lie on one side and strangulate a political truth

from the other side, is going the way of all flesh. That type of organ has been tried at the bar of public opinion and has been convicted of "burglary." There is only a relative difference between the theft of a man's character and the theft of his pocketbook, and the newspaper who pilfers the first is as much a law-violator as the bandit who filches the purse.

#### EXPEDIENCY FOE TO TRUTH

The people have begun to realize this, and their distrust of the newspapers has grown proportionately with the growth of this realization. They know now more keenly than ever before that "party expediency" and truth cannot associate congenially in the columns of the same newspaper, and they consequently wonder why newspapers persist in trying to make them believe that two such differing attributes can be happy as playmates.

Good Lord, what an unholy mess of odoriferous candidates I have seen the party press attempt to ram through the ballot box during a newspaper career that has extended from the Old South through the Southwest, the East, the Middle-West, the Pacific Coast and into Canada. Such things were done with some success when I entered the game twenty years ago, but it has become a thing that is rarely fortunate nowadays.

#### PUBLIC TO DEMAND TRUTH

And it is going to become less and less so with "the process of the suns." By the time the generation that entered high school this year is graduated and ready for the ballot, the factional press, such as we know it at present, will be battered and battling on its last stamping ground. This vigorous young electorate of the future will be far more educated than the electorate of today, and by the same token they—men and women—will be far less prone to imbibe their politics from the fount of a distorted newspaper. They will demand of the papers of their day the truth about public men and public



measures regardless of the party label with which the papers may choose to adorn their editorial pages.

It is a disgrace to the newspaper profession that a Republican paper will not report the truth about a Democratic organization and an equal disgrace that a Democratic paper will not report the truth about a Republican organization. Yet, if the fault went no further than that, it would not be much of a factor in this indictment of the newspaper.

#### ENTIRE PAPER AFFECTED

But the bitterness extends beyond political organizations and simmers through the entire party newspaper and colors or discolors this or that local news story. A man is or is not a political friend of the owner or editor of a paper, and therein lies the criterion by which anything concerning him shall be reported. He is on or not on the paper's "blacklist," and accordingly he is extravagantly praised or extravagantly berated. Luckily, the public has found this out and recognizes in it another recruit for the saying, "just newspaper talk."

In the Old South, where nearly the entire press is Democratic and where the Democratic party has two wings, the situation is laughable. There the political fight takes place at the primaries, where nomination means election. A paper will roundly praise or soundly abuse a candidate before the primaries, but at the final election it will swallow him with good fellowship, whether it has called him a horsethief or an angel. I have seen the same thing done repeatedly in the North with the Republican press doing the gulping act. Only gum-arabic consciences can perform such feats as these.

#### MEDIEVAL IN SPIRIT

It is a pitiable state of affairs that men as reasonable and intelligent as editors are supposed to be should allow themselves to be forced to occupy such idiotic and nonsensical positions in public view. What a travesty on sincerity! What a

compromise with political machinations!!

The newspaper has made wonderful progress mechanically, but I honestly believe that the spirit of the average party newspaper is a dweller in the middle ages. Their editors are too often selected for the amount of vituperation they can hurl and the quantity of political buncombe and charlatany they can preach. They are usually specialists in politics, and one kind of politics, at that. They have generally sipped their inspiration from narrow-minded cliques, and in the process have lost touch with the people. They give the public not what the public wants to read but what they think the public ought to read. A great volume of insipid copy is turned out, and much of it is not read beyond the headlines or first paragraphs.

#### POLITICAL AIMS SUITED

From our national capital, whence should spring needed enlightenment and information regarding our vexing problems, trickles a stream of political propaganda that would shame Machiavelli. The stories are written to suit the political aims of the papers in which they are published. Occasionally, some bold free-lancer, writing under his own name for a press association, gives us a true picture of the puppet-dance behind the scenes at Washington, and we wonder why there are not more of his kind. But there will be more of him, for he will have to "multiply after his kind" to satisfy the need which a few like him have created.

It is interesting to speculate on what might be the status of the newspaper today if Hearst had elected to remain purely a newspaper pioneer instead of becoming a political trail-blazer. He no doubt ultimately would have evolved such a paper as I have in mind. Still, nearly all the improvement and brightness in our current papers are due to the pioneering of Hearst, no matter how much we may question his later personal motives

in other respects. Divorce many papers from the Hearst writers and the Hearst features and one wonders why those papers need editors. The Hearst organization has done more than all other papers put together to give the public some knowledge of the arts and sciences.

#### CHOOSE EDITORS FOR CULTURE

The day is coming when an editor will be selected for his learning, culture and knowledge and not for the violence of the epithets he can throw. He certainly should be chosen with more diligence than is the college or university president, because he has the task of "teaching the young idea" of an entire nation how "to shoot." Dana was such an editor as I have in mind, and the fortunes of his paper rose when he remained true to lofty ideals and fell when he buried these ideals in partisan fights. Recent reminiscences disclose that he had most readers when he stood farthest away from the party label.

My indictment of the newspaper must stand as true, at least in theory, because there are no facts with which to contradict it. Such a paper as I have pictured has never existed, as a whole, and therefore has not been tested. Papers which have sprung up in opposition to the old party organs have had, in contrary form, all the faults of the old papers, and the whole capoodle of them should have gone out with that type of political convention at which the liquor interests or the railroads or some other "special privilege" nominated and elected office-holders. Partisan newspapers were born in such an environment and should have died with that environment. When such a paper as I have visualized does come into a field, and the people find it out, as they are bound to, it will drive the partisan press out just as surely as sunlight scatters fog.

Carlton K. Logan, of Tualatin, lately of the Grants Pass *Courier*, is available for a position as reporter, city editor or telegraph editor.

## Building Up Circulation

Fred Lockley of the *Oregon Journal* increases his income every week by contributing to the "Hunches" and "Dollar Pullers" used in *Editor and Publisher*. He keeps a keen eye on the papers and reports both what some of them are doing and what might be done to increase the papers' income and brighten up their contents. In a recent number he describes the progress of the *Aurora Observer* with an explanation of how Paul Robinson has more than doubled the circulation of his paper in the first year of his ownership. The article follows:

"The present proprietor of the *Aurora Observer* of Aurora, Oregon, took over the paper just a year ago. At that time he had 420 subscribers. He now has over 900. Each week he prints from 20 to 25 extra papers which he sends out as samples. A day or two after the samples have been sent he calls up on the rural telephone line the persons to whom the papers were sent as a sample, and asks them if they would not like to have their names placed on the subscription list of the paper. He is not too busy in his office to meet the farmers when they come to town and ask about their families and their crops and to find out what papers they are taking and if they are not taking the *Observer*, whether it is a matter of mere negligence or what is the reason. The result is, he has more than doubled his subscription list. Too many publishers of small papers fail to realize that time spent getting acquainted with new subscribers is not lost time."

Alexander G. Brown, member of the graduating class of the University of Oregon School of Journalism, has accepted a position with Ben R. Litfin of The Dalles *Chronicle*. Brown will be occupied mainly in the business end of the paper.

## ALL OVER OREGON

Lloyd Riches, publisher of the *Malheur Enterprise* of Vale, has gone back to his paper after several weeks spent in charge of Louis E. Bean's campaign for the Republican nomination for governor. During Mr. Riches' absence from Vale the editorial end of the paper has been capably handled by Charles K. Crandall, a young attorney of Vale, who before taking up the law spent two years in the study of journalism at the University of Oregon.

Eric W. Allen, dean of the University of Oregon School of Journalism, will again direct the journalism courses in the University of California at Berkeley this summer. He will be assisted by Miss Grace Edgington, assistant professor of rhetoric in the University of Oregon, a graduate of the Oregon journalism school. The summer journalism courses in the University of Oregon will be given this year by George Turnbull.

W. M. Dynes of the *Elgin Recorder* has an attractive way of running his leading editorial on the first column of page 1, under the head of "Along the Main Drag." At the top appears a cartoon of a Sunny Jim type of person, whose wide smile is in keeping with the general optimism of the column.

Wilford C. Allen, senior in the School of Journalism, withdrew from the University of Oregon at the opening of the spring term to take over his old position as head of the news department of the *Grants Pass Courier*, made vacant by the resignation of Carlton K. Logan, a 1921 graduate.

The *Astoria Budget* is running a series of first-page editorials campaigning for a city manager form of government for the municipality.

W. L. Dynes, lately of Syracuse, N. Y., has arrived in Elgin, Ore., and taken charge of the mechanical department of the *Elgin Recorder*, of which his father, W. M. Dynes, is editor and publisher. The younger Mr. Dynes is familiar with all branches of the mechanical work, including the linotype machine. He has brought his wife and two children to Oregon, much to the joy of Grandpa and Grandma Dynes.

Pilot Rock may not be such a very large place, but the May 10 issue of the *Record* makes it look like a metropolis. A twelve-page six-column paper, with plenty of cuts and 46 columns of advertising, is a real achievement. Mr. Kirkpatrick accuses OREGON EXCHANGES of never saying anything about the *Record*; but here is one time when warm words are well merited.

Elbert Bede is not the only Oregon newspaperman with a hat in the ring for legislative honors. F. J. Tooze, editor of the Oregon City *Banner-Courier*, is out for the state senate from Clackamas county. Before becoming editor and manager of the *Banner-Courier*, July 1, 1920, he was a school teacher, principal and city superintendent.

The Oregon City *Banner-Courier* had a narrow escape from serious damage by fire one day in April when a quantity of oil-soaked metal blazed up in the stereotype melting pot in the rear of the shop. Foreman Boehmer, in charge of the shop, put out the blaze with a hand extinguisher before the fire department arrived.

The *Roseburg News-Review* conducted a straw vote on the candidates for governor on both the republican and the democratic tickets.

Mrs. Broderick O'Farrell (Mae Norton), who before her marriage several months ago, won fame as the Portland *Telegram's* most adventurous staff member by reason of her exploits in airplanes, submarines and the movies, again is a member of the staff, doing general assignments while Dean Collins is on leave of absence.

Harold Holmberg, who has long been the victim of Portland *Telegram* jokesters who get a kick out of every possible marriage, has built a new home in East Portland and spends his time getting furnishings into the place. He's not married yet, but it looks as if there were a bride in the offing.

Hazel Handy, former Seattle newspaper woman, has succeeded Vella Winner as women's club editor for the *Oregon Journal*. Miss Winner is on a leave of absence that permits her to be with her father, who is ill at the family home in Pasadena, California.

Stanley Werschkul, one of the automobile editors of the Portland *Telegram*, is just as proud of his new baby as he was of his seven preceding heirs. He has acquired a tract of land a short way from Portland and established a suburb of his own.

Philip L. Jackson, associate publisher of the *Oregon Journal*, and Mrs. Jackson, are expected back in Portland within a few days following a delightful honeymoon trip that carried them to Cuba and to the important eastern centers.

"Hi" Showerman, for several years a member of the Portland *Telegram* copy desk, is now overseeing the make-up of the *Telegram's* morning extra and noon edition.

Mrs. Jean P. Kirkpatrick, wife of Mr. Kirkpatrick, editor of the *Pilot Rock Record*, is visiting friends in California.

Charles Nickell, veteran Oregon newspaper man, 42 years in the profession of journalism, died in Oakland, Cal., in April and was buried in the Jacksonville (Ore.) cemetery. He was for many years publisher of the *Jacksonville Times*, an early-day predecessor of the *Post*. Starting in at newspaper work when he was 16 years old (in 1872), he followed that line in Jacksonville and Medford until eight years ago, when he retired and moved to California. Surviving are his widow and three daughters—Mrs. Frank Bennett of Seattle, Mrs. Louis Ulrich of Jacksonville, and Miss Helen Nickell of Oakland.

William H. Odell, aged 92, is the latest of the veteran publishers of Oregon to pass. He died in Portland April 27. Mr. Odell was publisher of the *Salem Statesman* from 1877 to 1884. Two days before his death he had traveled from Portland to Salem to attend the funeral of William H. Byars, an old friend and former newspaper associate. Mr. Odell had lived in Oregon since 1851, coming from Indiana.

Lou M. Kennedy has finally settled back into the luxurious ease of the sporting editor's job on the Portland *Telegram* after spending the training season in California with the Portland baseball club. Harold Holmberg and John Palmer sat in on the sports desk during Kennedy's absence.

Ham Kautzman, veteran editor of the *Waldport Herald*, announces in a recent issue his purpose to dispose of his lease on that publication, owing to ill health. "It is a two-man job, or one active man with family help can handle it." Kautzman refers to his town as "the best small-newspaper location in the state."

W. C. Conner, editor of the *Northwest Poultry Journal*, published at Salem, was ill for a few days with influenza, but has now returned to work.

J. E. Wheeler, president of the Portland Telegram Publishing Co., attended the annual meeting of the Associated Press in New York City, April 24. Mr. Wheeler was honored by being elected chairman of the Western advisory board of the Associated Press. Mr. Wheeler attended the banquet at which Lady Astor spoke. He also visited Washington, D. C., and attended the famous Gridiron dinner at the New Willard, at which President Harding was present. Mr. Wheeler denies that it was his cigarette that started the fire which followed the banquet.

*Co-Operator* is the title of a new magazine, first issued March 25, and having for its editor A. W. Nelson, of La Grande, formerly of the *La Grande Observer*, and well known among Oregon newspapermen. Mr. Nelson, in addition to his duties as editor, is also secretary of the Union County Ad Club. The magazine contains articles by prominent Oregon men, statistics, golf gossip, fraternal progress, wheat association and trade prospects in leading communities. It is Mr. Nelson's aim to serve 13 Eastern Oregon counties.

Mrs. H. Sherman Mitchell (Claire Raley) spent the first week of April in Pendleton visiting her parents, Colonel and Mrs. J. H. Raley. Mrs. Mitchell, who was formerly employed on the *Pendleton East Oregonian*, now resides at Ferndale, Washington, where Mr. Mitchell is editor of the *Ferndale Record*.

Mrs. William Blakely and daughter, Mrs. S. R. Thompson, of Pendleton, motored to Astoria during the latter part of the month and were guests of Mrs. Blakeley's granddaughter, Mrs. Merle Chessman. Mr. Chessman is editor of the *Astoria Budget*.

Arthur Caylor, re-write man, is back with the *Portland Telegram* after a siege with the grippe, which affected his ears for several weeks.

In response to an invitation to make a visit to this section during the coming summer, O. C. Leiter, managing editor of the *Portland Telegram*, informs J. O. Stearns, Jr., who sent the invitation, that he is seriously considering the matter and that he may spend his vacation here. Should Mr. Leiter decide to come, his visit would mean a great deal to Curry county and local organizations ought to back Mr. Stearns up. It pays to cultivate the acquaintance of such men as Mr. Leiter.—*Gold Beach Reporter*.

Frank Bartholomew, former United Press bureau manager in the *Oregon Journal* office, and more recently bureau manager at Los Angeles, spent a few days in Portland visiting friends in the newspaper shops. Bartholomew has been appointed Southwestern business manager for the United Press and will make his headquarters at Kansas City.

Donald J. Sterling, managing editor of the *Oregon Journal*, returned on Monday morning, May 8, from New York and way points, where he transacted business and visited for several weeks. On the eastward trip Sterling was accompanied by his mother, Mrs. Minnie Sterling, who remained to visit friends.

Some newspaper men are among those chosen by Governor Olcott as county directors in the Oregon Scenic Preservation association. A. E. Veatch, editor of the *Rainier Review*, is the director from Columbia county, and R. W. Sawyer, editor and manager of the *Bend Bulletin*, from Deschutes.

D. F. Dean, veteran newspaper man of Halsey, Coquille and numerous other locations, has left the business and is otherwise occupied at Coquille.

Miss Elsie Fitzmaurice, reporter for the *Pendleton East Oregonian*, has recovered after an operation for the removal of her tonsils.

A change in the personnel of the *Oakland Tribune* took place April 22, when H. H. Arnold disposed of his interest, and the entire control of the publication was taken over by A. L. Mallery, his partner. Mr. Arnold has been connected with the *Tribune* since September, 1920, being associated first with D. C. Boyd and later with R. A. Hutchinson. Mr. Mallery's connection dates from January, 1921, when he took over Mr. Hutchinson's interest. Mr. Mallery served his apprenticeship in the craft in Minnesota, coming to Oregon in 1920 from Alexandria where he had been one of the publishers of the *Post-News*.

Johnny Standish is picking up the black art, and he and William H. Wheeler, the editor of the *Halsey Enterprise*, are getting that paper out with an occasional day's assistance from Mrs. C. P. Stafford, who is the fastest hand compositor in that part of the state, though she does not work at the trade except as noted, as an accommodation.

A. P. Ryan is the name of a new man on the desk at the *Oregon City Morning Enterprise*, where he is learning the rudiments of the art of news writing from Charles (Chaz) Gratke, former University of Oregon journalism student, who is holding down the job of news editor in good shape.

Jesse R. Hinman, publisher of the *Brownsville Times*, kept a diary during eight months on the firing line in France and has agreed to write a series of articles from them for the *Albany Democrat*.

A. A. (Andy) Anderson, formerly news editor of the *Post-Intelligencer*, Seattle, is the most recent addition to the news staff of the *Portland Telegram*.

Mrs. Lena Lisle succeeds P. B. Arnell as editor of the *Oregon Teachers' Monthly*. Mr. Arnell resigned April 10 to accept an advertising position in Portland.

The picture puzzles hit Oregon during the past few weeks and several successful contests were staged. Prizes were awarded to the reader turning in the greatest number of names of objects in certain pictures, beginning with a certain letter of the alphabet. The amount of the prize was regulated by the number of subscriptions sent in with the answers, and the contests all proved profitable to the publishers. The *Oregon City Morning Enterprise* and the *Albany Democrat* were among those who had good response to their puzzle pages.

A feature that is proving of value and interest has been adopted by the Sunday morning edition of the *Oregon City Morning Enterprise* in the shape of a full editorial page. No advertising or straight news is permitted on the page, but a book review, written by Charles Gratke; a woman's column; a fifty-years-ago column; some "borrowed comment," poetry, and miscellaneous matter of educational value, are used, together with three or four editorials, most of which are local in application.

Miss Mary Hathaway, a commerce major at the University of Oregon, has accepted a position in the business office of the *Oregon City Morning Enterprise*, which she will take up in June. She is a resident at Hendricks hall during the University year.

Arne G. Rae, journalism student who will be graduated in June, will be associated with the *Oregon City Enterprise* as assistant to Hal E. Hoss, manager. Rae was formerly employed as advertising manager of the *Oregon City Banner-Courier*.

Miss Alene Phillips, cashier and office manager of the *Oregon City Morning Enterprise*, is successfully handling the clerkship of school district 62 of Oregon City, besides having some correspondence for Portland papers.

With the addition of two University of Oregon students in June, the Oregon City *Morning Enterprise* claims the record for giving employment to University people. "Chaz" Gratke, news editor, has been with the paper for nearly a year, and Alene Phillips, cashier, came up from Eugene three years ago. Arne Rae, journalism, and Hary Hathaway, commerce, will join the staff in June, and Peter Laurs, apprentice, will enter the University this fall.

Hal E. Hoss, secretary of the State Editorial association and editor of the Oregon City *Enterprise*, accompanied by George Huntington Currey, editor of the Baker *Herald*, visited a number of newspaper men in the Willamette valley and on the McMinnville loop during the fore part of the month. Advertising is reported light in nearly every district, with a tendency to lower the advertising rate following. Job printing appeared to the men to be stable.

Rumor has it that "Chaz" Gratke's vacation this summer will have a double urge on that young news editor's career. He was heard to remark that the week's time allotted by his office, the Oregon City *Enterprise*, for vacations, was far too short for a decent honeymoon trip. More anon.

W. W. Woodbeck, veteran *Telegram* correspondent at Oregon City and a regular contributor to the columns of the *Producer's Call*, remained with his correspondence work at Oregon City when the *Call* recently moved to Portland. He was offered a regular place on the *Call's* desk.

Arthur L. Crookham, city editor of the Portland *Telegram*, will, if given the least encouragement, talk one to sleep about the new Rose City Park bungalow that he has purchased. Like all novices in home-owning, he displays the symptoms of callouses on his hands and talks sincerely of things he thinks he is accomplishing.

M. L. Boyd, editor of the *Itemizer* at Dallas, missed two press days recently by reason of an attack of the flu. Boyd says this is the longest spell of sick-abled illness that he has had since he was a kid nine years old, and that was 'most forty years ago. At the same time the boss was off the job Miss Rena Bennett, the reporter on the *Itemizer*, was also ill with the grip. Notwithstanding the crippled condition of the force, the *Itemizer* came out on time each week, due to the untiring efforts of the foreman, William Fairweather.

The *Itemizer* at Dallas recently completed running a series of old-time pictures of Dallas, similar to those that have been running in the *Oregonian* under the caption "Do You Remember?". These old pictures have been greatly appreciated and recalled many incidents long forgotten by old-timers. The oldest scene shown was that of Main street in Dallas in 1874.

Some very readable letters from E. E. Brodie, owner of the Oregon City *Enterprise*, are being received from Siam, where the legation interests of Uncle Sam are being watched by the newspaper man. Brodie is also president of the National Editorial association.

Guy LaFollette, for several years publisher of newspapers at Prineville, has disposed of his interest in the *Central Oregonian* there and taken over the *Beaverton Times*, from R. H. Jonas.

Miss Mary McNeal, who some time since left the *Weekly Record*, at Aumsville, where she had worked for about six years, is now employed on the Bay City *Examiner*.

Kenneth L. Binns is now connected with the Eddy print shop at Oregon City. Binns was with the *Banner-Courier* in the mechanical department for a time.

James D. Olson, city hall "editor" of the *Oregonian*, left May 1 for a trip to Washington, D. C., with Eric Hauser, owner of the Multnomah hotel, and president of the Rose Festival association. The purpose of the trip was to extend an invitation to President Harding to visit Portland during the festival in June. "Jimmy" was taken on the trip so that his keen imagination might be used to devise some unique manner of presenting the invitation to the President.

John A. Juza, for several years editor and manager of the *Gold Beach Reporter*, has taken over that paper from the stock company which formerly owned it. Mr. Juza has purchased virtually all the stock. Under his editorship and management the *Reporter* has been filling the Curry county field most acceptably.

Mrs. Edna Schilke Morrison, formerly of the *La Grande Observer* and later employed as telegraph editor for the *Pendleton East Oregonian*, and Earl Dudley, Umatilla county wheat grower, were married recently in Pendleton. Mrs. Morrison spent 22 months overseas with the Red Cross.

John E. Gratke, former editor of the *Astoria Budget*, now a member of the Portland 1925 Exposition committee, accompanied H. J. Ottenheimer, Fred Vogler and Sydney Vincent on a visit to Pendleton April 25 in the interests of the Roosevelt highway.

The marriage of Richard Richardson, *Pendleton East Oregonian* make-up man, and Miss Grace Healy was solemnized recently in Pendleton. Miss Healy is a *Pendleton* girl and attended high school there.

Melvin Hall, telegraph editor for the *Pendleton East Oregonian*, has taken the sport page of that paper under his wing and frequently writes signed articles for this section.

W. H. Warren is now assistant city editor of the *Oregonian*. He was appointed recently, succeeding E. C. Potts, who had found desk work too confining and is covering special assignments. Mr. Warren is one of the best known of Portland newspaper men. He has been with the *Oregonian* since 1904, although not continuously. He left newspaper work to become secretary to H. R. Albee when the latter was mayor of Portland, and also entered Y. M. C. A. work for a time, going to France for the association. He has been on the reportorial staff of the *Oregonian* since the war.

Back in the days when Joe Levinson was Sunday editor of the *Oregonian*, Hamilton Wayne for several months was a feature writer on the staff. He drifted east and at various times was dramatic editor of the *Boston Herald* and the *Detroit News*. Then he went into vaudeville and motion pictures. He has returned to Portland and is holding down the job of motion-picture editor for the *Oregonian*. During the war Mr. Wayne served in France as a captain in the aviation corps of the marines.

A weekly newspaper in a Portland suburb is for sale. The publication has been established for twenty years. Its advertising rate is 25 cents; subscription price, \$1.50. Present owner's business demands immediate removal to center of city and he will sell the newspaper and all or part of the plant. Address D, OREGON EXCHANGES.

A prosperous Willamette Valley weekly is for sale. Owners regard the future as bright and are selling because they are expecting to take up an opportunity in the East which they cannot afford to reject. Address T., OREGON EXCHANGES.

The *Weekly Record* at Aumsville entered upon its eleventh year May 5. It was established in May, 1911, by H. W. McNeal, who is still owner and editor.



Recent shifts have been necessitated in the *Oregon Journal's* city force by the retirement of Linton L. Davies, brother of Mary Carolyn Davies, the poet. Davies left a fortnight ago for San Francisco, where he is employed on the *San Francisco Chronicle*. His change left the automobile editor's desk available to Wallace S. Wharton, who was called in from the city hall beat. George S. O'Neal, who has been doing day police, was transferred to the city hall beat, and Reuel S. Moore, night police man, was assigned to the day job. H. S. McNutt, formerly with the *Portland News*, took over the night police trick.

The *Rainier Review* makes an appeal to those having job printing to do, to remember the home-town shop. "Before you let someone else have your printing order," says the *Review*, "ask yourself how much taxes he pays in Rainier and how big his Rainier payroll is. These are matters which entitle the home print shop to a big margin of preference."

Construction has started on a pretty bungalow at Oswego under the careful eye of Wallace Wharton, new automobile editor of the *Oregon Journal*, who expects to occupy the home as soon as possible after the wedding, which is set for June 15. Another member of the *Journal* family who inhabit the Oswego colony is Curtis O. Merrick, Sunday editor.

Jesse R. Hinman, who bought the *Brownsville Times* last August with no knowledge whatever of the typographic art, is getting out the paper with only the assistance of Mr. Pouttou, who also came to the office with no knowledge of the trade a few months ago. They are doing a good job, too.

Arno Dosch-Fleurot, noted correspondent, formerly of Portland, represents the *New York World* at the Genoa conference.

Miss Lucy Palmer has taken a position as reporter on the *Bend Press*.

The *Jacksonville Post* entered its sixteenth year with the issue of May 5. The old town of Jacksonville has had newspapers under several different names for more than 70 years. At one time, the *Post* points out, the town supported two papers. The late Charles Nickell, who died in Oakland, Cal., a few weeks ago, was the most successful of the old-day publishers in Jacksonville. In those days, the *Post* continues, business houses, especially saloons, never closed, and the click and rattle of gambling dens was almost deafening. The condition today is different—"we'll tell the world."

The last of March the *Amity Standard* celebrated its twelfth birthday. During this time it has been under the guidance of three editors, first W. C. DePew, who started the paper there and of late years has been the editor of the *Lebanon Criterion*; second, C. G. LeMasters, who is now at Huntington, W. Va., engaged in public accountant work, and the past four years under the management of H. J. Richter. These years have marked many activities in the community, and the old files are a history of the community and its people.

C. E. Wilson, formerly reporter on the *Salem Statesman*, is now publicity man for Ellison-White on the southern circuit. Charles J. Lisle, who formerly worked on the *Pacific Homestead*, and did special work on the *Statesman*, has taken over Mr. Wilson's work. He handles city news and part of the county court house.

W. B. Russell is editing and managing the *Redmond Spokesman* for Douglas Mullarky while the publisher is east completing his college education. Mr. Mullarky has scored a conspicuous success with the *Spokesman*, having built it up into one of the best country weeklies in the state.

Marguerite Gleeson is handling society, clubs and general news on the *Salem Statesman*.

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# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 5

EUGENE, OREGON, JULY, 1922

No. 5

## CORVALLIS CONVENTION CHANCE TO MIX PLEASURE WITH BUSINESS

**F**ROM Cottage Grove comes the word that arrangements for the program are coming along nicely, and from Corvallis are gleaned the tidings that everybody over there, from the commercial club to the college, is getting ready to give the Oregon editors the time of their careers when they assemble there July 20 for a two-day session.

All this sounds tempting for the editors and publishers. While statistics on the subject are decidedly incomplete as yet, it is assumed that when the day rolls around not many of the scribes who can possibly get away from their several sanctums will be among the missing.

President Bede, upon whose shoulders rests the white man's burden of leading the program committee in its efforts to provide something better than usual in addresses and discussions, writes that round-tables upon subjects dear to the hearts and pocketbooks of the editors will be featured at the convention. This, while generally conceded to be the most difficult sort of a program to put across successfully, is equally well recognized as of the greatest benefit to association members, and the president has determined to learn if the members will do their part in making their own program a success. He thinks they will, or he would not be doing the thing that way.

The range of subjects is wide, including advertising rates, subscription prices, costs, advertising agencies, the radio, the legal rate, syndicate features, job shop or no

job shop, trade journalism, headlines, the country newspaper, the Non-Partisan League, free-publicity propaganda, features, ethics.

Tentative plans for the program were made at Corvallis Sunday, June 12, when details were discussed by Mr. Bede, John T. Hoblitt of the *Silverton Appeal*, Dean Allen and George Turnbull of the School of Journalism, and C. E. Ingalls and G. L. Hurd of Corvallis. The meeting took the form of a dinner at the Corvallis Country Club, situated in a scenically ideal setting. The foretaste of Corvallis hospitality, members of the committee thought, augured well for the convention.

The committee at Corvallis has learned that the Corvallis Commercial club intends to cooperate to the fullest extent, as will also the Oregon Agricultural College. The commercial club will give the editors a banquet Friday evening. Coach Rutherford of O. A. C. has agreed to open the college swimming tanks to aquatic sports, and the editors who delight in swimming will be able to "disport themselves," while those who do not can dance or look on, as the water stunts will probably afford considerable amusement.

Arrangements are being made to park the editors in one of the big dormitories at the college, so that they can all be together and close to the scene of operations.

It is planned to take the whole crowd on Saturday over to Newport, where the coast citizens will give them a taste of

beach resort life. There will probably be a clam and fish bake on the beach, also agate hunting, a trip to the lighthouse, and for those who care to enjoy the salt water there will be the fine new natorium. There are a number of other entertainment features in the minds of the Corvallis folk, all of which will be

announced in advance of the convention date.

Getting away from the entertainment features, which are alluring, and back to the program, here's the way it looks as this copy is sent in to the linotype:

Round-table subjects:

Can advertising and subscription rates be reduced? What difference, if any, should there be between plate and handset advertising rates and between transient, political and local rates? This will be preceded by a discussion of advertising and subscription rates and costs by G. L. Hurd, business manager of the *Corvallis Gazette-Times*.

Handling circulation.

Is the advertiser who places copy direct entitled to an agency discount?

Service to foreign advertisers and advertising prospects.

Members attending should come prepared to enter into the discussion upon these subjects.

Other numbers upon the program definitely arranged for follow:

Value of distribution of monthly magazine in connection with and supplementary to advertising in daily newspaper. A. E. Voorhies, *Courier*, Grants Pass.

The radio: Is it to be a competitor of the newspaper or to be welcomed as supplementary thereto? Lee Drake, *Budget*, Astoria.

Report of W. F. G. Thacher upon his visit to eastern advertising agencies.

Legal rates in Oregon. (Details incomplete.)

Value of syndicate features, Frank Jenkins, *Register*, Eugene.

Is it more satisfactory or more profitable to have or not to have job shop in connection with daily newspaper? George H. Currey, *Herald*, Baker.

Writing for trade press and free lance work, Alfred Powers, University of Oregon.

Headlines, George Turnbull, University of Oregon School of Journalism.

Oregon the ideal field for the country newspaper. N. J. Levinson, associate editor, *Portland Telegram*.

Report from Secretary Hoss to show whether money can be saved for the state and counties by publication of voters' pamphlets as newspaper supplement and of sample ballots in newspapers.

The Non-Partisan League. Harry Dence, *Sentinel*, Carlton.

Standing out against the various assortment of weeks for this and that and other free publicity propaganda from which the originator anticipates a profit. R. W. Sawyer, *Bulletin*, Bend.

System of caring for foreign advertising orders and plates to secure correct insertions. J. A. Davidson, manager service department, *Oregonian*.

The retail advertiser's idea of what the newspaper should do for him and what it does to him. Speaker to be furnished by Oregon Retail Merchants Association.

Report on code of ethics. Colin V. Dymont, University of Oregon.

Patting one another on the back. M. D. Morgan, *Bulletin*, Harrisburg.

Holding the rural interest. George Aiken, *Argus*, Ontario.

# THE ETHICS OF INDUSTRIAL PUBLISHING

By HENRY H. NORRIS

MANAGING EDITOR ELECTRIC RAILWAY JOURNAL

[Reprinted from the *Annals of the American Academy of Political and Social Science*, May, 1922, Vol CI, No. 190, on "The Ethics of the Professions and of Business." Published in OREGON EXCHANGES by arrangement.]

**W**ITHIN twenty-five years past the publishing of that type of class periodicals known as industrial papers has grown to be a business of large proportions. While exact statistics are not available, the volume of annual business is at least \$50,000,000 and more than 1,400 publications are issued. These are mainly of two varieties: trade or merchandising papers and technical papers, but there are others of a more general character while still lying within the industrial field.

## PECULIAR NATURE OF INDUSTRIAL PUBLISHING

The publishing of business papers differs in many particulars from newspaper publishing. While their essential functions of gathering, disseminating and interpreting information are the same, the relation between the publishers on the one hand, and their subscribers and advertisers on the other, is not the same. The industrial publication reaches a class of readers who have special trade or technical interests, and it serves them along the lines of these interests. The newspapers are addressed to readers of many kinds and with a wide range of interests. Every worthwhile industrial publication, therefore, occupies a position as teacher and leader to a group of specialists, which is small in number compared with the subscription lists of the newspapers and general magazines of similar standing.

Because the clientele of the business paper is small, the range being roughly two thousand to twenty times that number, the publisher and his staff can main-

tain intimate contact with their circle of readers. In fact, such a relation must be maintained if the efforts of their publication are to succeed. He and his associates are active and occupy leading positions in the industrial organizations in the field of their paper, and they spend much of their time in visiting the important centers of activity in their specific industry. As a result they are personally acquainted with large numbers of their subscribers, including practically all of those who are leaders of thought and action among them.

The relation of the business paper publisher to his advertisers is also an intimate one. The publisher is in a position to sense the marketing and even the production problems of the advertisers, due to the necessarily wide scope of his vision of the particular industry which they are trying to serve with their products. He thus can advise as to the form and matter of advertising copy, as well as the general features of advertising campaigns and detail plans.

The intimate relation which exists between the business paper publisher and his clientele has rendered desirable, and in fact necessary, a special code of ethics to cover his case. Not only is this true for the reasons already explained, but also, and particularly, because there is a close relation between the editorial and advertising columns of his paper. The editorial and advertising departments are fundamentally addressed to the same people, for the same purpose. This is to enable the subscribers to do their work better and more economically. Thus, when a highway

paper explains editorially how to build a satisfactory roadway, its advertising columns carry the message of the manufacturers and dealers who are prepared to supply the apparatus necessary for the building of a highway, of the engineers who are expert in highway building, of book publishers who issue treatises on highway construction, of contractors and communities who require men to do the higher grades of work in the field, and many others who need to be brought into touch with possible customers.

#### ESSENTIAL INDEPENDENCE OF EDITORIAL AND ADVERTISING COLUMNS

The parallelism between the editorial and advertising functions of the business paper involves cooperation between the corresponding departments of the paper, but not collusion for the purpose of giving an advertising tinge to the editorial columns. A danger with respect to the latter does exist and it is a serious one. The existence of this danger has, in fact, been the primary cause of the development of a special code of ethics for business publishers. And a further reason for a code of ethics is that advertisers and subscribers may know that the publishers adhere to high standards which, among other things, prevent improper use being made of the editorial columns.

Of course, the actual editorial standards of reputable business papers have long prohibited the insertion of disguised advertising material such as "puffs," "write-ups" and the like. The terms connote to the editorial mind a group of highly undesirable types of article. However, all editors have not applied the principle to an equal degree and a few papers have not appreciated the extent to which their best success depends upon complete independence of the editorial and advertising columns. The papers which have adhered to higher standards have been in the majority for many years, but they have not attempted to formulate a code of principles until within a few years past because they have had no way of functioning as an industry. The fact is that in-

dustrial publishing has recognized itself as an industry for less than two decades. Before this, although individual papers were provided to meet the needs of different branches of industry, they, like the branches of industry with which they were identified, thought of themselves as isolated units. Gradually, however, industry began to find itself as a national affair and, under the same centripetal forces which have been drawing the several branches of industry together, the related business papers have been drawn together in national organizations. These organizations have been formed to assist in the solution of common problems, to enable the publishers to stand together where their rights and privileges were involved, and to permit the codification of guiding principles which will tend to elevate the standards of service of industrial publications.

#### TWO POINTS OF VIEW IN BUSINESS PUBLISHING

One of the salient problems connected with self-improvement in this business has been to determine the point of view from which industrial papers should be published. One might as well frankly face the fact that there were, and are still, two radically different points of view. From one, industrial publishing is considered primarily as a business, the service feature being secondary or incidental. The other point of view is that in which the principal stress is laid on service to the industry in all its various phases, the advertising being included as part of the service. In this case, the profits of the business are considered somewhat of a by-product, the conviction of the publisher being, however, that good service, intelligently placed from the business standpoint, will be sure to receive financial reward. Essentially, these two points of view in business publishing are the same as those which are met in the individual citizen in everyday life. After all, what the publisher and the individual have to sell is fundamentally service.

*(Continued on page 14.)*

## MAKE WAY FOR THE BIG NEWS, IS NOW POLICY OF LARGE PAPERS

“**M**ORE and more in metropolitan journalism the tendency is to ‘spread’ on stories of first importance and to hold down on minor news and routine,” said Horace E. Thomas, city editor of the Portland *Oregonian*, speaking before the reporting class of the University of Oregon School of Journalism. His talk there was followed later the same day before the class in editing with an informal discussion of the editing of a Sunday newspaper.

“It is the day of the big story,” continued Mr. Thomas, “and everything else gives way before it. At a time when newspaper space is more valuable than ever before the papers are devoting decidedly more space, rather than less, to events of the first magnitude. You cannot give the public too much detail concerning a great fire or marine disaster or a mysterious crime involving people of prominence. Sometimes, as in the Ar-buckle case, the papers may break over the lines of propriety, although the better publications are keeping away from the more lurid details, but the tendency to put great emphasis on one or two stories a day is general.

### NEWS BALANCING IS PROBLEM

“This means that the less important news must be selected with great care and cut down to essentials. Concise writing is now at a premium in every office. The reporter who saves words is performing a real service for his employer. A paper wants variety; it desires to cover its news field as completely as possible; this can be accomplished only by eliminating trivialities and putting the blue pencil to routine. With illustrations and big stories of the day taking more space than ever, the proper balancing of the news report to meet the requirements is one of

the chief problems faced by an editorial staff.

“When it comes to eliminating trivialities the editor gets no help from the public. There is a constant pressure to obtain the publication of items in which some individual has a personal interest. If you print a dull paper, made up in large part of inconsequential items, a decreasing circulation would soon reflect it, but the very people who would drop your paper for one of wider interest are daily bringing in many stories about which the public cares nothing at all.

### SPACE MUST BE PROTECTED

“‘Please print this obituary in full, just as it is written;’ ‘Kindly run this four-generation picture, our family would be so glad to see it;’ ‘Won’t you publish this account of my trip, as I want to send papers to my friends in the East’—time after time every day these requests are being made in a city newspaper office. You want to be courteous to the public and to accommodate them whenever possible, but in self defense a newspaper must refuse to print material that does not meet the acid test of general interest. What to accept, what to decline, and how to do it without making enemies for the paper is one of the problems of the city editor and his assistants.

“Let us suppose that a newspaper has 100,000 subscribers, which means 300,000 or 400,000 readers. What a waste of space it is to print items that will interest only a fraction of one per cent of that number. There are newspapers that have thrived on printing all of the personals and all of the minor items they can crowd into their columns.

“The *Atchison Globe* is a notable example. But as a city extends and as a newspaper grows it must abandon such a

policy if it is to maintain a position among the great newspapers of the country. Its news criterion must be the answer to the question: What is of greatest interest to the greatest number of readers? Personals have a place in a paper, because there is a desire to know what people, particularly people of prominence, are doing, and this place is found in the society department and the hotel column, but that does not mean that a paper should run a great amount of neighborhood gossip and similar items."

The town "write-up" is disappearing from metropolitan newspapers because it fails to meet the test of general interest, the speaker explained.

#### BIGGER SUBJECTS SOUGHT

"Only a few years ago," he continued, "it was customary in Portland and in other cities to give frequently a general 'write-up' of a town within the newspaper's circulation radius. Now you seldom see these articles. Instead of such a review, which included everything from a report of crops in the district to a description of the village stores, the papers are seeking subjects of greater importance. Is there new railroad or highway development in the vicinity? Is there a newly-established industry that will mean prosperity; is a farmers' organization or commercial club striking out along new lines; have individual residents found new methods or accomplished something beyond the ordinary? These and similar matters are the things that city newspapers are seeking to learn about every community within their territory. And this sort of thing is far more beneficial to the towns themselves than the old 'write-up' was. It is of much more benefit to a town for a paper to tell some one thing it is accomplishing than it is to run several columns of overdrawn, spread-eagle boast stuff that very few read and nobody believes except the residents of the particular town that happens to be the subject of the sketch.

"With the increased value that is placed on newspaper space and with the increased wire facilities that bring in a

heavier telegraph report, more attention must be given to the selection of local news. The problem of what makes good news is always before the newspaper man. There can be no fixed rules. It is a matter of individual judgment and a question to which the journalism student cannot devote too much attention. It is to be learned through observation, a study of what people are interested in and by watching what is printed in successful newspapers. Decision as to what local news is printed may rest with the city editor, but every reporter going about his beat is constantly called upon to exercise this faculty. The development of a well-balanced news sense is one of the big things you should gain in such a school as this. And remember always that you must judge not only from your own viewpoint but from that of the imaginary and composite being known as the average reader.

A great proportion of the material that comes voluntarily into a newspaper office concerns the past. People, particularly elderly people, let their minds dwell in the past and they want to share their recollections with others. Most of their contributions here in Oregon have to do with pioneer conditions, with Indian fighting and similar subjects. A certain amount of this kind of material is of interest and should be printed.

"A series of illustrated articles, such as the *Oregonian's* 'Do You Remember?' department, is of interest. A picture of other days, especially if it contains people who are still known in the community or illustrates a well known event, carries an appeal to every one who knows the people or remembers the event. Loading the first boat for the Klondyke, the old cable road up Portland Heights, the championship baseball team of eighteen and so-and-so—these bring back interesting recollections to almost everyone.

"The danger lies in letting this sort of thing go beyond its right proportion. Articles and illustrations concerning the past should be purely incidental. If a newspaper dwells too much on events that

have gone by it becomes a back number. A newspaper to progress must keep its vision ahead. Its vital concern is with the present and the future. Its readers want to know what is happening today and what is the outlook for tomorrow. The daily press is the greatest historian in the world, but it chronicles history as it happens.

"Everyone who expects to become a reporter or an editor should give diligent consideration to news values. It is not enough to have a 'nose for news,' a faculty we used to hear much about. The journalistic aspirant should study the

basic principles of news selection; should read the best newspapers with an analytic mind as to what they print and why; and when he begins work he should pay close attention to the needs of his particular publication."

The speaker closed by discussing some of the factors of news selection, comparing different elements that make a story worth featuring or lead to its being subordinated. Incidentally he paid a tribute to the work done by the University of Oregon as reflected by graduates of the journalism school who have come under his observation on the *Oregonian*.

## NEW HOMES FOR BOTH ASTORIA DAILIES

**B**OTH Astoria daily papers are to have new homes. The *Morning Astorian* completed moving into the single-story concrete building erected for it June 13. The *Evening Budget* on June 17 received bids for the construction of its new building. Work will be commenced at once, with a view of having the building ready for occupation within three months.

The structure occupied by the *Astorian* is on Duane street between Fifteenth and Sixteenth streets. The building, which is a handsome structure of concrete and constructed with a special idea to use as the home of a daily publication, is modern in every detail and especially arranged for an expansion in mechanical equipment and working facilities.

The building, which has a big frontage on Duane street, has two entrances. The business offices are located on the ground floor behind the west entrance with editorial on a balcony above. On the east end of the building is another large balcony which is occupied by the job printing and bindery departments. In the center of the building, which is extremely well lighted by large front and rear windows and by skylights above, is the composing and press room, where the presses, lino-

types and other mechanical adjuncts of business are located.

The new *Budget* building will be located on Exchange street between Eleventh and Twelfth streets. The lot has a frontage of 47 feet and a depth of 100 feet. The building will cover the entire lot except that it will be set back five feet in order to afford a greater width of sidewalk. The basement will extend the full length of the lot and will have a concrete flooring.

The business and editorial rooms, private offices and a lobby will take up one-third of the first floor, leaving the rest of the first floor for a daylight composing room.

The big press will be installed in the basement, and in the basement also will be the stock room, mailing room, news-boys' room and vault. The floor space in all departments will be sufficient to meet the needs of the *Budget* for a good many years. The plans are drawn with special attention to convenience, and the construction will be fire-proof throughout. A system of skylights will provide an abundance of natural light for all departments and partitions between the front offices will be of glass. The partition between the offices and the mechanical department will be sound-proof to shut out the noises of the shop.



## SEVEN COLUMNS, TWELVE EMS

By GEORGE P. CHENEY

PUBLISHER ENTERPRISE RECORD CHIEFTAIN

A CHANGE from a 13-em, 6-column page to one of 12 ems and 7 columns was made this spring by the *Enterprise Record-Chieftain*, whose experience may be of interest to others. The 12-em, 7-column size has been recommended by the National Editorial association and by others because some of the standard 6-column quarto drum cylinder presses, such as are found in many newspaper offices, can handle it. Thus, without much additional expense, a larger paper can be printed and bothersome, expensive inserts often eliminated.

No publisher should order any equipment or paper for this size until he has figured out the whole matter over with his machinery and type house. Every small detail must be worked out with exactness or there will be a slip, for the surplus margin on a 6-column quarto press is narrow and the specialists have to take advantage of various plans to effect the change.

Where a 6-column page often proves too small, the advantages of a larger page are apparent. Publishers are likely to hesitate to make the change because they cannot use standard plate in 12-em columns, and many advertising cuts have also been made on the 13-em basis.

## PLATE MOSTLY ELIMINATED

Most of the advertising electrotypes and mats are now made on a 12-em basis and the paper which adheres to 13 ems simply gives the advertiser that much more space. Features in 12 ems can be bought either in mats or in electrotypes, and the offerings in this respect will undoubtedly increase for the 12-em column is no longer a novelty or an experiment.

Nearly all the large daily newspapers in Ohio and Michigan are set in 12 ems. On the Pacific coast, practically all the larger dailies have adopted the narrower

measure, discarding the old 12½-em width.

As another consideration, the narrow column automatically effects a readjustment in advertising rates. Where the rate per column inch remains the same, the publisher gets an advance. This has been one of the potent reasons for the change with the city dailies.

Also, the 7-column page permits a greater proportion of advertising than the smaller page. Two columns of reading matter can carry five columns of advertising just as handily as they can carry four. Thus more profitable, crowded pages can be produced without the patrons feeling they have suffered.

When we changed to 12-em columns we were curious to know how generally our patrons would notice it. We made no mention of it in print or orally, but just sat tight and silent and waited and listened. It is a fact that only one person, a printer who had worked in the shop and who had been told what was coming, spoke of the change. Then we asked various persons with whom we were on intimate relations if they detected any difference in the appearance of the sheet, and not one, even after this virtual challenge, caught it. The public does not notice and does not care.

Frankly, we recommend the narrow column heartily. We have cut down presswork and folding very materially, use less paper, get out more promptly, get a better advertising rate and think our paper looks better.

Let this be added somewhat as a caution, the 12-em paper must have a stereotyping equipment. Many foreign advertisements ordinarily coming in plate form to the 13-em paper, will come in mat form to the office which stereotypes, and these mats will almost invariably be on the 12-em basis, a double gain, both to advertiser and to publisher.

## EASTERN TRIP TAKEN IN INTEREST OF OREGON NEWSPAPERS

**W**. F. G. THACHER, professor of advertising in the School of Journalism, is in the East on a double mission—attending the annual convention of the Associated Advertising Clubs of the World at Milwaukee, and representing a group of eleven Oregon daily newspapers before the advertising agencies of the east. Mr. Thacher left Eugene June 8, expecting to be gone about two months, some of which time, however, will be spent visiting friends and relatives in various parts of the east.

The dailies represented by Mr. Thacher are the Baker *Herald*, the Pendleton *East Oregonian*, The Dalles *Chronicle*, the Bend *Bulletin*, the Astoria *Budget*, the Oregon City *Enterprise*, the Salem *Statesman*, the Albany *Democrat*, the Corvallis *Gazette-Times*, the Eugene *Register* and the Grants Pass *Courier*.

Mr. Thacher went first to Milwaukee, where the advertising clubs' convention was held June 11-17. Other cities he expected to visit are Chicago, Cleveland, Philadelphia, New York City, Buffalo, Detroit, and possibly some other large centers. In these cities he is seeking to interest advertising space-buyers and agencies, first, in Oregon as a trade and advertising center, and, second, in the group of newspapers he is representing. He will leave with the space-buyers rate cards, maps, and other printed matter dealing with this region, its newspapers and its marketing possibilities.

Another matter to be looked into by Mr. Thacher will be the group representation of newspapers for the purpose of obtaining foreign advertising, as it is worked out in Wisconsin, Minnesota, Illinois and Ohio. A report on this subject will be made by Mr. Thacher to the Oregon State Editorial association, in accordance with a commission given him several months ago. Just how the special repre-

sentatives of Oregon newspapers are working in the eastern centers, and the value of the service given, is another matter he will investigate. A special effort will be made to ascertain how distant newspapers can interest advertising agencies in their media and to discover the best means by which they can advertise themselves and increase their business.

Mrs. Thacher also will spend part of the summer in the east, as a delegate from the Oregon chapter to the annual convention of Mu Phi Epsilon, national honorary musical sorority, held this year in St. Louis.

### Such Is Fame

This from a Portland correspondent:

"Why is it that men connected with the press know so little about the contents of the publications they help to manufacture?" The inquiry is prompted by a recent incident.

A former member of the staff of a local paper was busy a few days ago trying to locate the whereabouts of one De Witt Harry, now famous for his "column"—"The Listening Post." One would imagine that it would be easy to find Harry.

Speaking of this party reminds us (the correspondent, not the editor), that about the funniest sight imaginable is to see a motorcycle piloted by DeWitt Harry about the streets of Portland with Dean Collins in the "tub" attached thereto.

The best editors are those whose philosophy is not bound up in the phrase, How little will the public demand? but are asking, rather, How much can we give them? No wise editor ever underestimates the intelligence of his readers.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## CALL OF THE CONVENTION

It isn't all fun. It isn't just an outing or a trip. For the newspaper man, the editor, the publisher, this convention, coming up at Corvallis on the 21st and 22nd of this month, is a bit of business—important business at that. More than most businesses and professions, journalism is a matter of ideas and ideals. The way to keep up on both is to mix a bit with your fellows in the same line. You may bump into an idea at the coming convention that will pay many times the expenses of your trip—and it may not be something that is regularly on the program either.

Frankly though, even if there were not so much to gain professionally, the convention does offer a remarkable vacation opportunity. We shall not go into detail about that end of it here; full particulars are given on another page. But read over that article if you have not already done so, and decide whether as a combined vacation and business opportunity the convention doesn't offer something unusual. You've been reading one of your contemporaries' papers for some time. You like the paper; you think the editor has ideas. But you've never met him. These newspaper acquaintances and friendships are worth a lot. You can't build them up entirely through the mails, with any degree of satisfaction. Well, you can get the personal touch at the convention. You get the idea plus the personality. It's worth while.

## BEDE DEFENDS PRESS

The charge made by a writer in the *Saturday Evening Post* that "nine out of ten papers in our state (Pennsylvania?) are controlled by the Property party, being kept alive through tens of thousands of dollars paid them every year for publishing session laws that nobody ever reads," aroused the righteous wrath of the president of the Oregon State Editorial association. Mr. Bede wrote the *Post* a sizzling letter about it, resenting the implication that such a thing might be generally true in other states and doubting its truth for even one of them. The offending article went further, charging that "when a Poverty party man is appointed to any office, these sheets are ordered to begin immediate efforts to discredit the appointee. . . . The Property party maintains a publicity bureau from which boiler plate is sent broadcast each week." Mr. Bede asks the *Post* to make it plain that these charges are made against only one state. "As president of the Oregon State Editorial association," he writes, "I wish to state to you that the press of Oregon is in every way a free agent. None of the agencies for evil which you say exist in your state exist in the states of the Far West."

In these days of loose charges against "the press," made largely by men who know too little either of newspaper methods or of newspaper ideals, it is just as well that someone rises to reply to uncalled-for libel. However, the "more than two million a week" have not yet been set right in the matter.

Editors who can remember through the coming days of political struggle that the candidate on the other side can not have changed by some magic inherent in a political nomination from a pretty respectable sort of a man into a menace to society will find themselves dealing sparingly in acrid personalities and will have much less to regret when the strain on editorial sanity is removed in November.

## PREJUDICES AND THEIR RELATION TO THE JOURNALIST

By LYLE BRYSON

[Miss Bryson, who is a graduate of the School of Journalism, class of 1922, wrote the following article as a part of her work in Dean Allen's class in editing.]

**"T**HE man who writes, the man who month in and month out, week in week out, day in and day out, furnishes the material which is to shape the thoughts of our people, is essentially the man who, more than any other, determines the character of the people and the kind of government this people shall possess."

—President Roosevelt, April 7, 1904.

It must be admitted that the journalist occupies a unique position in the world, for he alone influences thousands and even millions of readers every week, in fact there is hardly a person who is not reached by the daily press. Almost unlimited is the appeal which an editor who has the confidence of the community and the ability to write, can make upon his readers.

The conscientious editor realizes his potential power in moulding public opinion and every little while he finds it necessary to take careful inventory of himself to find whether or not he is keeping up with the times. Upon his shoulders rests one of the most wonderful opportunities for service that are given to men, and in order not to betray the trust which the people have placed in him he must often purge himself of all unreason, biased viewpoint, and unnatural prejudices that he may be more receptive to the issues of the day and give a sane interpretation of them to the public.

However, once the editor has decided upon the basis of fact and wisdom, that his viewpoint is the right one, he must have the moral courage to stay with it through thick and thin, against tempestu-

ous, scathing public ridicule and everything else, for there is a certain kind of prejudice which any man of character who would command the respect of his fellow men, must have. It was John Grier Hibben, then professor of logic at Princeton University, who reminded us that "if human nature were devoid of prejudice the heroics of morality would never be written." For, he says, "We love a man on account of his prejudices. We hate him for the same reason. Strip a man of his prejudices, and only the commonplace remains."

But no one must be so careful as this man who daily speaks to the public, to introspect and weed out from his mind prejudices which are not well founded, which are undemocratic, unreasonable, perhaps formed through lack of knowledge, education or right association. The origin of some of our prejudices may be found in the childhood of the race—some opinions came down from the cave dwellers without revision. Probably at one time they were justified. There are other prejudices which originated in our own childhood, through no fault of our own, and these also wield their subtle influence over the editor, as well as the rest of us.

### EFFECT OF STEREOTYPES

Again we find prejudices beginning in verbal misunderstandings and repeated collations of words. Examples of the latter are a common occurrence, for instance the clever bohemian who heard so much about *smug* respectability that he took a dislike to respectability in general. The category of political, religious and

racial prejudices is so intricate with each individual that an analysis is almost impossible, but they are perhaps the stronger, more militantly imperialistic of the stereotypes hidden away in the inner chambers of the mind, which come popping out unexpectedly and make us take a stand on an issue without reasoning upon the matter or considering the right and wrong in connection with it.

It little matters if most people oppose an issue because of an ill-conceived prejudice, for the reason that they are not influencing hundreds of thousands of people daily, but with the editor it is a different matter. He must introspect and discover whether or not his is the morally right stand to take. He must be educating himself continually and re-modelling his stereotyped ideas always, at the same time carefully avoiding any signs of vacillation and weakness. He must be able stubbornly to oppose the prejudices of the people, even at the risk

of persecution, if he believes his convictions to be right.

But facing all of the prejudices which go to make up a strong minded man, and such he must be, what a task he has! It means at the outset a tremendous amount of education and study and deep thought at all times in order that he may be ready to take the right stand on short notice upon any question of public welfare, politics, or any one of the issues which he must write about constantly. He must have convictions, for he must make quick judgments and be able to back them up later. He must have convictions in order to have power, personality, force—yet they must all be convictions founded, not as a great part of mankind's are, but on sound, thorough, intelligent research which makes him capable of delivering judgments on short notice, able to decide the right and wrong of an issue and to have the courage of his convictions afterward.

## RARE ONES BY SUBURBAN REPORTER

By ELBERT BEDE

EDITOR COTTAGE GROVE SENTINEL

*[Cullings from correspondence items of many years, done into a weekly grist, presumed to have been written by Carpenter Peterson from Milltown Junction, Minnesota, to the weekly Bugle.]*

**O**LAF ERICKSON called last night on Si Perkins' hired girl, who has got the mumps.

Farmer Corntassel is having a new red barn built. Carpenter Peterson is doing the job.

The ladies' aid met last week with Mrs. Bill Jones, which was entertained with a beautifully rendered oration from the Reverend Sanctimonius Quibble, and was listened to with patience and interest, who leaves in a few weeks for greener and more congenial fields.

We forgot to mention last week the arrival of a brand-new baby boy at the home of Charley Newlywed. Never mind, Char-

ley, we will be more prompt next time.

Our esteemed fellow citizen, Jeremiah Jenkins and family, was rudely and unceremoniously awakened a few nights ago by a fire in his home, which attracted considerable attention and was largely attended by the citizens of our burg. The fire laddies were resplendent in their new uniforms. The affair was quite impromptu and the house was a complete loss, which will be rebuilt by Carpenter Peterson.

Miss Susie Pink and Simon Saphead were united Sunday at the home of the bride's uncle, who was recently defeated for town clerk by a large vote, in the holy bonds of matrimony. Carpenter Peterson,

who is justice of peace in connection with his multitudinous civil duties, did the joining. Miss Pink is one of our town's most charming and demure damsels. Simon certinly is lucky to get her and we predict for them a happy trip along the high-ways and byways of life's voyage.

The funeral of Ralph and Rudolph Jenkins, sons of Jeremiah Jenkins and wife, was held Tuesday afternoon from the Presbyterian church at 2 o'clock, Rev. Quirk performing the ceremony. The sympathy that goes forth to the bereft parents was felt and shown in the extravagant floral offerings. The little bodies were tenderly laid to rest in Birchwood cemetery, after which the large company returned to their several homes. The children met their sad fate being burned to death in the fire already referred to.

Our enterprising and astute merchant, B. Suretoskinem, is building a necessary addition to his store, made necessary by the crowding of his roomy and commodious storeroom. Carpenter Peterson has the contract.

Our noted representative in the legislative halls, the Honorable Theodore Rastus Croaker, arrived from the state capital over Sunday to get away from the press of pending legislation for a day and renew old acquaintance with his family. The Honorable Croaker is deeply interested in the bill providing for the selling of eggs by the pound. As he is a member of the committee on weighs and means he confidently and earnestly expects to see it through. We are always pleased to have the Honorable Theodore Rastus' smiling and amiable countenance with us for a short time. He returned to the tempestuous turmoil of legislation on the owl train Sunday night, which leaves here at 1 o'clock and was three minutes late upon that occasion.

Miss Lucille Genevieve Marjory Peterson spent Tuesday visiting friends, relatives and others in Podunkville. She is the daughter of Carpenter Peterson.

Some men whose names could not be learned were here from the metropolis

last week. In an interview with the writer they said they were here making arrangements to see if our beautiful little lake wouldn't make an ideal place for a summer resort. What better and more psychological place could there be for a summer resort than our beautiful and historic Lake Pokegama, whose limpid depths are often ruffled by the beautiful waves which are the results of the causes that produce them, on whose placid bosom the festive croppie and gamey muskallonge have for untold centuries nursed their young, on whose rugged and rockbound coast the waves have long before the memory of man or beast beat out their lives only to roll back in the surf and return with renewed vigor, on whose shores the noble red man primeval has fought many a hard fought battle and filled the woods with storied legend forever untold, which have come down to the present time in their original pristine form. The great giant pines which encircle these crystal depths, stretching their giant arms to the horizon and back again, cast their reflections in those crystal depths like great spectres inviting you to enjoy yourselves in their shade. Who can tell how soon these quiet solitudes will be overrun with thousands of noisy city people enjoying a few days of secluded quietude?

Miss Dorothy Duniway, only woman reporter on the Portland *Oregonian*, has resigned to accept the position of assistant registrar of Reed College. Miss Duniway, who has been on the *Oregonian* for two years as a reporter, has been connected with the paper for several years in various capacities, from University correspondent during school days to proof-room copyholder in vacations. She is a daughter of W. C. Duniway, veteran Portland newspaperman, and a personal friend of every man, woman and child on the *Oregonian*. Her place on the paper has been taken by Miss Adelaide Lake of the Salem *Capital Journal*. Both Miss Duniway and Miss Lake are graduates of the University of Oregon School of Journalism.

## The Ethics of Industrial Publishing

(Continued from page 4.)

There is reason, of course, behind both of these points of view, and there is not so much difference between them as might appear at first sight. The difference while small is, however, vital. It is one of emphasis. Thus the attitude of one publisher says, "the profits first," even if his words are different. That of the other says, "the reader first," whether he subscribes to a creed which formulates his attitude or not. The latter is the modern, progressive industrial publisher. He is one who has been forward in the movement to raise the standards of the business.

From what has been said, the reasons underlying the formulation of "Standards of Practice for Business Papers" may be inferred. As publishers got together in their local and national associations to discuss their problems, they felt the need for some yard stick by which to measure their own performance along ethical lines. Their idea was not to produce a police code which would permit the bringing of transgressors before the bar of industrial publishing justice, but rather to draw an outline of what industrial publishing is at its best. The "code" has been accepted in the spirit in which it was drawn and in the opinion of leading publishers in this field, is accomplishing its purpose. A glance through any good industrial paper today will disclose little material in the editorial columns that bears the mark of disguised advertising, and little in the advertising pages that is extravagant in claim or derogatory of competitors.

### THE ASSOCIATED BUSINESS PAPERS INCORPORATED

So much by way of a background for the "Standards of Practice." Let us now examine briefly the organization which is promulgating them, the Associated Business Papers, Incorporated. This is the

outgrowth of a movement of the industrial publishers to get together nationally, which in 1906 took the form of the Federation of Trade Press Associations in the United States. As the name of that organization indicates, there were already a number of local publishers' associations extant. These had been formed from time to time to bring together the men engaged in this branch of the publishing business for the purpose of exchanging views and experience, at the same time enabling them to take a united stand where such action would be helpful to the industries which they represented and to their own individual industry as well.

At its annual convention in 1913 the Federation adopted a "Declaration of Trade Press Principles," ten in number, which set forth frankly just what business publishing was trying to do and what the publishers believed to be the essentials of good service. Good service, the "Principles" stated to be the basis on which every trade paper should build its business. Such was a beginning which led naturally to the "Standards of Practice" which were adopted by the Federation in May, 1914, and were taken over by its successor, the Associated Business Papers, Incorporated. This the present association, was formed in 1916, because the Federation proved to be too unwieldy and loosely articulated an organization for the purpose of securing results in reasonable time.

The new association, however, built upon the foundation laid by its predecessor, and adopted as one of its requirements of membership a policy of strict adherence to the "Standards of Practice." The association is not yet all-inclusive by any means, but this does not necessarily imply that papers not included in its membership are not willing to subscribe to the "Standards of Practice." Most of them, indeed, could easily satisfy the association on this score. It is significant, however, that a prominent requirement for membership in the "A. B. P." is acceptance of the code. This fact gives to the code the weight of authority and also

establishes the reputation of the Associated Business Papers, Incorporated, as an organization which maintains high standards.

In this connection it is interesting to note that the British Association of Trade and Technical Journals also has adopted "Standards of Practice" which are fundamentally the same in spirit as those of the American association, although differing in phraseology. This action of the British publishers and the wording of their "Standards" indicate that the problems of industrial publishing are much the same on both sides of the Atlantic.

#### THE "STANDARDS OF PRACTICE"

The "Standards of Practice for Business Papers" of the American association are ten in number and characterized by their brevity and practicability. They do not go into the philosophy of their subject but are confined to telling what to do under all circumstances involving ethical considerations.

The "Standards" begin with the statement that the business paper is to be published primarily in the interests of the subscriber. This simple principle will serve as a basis of settlement of many of the trying problems which arise in the business. While the subscriber pays probably not more than 10 per cent of the cost of issuing the paper, the whole paper is addressed to him. The advertiser is willing to furnish the other nine-tenths of the cost for the privilege of reaching him. This money is well spent, for the industrial paper reaches a definite class of readers who are interested in the product of the advertiser. The circulation of the paper is selective, in that the paper is subscribed for, and read by people who are looking for specialized information. Thus, while in the editorial columns there is nothing which savors of advertising, the editorials and articles are directing the thought of the subscribers along lines which will make them interested readers of advertising also, if they need apparatus or service. In this way a paper, while serving the reader first, also serves the

advertiser. And, obviously, it owes service of the proper kind to the advertiser who is paying most of the bills.

The second of the "Standards" calls for truth and honesty in all departments. This may seem trite, but the responsibility of a business paper for the character of the statements made in its columns and in its name by its representatives, is so great that public commitment to this principle is desirable as an acknowledgment of this responsibility.

A logical sequel to this need for truth is that for a distinct line of demarcation between facts and opinion in the third "Standard," which is, of course, the rule in journalism generally. The selection of a writer, outside the staff or within it, to prepare articles on definite subjects involving the expression of opinion is naturally guided by the feeling of the editor that such expression is needed. But opinion must be expressed in the author's name, or in the department of the paper clearly designated for that purpose. This practice safeguards the paper as well as the subscriber.

#### "PUFFS" AND "WRITE-UPS"

At one time the publication of "puffs" and "write-ups" in business papers was common, these terms being used to designate articles which were inserted at the instigation of the interests supposed to be benefited by the insertion. Advertising space was sometimes sold with the understanding that the advertiser and his wares would be mentioned in the editorial columns of the paper. The evils of the practice were early recognized and papers of the better class refused to print such material, pointing out that as the interests of the subscriber were the ruling consideration, no articles could be accepted which did not contain news of interest to him. The growing custom of refusing to print "write-ups" was embodied in the fourth rule of the "Standards of Practice." This rule does not imply that descriptions of manufactured devices and names of manufacturers are barred from the editorial columns. So to do would lessen the value



of the paper to the reader, for it is as important to let him know that new and practical devices and services are available, as it is to furnish him with the general principles which should guide him. To be sure the person who is prepared to furnish the device or service is also a beneficiary of such editorial mention, but he is entitled to be so, provided that his benefit is a by-product and not the purpose of the publication. Under these circumstances an article of the kind mentioned should not be stigmatized as a "write-up." It stands on its literary and technical or trade merits in comparison with other articles in the paper.

The fifth of the "Standards" relates to the contents of the advertising columns, which must, in their way, conform to certain definite requirements, although, of course, the publisher cannot exert the control in detail here that he can in the editorial section of the paper. However, when an advertiser signs a contract for advertising service he does so with the understanding that the advertisements are to be consistent with the interests of the reader and the rights of other advertisers. While the publisher cannot guarantee the reader against loss through following the suggestions contained in an advertisement, he does assume a degree of responsibility. The reputation of the paper is to some extent behind every advertisement printed. With relation to other advertisements in the same or related lines, each piece of copy must stand on its own feet and not try to magnify the merits of what it describes at the expense of competitors.

The list of "Standards" begins with those relating to the interests of the subscriber and the need for truth and honesty in general. In the sixth "Standard" these begin to be more specific, in that subscriptions and advertising are specified to be solicited solely on the merit of the publication. Such a rule implies a tendency the other way, namely to use influences other than the compelling force of the data to "get the name on the dotted line" of the contract. The best

papers, nowadays, rely upon close study of the business possibilities in their fields to furnish facts upon which advertising can be intelligently placed. They further supply accurate circulation statistics, classified in accordance with the needs of individual advertisers, so that the latter can visualize their prospective audiences. The necessity for doing this is epitomized in the seventh rule of the "Standards."

The remaining three "Standards" have to do with the large questions of competition and cooperation. They are evidence of the consciousness on the part of the publisher that he does not live to himself, and his subscribers and advertisers alone; that he is a part of industry and of society. They set for him a high standard in stating that he is "to determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function."

#### THE BUSINESS EDITORS' CODE

All of the foregoing relates to the code of ethics of the publisher, who of course determines all of the policies of the paper, both editorial and commercial. The editors of business papers, in addition, are finding it desirable to prepare codes of their own. This movement is quite recent, dating back only to last summer when the Editorial Conference of the New York Business Publishers Association adopted such a code, with the title "Standards of Editorial Practice." This is an elaboration of the editorial parts of the publishers' code, and makes more specific certain of its features which are only suggested therein.

This editors' code contains only seven "Standards" of which the first four are substantially like those of the publishers' code. The following relate to the taking of a position of editorial leadership in the industry served, with a view to bringing it to higher levels of achievement, and to the support in the paper of such worthy measures of public interest as their importance justifies. These principles are in line with the strong convictions of

leading editors that their papers must be positive forces in industry and not merely recorders of what has taken place. They are an expression of the realization that the occupancy of a vantage point from which the industrial developments can be viewed in perspective, places on the shoulders of the editors a weight of responsibility for telling their readers what they see. The fact that they reach large numbers of readers who place implicit confidence in what they say gives these editors an influence which they should use in the correction of wrong tendencies and the development of correct ones.

In these "Standards" of the editorial code there is the implication that a paper which is to succeed in this field must be one which takes the initiative, and it is a fact that some of the good things that have been done in recent years in industry can be credited in large part to the efforts of the industrial press editors.

The last "Standard" in the New York editors' code has to do with the editorial interrelations of business papers. It simply illustrates the principle of the square deal as applied to this department, by insisting that borrowed articles shall be credited to the original source and that unfair competition shall be avoided.

The brevity and simplicity of this New York code are in marked contrast to the excellent but elaborate code adopted a few weeks ago by the Oregon State Editorial association, which is said to have hit what is probably the highest note that has been sounded in American journalism. This code is evidence that newspaper men are striving along the same general directions of ethical progress as the industrial paper editors. The Oregon code covers the following characteristics of good journalism: sincerity, truth, care, competency, thoroughness, justice, mercy, kindness, moderation, conservatism, proportion, public service and social policy. The words listed epitomize the code which has within it the whole philosophy of the profession, but which needs to be accom-

panied by a simplified version that can be read quickly and readily committed to memory.

#### ENFORCEMENT OF CODES FOR INDUSTRIAL PUBLISHING

Before closing, a word regarding the enforcement of the codes of ethics in industrial publishing seems needed to round out the subject. These codes are not police codes, as was pointed out earlier. However, as acceptance of them is a condition of membership in associations of industrial publishers, some way of rendering them effective in accomplishing their purpose is necessary.

The Associated Business Papers, Incorporated, has a committee on Trade Practices, which receives and acts upon complaints of code violations. The causes of these complaints, however, can usually be removed by means of informal conferences under the auspices of the association's officers. The association also has a committee on Standardization, which is endeavoring to outline practices in accordance with the code where questions arise affecting groups of papers. Further, the publications of the members are examined from time to time by a committee of editors, to detect violations of the code. The carrying out of all of this work is, of course, simplified by the watchfulness of competing papers with regard to each other's practices.

But, undoubtedly, the strongest influence in causing the business papers to adhere to the code, aside from their inherent desire to do so, is that their membership in the association publicly commits them to such adherence. When a paper is accepted for membership, it prints a full-page statement to this effect and includes the "Standards of Practice," so that there can be no doubt as to what the paper has undertaken to do. Moreover, to be admitted at all, a paper must already have established a reputation for fair dealing.

The New York Business Publishers' association also has a committee to con-

sider complaints of violation of their editorial code. This committee at present is not taking the initiative in the matter but stands ready to exert its influence to remedy any conditions which seem to justify such complaints.

#### CONCLUSION

The fact that the business paper publishers and editors, as well as the newspaper publishers and editors, are codifying the ethics of their business and profession indicates that this business and this profession have reached a state of development where there is a wealth of experience to be conserved and given tangibility. Only thus are creeds formulated, and a code of ethics is essentially a creed.

Coming back to the "Standards of Practice" of the Associated Business Papers, Incorporated, it may be well to point out that these serve several practical ends. They enable the publisher of the weak paper to determine wherein the weakness lies and to eliminate it, if this is possible. They stimulate the publisher of the strong paper to analyze his practices in order to detect the faults which prevent it from being even stronger. They safeguard all publishers against demands for special privileges in their papers and enable them to explain to the subscriber and the advertiser who do not understand the fundamentals of industrial publishing just why their requests cannot be granted. In addition, they have an educational mission to the young people coming up in the business, who need to know why some practices are followed and others are frowned upon in the publishing houses with which they are connected.

### Speed Record Claimed

An achievement rare, if not unique, is claimed by the Portland *Telegram* in covering the recent state primary election. With a force organized with the avowed purpose of "beatin' 'em all" the *Telegram*,

like all the newspapers, ran into the uncertainty of the result of the Olcott-Hall race for Republican nomination for governor. First one was leading, then the other. No paper could hazard a guess on the outcome; it was a case where accuracy in announcement of the final result was the one essential.

The *Telegram* gave correspondents in county seats and missing precincts and county clerks no rest until something tangible could be worked out of the puzzle. The day after the election, the *Telegram* issued an extra announcing definitely that Olcott had a lead. On the fourth day the publication announced definitely that Olcott was the winner and published a table giving Olcott an unofficial plurality of 510—two days before any other paper ventured a guess. Then followed a revised unofficial tabulation by the *Telegram* force, giving Olcott a plurality of 521. Two weeks later the secretary of state at Salem, after the official canvass, announced that Olcott's plurality was 521, showing the *Telegram's* unofficial tabulation to be within eleven votes of the official state total.

The pony express race from The Dalles to Canyon City aroused more interest in Wasco county than did the May elections. At any rate larger crowds were to be seen in front of the *Chronicle* office on the night of the race than were present the night of the primary. The race started from The Dalles at 4 o'clock on the afternoon of June 8 with four riders. Only three of them finished, and the time of the winner for the 180 miles was a little more than 19 hours. Over half of the ride was in a rain storm that was almost a cloud burst and over roads that were two feet deep in mud. The *Chronicle* kept tab on the riders by telephone and ran a bulletin announcing the position of the riders as they arrived at each remount station. A crowd that fluctuated between 300 and 400 was on hand until midnight following the start of the race and was back again early the next morning.

## ALL OVER OREGON

E-X-T-R-A ! Extra! The city editor of the *Portland News* couldn't resist the month of marriages and "went and done it." Neither he nor Mrs. Floyd A. Fessler, formerly Miss Dolly Hodges, would say "I do" to any but Reverend George B. Van Waters, archdeacon of the Protestant Episcopal church of Eastern Oregon. The ring ceremony was solemnized at the home of Mr. and Mrs. B. F. Sullivan, 393 Ross street, Portland, in the presence of immediate relatives and friends. Miss Hazel Sullivan attended the bride, while Don M. Taylor accompanied the groom.

Miss Marian Sibley has been engaged to write special features for the *Portland News*. She graduated from the High School of Commerce in January, 1922. Miss Sibley created considerable excitement in Portland during the recent election, by her articles in which she criticized the different candidates for not bringing her any lollypops when they visited the *News* office and passed cigars around to the men. As a result of her complaint, a local store sent Miss Sibley a whole dozen licorice-legged lollypops.

Business and pleasure went with Carl S. Miller on his recent trip. He accompanied a deputy United States marshal, who took two juvenile prisoners to Missouri reformatory for boys for robbing a postoffice. After lodging the boys at the institution Miller went on to Chicago, thence homewards blissfully contemplating the advantages of the life of a Chicagoan. Miller covers the federal beat for the *Portland News*.

The newest automobile in the Oregon *Journal* family is the touring car that has been added to the list of Ralph Watson's liabilities. Watson has found the car a decided inspiration for his T. Paer feature in the *Journal*.

W. J. (Bill) Cuddy, veteran of the *Oregonian* staff, slipped a cog this year and forgot to turn in his annual editorial note on the longest day in the year—June 21. Great consternation reigned when it was found, too late, that this had happened. A Wogglebug-Doughnut extra was issued and when Bill read it and learned of his oversight, it didn't faze him a minute. He sat down and wrote the following paragraph, which appeared in the paper the next day:

Since Gregory changed the calendar and redated everything, June 21 has been held to be the longest day of the year; and so it was until 1922, when, in deference to our Rose Festival, old Sol, who tied up to the Tropic of Cancer last night, decided to make it two days, that everybody can crowd in all the pleasure possible.

Leading a "Dr. Jekyll and Mr. Hyde" life has its reward according to J.S. McNamara, printer in the composing department of the *Portland News*. When he finishes his life as a printer, he goes home, dons overalls, picks up gardening implements, hits for the one-acre tract he has out at Huber, Oregon, and is a gardener. If the strawberries, big as June apples, he brought to the office are significant, McNamara is as good a gardener as he is a printer.

The Oregon *Journal* sporting department staff has been alternating in journeys far afield. First, George Bertz, sporting editor, went to British Columbia to cover the international golf tournament. As soon as he reappeared in the office his assistant, Earl R. Goodwin, joined the Shrine caravan and attended the San Francisco convention with his brother lodgemen. Goodwin reported the convention for the *Journal*.

It's been pretty soft this spring for a number of fellows on the Portland *Telegram* staff who've had super-vacations with the little old pay checks and honored expense vouchers at the end. Hardly had Lou Kennedy, sporting editor, returned from his several weeks' rest in the California training camp of the Portland Beavers, when Charles Myers shouldered his bag of golf club—singular is correct—and had a week of grand recreation at the Victoria meeting of the Northwest Amateur Golf association. About the same time, Leon B. Baketel, copy editor, swiped some reporter's notebook and pencil stub and took a week off, covering the sessions of the Oregon State Grange at McMinnville. Then David W. Hazen growled like a camel to the city editor about the need of relief from the grind, was placed aboard Al Kader's special train and accompanied the Portland Arabs to the shrine at San Francisco.

One of the summer events participated in by members of the *Morning Enterprise* family at Oregon City was the annual picnic, held July 2nd this year, on the Pudding River. The thirty employes of the paper, in addition to their families and the 15 carrier boys, made quite a group when gathered at the outdoor festivity. Cash prizes for sports and other events were given by the management, while the luncheon part was taken care of by individual contributions. The picnic is declared to be a fine institution for building morale and a spirit of good-fellowship, and Manager Hal E. Hoss recommends it to his brother publishers as a sure cure for hook-worm.

Twenty-eight years ago a newspaper woman in a small town was something of a novelty and Miss Fay Fuller, employed on the Pendleton *Tribune*, was known in the Umatilla county hamlet as "the woman reporter." She is now Mrs. Fritz von Brieson of New York and is planning a trip to Pendleton to renew old acquaintance.

The newspaper man's life is a jolly round of adventure! For instance, when Phil Parrish, rewrite man on the Oregon *Journal* staff, was rushed out the back door of the office at noon on June 19 to "cover" an automobile smash-up just behind the *Journal* building. Phil's position may well be imagined when it is known that he found the Ford coupe which was smashed and crushed in a melee with a big truck to be his very own. Parrish had offered the use of his machine to a friend, who was driving into a filling station when a heavy truck hit it broadside.

Harry B. Critchlow, whose pungent paragraphs and quaint humor in re Oregon bankers and bond men grace the financial page of the *Oregonian* daily, returned home from the recent convention of Shriners in San Francisco a wiser, if not sadder, man. He experienced the delights of paying fancy prices for inferior hotel accommodations, but there was one bright spot, even in that den of gloom. The cockroaches were friendly, and before Harry left town, he had come to really like Waldemar, the chief of the tribe, he says.

Barbara Jane Lyman is the latest arrival among the *Oregonian* staff babies, the great majority of whom are girls. It is rumored that these children in a few years will form the Amalgamated Order of Oregonian Sons and Daughters, for their number is growing apace. Barbara Jane is the daughter of Mr. and Mrs. H. W. Lyman. Her father is the automobile editor of the *Oregonian*.

Mrs. Molly Brunk, for many years society editor on Salem papers, has accepted that position on the Salem *Capital Journal*. She has succeeded Adelaide Lake, who has gone to the *Oregonian*. Mrs. Brunk has worked on both the Oregon *Statesman* and the *Capital Journal* since she was a young girl and is well known to newspapermen throughout the state.

The Canby *Herald*, which for the past eight months has had a variety of ownership, is now being published by Edward J. Satter, formerly an employee of the paper and more recently linotype operator on the Oregon City *Morning Enterprise*. He succeeds A. W. Bond, who had taken over the *Herald* from M. J. Lee. The *Herald* was published previous to that time by W. E. Hassler, who has now confined his efforts to issuing the North Clackamas *Reporter*, published at Gladstone, and the Western Clackamas *Review*, of Oswego.

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A 16-page issue, chock full of display advertisements, was the Oregon City *Morning Enterprise's* share of the business done by the merchants of their town recently when a two-day buying carnival was staged under the auspices of the Commercial club. Approximately \$50,000 worth of cash business was transacted during the two days. The cost of automobile and cash prizes awarded to buyers was shared by the sixty-nine merchants participating.

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Frank H. Bartholomew, formerly of the *Telegram*, now with the United Press, is married, the result of a ceremony which took place last month in St. David's Episcopal church, the Rev. Thomas Jenkins, officiating. A young woman, formerly Miss Antonia Patzelt, is also married as a result of the same ceremony.

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Mary Hathaway and Arne G. Rae, students from the University, are now occupying regular desks at the *Morning Enterprise* office, Oregon City. Miss Hathaway is handling stenographic work and Rae is general utility man on advertising and printing.

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Richard Tennant, who has been cubbing on the *Morning Astorian*, while attending the Astoria high school, and Paul Sexton, who has filled a similar position with the *Astoria Budget*, both expect to enter the University School of Journalism in the fall.

Wilfrid Robert Smith ("Platinum Bill") of the Southern Coos County *American*, is threatening to become a literary man exclusively, giving up the newspaper publishing business. Smith, as is well known, has been writing stories, poems and music for many years—and deriving real money therefrom. Latest word from Myrtle Point is to the effect that Smith's publishers are demanding his presence in the east, and he is seriously considering heeding the call. So seriously that he says he will sell if he can get a buyer at a reasonable figure. Anyone interested is requested to drop a line direct to Mr. Smith or go down and see him.

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The Vernonia *Eagle* is the name of the new weekly paper established in Vernonia this month by Paul Robinson. Mr. Robinson is also editor and owner of the *Aurora Observer*, but says a second paper won't hurt. The rapid growth of the Columbia county mill town and urgent demand from its citizens was too tempting for Robinson to resist.

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Harold Holmberg, who has been on the courthouse beat for the Portland *Telegram*, is the latest addition to the ranks of married news men. His bride was Miss Lucile Marsh, a Portland girl and graduate of Franklin high school. The wedding took place June 21 in the Arleta Baptist church.

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Floyd Maxwell, editor of the Oregon *Daily Emerald* during the past year, and a student in the School of Journalism of the University of Oregon, is now covering East Side for the *Oregonian*, succeeding Lewis Havermale. He was a member of the *Oregonian* local staff last summer.

—o—

Will J. Hayner, who conducted the Sutherlin *Sun* for ten years up to September, 1920, is preparing to resume publication next month. He is remodeling a building to house the plant, to which he will add a linotype.

Imagine the word "married" in seven different kinds of type, most of it 18-point, some of it upside-down, with the 400-word story scrambled like an old-time sailor's shore leave among friends—and you may have some idea of the typographical torchlight procession put on by H. J. Richter of the *Amity Standard* the other day. Editor Richter appears to have been married, and in view of the infrequency of such happy events in the life of each newspaperman, he's justified in his joyful outburst. The bride was Miss Gertie M. Rea of Amity. Mr. and Mrs. Richter passed their honeymoon at Newport. Mrs. Richter was already a member of the *Standard* staff.

The *Aurora Observer*, Paul Robinson editor and manager, has just installed new type, stone room and a new Campbell cylinder newspaper press. His Diamond press, just discarded, Mr. Robinson is offering to sell cheap or—and these are his own words—"give to some deserving editor." Robinson has run his subscription list up from 420 to 900 within a few months by aggressive selling methods as well as improvements in the quality of the paper. Anyone interested in the press will write to Mr. Robinson.

A. P. Ryan, accountant and recent convert to journalism, did some extra work on the *Oregon City Enterprise* for the last five months, pleasing the management by the quality of his output. He is now open for engagement and can be reached through the *Enterprise*.

Harry A. Smith, Oregon graduate in journalism and former editor of the *Oregon Daily Emerald*, is now editor of the *Export and Shipping Journal*, a Portland monthly trade magazine.

Kenneth ("Bingo") Binns, who filled in recently on the presses at the *Oregon City Enterprise*, has moved to Portland, where he has an extra sit on the *News* desk.

Robert F. Boetticher of Albany is the new lessee of the *Lebanon Criterion*, having taken over the lease from A. C. Saunders. Mr. Saunders, to whom W. C. DePew turned over the paper several months ago on assuming office as postmaster, at Lebanon, is returning to Colorado. Mr. Boetticher, who is a graduate of the University of Oregon School of Journalism, has been connected with the news staff of the *Albany Herald* for the last year. He announces that if satisfied with the prospect he will buy the plant.

John A. Andrews, 43 years old, linotype machinist on the *Baker Democrat*, was stricken with heart failure while at work two weeks ago and died before medical aid could reach him. Mr. Andrews, who was a native of Canada, had lived in Baker since early childhood. He was for twelve years employed as operator for the *Baker Herald*, going to the *Democrat* last May. He is survived by his mother, his widow and five children.

Ham Kautzman has retired as editor and publisher of the *Pacific Herald* at Waldport, and is resting up for a few days at the home of a daughter in Vancouver, Wash. The *Herald* is now published by Davis & Wells. Mr. Kautzman, who can be reached at box 119, route 3, Vancouver, is open for an engagement either in the news end of a newspaper or as manager of a job office.

Henry E. Browne, a former publisher at Silverton, is doing special work on the *Sheridan Sun*, and is giving particular attention to the farming and stock raising communities of Yamhill county. Editor Hamstreet finds his time so thoroughly taken up with office work that scant attention has previously been given to the great agricultural industries.

Edwin Fraser, junior in the University School of Journalism, is spending his summer vacation as a member of the staff of the *Albany Herald*.

The Pendleton *Tribune* has a new society editor. She is Miss Jean Strachan, who has just obtained a diploma from the University of Oregon. Miss Strachan took journalism and was counted by Dean Allen as one of the most likely women news writers turned out of his department in recent years. She succeeds Miss Elisabeth Whitehouse, who acted as society editor for the *Tribune* since last November. Miss Whitehouse has returned to her home in Forest Grove and has not announced her plans for the future.

The scarcity of linotype operators in Oregon was shown during the past two weeks when the Grants Pass *Courier* was trying to get a man for three weeks work. Every city between Portland and Klamath Falls was called up in an effort to find a man. Finally J. D. McCleary, of Eugene, saw the want ad in a Portland paper and came on the next train. It is probable that Mr. McCleary will remain in Grants Pass as night operator.

A daughter recently arrived in the home of Oscar E. Severson, foreman of the *Observer* at Dallas. Not to be outdone by the opposition sheet, William Fairweather, foreman of the *Itemiser* shop, announced on June 1 that a daughter also put in her appearance at his home that day. Fairweather has somewhat the start, however, as he already had two boys, while the little girl at Severson's is the first child.

The first issue of the Rose City *Herald* appeared Thursday, June 8. The editor, Robert O. Case, formerly of the *Oregonian* staff, announces the paper will be a weekly publication, issued Thursdays. Miss Victoria Case is assistant editor. Both Mr. Case and his sister are University of Oregon graduates.

Douglas Johnson has succeeded W. F. Arnold as editor and publisher of the La Pine *Inter-Mountain*. Mr. Arnold has moved to his ranch in the La Pine country for the summer.

Roy McNees, one of the most conscientious and able printers in Oregon, has accepted a position as foreman of the composing room for the LaGrande *Observer*. McNees acted in that capacity for the Pendleton *Tribune* during the past two years, and Publisher Knuck says he would rather have lost a half dozen advertising contracts than to have to part with McNees' services, but the latter's parents are living in LaGrande and he is anxious to get back to a day shift. Frank Deebach, make-up and ad man, has taken over the foremanship for the *Tribune*.

The Albany *Democrat* directs the attention of the advertisers to the fact that the home paper not only is entitled to the advertising patronage of the businessmen but that it is much better medium than the "cheap schemes presented by outside solicitors." "A city's newspapers," the *Democrat* points out, "are the mirrors through which the life of a place is reflected to the outside world—the best paying investment a live town can have."

E. E. Brodie, publisher of the Oregon City *Enterprise*, president of the National Editorial Association, and United States minister to Siam, is to have a six months' vacation beginning next March, according to word received by his brother, R. A. Brodie, in Eugene. It is needless to say, of course, that as much of the six months as is possible will be spent in the United States.

The Riddle *Enterprise*, Carl P. Cloud, publisher, announces a reduction of its circulation price to \$1.50 a year. This reduction, however, is only for those who pay in advance. Others will be charged the old rate of \$2 a year. The *Enterprise*, which raised to six pages in March, has continued at the increased size.

Billy Stepp, sporting editor of the Portland *News*, drove a Chevrolet scout machine over the Evergreen highway to Stevenson, Washington, recently, returning via the Columbia river highway.



Barring unforeseen circumstances such as often intrude themselves into the lives of fascinating maids, Miss Dorris Sikes, a student in the University of Oregon journalism department, will act as the queen of trumps for Elbert Smith in looking after the destinies of the Cottage Grove *Sentinel* while Editor Elbert Bede takes his family upon a motor trip to their former home in Minnesota. The editorial party contemplates leaving upon the eastern trip immediately following the session of the Oregon Editorial Association at Corvallis and to be gone two months. Mr. Bede has not been in the east since his arrival in Oregon 11 years ago.

Alexander G. Brown is another new member of the staff of The Dalles *Chronicle*. Mr. Brown is a graduate of the University with the class of 1922. He received his degree from the school of journalism and during the last three years of his college career he was connected with the University Press. His work on the *Chronicle* is quite general and he is devoting considerable of his time to the circulation field. Later he expects to make a complete survey of Wasco county.

A survey of the field occupied by The Dalles *Chronicle* has brought to light the fact that this paper is being taken by approximately 90 percent of the families living within the incorporated limits of the city. On some of the routes the percentage runs as high as 93, but the average is around 90. The survey is not as yet complete, but the districts covered are representative of the city and the final percentage will not fall below this figure.

A. E. Veatch, editor of the *Rainier Review*, was successful in his candidacy for representative on the Republican ticket from Columbia county in the recent primary election. As the normal Republican majority in that county is 1,000, Mr. Veatch stands a splendid chance of serving in the next legislature. His opponent is Sherman Miles, a St. Helens banker.

Lewis Havermale, who left the Oregon *Journal* staff and the city hall beat more than a year ago to undertake publication of the Multnomah Club Bulletin and who was later associated with the *Oregonian*, is back on the old paths. Havermale resumed his daily tours of the city hall following the retirement of John Connell, rewrite man, and the consequent enlistment of Philip Parrish of the court house beat as rewrite man. George O'Neal, who had been doing city hall, was transferred to the court house, leaving the city hall to Havermale again.

Handling the advertising for The Dalles *Chronicle* is J. W. Jones, formerly of Salem and Eugene. Mr. Jones has been connected with papers in these two Oregon towns for a number of years in advertising and circulation work, having been connected with the Eugene *Register* and *Guard* and the Salem *Statesman* and the *Capital Journal*.

Miss Mabelle King, a graduate of The Dalles high school with the class of 1922, has been added to the staff of The Dalles *Chronicle*. Her work is society and personal mentions. She is also handling the women's clubs, fraternal news and church notes. During the school year Miss King handled the high school notes for the *Chronicle*.

R. W. Fletcher, for 12 years head of the circulation department at the Pendleton *East Oregonian*, is now in charge of the job soliciting for the paper. During the past two years Mr. Fletcher has been employed as credit man for the People's Warehouse and circulation man for the Pendleton *Tribune*.

Jim Cellars, who was graduated from the University in 1916, is now city editor of the *Morning Astorian*. Cellars has been with the *Astorian* for two years with the exception of seven months when he was with the *Yakima Republic*. Mr. and Mrs. Cellars recently had an addition to their family.

Charlie Alexander, editor of the Albany *Sunday Democrat*, who is becoming known as a writer of national repute through stories in *Blue Book* and elsewhere, has been initiated into Ye Tabard Inn Chapter of Delta Upsilon, a national literary organization, at the University of Oregon. Mr. Alexander was also a guest of Mrs. Anne Steese Richardson, of the Crowell Publishing Co., at a luncheon in honor of six Oregon writers in Portland on her recent visit.

C. T. Larson on June 1 became advertising manager of the Astoria *Budget*, succeeding C. A. Murphey, who will hereafter devote his entire time to the job department of the same paper. Mr. Larson has been assistant to Mr. Murphey for two years.

Business in Albany has been showing signs of improvement. In spite of the strenuous period which is just passing the *Daily* and *Sunday Democrat* has maintained its high standard with very little cutting of expenses.

M. R. Chessman, editor of the Astoria *Budget*, has been elected president of the Astoria Rotary Club. L. D. Drake, manager of the *Budget*, is serving as vice-president of the Astoria Chamber of Commerce.

Herman Edwards, a former student in the University of Oregon School of Journalism, has taken a reportorial position on the staff of the *Morning Astorian*. He had previously been on the *Marshfield News*.

A. E. Powell, who has been on the mechanical staff of the *La Grande Observer*, is again with the Albany *Democrat*, this time in charge of the Duplex press.

W. T. Stone, for several years Reed college correspondent for the Portland *Telegram*, has joined the *Telegram* staff and is doing federal courts.

Thomas Sinnott, son of Mr. and Mrs. A. M. Sinnott, of Oregon City, who has been in Fresno, Calif., where he has been advertising manager of the Fresno *Republican* for the past year, has resigned that position to accept a similar position with the Los Angeles *Examiner*. Before taking up his duties in California Mr. Sinnott was connected with the advertising department of the *Oregonian* and *Evening Telegram*, and was also instructor in the advertising department of the school of journalism of the University of Oregon in Portland. Mr. Sinnott also had newspaper experience in Oregon City.

Three out of four newspaper editors of Clatsop county entered the lists in the recent primary elections. Only one of the three, however, pulled a Warren Gamaliel Harding race and landed a job. This was E. N. Hurd, owner of the *Seaside Signal*, who was nominated for state representative. J. S. Dellinger of the *Morning Astorian* ran for state senator, and E. H. Flagg of the *Warrenton News* vied with Hurd for representative.

David H. Smith, the Oregon *Journal* circulation manager, was prevented from carrying out plans for an extended trip south when he was stricken with illness. He has been practically confined to his home for several weeks, but insists that the California trip will follow his enforced idleness nevertheless.

Mr. and Mrs. Fred Boalt and son, George, made a recent week-end visit to Seaside, Oregon, where they were the guests of Captain Tom Sweeney at his cottage. The editor-in-chief of the Portland *News* declares he couldn't have had a better time if he'd wanted to.

The Sheridan *Sun* issued a very attractive fire edition on June 8 descriptive of the \$125,000 fire that destroyed a large portion of the business section of the town on the morning of the 3rd. The *Sun* was uninjured in this fire but was totally destroyed in the fire of 1913.

An instance of luck, hooked up with the breaking of a really big news story, is told in connection with the collision between the steamers *Iowan* and *Welsh Prince* in the Columbia river between Portland and Astoria. DeWitt Harry, *Oregonian* special writer, was in Astoria the night of the wreck, securing a story on the entrance pilots of the Columbia river. He was on the tug *Oneonta* early in the morning when the first distress call came. The tug rushed to the scene, and Harry with it, the first newspaper man on the job.

E. W. Jorgenson, managing editor of the *Portland News*, went on a fishing trip over a June week-end with a party of guests. Although it is generally the editor's habit to arrive at the office at a very early hour, for some peculiar reason he got down about 10 o'clock the Monday after. The staff is convinced he couldn't summon the courage to walk in and face—but nobody knows just yet, why all the trout in Yamhill county couldn't face Jorgenson's high-toned hook.

John Dierdorff, 1922 graduate of the University of Oregon School of Journalism, is employed as reporter and copy-reader on the *Portland Telegram*. His first assignment was to cover the National Guard encampment at Camp Lewis.

Arnold O. Anderson, 1922 graduate of the University of Oregon School of Journalism, is spending a short vacation at his home in San Jose, Cal., preliminary to beginning work as a reporter on the *Republic* at Yakima, Wash.

Randolph Kuhn of Lebanon, former student in the University of Oregon School of Journalism, has taken a position in the advertising department of the *Times* at Marshfield.

Miss Georgia Fletcher, who is employed in the business office of the *East Oregonian*, spent a two weeks' vacation in Portland.

C. C. Chapman, editor and publisher of the *Oregon Voter* since its inception, was married, May 19, to Mrs. Eva Stanton Annes, who, for some time, had been in charge of the office and circulation manager. After returning from their honeymoon near Victoria, B. C., Mr. and Mrs. Chapman have been residing at 238 East 53rd Street, Portland.

The Grants Pass *Courier* has secured a live advertising man in the person of Roy S. Salton, who went there from Roseburg, where he was on the *News-Review*. Mr. Salton is working up several new lines of business and is keeping the job end of the office busy.

F. N. Hayden has sold the Lincoln County *Leader*, of Toledo, to Messrs. G. W., W. H., and E. F. Hall, recently of Buhl, Idaho, where they published the *Buhl Republican*. Mr. Hayden has been connected with the *Leader* as publisher the past fifteen years.

A. E. Voorhies, publisher of the Grants Pass *Courier*, spent a week and a half at the Shriner convention in San Francisco. He made the trip by automobile, being accompanied by his cousin, Miss Lulu Benedict, and her mother, Mrs. Lucy Benedict.

Sam Stinebaugh, linotype operator on the Grants Pass *Courier*, spent three weeks with his family in San Francisco and other California points on his annual vacation. He took in the Shriner conclave at San Francisco.

W. C. Kaley, formerly connected with the circulation department of the *Portland Telegram*, later of the *Seattle Times*, is now assistant publisher and circulation manager of the *Oregon Voter*.

F. H. Young, a student in the University of Oregon School of Journalism, 1912 to 1914, graduating from the University in 1914, is now assistant editor of the *Oregon Voter*.

One corner of the *Morning Oregonian* office is going to be lonely for a long time to come, whoever occupies it. Joseph Macqueen has deserted it for a desk as news editor of the *Olympia Evening Recorder*. There were few if any typewriters in the local room when Joe first occupied said corner, as music and dramatic critic—few, if any. He brought in one of the first and has it yet—the mill which thudded out many a good story, many a fine review, many a trenchant criticism. Not to hear it, to distinguish its note above the common clatter, is to be uncomfortably conscious of a void. For Joe Macqueen has a trick of smiling, a knack of brisk “Good morning,” the absence of which, together with his worth as a fellow craftsman, is going to tinge the aforesaid corner with loneliness for a long time to come.

Wallace S. Wharton, member of the *Oregon Journal* news staff, and Miss Mauna Loa Fallis, formerly librarian of the *Journal*, were married Saturday, July 1, at the home of the bride in Portland. The ceremony was performed by Rev. C. C. Rarick of Portland. That residence at Oswego, progression on the construction of which has been noted in OREGON EXCHANGES, is now ready and will be occupied by the happy couple on their return. Mr. Wharton was a lieutenant in the navy during the war, and the bride was formerly a student in the University of Oregon.

OREGON EXCHANGES is informed of a going newspaper plant and office building in Eastern Oregon for exchange; business can be adjusted from a one or two-man shop. Owner desires to trade this property for similar property near coast. Address *Herald*, Halfway, Oregon.

Howard Christiansen, pressman in the cylinder division at the *Oregon City Enterprise*, is recovering from a broken ankle, suffered when his big Miehle backed up on his leg while he was changing the tympan.

The Pendleton *East Oregonian's* baseball team finished third in a series of Twilight League games played recently by teams from the various business houses. One game, to have been played by the Troy Laundry and the *East Oregonian* was cancelled because each team was too much occupied in getting out their respective “sheets.” It was decided, however, by the casting of dice, the score being 7 to 11 in favor of the E. O.

Leith Abbott, former telegraph editor of the *Pendleton Tribune*, is now occupying a similar position on the *Eugene Guard*. Harold A. Moore, who formerly handled the wire service, is now city editor.

Marshall N. Dana, of the *Oregon Journal* editorial staff, has sold his pretty Alameda bungalow and is responding to nature's lure by moving to the country. Dana has built a home just off the River road south of Milwaukie.

Mr. and Mrs. E. B. Aldrich and little daughters motored to Portland and Astoria during the second week of June. Mr. Aldrich is editor of the *Pendleton East Oregonian* and also one of the owners of the *Astoria Budget*.

Miss Clara Marr, women's club editor of *The Oregonian*, now has her headquarters at Seaside, from which vantage point she covers beaches. She became a great favorite on the beach run last summer.

I. W. Hart, Jr., who has covered the federal beat for the *Portland Telegram* for several months, has accepted a position on the staff of the *Statesman* at Boise.

Raymond Lawrence of the 1922 class of the University of Oregon, is now telegraph editor of the *Morning Astorian*.

M. R. Chessman, editor of the *Astoria Budget*, is the newly-elected president of the *Astoria Rotary club*.

John Connell, formerly night editor of the *Oregon Journal* and later rewrite man under City Editor C. T. Hoge, is now doing assignments for the *Seattle Post-Intelligencer*. John, with Mrs. Connell and the young hopeful, moved to the Sound city about a month ago after four years' residence in Portland.

James M. O'Neil, circulation manager of the *Bend Bulletin*, has resigned and moved to Walla Walla, where he will join his brother, Hugh, in the publication of the *Walla Walla Spectator*. Hugh O'Neil was employed in the *Bulletin* shop before the war. Mac Connelly has taken over O'Neil's circulation work.

Dean Eric W. Allen, of the University School of Journalism, delivered the graduating address to the senior class of the Redmond high school on the evening of May 26. He spent the day with friends in Bend.

DeWitt Harry had a catchy title on a recent page feature in the *Sunday Oregonian*—"Bartenders of the Columbia." The article dealt interestingly with the pilots on duty at the entrance to the river.

Charles A. ("Spud") Murphey, ex-Corvallis scribe, and now advertising manager of the *Astoria Budget*, is commander of Clatsop post of the American Legion.

William F. Gratke, part owner of the *Astoria Budget* before it was sold to the *East Oregonian* people, is now secretary of the *Astoria Chamber of Commerce*.

Archibald Whisnant has left the *Bend Press* to go into moving picture work. He has been succeeded as managing editor of the *Press* by Dan R. Conway.

A baby girl was born to Mr. and Mrs. George Brill, June 8. Brill is street circulator for the *Portland News* and also a mighty proud daddy.

The marriage of Miss Inez Hall, of Pendleton, and Fred Lampkin, business manager of the *Pendleton East Oregonian* and one of the owners of the *Astoria Budget*, took place in Portland May 17. Rev. Horace Ramsey, Episcopal minister, and a boyhood friend of Mr. Lampkin's, officiated. Mr. and Mrs. Lampkin are now domiciled in Pendleton after a three weeks' wedding trip to California.

Carl Burgeson, a member of the editorial staff of the *Portland News*, has been feeling unusually happy in recent weeks. He is keeping the reason a secret. But some of the wise members of the staff have come to the conclusion that a certain "fair maiden" is the center of Carl's attractions.

George Palmer Putnam, formerly publisher of the *Bend Bulletin*, plans to visit the Pendleton Round-Up in September with a party of prominent New York literary and dramatic critics including Don Marquis, Wallace Irwin, Heywood Brown and Miss Ruth Hale, Mr. Brown's wife.

The *Astoria Times*, a weekly publication edited by Owen A. Merrick, has resumed publication. The weekly started some months ago and published ten issues, when it suspended for a time. It is printed by the Franklin Press.

Tom Shea, formerly of the *Morning Astorian*, has joined the *Portland News* staff. Shea is covering the court house and city hall and is turning in "hot stuff."

Helen Hutchinson, society editor of the *Oregon Journal*, enjoyed a happy fortnight of vacation with her parents at Puyallup, Wash.

"Admiral" Bill Souls of the *Oregon Journal* staff has returned from California, where he spent his annual leave of absence.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 5

EUGENE, OREGON, AUGUST, 1922

No. 6

## HOW NEWSPAPERMEN ARE CUTTING DOWN THEIR CHANCES FOR SUCCESS

By ROBERT W. SAWYER  
PUBLISHER BEND BULLETIN

[Mr. Sawyer delivered the following address at the annual convention of the Oregon Editorial Association.]

“STANDING out against the various assortment of wecks for this and that and other free publicity propoganda from which the originator expects a profit.” That is rather a long-winded title for the subject assigned to me. I take it that our worthy president was, as usual, proceeding on high when he emitted that mouthful of words. With such an example before me I may be excused if I am verbose in what I have to say.

I know, however, that there is no verbosity in this statement, that the newspaper man who does not stand out against the kind of publicity referred to in this subject-title is making the biggest mistake of his life. He is doing an injury to his paper and to every other newspaper. He is being made an easy mark. He is cutting his chances of profit and success. He is helping to put and keep the newspaper business on a low plane.

This publicity is pro-bonehead publicity, and the man who uses it is the prize bonehead of the profession.

What has a newspaper to sell?

The answer is so old and so well known that I might expect you to throw your chairs at me for asking for it again. And yet the program committee thinks you need the information thrown at you or it would not have given me this subject.

We have to sell circulation and white space, circulation and white space; these two and nothing more. On our success in selling these two commodities depends the success of our newspapers. When we begin to give these commodities away we lessen our chances of success, or make such success as we may enjoy not so great as it ought to be.

My subject has wholly to do with white space. I do not touch on circulation except to point out in passing that the quality of the news furnished your readers may influence circulation for better or for worse. You must be careful, therefore, to give them news only, not propoganda with a slight coating of news. And that is one very good reason why we should stand out against free publicity propoganda.

The biggest aspect of the question, however, is in its relation to the white space which we have for sale. What are we to use this white space for? For news and for advertising. Our news columns are not for sale, so that the revenue from the sale of white space will come from the advertising we carry.

Now every day we go hunting for news and for advertising. And every day advertising disguised as news comes hunting us. Altogether too many of us are caught by it. It is the free publicity propoganda

of my topic. It is a sad commentary on our newspaper and business intelligence that anyone should feel it necessary or anything but a waste of time to suggest talking about standing out against it. Already we should have stood out against it to such a degree that it was no longer offered to us.

This stuff is not advertising for which payment is to be made, although a checking copy is usually requested. Is it news? It is offered as news and it is asserted that our "readers will undoubtedly be interested in it." To this question the answer depends on our definition of news. If the definition of anyone here is one that permits the running of this "publicity propaganda" as news, then I am not talking to him except to say that he is crazy and needs to revise his definition.

Many definitions of news have been attempted. For the present purpose the best I have seen is as follows:

"If the paper wants it worse than the person handing it in, it's news."

"If the person handing it in wants it published worse than the newspaper, it's advertising."

#### AGENCIES DON'T HANDLE NEWS

It may be that I am off my subject in that ex hypothesi we are not talking about news but about free publicity propaganda, but I know that there are some persons who call themselves newspaper men who run this stuff we are talking about, really thinking it is news. I ask them to apply the test I have just given. Who wants it published most? And I ask them to take for granted that if the stuff comes from an advertising agency it is not news.

Someone gets paid for writing this stuff, someone is paying N. W. Ayer for pushing the Society for Visual Education and for telling us about Spanish green olives. The Nash car publicity and the Goodyear tire stuff from Los Angeles are both the product of the mercenary pen. If you get a mat you may bet your column rules that someone got some money for making it. Out of the kind-

ness of some big heart overflowing with good will for the country publisher, all these people were hired to produce the stuff for you to run in your papers—free.

#### READY TO PAY IF NECESSARY

You know that if these publicity hounds want their stuff run badly enough they will pay for it. But never in this world will they pay for it so long as they can find someone to run it without pay. I had my own lesson. It was some kind of motor grease week. The local Standard Oil agent had a nice story for each day, and I fell for the first one. That night the *Oregonian* came in with absolutely the same thing occupying a fine display space which I am fully persuaded was not given away for the purpose. Neither was any more space in the Bend *Bulletin* given away. It was about that time that I began to see the light. (The Standard Oil company is a great light-bringer anyway.) This light has been burning steadily in our office ever since.

You never think or talk about standing out against drinking polluted water, water that you know is polluted, nor of standing out against exposing yourself to disease germs, nor of standing out against prosperity. Why should we even think of having to stand out, to battle against, the free-publicity evil? If we run this propaganda it is because we are too lazy to get up the news that we need to fill our columns and because we fear lest we may be denied some paid advertising if we do not give favors.

#### PAPER'S STANDARD RAISED

I know definitely that we have lost advertising because we refused free publicity. I know, too, that our news is on a higher plane because of our refusal to run this free publicity. So far as the loss of advertising is concerned I am prouder of that than of any advertising we ever carried because it marks an independence and the establishment of a standard that I believe every newspaper man must attain if his profession is to

(Continued on page 22.)

## SYSTEM OF CARING FOR FOREIGN ADVERTISING ORDERS

By J. A. DAVIDSON  
MANAGER SERVICE DEPARTMENT, OREGONIAN

*[Mr. Davidson's address on this subject was delivered at the state convention. It is a complete presentation of the system in use in his office, which, with allowance for differences in size of paper and surrounding local conditions, might be adapted to other offices.]*

**T**HE essentials of any system for handling advertising orders and plates are that it must be so arranged as to insure first the correct insertion of the advertising and second, the correct charging and billing. It must be simple so that it can be operated at a minimum of expense and labor. It must be purely mechanical, that is, it must be so arranged that a given set of routine operations would insure given results, and it must provide for a minimum amount of dependence on human memory. It must be reduced to well-understood practices which have been tested for results and a system once determined upon must be followed faithfully.

It must be sufficiently easy to understand so that any changes in personnel of the organization which handles it shall not seriously impair its working efficiency. It must be sufficiently flexible to take care of emergencies.

No system can be 100 per cent perfect. The human element must enter into the operation of any system. Human intelligence must necessarily be superior to any routine, but on the other hand it is true that human intelligence can create mechanical methods of handling operations which are being constantly repeated which result in the least possible wear and tear of human intelligence.

When orders and schedules are received entries are made in duplicate on schedule cards. These entries show dates of insertion and number or other identification marks of copy. The yellow carbon goes to the composing room and becomes the

insertion guide for the composing room. If copy and mats or plates are received when the order comes the copy is marked with insertion instructions, including date, position, etc. Each piece of copy is then filed ahead to the date when it is to run or if the same copy runs two or more times the individual piece of copy is filed for the first insertion date and the schedule which has been made out automatically takes care of the insertion of that piece of copy on the remaining dates on which it is to run. At the same time memos are filed for each subsequent date.

The order department keeps two box or bellows files, one a monthly file with 12 compartments and the other a daily file with 31 compartments. Schedules starting later than the current month are filed ahead to the month in which they start. Schedules starting in the current month are filed to the starting date. The first of each month all schedules for that month are taken from the monthly file and distributed through the daily file and cards for each day taken out and checked over. Each morning the order clerk goes to the composing room and checks all his cards for that day to make sure that the composing room has the proper advertisements laid out in the forms, checking the order department cards against the advertisements which are laid out in the forms for next day's running. Each advertisement is laid out on the page on which it is intended to run, although of course in the final make-up, shifts of position are frequently necessary.

Each piece of copy which is to be in-



serted for the first time serves as a memo for its insertion and is filed for the day on which it is to run. However, when schedules are received which provide for the use of one piece of copy two or more times, a tickler memo is made out for each insertion date, giving the number and description of the copy with size and date of insertion, and this memo is filed for the insertion date. For instance, if one piece of copy is scheduled to run every Thursday for six months, 26 memos will be made out, all alike excepting that each bears the date of a different Thursday and the memos will each be filed for the Thursday which they represent.

A series of seven drawers labeled from Sunday to Saturday is maintained in the advertising office. Copy for each day of the week is filed in these drawers by the order department. The composing room takes the copy from these drawers each day as needed for the following day's insertions. On Saturday the order department goes through its files for the following week, takes from them all copy which is scheduled for the days of that week, and places each piece of this copy in the proper daily drawer for the composing room. Any additional copy coming in for insertion during that week is filed at once in the daily drawer. Each morning the day make-up man takes all the copy and insertion orders for the next day from the proper drawer. If copy is to be set it is put on the machines at once. If mats or plates are to be used the day make-up man sorts the correct mats or plates from his files, has the stereotypes cast, and gets every advertisement corresponding with his copy and schedules before the afternoon make-up man comes on.

#### MAKE-UP MAN CHECKS FILE

It has been mentioned that the composing room receives the yellow copy of the original insertion schedule. This is filed alphabetically in a bellows file in the composing room. Every Thursday the make-up man goes through this file, takes out every schedule and checks it for any in-

sertion which may be due the following week. If repeat copy is to be inserted, which means that this is copy which is already standing in type or plate form, he checks his galley files to see that this copy is on the proper galley for the proper day for this insertion. This checking has nothing to do with copy which has not been run before because the order department's schedule will take care of that.

When orders are received without mats, plates, or proofs the order department holds them. If these orders are for some time in advance and if by a reasonable time in advance of the first insertion mats or copy have not been received, the order department notifies the advertising department, which sends the necessary wires asking that copy or mats be sent.

#### ALL DAY'S ADS LISTED

If copy is received without mats the schedules are made out and copy is sent to the composing room. If mats fail to arrive it is usually possible to make etchings from the copy and thus avoid missing insertions, although this is, of course, expensive and could not be done by any paper which does not maintain its own engraving department.

The make-up department makes each day a complete list of all advertisements scheduled for that day, this list being made from the duplicate schedules in hand. This list is then checked against the forms. The actual plate or a slip of paper representing the plate must be placed on the forms and when make-up time comes each slip of paper or plate on the forms must be accounted for.

Advertisements which repeat are marked in each day's paper. The composing room maintains filing shelves in single-column, double-column, and other widths up to full pages, and the plates or type matter of advertisements which repeat are filed on galleys in these shelves, each galley being marked with a type slug showing the name of the day on which the advertisement runs. The day make-up man checks his orders each day and takes

from these shelves all advertisements which are alive for the next day.

Mats or plates which have not been used are filed very simply—the plates in shelves which are arranged in accordance with the width of the plates they are to accommodate, that is, single column, double column, and so on. All plates are destroyed after the schedule is finished unless special requests are entered for holding them, and comparatively small space is required for this filing. All the mats of a schedule are held together by rubber bands and filed in large drawers.

If space were available it would be preferable to have a series of shelves marked alphabetically or a series of drawers so marked, but in our plant space is not available, and it is a very simple matter for the make-up man to find the necessary mats for each day's insertions. As the mats are taken from the drawer they are entered on his daily list and slips representing them are placed on the forms. The mats are then sent to the casting room; any chance of their being lost in the casting room is obviated by the double check of the make-up man's list and the slips on the forms.

#### BOOKKEEPER CHECKS PAPER

After insertion instructions have been made out, all original orders go to the stenographic department for acknowledgment and then to the bookkeeping department. The bookkeeping department checks each day's paper and charges each insertion direct from the paper. These charges are entered on a sheet which is in duplicate. One copy of this sheet becomes our bill for the advertiser or agency, and all that is necessary to do at the end of the month is to total this bill, make the proper footings, detach it and mail to the advertiser or agency. The other becomes a part of our permanent records and posting into the ledgers is done from these charge sheets at the end of each month. The original sheets are filed alphabetically under the name of the advertising agency or the advertiser in case of accounts coming direct.

This system is simple in the extreme and at the same time is thoroughly efficient. The percentage of error is remarkably low. Of course the daily newspaper which happens to make an error can usually get a make-good date by wire for the following day, but the weekly newspaper which makes such an error has six days less in the week in which to get make-good insertions.

It is important that one person handle as large a portion of this routine as possible, although it is equally important that the system be so simple and easily grasped as to allow any other fairly competent person to pick it up in case of sickness, vacation, or other similar emergency.

The necessity of elasticity in any system is obvious. You must have the ability to adapt your own needs.

The system must be simple. Too elaborate system is too expensive. System is valueless unless used consistently. Do not trust to memory. Do things at a certain time. Do not be afraid to make changes as experience suggests their desirability.

### League Unhealthy for Press

Harry Dence of the *Carlton Sentinel* in his interesting paper on his experience running a newspaper under Non-Partisan League conditions in North Dakota gave the Oregon newspapermen present a chance to reflect how heavenly the situation is in this state compared with what he had experienced. With League officers suspicious and, often, traitorous, and the anti-league people, of course, hostile, the lot of the League editor was "not a happy one," and Mr. Dence can see no good reason why the N.-P. people should be welcomed in Oregon.

Arthur Caylor, assistant city editor of the *Portland Telegram*, spent two weeks following the trail of Irvin Cobb in Central Oregon, but found no dead bears in the trees to shoot.

## POLITICAL ADVERTISING RATE STIRS LIVELY DISCUSSION

**W**HAT to charge for political advertising was a question that occupied considerable time and aroused much interest at the convention. The answers to the question ran all the way from double rates to regular rates, with a suggestion that matter for candidates for the legislature be printed free in view of the unprofitable nature of the job.

W. R. Smith of the Myrtle Point *American* agreed with G. Lansing Hurd of the Corvallis *Gazette-Times* that the rate should be double the local rate. "If straight reading matter," he said, "we charge ten cents a line. Political advertising is strictly one-time advertising. We have got to make the good accounts pay for the bad. One bill took me three years to collect."

C. E. Ingalls, Corvallis *Gazette-Times*: "I don't see how any code of ethics can justify making fish of one and flesh of another. The only reason why the manager charges the candidates more is because he can get it. He isn't consistent; he doesn't even charge the theaters anything extra for the bunk printed for them. I have never been able to convince myself that there is any difference between political advertising and amusement advertising. There are only two papers of the thirty or forty in the Willamette Valley, outside of my own, that make this extra charge."

G. Lansing Hurd, manager of Corvallis *Gazette-Times*: "Mr. Ingalls has given the finest reason why political advertising should pay more. He says it's the value of the service."

A show of hands indicated that eight out of about forty publishers who were in the hall at the time charge more for their political advertising.

E. A. Koen, publisher of the Dallas *Observer*, explained that he charged politicians the regular transient rate, "the same as any other transient." The com-

position cost, he said, was quite heavy.

Harry Dence of the Carlton *Sentinel*: "Most of the political advertising we get is in solid eight-point. We can't set it as rapidly as display advertising. We have to charge more, and would put any advertiser on the same basis for that sort of composition."

Elbert Bede: "What do you charge a man running for the legislature?" (Mr. Bede has been known to run for the legislature.)

A. S. Coutant, Grants Pass *Observer*: "A man who runs for the legislature has my commiseration anyhow."

Thomas Nelson, Junction City *Times*: "We treat them all alike; we have a transient and a local rate. The quicker we get down to a business basis on all this, the quicker we'll eliminate this sort of discussion. We, on our paper, don't publish the bunk free. If a man gets anything for nothing from me, he gets it while I'm asleep."

Colin V. Dymont of the University of Oregon school of journalism, who is the author of the Oregon code of ethics, was asked for his opinion as to the bearing of the code on this question. He explained that the code dealt with general principles and necessarily could not go into details. If he were a local publisher, he thought, he should justify himself in charging a higher rate for political advertising owing to the extra composition involved and the fact that the candidate is a very occasional user of advertising.

Dispatches from Bangkok, Siam, tell of participation by the American minister to Siam, Edward E. Brodie, former head of the National Editorial Association, in the ceremony, Memorial Day, of laying a wreath on the grave of the late Mr. Hamilton King, formerly minister to Siam.

## RADIO DEVELOPMENT SEEN AS ALLY TO NEWSPAPERS

UNLESS L. D. Drake, manager of the Astoria *Budget* and president of the Oregon Newspaper Conference, has it all wrong, the radio will not only not be a competitor of the newspaper but can instead be made an aid.

"The newspaper," said Mr. Drake at the convention, "is about the only institution today that has not a press agent. The reader does not know what is in the paper until it comes. The radio, it seems to me, could be a press agent to the newspaper. We are now putting in a receiving set that can receive anything in the United States and broadcast it in our newspaper field. . . ."

"It is hard to conceive of the American people sitting in listening to a long program of news, where they would have to hear it all to get what they wish. It would take up all our time during the day trying to follow this stuff. American families prefer to read the newspaper

when they wish. If interrupted by a telephone call while reading, or if it is necessary to go and call Jimmy, the reader can come back and pick up the paper. This can't be done with the radio. The patrons can't pick out what they want; it's like buying more than they can eat."

Mr. Drake emphasized the importance of the local news and the comic strip, which, he declared, has come to stay. This visual enjoyment, he pointed out, can not be obtained from the radio. He suggested the broadcasting of news bulletins in the newspaper's territory, with the announcement of full particulars in the evening paper. "It appeals to me," he concluded, going back to his original thesis, "that the radio can be a great aid to the newspaper, instead of a competitor. The news must come from the newspaper, so the whole family can take turns at reading the paper, at the time best suited to their convenience."

## FEATURES HELP PAPER WIN AND HOLD READERS, SAYS PUBLISHER

THE habit-forming value of features was emphasized by Frank Jenkins, editor of the Eugene *Register*, in his address at the convention on the "Value of Syndicate Features." "Since I have been in Oregon," said Mr. Jenkins, "the *Oregonian* has been adding a little feature here and there until now it has three or four a day. The *Oregonian* is the most conservative newspaper in America, and I regard that as a high compliment. It doesn't get red in the face when telling a news story. . . . And yet so conservative a newspaper as the *Oregonian* is putting on comic features which form a

habit. . . . The reader who is following the features knows when the subscription is about to run out, and he knows he must get it paid or he won't know what Polly did today.

"A news story, by comparison, is more or less routine; the stories are more or less unrelated. We have series of crime stories, of course; for example, the recent hammer murder. But that case will die. In six months from now, in all probability, some one will mention Clara Phillips and be asked, 'Well, who the dickens was she?' There is not a continuing interest. But take Polly and the Katzenjammers,

Mutt and Jeff—when will they die? Sometimes you think they ought to die, at that, until a good one comes along. . . .

"The whole value of the feature lies in its habit-forming quality; the argument that combats the solicitor for a new paper is, that John Jones has been reading *Father* and has to know what Jiggs is doing. The great value has been not only in building circulation but in holding it.

"Every time I go to San Francisco and see that large city dominated by the *Examiner*, a Hearst newspaper, I wonder why. My judgment is that it's through the intelligent use of features that attract the attention of Tom, Dick and Harry to get his nickel. To cite a different kind of newspaper, the *Chicago Tribune* has built up its large circulation by the good use of features, and it holds its circulation through their habit-forming characteristic. I sometimes laugh at myself—here I am, a high-minded college-educated American citizen; why should I bother with such nonsense as that? Yet the first thing I do when I open up my newspaper is to turn to where I can find what Mag-

gie and Jiggs have done next. These things have even a greater value in holding circulation; it may be comparatively easy to build up a large circulation, but unless you keep doing something constantly, that circulation will slip away from you.

"Another point is probably worth attention. If anybody in this room knows exactly what the radio will do to the newspapers, I don't. Not that it will put the newspaper out of business; I don't believe that. But it will become a competitor. . . . The time is coming that when Tom, Dick or Harry wants to know what has gone on in the world he won't have to take his newspaper. To offset that, we must get interest-building features as far away as possible from the thing that makes the radio an attraction. The radio appeals to the ear; the newspaper is an eye appeal. No radio broadcasting station is ever going to be able to carry Mutt and Jeff and Polly.

"If you are not interested in features, you ought to be; they have an important part in the makeup of the newspaper."

## KEEP FEATURES SHORT, IS ADVICE OF SYNDICATE HUMORIST

**B**ERT MOSES, the "Sap and Salt" feature man of Ashland, discussing the value of syndicate features, followed a flock of funny stories with a plea for the short feature rather than the long; in fact, he demonstrated himself in thorough accord with the well-known sentiment regarding the relation between brevity and wit. "Economy," he said, "is a great thing when you get it between your column rules. The long feature is not so popular as the short. You know, I supply short features myself, and 'where a man's graft is, there will his heart be also.'" The *El Paso Herald* was cited by the speaker as a model of condensation. He quoted its

editor to the effect that "we do not print anything in the *Herald* until it has had every superfluous word squeezed out of it." The *Herald*, as the speaker pointed out, even condenses its fiction stories. This, he said, saved the reader's time and the paper's space.

The feature business, in Mr. Moses' opinion, is badly overdone. "Some editors," he asserted, "cast into their wastebaskets anything that has a syndicate address, forcing some of the syndicates to use plain envelopes. Some newspapers are edited with a can-opener and a casting box. Most of the comics are not humor but crazy slapstick stuff."

## ALL-ADVERTISING MAGAZINE DESCRIBED AS PROFITABLE

WHEN A. E. Voorhies, publisher of the *Grants Pass Courier*, described his new advertising-magazine plan to the convention, he had his fellow publishers listening closely.

"Few papers," he said, "have enough advertising. It occurred to me that there is a way to develop advertising if you can give what the advertiser wants. He wants circulation. . . . The advertiser wants circulation that will get to the people, in the first place, and that will be read, in the second place. There are in my county hundreds of people who get no paper. I wasn't over the 50 per cent mark with my paper. To get the message of the advertiser across he must have distribution; you can't get 100 per cent in one paper or in two papers. Some system must be devised to get the ad to every person." Mr. Voorhies proceeded to describe his *Trade Messenger*, a monthly magazine containing nothing but advertising, with pages of the size of a quarter page in the *Courier*, and mailed to every family in the county except those in Grants Pass. This is not a mail-order catalogue, the speaker explained; it contains nothing but advertising, and there is nothing to take the reader's mind off the ads.

### HOW PLAN WORKS

"I imagine," said Mr. Voorhies, "that everyone in the room will say that's bunk stuff; I am amazed when I think how it gets across. My system is this: I sell a quarter page in the *Courier* and one page in the magazine. The ad brings \$7.50 at 25c an inch, and the advertiser pays \$2.50 more and I put it in the magazine and mail it under 1c stamp to everybody in the county outside the city—2,000 in the county. This gives a circulation of 3,500. Ten dollars gives a full-size page. The

cost of issuing is very small. I have a perfecting press, and the press work is simple. All the ads are of the same size, and for half a page the same full price would be charged. The actual expense of issuing 2,000 of these is not high. There is only four or five hours' work, and a boy does the mailing.

"The advertising is run in your own paper, usually, at your own convenience. I never like to break into another fellow's territory; but I give you fair warning that if you fellows don't start this in your territory, I'll start it."

### PROMOTER INSISTS IT PAYS

Mr. Voorhies' plan brought forth long discussion, in which opinions differed as to the feasibility of the plan. E. A. Koen of the Polk County *Observer* reported a similar plan on at McMinnville, except that the rate was 40c an inch in a six-column, eight-page publication. "Don't you think," asked Mr. Koen, "that it would be worth more? Do you get more than expenses?"

"Yes," replied Mr. Voorhies, "there is money in it. This is absolutely new business. The magazine form, I believe, is superior to the newspaper."

To the suggestion of G. Lansing Hurd, manager of the *Corvallis Gazette-Times*, that it looked like "a scheme" and that to maintain the prestige of the newspaper as the best advertising medium it should be discouraged, Mr. Voorhies, admitting that it is "a scheme," submitted that there is "more or less value to every scheme, and that the traveling advertising scheme has less value." The Grants Pass man regarded his magazine as a most desirable and economical medium as compared with such things as theatre programs.

## THE PRESS AND THE GOVERNMENT

**R**AY A. ROGERS, of the editorial staff of the *San Francisco Bulletin*, in a short address at the convention on the relation of the press to the government, stressed the newspaper's power for uplift but cautioned that many papers are not properly using their power.

"The politician," he said, "fears the cartoons and editorials of the newspaper more than the remarks of his constituents."

"The trouble with all democracies," he continued, "has been the lack of interest which the people have shown in their affairs. Only through education in the press can the people be brought to realize the political and social conditions in this country."

The power of the press, however, he

contended, had been greatly overestimated—particularly that part of the press controlled by monopolists. "These papers," he said, "have not always been patriotic; have not always served the best interests of the community. The newspapers were used before the war, by the German government, to build up in the public mind the idea that the government could usurp world power. Through this means the German people were persuaded to enter the war. The people were fooled. These cases, however, are very rare. The majority of the papers have attempted to give their views fairly and impartially, to the best of their ability. So long as there are good newspapers, nothing in the long run can result but better government."

## A CRITICISM ON NEWSGATHERING

**W**HERE does the small-town reporter or editor go when public officials come to town? Does he meet them on their arrival in his city and obtain an interview for his paper; a story covering the reason for the visitors' presence there? Does he get his story next day from a third person who did meet the officials, or does he publish a story at all, giving his readers this news?

These questions are a few along this line that came into the mind of a newspaper man who recently accompanied a group of state officials through Oregon. This reporter had been trained to sit up nights to get an interview with a visiting official, or to go out into the night and find the dignitary if he had come into the city unannounced.

On the tour in mind, not more than half dozen newspaper men of the smaller towns visited—and several dozens of

towns were visited—were on hand to meet the state officials, nor did the local reporters appear after their arrival, unless it was after their departure.

What is small town news, and how does it get into print?

No official in the party in question noted the foregoing facts; they're merely the observations of one who is approaching the age of an old-timer, both in years and newspaper experience.

A well written sport story on "Go East, Young Man, and Bring Back the Bacon" recently appeared under the name of Owen A. Merrick in the *Astoria Times*. Merrick reviewed carefully the western athletes who have gone east and competed successfully with athletes from other sections of the country. The story created considerable comment at the time.

## THAT FIFTEEN PER CENT COMMISSION

SECRETARY N. RUSSEL HILL of the Washington State Press Association, the livewire editor of the *Live Hook*, reported to the convention the passage of a resolution by the Washington association declaring against the payment of the 15 per cent commission to advertising agencies. The papers, Mr. Hill explained, are not cutting the agencies entirely off at present, but are working to that end. "Both the advertiser and the newspaper would benefit if the agency were done away with," he said, "because the advertiser would have more money to spend with the paper. The agencies are not your representatives; they are working for the advertiser."

H. R. Failing, Portland agency representative, presented a defense of the 15 per cent. "The controversy," he said, "had not been about the 15 per cent, but the question has been raised whether the advertisers should not be allowed the commission. Are the agencies doing any service for the newspaper? . . . In our own case, we develop advertising accounts to go into newspapers not only all over the state but all over the Pacific coast and sometimes as far east as Ohio. Agencies all over the country are getting in touch with advertisers you couldn't possibly reach. The real reason for the agency commission, the crux of the whole thing, is, we sell advertising in a way and to people that you yourself could not reach. Thirteen or fourteen per cent of the fifteen is taken up in actual expense of running an organization for producing copy, checking, and selling space for the newspapers."

To President's Bede's inquiry whether the agencies had not insisted, early in their career, that 25 per cent was absolutely necessary to their doing business, Mr. Failing replied: "If the fifteen per cent

is taken away it will be very difficult to do business."

George Aiken asked the speaker whether the Firestone advertising head is not really an agency, and if so, why is it not entitled to the commission, doing the work the agencies do.

"You have hit upon the point," replied Mr. Failing. "That's the way it appears to me. Advertising is sold, not bought. We do have to develop in the layman a desire to spend his money in advertising. Most of the foreign business has been created by the selling organization which the fifteen per cent has made possible. . . . Firestone is not going to pioneer for you in other fields."

The discussion showed that there were two sides to the question, and it was a piece of good business to have a committee appointed to follow up developments and render a report. On this committee President Bede appointed A. E. Scott, *Forest Grove News-Times*; A. E. Frost, *Corvallis Courier*; and George Putnam, of the *Salem Capital Journal*. Lack of time at the convention prevented a full hearing on the matter, and publishers and advertisers are keenly interested watching the outcome of the controversy.

Every once in a while Floyd A. Fessler, city editor of the *Portland News*, relents and remembers when he was a kid, which fact accounts for a much more interesting one. Paul Moeckli, *News* office boy, has left his work and its worries behind him at 2:30 for a number of days, in order that he might get out to the ball park and watch the proceedings there. It's not wholly a waste of good office help, even though young Moeckli is worth considerable to his employers, for whenever Billy Stepp, sporting editor is gone, Paul accepts his position as official athletic informant.



## STATE ASSOCIATION RESOLUTIONS

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***F**OLLOWING are the resolutions adopted by the association at the recent annual convention:*

We, the members of the Oregon Editorial Association, in fifteenth annual convention assembled, express our sincere gratitude and thanks for the splendid hospitality and entertainment given us by the people of Corvallis, the Corvallis Chamber of Commerce, the Oregon Agricultural College, and the people of Newport-by-the-Sea.

We express our gratification over the success of, and interest taken in, the Oregon Editorial Association by its officers and members as evidenced by nearly 100 per cent attendance at this annual convention.

We deplore the fact that religious issues have been injected into Oregon politics. We, the editors of Oregon, refuse to be dragged into religious entanglements and hereby denounce and condemn any effort of any party, sect, organization or individual to inject religious issues into Oregon politics, as un-American and inimical to the welfare of the people of the State of Oregon.

We greatly appreciate the splendid effort which has been and is now being made by Dr. Kerr and his associates to economize and maintain at a minimum the expenses of the Oregon Agricultural College, and recognize that the great increase in attendance more than counterbalances the additional funds appropriated for its maintenance. We are proud of this magnificent institution, which is recognized as only second to one of its kind in the United States, and we favor any reasonable policy which will maintain its present position among the educational institutions of the land.

Whereas, the mid-winter conference is closely allied with the annual meeting of the Oregon Editorial Association, by reason of this fact we favor delegating

to the mid-winter meeting the same power and prerogative to act on any question which is given the annual session, and reaffirm a similar resolution passed at the newspaper conference in January, 1922.

We urge each editor in attendance at this meeting to publish a complete write-up of the fifteenth annual session, and mail copies of the paper to the Corvallis Chamber of Commerce, the Newport Commercial Club, the Oregon Agricultural College, and the Corvallis newspapers.

• • •

We favor the annual election of two members of the Executive Committee of the Oregon Editorial Association as a means of better distributing the offices among the members.

• • •

We endorse the movement which has been inaugurated to erect a monument to the memory of Homer Davenport, and recommend that our association be affiliated with the Homer Davenport Memorial Association, in order that it may be brought to a successful termination.

• • •

Whereas the development of the manufacturing industries of the State of Oregon and the resultant increase of payrolls are of paramount importance in promoting the prosperity of every community within the State and of Oregon citizens generally; and

Whereas industrial plants provide a large volume of taxable property from which the revenues are derived for investments in a public school system, better highways and other projects making for better American citizenship and a better commonwealth; therefore

Be It Resolved by the Oregon State Editorial Convention that we voice our approval and encouragement and cooperation with the movement represented in the Associated Industries of Oregon in building up Oregon payrolls and exploiting Oregon manufactured goods.

A. E. SCOTT,  
A. D. MOE,  
PAUL ROBINSON,  
A. E. VEATCH,  
HARRY DENCE,  
Resolutions Committee.

## Honorary Member Taken In With Due Eclat

One of the stunts enjoyed while the editors were at Newport was staged by a crowd in the Casino dancing pavilion about 11 o'clock Saturday night, while a great many newspaper men and women were being entertained without expense by the management. Claude Ingalls of Corvallis, and Hal E. Hoss, secretary, of Oregon City, "stopped the show," gathered the dancers to one side, and initiated W. J. Kaerth, of Salem, manager of the Casino, into the association.

The following oath was sworn to by the victim, who took the ceremony in fine spirit:

"I, W. J. Kaerth, do solemnly swear, in the regular and accepted newspaper way, (when a form is pied) that I will always tell the truth, the whole truth, and nothing but the truth, except when I am writing about a local competitor or my leading advertiser; and that I will attend all conventions of my association and refrain from making speeches as far as possible; and that I will charge full legal rates for all advertising and double rates for political candidates. So help me Ben Franklin!"

A badge was then pinned upon his breast, the music started, and the merry party whirled on.

## A Little Association History

Perhaps few of the editors knew that in visiting Newport they were back at the birthplace of the organization, which was formed there more than thirty years ago, by Bob Johnson, Charlie Nichol, Ira Campbell and a few other journalists of that early day. Again sixteen years ago the association assembled at Newport. Of 22 names which C. C. Chapman of the *Oregon Voter* took from the lighthouse roster, only four were at the convention this year: Mr. and Mrs. A. D. Moe of Hood River, William Matthews of Newport, and Mr. Chapman. Some of the others are dead. Following are the remaining names of that roster of 1906: D. W. Bath and wife, Forest Grove; J. C. Hayter, Dallas; C. L. Ireland and wife, Moro; Timothy Brownhill and wife, Gresham; E. P. Bradley, Hood River; L. R. White, Albany; Mrs. Abigail Scott Duniway, Portland; Mrs. C. A. Gottshall, Portland; Frances E. Gottshall, Portland; George H. Himes, Portland; J. S. Dellinger and wife, Astoria; Miss Dellinger, Astoria; Walter Lyon, Corvallis; Albert Tozier, Salem.

Umatilla county newspaper men are proud of the fact that they had the largest delegation of any eastern Oregon county. Those who attended from the county were Clark Wood, representing the *Weston Leader* and *Athena Press*, Mark A. Cleveland representing his three papers, the *Stanfield Standard*, the *Boardman Mirror* and the *Umatilla Spokesman*, Will Crary of the *Echo News* and Bernard Mainwaring representing the *Milton Eagle* and *Hermiston Herald*. The boys were delighted with the hospitality shown at Corvallis and Newport and will see to it that the rest of the papers are in on the next convention at Hood River.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## A SUCCESSFUL CONVENTION

The fifteenth annual convention of the Oregon Editorial Association was in every respect up to the prospectus. OREGON EXCHANGES has no excuses to offer for having urged every newspaperman and his wife who could possibly get off the job, to go to Corvallis and Newport. The Commercial Club and the people of Corvallis, the Oregon Agricultural College, and, last but by no means least, the splendid little Community Club of Newport and Newport citizens in general are entitled to all the credit that can be given them for the boundless hospitality bestowed upon their guests.

As an outing the affair was a howling—or, let us say, a singing—success, and “the gang” enjoyed it all immensely. On the business end the success was no less marked. The programs were long, due to the fact that hardly anyone flunked out when called upon to participate. Program-builders figure on a certain percentage of failure to come through, on the part of those invited to help out. This year it was almost a 100 per cent. performance, and there was a good bit of information and plenty of inspiration about it all. The personal touch among the newspapermen, and their families, is not the least valuable of the gains from such gatherings. The resolution passed to delegate to the mid-winter meeting in connection with the Annual Newspaper Conference the same power and prerogative to act on any question which is given the annual summer convention, is a step toward increased efficiency.

## MATERIAL FOR NEXT ISSUE

There's a lot of good stuff left out of this issue of EXCHANGES. A number of articles in which there is considerable interest have to be left over until next time. Among these are the papers and addresses by Messrs. Levinson of the *Telegram*, Hurd of the *Gazette-Times*, Powers and Turnbull of the School of Journalism, and Dence of the *Carlton Sentinel*. All the convention material which could be obtained and which is not in this issue will appear in the next. With this there will appear whatever new, fresh stuff can be obtained from our far-flung and talented staff.

## A PLEA FOR REPORTING

A correspondent of OREGON EXCHANGES writes to inquire, What is small-town news? and how does it get into print? He suggests, rather pointedly, that many of the small-town newspapers are not making the most of their news-gathering opportunities. He may not be 100 per cent right in this, but certainly no harm can come from each country editor's turning the searchlight of inquiry on himself and his own methods. We believe the man who calls attention again to this question—which, in other forms, has been raised in this publication—is doing a real service to journalism in Oregon. Most of the newspapers are on a vastly more prosperous plane than they were a decade or two ago. The problem of keeping the business end of the paper going is not what it was a few years ago. The time has come to devote some of the publisher's best efforts to the news end of the paper. Sometimes when newspapermen gather together, the casual listener would hardly suspect that there is such a thing as a news end. We hear costs, presses, linotypes, advertising rates, Franklin price lists, labor problems, agency commissions; but little about the news, which is the reason for the paper's existence. Of course, a newspaper which

neglected the business and mechanical side would soon have to quit printing the news; but there is such a thing as neglecting the news side. Hence the statement that the critic who has written to EXCHANGES has done a real service. The columns of this publication are open for ideas, suggestions, experiences of any of the editors and publishers along this line. We hope to have something in every issue which will deal directly with the columns of the newspaper for which no advertiser pays 25c or 30c an inch. We believe the papers can be built up in this way to where it will be possible to make more money on a better paper.

## Quarters of Journalism School Destroyed

New quarters for the School of Journalism were made imperative by the fire which destroyed two University buildings July 29. Under arrangements made by the board of regents, work is to start at once on reconstruction. The School of Journalism is to have quarters in a three-story brick annex, 50x80, to McClure hall, the building which now houses the University Press. Space available will be more than double that in use for the journalism work last year.

Simultaneously with the building arrangements, the board of regents authorized the addition of one member to the instructional staff of the School of Journalism. This will enable Dean Allen to carry out plans for extending and developing the curriculum of the school, already extensive, to a point where it will not be surpassed by that of any other institution in the country.

While a good many papers of more or less value went to feed the flames, the copy for this edition of OREGON EXCHANGES was saved. It is hoped that the readers will regard it as worth-while salvage.

## President and Secretary Win Re-election

Elbert Bede's efficient year as president of the association was regarded by the association as entitling him to another, and he was unanimously re-elected. Hal E. Hoss, secretary, made such a record that there was no thought of anyone else for that office. Thomas D. Potwin, editor of the Albany *Herald*, was elected vice-president. The new executive committeemen are Joe D. Thomison, editor Hood River *Glacier*; Clyde McKay, Bend *Press*; and Bert G. Bates, Roseburg *News-Review*. Mr. Thomison is to serve for three years, one of which is to fill the unexpired term of Douglas Mullarky of the Redmond *Spokesman*, who has removed from the state, and the others are to be in office for two years. W. C. DePew, owner of the Lebanon *Criterion*, temporarily out of the newspaper profession while postmastering in his home city, tried to resign from the board but was not permitted to do so. Mr. DePew attended the convention.

The newspaper game has a lot of little quirks in it that help the reporter along, but it hasn't quite so many as Lawrence Smyth, police reporter for the Portland *News*, thought. Smyth took his vacation recently and motored down to California, where he enjoyed stepping over to Tia Juana now and then, but it wasn't so much fun coming home. Smyth landed in Medford but his mind didn't and he committed a traffic error and was arrested. Smyth was irate. Nobody could arrest him, be blamed if they could. But they did, and fined him more than they would have originally. Thus the police reporter kept in touch with his kind of work.

Mr. and Mrs. E. B. Aldrich and daughters, Eleanor and Amy, spent the first two weeks of August at Seaside. Mr. Aldrich is one of the owners of the *East Oregonian* and of the *Astoria Budget*.

## REPORT OF NECROLOGY COMMITTEE

**T**HE Necrology committee of the Oregon State Editorial Association made the following report:

Whereas, it was the wisdom of our Great Master Craftsman to write "30" to the lives of eight of our fellow members during the past year, as follows:

**PHILIP S. BATES**, publisher of the *Pacific Northwest*, former secretary of the State Editorial Association, died at Portland, Oregon, August 30, 1921.

**HENRY BYARS**, former state printer, publisher at different times of the *Roseburg Plain-Dealer*, the *Oregon Statesman* at Salem, and one of the founders of what is now the *Salem Capital-Journal*; died at Salem, April 21, 1922.

**JOHN A. ANDREWS**, president of the Baker Typographical Union, and connected with the *Baker Herald* for 12 years; died at Baker, June 24, 1922.

**E. L. THORPE**, veteran newspaper writer and reporter, identified with the *Montavilla Times*, Portland, at the time of his death, November 22, 1921.

**WILLIAM FRENCH**, one of the founders of the *Washington County News*, died at Ripon, Wisconsin, November 23, 1921.

**SILAS M. YOBEAN**, founder of the *Eugene Register*, died at Eugene June 24, 1922.

**A. G. CARRUTH**, former publisher of the *Oakland Advance* and later of the *Carlton Sentinel*, died at Carlton July 24, 1922.

Now, Whereas, the passing of these men is a loss felt by the members of this association and to the communities in which they served, therefore be it

*Resolved*, That we, in annual convention assembled, voice our appreciation of their lifetime accomplishments as members of our craft, and activities in our organization, and that we extend our sympathy and condolence to members of their families, and be it further

*Resolved*, That these resolutions be read upon the records of the association

and copies be forwarded relatives of our departed co-workers.

H. J. Simmonds, *Fossil Journal*,  
Ralph Cronise, *Albany Democrat*,  
A. L. Mallery, *Oakland Tribune*,  
A. E. Frost, *Corvallis Courier*,  
Ben Litfin, *The Dalles Chronicle*,  
Committee.

### Thacher Has Successful Trip East

W. F. G. Thacher, professor of advertising in the School of Journalism, who went east in June in the interest of Oregon newspapers in general and eleven dailies in particular, representing them before the big agencies, sent a telegram to the convention reporting success. Owing to press of business this telegram was not read. It follows:

"Cordial greetings to Editorial Association. Tell eleven constituents and all interested my trip most successful not only in presentation of the case for Oregon but in the large amount of information obtained as to the best methods of directing efforts for future business. Best wishes for successful session."

The dailies represented by Mr. Thacher are the *Baker Herald*, the *Pendleton East Oregonian*, the *Dalles Chronicle*, the *Bend Bulletin*, the *Astoria Budget*, the *Oregon City Enterprise*, the *Salem Statesman*, the *Albany Democrat*, the *Corvallis Gazette-Times*, the *Eugene Register*, and the *Grants Pass Courier*. While in the east Mr. Thacher attended the convention of the Associated Advertising Clubs of the World, in Milwaukee.

## HIGH LIGHTS AND SIDELIGHTS ON BIG ANNUAL CONVENTION

Something of a hint of what the people of Newport did for the newspapermen and their wives, at the convention, may be gathered from the following souvenir program presented to each of the visitors:

State Editorial Association of Oregon: Newport welcomes you.

SEA FOOD BANQUET.

The tide is out. The table is set.

Yaquina Bay Oyster Cocktail  
Clam Chowder

Cracked Crab                      Mayonnaise  
Mussels with Drawn Butter

Baked Chinook Salmon

Boiled Halibut                   Parsley Sauce  
Ice Cream                          Cake

Coffee

You are our guests; your badge admits you to

Salt water plunge in the Nat.

A dance at the Casino.

A skate at the Bink.

Movies at the Midway.

Excursion over the Bar—Sunday a. m., by Newport Navigation Co.

Now, all this was more than any ordinary editor or editor's wife could assimilate in a short 24 hours; but they did the best they could, and it was all of the most enjoyable nature, and dispensed with a hospitality which could not have been surpassed. The editors will never forget C. C. Pressley, president of the Community Club; George R. Dickinson, secretary; O. E. Franzke, Captain William Matthews, P. G. Gilmore, George Blanchard, or any of the other Newport people who entertained them so royally.

The editors' money was worthless at both Corvallis and Albany. No editor was allowed to ascertain the location of any of the Corvallis hotels or restaurants. It was now the Commercial Club, now the Agricultural College, that provided one meal after another, and one of the large dormitories on the campus was turned

over to the visitors. Automobiles were parked in the big new armory, and every possible provision was made for the comfort and enjoyment of the scribes.

N. R. Moore, who insists he is the best mayor Corvallis has at present, carried his golf clubs along to Newport, and long before anybody else was up (not that this was so exceptionally early) he was practicing putts and drives along Newport's wonderful beach. When he isn't busy at golf he's city editor of the Corvallis *Gazette-Times*.

Carl A. Jettinger, Portland representative of the United Typothetæ of America, who made the trip to Newport, is an old-timer at newspaper association work. He was for several years one of the officers of the Ohio State Press Association, serving one term as president.

J. M. Bledsoe of the Wallowa *Sun* had not been across the mountains to the west side for twelve years. He admitted that the beach at Wallowa could not come up with Newport's.

Addison Bennett of the *Oregonian* was probably the oldest active newspaperman at the convention; Ray Rogers of the San Francisco *Bulletin* came the longest distance; Elbert Bede is the best swimming instructor; C. C. Chapman of the *Oregon Voter* is the most recently married; "Scoop" S. Harralson of the Benton County *Courier* takes the most chances as a raconteur and besides is the best song leader; C. E. Ingalls of the *Gazette-Times* has the loudest voice and makes the best announcer; Frank Irvine of the *Journal* has the best time; Bert Moses sprung the most jokes in his speech; William Matthews of the Newport *News* is the best sailor.

The "Type Louse," Homer Roberts, editor, with S. S. Harralson assistant, was a pink collection of jokes and gossip about the editors which served to entertain them on the way down to Newport. Murray Wade, Salem cartoonist, contributed the art work.

. . .

The Oregon editors were glad to have N. Russell Hill, the live-wire secretary of the Washington association, with them in the convention. With such men as Hoss and Hill in charge of the secretary's duties, the associations are not going to fall far short of their opportunities.

. . .

C. L. (Farmer) Smith, the Union Pacific agricultural expert, kept up his record for attendance. The Farmer seldom misses an opportunity to come in touch with the newspaper men.

. . .

C. P. Sonnichsen of the Hood River *News* liked it so well at Newport that he deserted the homecoming party Sunday and sent for his family to join him at the beach.

. . .

Edgar B. Piper is rapid in repartee. In the Friday session L. D. Drake of the *Astoria Budget* was explaining the inconsistencies of wireless waves. "In Astoria," he explained, "we can't hear anything Portland sends out."

"Never could," called out the *Oregonian* editor, with a chuckle. When order was restored, Mr. Drake went ahead with his remarks.

. . .

George K. Aiken, publisher of the *Ontario Argus*, traveled 500 miles to reach the convention, making him the farthest-traveled of the crowd, with the exception of the out-of-state men, N. Russell Hill, the Washington association secretary, and Ray Rogers of the *San Francisco Bulletin*. George made another effective demonstration of his oratorical powers, with his plea for cooperation from the Wil-

lamette Valley toward better railroad connections for eastern Oregon.

. . .

Eugene Crosby of the *Tillamook Herald* made a good fight for his home town as the convention city for 1923. The Hood River delegation, however, was too strong, and Tillamook will have to wait another year.

. . .

The various fish did their full share toward feeding the editors at Newport; but owing to Volsteady conduct and the mildness of the weather, the scribes did not reciprocate when they went over the bar.

. . .

Well, anyhow, all those who were curious regarding the singing ability of Messrs. Ingalls and Harralson had their curiosity fully satisfied.

. . .

Robert W. Sawyer of the *Bend Bulletin* was among those who were unable to make that trip to Newport. L. D. Drake of the *Astoria Budget* was another; but the enterprising cartoonist had them diving into the briny with great abandon.

. . .

Frank Irvine feared another hammer murder if the *Corvallis Gazette-Times* editor or the *Oregonian* editor should happen to meet Direct Primary on the beach at Newport. The *Oregonian* man avoided temptation by staying away from the beach, and the *Corvallis* stalwart left his hammer at home.

. . .

The *Mermaid*, mimeographed on the train to and from Newport, was a snappy publication, even if the statements had to be taken with a dash of salt water.

. . .

A show of hands in the convention hall at Corvallis indicated that of more than sixty publishers who happened to be in the room at the time, four had advanced their subscription price and advertising rates within the year and none had reduced.

## EDITORIAL ASSOCIATION NOTES

By HAL E. HOSS, Secretary

The following committee has been named by President Bede of the Oregon State Editorial association to cooperate with the people of Silverton in erecting a memorial in honor of Homer Davenport, famed cartoonist: John Hoblitt, *Silverton Appeal*; E. B. Kottek, *Silverton Tribune*; Gordon J. Taylor, *Molalla Pioneer*; Hal E. Hoss, *Oregon City Enterprise*, and Elbert Bede, *Cottage Grove Sentinel*.

The purpose of the local committee has been to raise a sum of \$2,000 with which to erect either a bronze statue or a memorial tablet in the city of Silverton, where Davenport is buried. The editorial association several years ago started a fund for this purpose, and now has \$61 on hand to contribute to the fund. W. P. Hawley, of the Hawley Pulp and Paper mills at Oregon City, has also interested himself in the movement, and expects to be able to raise some funds from eastern newspapers where Davenport had connections.

\* \* \*

E. A. Koen, *Dallas Observer*, has had such good luck with his legislative activities that he was reappointed chairman of the committee which works with the lawmakers at Salem. Associated with Koen on this important committee are Claude Ingalls, *Corvallis Gazette-Times*, and Hal E. Hoss, *Oregon City Enterprise*.

\* \* \*

Lee Drake, of the *Astoria Budget*, president of the Newspaper Conference, brought up an important question before the convention when he referred to the need of standardization of newspaper columns, and the subsequent standardization of newspaper roll widths. The present variance of 12, 12½ and 13-em newspaper columns is resulting in a good deal of confusion for the concerns which use roll print, and it is to be hoped that some

sort of a conclusion will be reached by the committee appointed by the president. Drake is chairman, and Ralph Cronise, of the *Albany Democrat*, will assist, while a third member is to be selected by the chairman. The committee will report at the conference.

\* \* \*

The brief but interesting talk by Edward MacLean, secretary of the Oregon State Retail Merchants association, led to the appointment of George Aiken, *Ontario Argus*; S. C. Morton, *St. Helens Mist*, and Paul Robinson, *Vernonia Eagle*, as a committee to further discuss plans for cooperative effort between the two organizations. MacLean's plea for closer harmony was a good one and much good should result from the committee's work, which will be aided by a like body from the merchants. As sellers of advertising and buyers of advertising, the Editorial association and the Merchants association should get together, and it looks as if they are going to do it.

\* \* \*

Joe D. Thomison, editor of the *Hood River Glacier*, and a member of the executive committee of the association, is some live wire. Hardly had the announcement been made by the executive committee that Hood River had been selected for the 1923 convention before Joe had a letter in to Secretary Hal E. Hoss asking for a list of the membership so that he and the American Legion committee at Hood River could mail out data on the Mt. Hood climb which they enjoyed this year, and which is to be the big feature of the next editorial convention.

—○—

Theo. G. Williams of the *Export and Shipping Journal* has arranged office headquarters in the Board of Trade building with the *Angora Journal*.



## HERE'S THE LIST OF THOSE AT THE STATE CONVENTION

**S**EVENTY Oregon newspapers were represented by one or more persons each at the convention of the Oregon State Editorial Association at Corvallis and Newport last month. Following is the roster of attendance:

- Yaquina Bay News (Newport): William Matthews, Mrs. William Matthews.
- Cottage Grove Sentinel: Elbert Bede and Miss Ruth Bede.
- Oregon City Enterprise: Hal E. Hoss, Mrs. Hal E. Hoss, Charles E. Gratke, Arne G. Rae, H. B. Carlidge.
- Oregon City Banner-Courier: A. W. Kirk.
- Gervais Star: A. M. Byrd, Alton Byrd.
- Myrtle Point American: W. R. Smith.
- Powers Patriot: Mrs. W. R. Smith, Earl Smith.
- Hood River News: C. P. Sonnichsen.
- Hood River Glacier: A. D. Moe, Mrs. A. D. Moe, J. D. Thomison.
- Grants Pass Observer: A. S. Coutant, Mrs. A. S. Coutant.
- Portland Telegram: N. J. Levinson, Clark Leiter, David W. Hazen.
- Banks Herald: J. H. Hulett, Celia E. Hulett.
- Ranier Review: A. E. Veatch, Mrs. A. E. Veatch, Anna Jerzyk.
- The Dalles Chronicle: Ben R. Litfin.
- Western Farmer: E. E. Faville.
- Bend Press: Clyde M. McKay.
- Carlton Sentinel: Harry Dence.
- Athena Press: Clark Wood.
- Weston Leader: Clark Wood.
- Oregon Journal: B. F. Irvine, Philip Jackson, Donald Sterling.
- Corvallis Gazette-Times: C. E. Ingalls, Mrs. C. E. Ingalls, N. R. Moore, Mrs. N. R. Moore, G. Lansing Hurd, Mrs. G. Lansing Hurd.
- Wallowa Sun: J. M. Bledsoe.
- Bend Bulletin: K. W. Sawyer.
- Jefferson Review: Hugh D. Mars.
- Benton County Courier (Corvallis): A. E. Frost, Mrs. A. E. Frost, S. S. Harralson, Mrs. S. S. Harralson, E. R. Goudy.
- Lebanon Express: T. R. McMillan.
- Gresham Outlook: L. T. St. Clair.
- Clatskanie Chief: W. Arthur Steele.
- Junction City Times: Thomas Nelson, Jasper J. Ray.
- Roseburg News-Review: Bert G. Bates.
- Albany Democrat: Ralph R. Cronise, W. L. Jackson.
- Grants Pass Courier: A. E. Voorhies.
- Lebanon Criterion: W. C. DePew.
- Sheridan Sun: O. D. Hamstreet, Mrs. O. D. Hamstreet.
- Silverton Tribune: E. B. Kottek.
- Tillamook Herald: Eugene Crosby.
- Monmouth Herald: R. B. Swanson, Mrs. R. B. Swanson.
- Independence Enterprise: Z. C. Kimball.
- Silverton Appeal: John T. Hoblitt, Mrs. John T. Hoblitt.
- Dallas Observer: E. A. Koen, Edward A. Koen, Electra Koen.
- Echo News: W. H. Crary.
- Fossil Journal: Henry J. Simmonds.
- Eugene Register: Frank Jenkins, Mrs. Frank Jenkins.
- Stanfield Standard: Mark A. Cleveland.
- Boardman Mirror: Mark A. Cleveland.
- Umatilla Spokesman: Mark A. Cleveland.
- Harrisburg Bulletin: M. D. Morgan.
- Klamath Falls Herald: Fred Soule.
- Stayton Mail: E. D. Alexander.
- Molalla Pioneer: Gordon J. Taylor, Mrs. Gordon J. Taylor.
- Oakland Tribune: A. L. Mallery.
- McMinnville Telephone Register: George E. Martin, Irl S. McSherry.
- University of Oregon Daily Emerald: Inez King.
- O. A. C. Barometer: Homer L. Roberts.
- Coquille Sentinel: H. W. Young.
- Ontario Argus: George K. Aiken.
- St. Helens Mist: S. C. Morton.
- Portland Oregonian: E. B. Piper, Addison Bennett.
- Oregon Voter: C. C. Chapman.

- University of Oregon School of Journalism: Colin V. Dymont, Alfred Powers, George Turnbull.
- Oregon Magazine* (Salem): Murray Wade.
- Oregon Agricultural College: President Kerr, E. T. Reed, Frank L. Snow, C. J. McIntosh, H. T. Vance.
- Associated Industries Magazine*: D. C. Freeman, Mrs. D. C. Freeman.
- San Francisco *Bulletin*: Ray A. Rogers.
- Portland Typothetae: Carl A. Jettinger.
- American Newspaper Association (Portland): T. G. Paullin.
- Oregon State Chamber of Commerce: M. J. Duryea.
- Coos Bay Harbor: Edgar McDaniel.
- Southern Pacific Railroad: John M. Scott, J. H. Mulcahy, J. A. Ormandy.
- Hicks-Chatten Engraving Co.: Harold W. Readen.
- West Coast Engraving Company: Harold B. Robinson.
- Union Pacific Lines: C. L. (Farmer) Smith.
- “Sap and Salt”: Bert Moses.
- Catholic Sentinel* (Portland): John P. O’Hara.
- Forest Grove *News-Times*: A. E. Scott.
- Hermiston *Herald*: Bernard Mainwaring.
- Watts Watt* (Portland): W. P. Strandborg.

## THE TELEGRAM’S NEW HOME RISING

**A**UTUMN, coming in on the wind-whisked leaves of October will bear the first jangle of reportorial typewriters, the first clickings of linotypes and the first rumble of presses in the Portland *Telegram’s* new building at Eleventh and Washington streets.

Such at least, is the latest promise of the architect, the contractor and others who have an active on-the-job part in pushing up the structure.

With its red brick and white terra cotta finish, its pure colonial lines and tower, the building will be a conscientious example of the one American type of architecture that is altogether untainted by foreign influence.

“A building in Portland, Maine, would recognize the *Telegram* structure as one of its own family,” declared Walter Prichard Eaton, author and colonial authority of Sheffield, Mass., commenting on the plans.

As a matter of fact R. J. Grace, architect, has followed very closely the design of Independence hall, Philadelphia, where the wet ink of signatures was quilled upon the Declaration of Independence.

The owners of the *Telegram* were attracted to the Independence hall design not only by the beauty of its architecture, but by the feeling that it would also be a

memorial to the American ideals to which they have steadfastly sought to devote this newspaper.

Thoroughly modern provision for all departments of the *Telegram’s* already big and constantly increasing plant is being made in the new building.

### The “Legal Rate” Again

Should discussion ever lag at a convention, something can be started on the legal rate. To C. E. Ingalls of Corvallis had been assigned the presentation of this subject. Mr. Ingalls started by quoting from a letter written by a lawyer in Astoria to the *Gazette-Times*. “Enclose check for \$21.85 for notice. This charge is the steepest I have seen for many a day,” asserted the lawyer. “It is robbery pure and simple. The bill should not be over \$6. I have run notice all over the state, and some of the papers have used large print, and yet the *Gazette-Times* bill is the largest.”

Mr. Ingalls intimated that the \$6 man was a bit low on the price. Continuing, he told of an inquiry he had had sent out by a Corvallis law office to newspapers all over the state, asking the cost of a legal notice of sheriff’s sale, 320 words

in length. Seventeen of 20 charged the legal rate; the others ran clear down to nothing. The legal rate, the speaker reported, was \$16.20, and there were several down to \$9 and \$7.50, some of the bidders marking their figures confidential.

## How Newspapermen Are Cutting Down Their Chances

(Continued from page 2.)

attain the dignity to which it is entitled.

I quote from the *Inland Printer*:

"We have never seen so much free stuff offered the newspapers as now. Supposing that publishers will give many inches and even columns of free propaganda to promote the sale of certain things or to advance the interests of certain concerns in return for a promise that later these interests will place some paid display advertising, the publicity agents count on the cupidity of newspaper publishers to get their material into the news pages, gratis. Just what has caused this idea to prevail among publicity men is hard to say. Every big interest, every associated interest, seems to have the same idea—to get competent and able men to handle their publicity interests, but more essentially to get this publicity without paying for it. Occasionally some publicity man is secured who has different ideas and insists that his employers arrange to appropriate real money and pay for advertising. We have in mind one such man in a Middle Western state who is working for the electric power, street railway and allied concerns of the state. He is a newspaper man who believes in advertising, and he is selling the idea to his employers. Through the activities of the state newspaper association he knows and his employers know that but little free publicity stuff will get by. The same knowledge can be instilled into all kinds of interests in all states—if the newspapers will insist that they

can select their own news and general interest stories."

Use the waste-basket, not the free publicity. If we all will do this it will be a big thing for our pocketbooks and our papers.

## Send the Home Paper to the Beach

An idea worth while comes from S. C. Morton, editor of the *St. Helens Mist*. He writes:

"My folks are at the beach, and I forgot to take them the *Mist* when I went down last week. They missed the home news. Another *St. Helens* person, G. B. Milloy who now lives in Seaside and runs a confectionery and news stand, told me I had been sending the *Mist* to the wrong address and he didn't get it. Milloy handles the *Seattle P.-I.* and two *Portland* papers and displays them on a news rack in front of his store. Seeing them, I decided it would be a good ad for the *Mist*, if that big publication was on sale there, since many *Columbia* county people are at the beach. Friday I sent down 10 copies and when I arrived at *Seaside* Saturday, there were only two copies left. Not so much for profit, but for advertising and service to our patrons and to keep them in the habit of getting the "home paper" this is a suggestion to those of our newspaper friends who live near the coast and have people from their community at the coast.

"I might mention that the *St. Helens Mist* was the only weekly paper on the news rack and was displayed prominently with the big dailies.

"Milloy told me that a woman came into his store with the *Mist* and five cents. He had seen her around *Seaside* for some time, didn't know who she was, but asked, Why do you want the *Mist*? She said she lived in *St. Helens* nine years ago and was always interested in what the home folks were doing.

"Looks to me like an example of how we country editors can keep up interest."

## ALL OVER OREGON

Herbert J. Campbell, former Oregon newspaperman, who not so long ago was news editor of the *Telegram* and vice-president of the Oregon Newspaper Conference, is keeping things humming up his way, since becoming publisher of the Vancouver (Wash.) *Columbian*. Besides getting into a libel suit for speaking right out about something, Mr. Campbell was the host for a big picnic at Columbia beach, at which not only his employes but the people of Clarke county in considerable numbers were his guests. Recently he was elected second vice-president of the Washington State Press Association.

Bernard Mainwaring, who has been editor and manager of the *Hermiston Herald* for the past year, on July 1 bought the *Milton Eagle* of Chas. D. Rowe and took charge of the business. Mr. Rowe came to Milton a little less than a year ago from Bonners Ferry, Idaho. He left with his family for Portland on July 17. From there he will look for another location. Mr. Mainwaring is a graduate of the Oregon Agricultural college in the class of 1920 and was editor of the *Barometer* in his senior year. He will retain his interest in the *Hermiston Herald* for a time.

The Port Orford *Tribune* is improving under the ownership of Tom W. and Lillian Fulton. A new press is to be installed this month, the paper is to be enlarged and further equipment added. Mrs. Fulton assists the editor in both the editorial and mechanical departments. Port Orford, which has almost the only deep sea harbor, without a bar, on the Pacific coast, is rapidly coming to the front in developing its wonderful timber resources.

W. H. McKinsey, of the San Francisco office of the Associated Press, relieved Edward F. Nelson, Portland correspondent, during the vacation period.

L. C. Upham, who has been foreman of the *Hermiston Herald*, is in charge of it, following the departure of Bernard Mainwaring to the *Milton Eagle* July 1. Miss Dorothy Briggs of Hermiston is helping to keep the paper up to standard by writing news and keeping the books. Although this is Miss Briggs' first experience in journalism she is making a creditable showing and has introduced a very interesting feature called "Those Who Stop at Hermiston Auto Camp." This includes a few visits to the camp each week with personal gossip with and about campers.

B. A. Shaver, who a few months ago purchased the plant of the defunct *Independence Post* from Clyde Ecker and moved it to West Salem, Polk county, intending to start a newspaper there, has given up the idea. He has sold the plant to Salem people and has moved to Portland.

The Bend *Press* recently suspended its daily edition after several months' operation. The weekly will be continued. In the judgment of the *Press* publishers, the *Bulletin* is filling the daily field too well to leave room for a second daily paper.

Work has already started on the annual Round-Up edition of the Pendleton *Tribune*. One special article will deal with Hoot Gibson, George Hackathorne and Art Accord, three former Pendleton buckaroos now moving picture stars.

The Dalles *Optimist* issued, late in July, a harvest industrial edition of eighty pages, comprising a complete description of the resources and industries of The Dalles and surrounding territory. Five thousand copies printed.

Phil Newill, a student at Stanford, is on the Portland *Telegram* staff.

First prize in the rural newspaper contest conducted by the Oregon Agricultural College in cooperation with the agricultural bureau of the Portland Chamber of Commerce and the Oregon State Editorial association, was won this year by the Newberg *Graphic*. Second place in Class 1, weekly papers of the largest size, was captured by the Polk County *Observer*, and third by the Hood River *Glacier*. The Sheridan *Sun* stood first among papers in the next largest group, followed by the Junction City *Times* and the Freewater *Times*. In the third group, the Hubbard *Enterprise* was first, the Banks *Herald* second, and the Madras *Pioneer* third. The papers were judged on the basis of the best rural news service, and the three judges were the sole judges of that. The nine winners, in the issue submitted for measurement, carried an average of 45 per cent of all news as rural news, and they carry an average of 53 per cent advertising. The average of the 63 papers in the contest was 29 per cent rural news and 49 per cent advertising.

The Bend *Press*, which recently discontinued its daily edition to devote full energies to making the weekly one the best in the state, has moved to new and commodious quarters on Wall street. A new 14 Mergenthaler and several new series of job type have been added to the equipment. Dan R. Conway, who succeeded A. Whisnant as editor, was formerly editor and publisher of the Havre Daily *Promoter* of Montana and managing editor of the *Round-Up Record*, of Montana. The reporting and society work is being handled by Miss Lucy Palmer, who has been in charge of that branch of the work on the daily for several months. Miss Palmer will also do some of the linotype composition, having had experience in that line on the Condon *Globe-Times* and the Prineville *Central Oregonian*.

Miss Ruth Adamson is doing reporting for the *Central Oregonian* at Prineville this summer.

Paul Robinson, who has just sold the *Aurora Observer*, has gone to Vernonia, Oregon, where he has established the *Vernonia Eagle*. The town is "the last of the frontier" as Robinson describes it—a mill town; payroll town and boom town. A new railroad from Portland has just entered the valley, giving them a "way out," only about fifty miles from Portland. One of the largest mills in the West is being erected there, and there is timber enough for one hundred years' sawing. New buildings are going up all over town. The *Eagle* starts screaming to 1000 subscribers and covers a fifty-mile territory without competition.

Tennis is the favorite pastime of the staff of the *Pendleton Tribune*. Harry Kuck, publisher, Ernest Crockatt, city editor, and Merle Hussong, telegraph editor, all swing a wicked racket on the Round-Up tennis courts. Hussong makes life miserable for Kuck and Crockatt by calling them at ridiculous hours in the morning to play with him. The three newspapermen will take part in a tournament to be played in August.

Bert G. Bates, known throughout the state as "ye ed. of Prune Pickin's" a column feature which appears daily in the *Roseburg News-Review*, will soon syndicate it through one of the largest feature distributors in the country and he will illustrate from his own pen. He is also art editor of the *Pacific Legion*, the official American Legion publication for Oregon and Washington.

The Dalles *Optimist* has moved into its new quarters on Main street. The *Optimist* has bought a new folder, a casting box and a new job press with a Miller feeder. The subscription price has been raised from \$1.50 to \$2.

J. P. Kelly, formerly connected with The Dalles *Chronicle*, is now with the *Optimist*. He worked on the big special edition.

L. B. Tackett, advertising manager of the Pendleton *Tribune*, recently was awarded third prize of \$25 for his entry in a national advertising contest. Tackett had no idea his work had been submitted until the announcement and check came in. Harry L. Kuck, the publisher, had submitted one of the regular "kitchen" page advertisements published in the *Tribune*.

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Arthur Rudd of Pendleton is again in the Rocky mountain territory engaged in his personal publicity work on behalf of the Round-Up. Rudd, a journalism student at the University of Oregon, has supplied both of the Pendleton papers, the *Tribune* and the *East Oregonian*, with stories concerning his work.

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The *Western World* at Bandon now has the press which was recently superseded by the new Goss Comet in the office of the Grants Pass *Courier*. Earle E. Voorhies of the *Courier*, son of A. E. Voorhies, publisher, went over to the coast to supervise the installation of the machine.

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A number of special articles written by Miss Jean Strachan, society editor of the Pendleton *Tribune*, have proved interesting to the readers of that paper. One assignment which Miss Strachan did exceptionally well concerned a visit to the Round-Up city of a Civil war army nurse.

—o—

C. C. Chapman, editor of the *Oregon Voter*, delivered the commencement address before the graduating class of the Astoria high school, Friday evening, June 17.

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Ed Hendryx, formerly of the Pendleton *East Oregonian*, was in Pendleton recently on a business mission. He is now city editor of the Baker *Herald*.

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Mrs. Margaret Walker has resigned her position with The Dalles *Chronicle* and is now in charge of the society on The Dalles *Optimist*.

Wesley Fletcher, assistant to Advertising Manager L. B. Tackett of the Pendleton *Tribune*, was caught between Pendleton and Walla Walla near Sax station, just across the Oregon line, in a recent dust and wind storm. Fletcher was stalled, along with other motorists, for 15 minutes or more. When he entered the *Tribune* office Publisher Kuck might easily have taken him for Harvey Bazell, colored janitor. As it was Fletcher not only covered the dust storm but secured the details of an automobile accident which was caused by the storm blinding the driver.

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Harvey Bazell, negro janitor of the Pendleton *Tribune*, was, until recently, supposed to have the deepest voice of all the Pendleton people. His claim was undisputed until Mayor \$ bill Ellis of the Baker pioneer pageant visited the *Tribune* office. When \$ bill spoke the respective typewriters of Crockatt, Kuck, Strachan, Lowell and Tackett could not be heard. According to reports from the *Tribune* office \$ bill could make "Asleep in the Deep" seem like a Galli-Curci aria.

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Miss Lucile F. Saunders, formerly reporter on the *Oregonian*, who recently returned from a year and half in South America, much of which time was spent in the employ of the United Press in Buenos Aires, is now in New York City. Her name is frequently seen over articles sent out from New York by the U. P., in whose office she has a regular position.

—o—

Edward F. Nelson, Associated Press correspondent at Portland, recently visited members of the A. P. at Astoria and plans later to visit other members in the state to get suggestions for improving the service.

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Roy McNeese, formerly foreman in the mechanical department of the Pendleton *Tribune*, is now holding a similar position with the La Grande *Observer*.

Robert O. Case, graduate of the University of Oregon school of journalism, and now editor of the official organ of the State Chamber of Commerce, has acquired a side line. He is editor of the *Rose City Herald*, a sprightly little four-page community sheet, serving those who advertise and come and go in the Rose City section of Portland.

Kenneth L. Binns is the latest addition to the *Portland News* reportorial staff. Binns, recently from Oregon City, has taken over the court house, and city hall beats, replacing Tommy Shea, who was recently raised to the desk. Binns is full of fire and is keeping the copy path warm between the official buildings and the *News* office.

The fish and other wild things out at Bull Run led Fred Boalt and family through an exhilarating two weeks' vacation. Fame may be a wonderful thing, but imagine having to open all the letters that were lying on the *Portland News* editor-in-chief's desk on his return.

Miss Elsie Fitzmaurice, reporter for the *Pendleton East Oregonian*, spent the latter part of July in Portland and Bend. Mrs. Harold Warner, who was formerly society editor for the *Pendleton* paper, was at Miss Fitzmaurice's desk during her absence.

Dan Lyons, journalism student at the University, is filling in on the *Oregon City Enterprise* staff during the summer months. He has been doing some special assignments, and filling in during the absence of Chaz Gratke, news editor.

Howard Elliott, editor of the *Union Pacific Magazine*, visited Portland and Pendleton during the first week of August in the interests of the publication.

James Sheehy, city hall reporter for the *Portland Telegram*, has been taken into the *Homes 40 et Chevaux 8*.

Harry B. Critchlow, financial editor of the *Oregonian*, also writer of the *Citizen Veteran* department of that paper, recently underwent an experience which all but knocked him cuckoo. He joined the *Societe des 40 Hommes et 8 Chevaux*, Portland voiture. The boys had been "laying" for him and what they didn't give him in the way of initiation work isn't in their book. Sunday following, "Critch" hobbled into the local room with a sprained ankle, black and blue spots all over his manly form and an odor that drove all the early birds out of the office. Among other festive acts, the boys smeared his suit with limburger cheese, vintage of '51 or thereabouts. Harry had a reserve outfit ready and hung out the damaged goods on the fire escape. He got even by collecting accident insurance on his policy, according to Portland reports.

Mr. and Mrs. Harve W. Hicks (Mrs. being Leone Cass Baer, dramatic critic of the *Oregonian*) will soon bid farewell to apartment house life. They have purchased a pretty little bungalow on *Willamette Heights*, where they will make their home in the future. Mr. Hicks is a traveling passenger agent for the *Union Pacific* system.

David H. Smith, *Oregon Journal* circulation manager, has been convalescing at Seaside after an illness that for a time gave every member of the *Journal* staff uneasy moments. Mr. and Mrs. Smith were planning a trip through California when the serious illness came upon him.

Far-flung journeys have been the recent lot of R. C. Johnson and Ralph Watson of the *Journal* staff. Johnson made the statewide motor tour with the state highway commission, and Watson attended the grand jury investigations of the night rider activities in Medford.

Guy La Follette, formerly of *Prineville*, is doing some special work on the *Portland Telegram*.

The vacation season has made some happy demands upon the time of members of the *Oregon Journal* staff. For instance, Charles T. Hoge has or shortly will have completed two weeks of work and play in moving into the new country home south of Portland. Earl C. Brownlee, dramatic editor, steered a straight course for Vancouver, B. C., with the family and ferried over to Vancouver island to tour in "the big bear country." H. E. Hunt, Northwest editor, sojourned with his family at Tillamook beach resorts. "Admiral" W. S. Souls, marine reporter, took to the high seas for a voyage to California, and Claude Simpson of the copy desk crew enjoyed much the same experience. Wallace Wharton, automobile editor, spent his vacation getting married and honeymooning at the beach with Mrs. Wharton (Mauna Loa Fallis, *Journal* librarian). Lynn Davis and the Mrs. were guests of friends in the Rogue River valley, and Hyman H. Cohen, market editor, spent his outing period at his summer home in Seaside.

The cheery voice of Vella Winner, women's club editor, is echoing through the *Oregon Journal* office again after an absence of four months. Miss Winner has been at the home of her parents in the interim, having been called to Pasadena, Cal., by the illness of her father, who is reported improved. Miss Winner has resumed her rights and titles, and for the present Miss Hazel Handy, who relieved her, has been assigned to the society desk in the vacation absence of Miss Helen Hutchison.

E. N. Blythe, chief of the *Oregon Journal* copy desk, had a wild and woolly week of vacation and spent it attending the Washington State Editorial association meeting and in visiting a number of Washington newspaper plants. "Ned" accompanied Herbert Campbell, publisher of the *Vancouver Columbian*, and the two of them are reported to have missed nothing.

Though he is just a new addition to the *Portland News* staff T. E. ("Tommy") Shea has proved so valuable that he was asked to give up the court house beat and assume the role of assistant city editor. Previous to this elevation, Shea, as court house reporter, covered the Hecker trial at Oregon City and the Rathie-Kerby hangings at Salem. He had never seen a man hanged before, and though he looked pale the next day and said his heart had turned cold, he "did his stuff." As a sideline, let it be known that Shea has been giving the diamonds about Portland more than the once-over, and has even—but she's a school teacher, so it's all right.

S. C. Morton, editor of the *St. Helens Mist*, has lately finished the excavation for a building for his paper. By a change of plans, the building, instead of one-story, will be two in height, 36x57. Two business offices and two three-room apartments will take up the second story. The building, which will be concrete and tile and will cost about \$6,000, is expected to be ready for occupancy about September 1.

Miss Dorothy Duniway, who for two years was movie and church editor of the *Oregonian*, doing special assignments also, returned home from a delightful trip to Glacier and Yellowstone National parks in time to assume her new duties as assistant registrar and office assistant at Reed college, July 28.

Edgar B. Piper, editor of the *Oregonian*, accompanied by Mrs. Piper and some of the members of the family, enjoyed a trip to Crescent Lake and Vancouver and Victoria, B. C., recently. They traveled by motor. During the outing, they stopped over in Seattle and witnessed "The Wayfarer."

A special department of interest in the *Medford Mail-Tribune* is "The Daily Bank Robbery." The Associated Press leased wire fills it nearly every day.



While touring the country gathering "dope" for the composition of a series of articles entitled "Cities of America," which will be published soon, W. H. Porterfield, member of the N. E. A. and the Scripps-McRae Syndicate, stopped off in Portland, where he was royally entertained by E. W. Jorgenson, managing editor of the *Portland News*. Porterfield found much of interest in the city of Portland and plans to narrate concerning it. Under Jorgenson's careful guidance, he viewed the famous Columbia River highway with all its wonders.

There have been a number of changes in the personnel of the office workers for the *Portland News*. Caroline Morehouse is now stenographer in the circulation department. She was formerly with the Crater Basin-Wyoming Oil company. In addition to her skill in stenography, Miss Morehouse is a promising short-story writer.

The second *Portland News* water carnival was given Saturday, July 29, at the Oaks Park in the presence of thousands of people, and was without a doubt a most decided success from beginning to end. The credit of the affair goes chiefly to C. F. Werner, swimming instructor, and special *News* writer, who managed affairs.

The yawning cavity in Carl Miller's mouth that has annoyed the entire *Portland News* staff for several months, has at last been filled, and the entire staff is at rest. The federal court reporter is out \$30; but what cares he? That's one tooth he'll have for life.

Mr. and Mrs. Melvin Hall have returned to Pendleton after a visit in Portland. Mr. Hall is telegraph editor of the *Pendleton East Oregonian*.

Henry Hanzen of the *Portland Telegram* recently toured Central Oregon to get data on irrigation.

Recuperating from his strenuous labors at the state convention, Elbert Bede is off on a vacation. He and Mrs. Bede and family climbed into the big car the other day, and Elbert stepped on it and turned its nose due east. By this time he's looking them over in the Main street region and hobnobbing with the graybeards who used to pat him on the back and predict with pride that the time would come when Horace Greeley would have nothing on little Elbert. He has left the *Sentinel* in the capable hands of Elbert Smith, who has with him in charge of the news end Miss Dorris Sikes, senior in the Oregon School of Journalism.

Having a car has its good points but along with them are the bad things, even as there are good roads and bumpy ones. Eleanor Pillsbury, who edits the *Woman's Page* of the *Portland News*, has a "baby grand" Chevrolet. The other day while she was driving it, a man bumped into her and smashed the gas tank. In her usual gracious manner, Miss Pillsbury secured the reckless man's license number and invited him to pay for all damage done. He did.

Carl Burgeson, assistant city editor, left the *Portland News* to take an extended tour through the east. He will take a few weeks rest at home before starting on the trip, which he says will be rather a reunion affair, as he hopes to visit all his eastern relatives whom he has not seen for many years.

Everett Earle Stanard, Brownsville author, is working on a 25,000-word history of the pioneers of Linn county. Mr. Stanard has been making an intensive study of the county and its pioneers. He expects to spend several more months on the work.

Leslie E. Gibbs, of the advertising department of the *Pendleton East Oregonian*, has purchased a residence on Washington street.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

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No. 1

## NEWSPAPER GROUPS AND FOREIGN ADVERTISING

By W. F. G. THACHER

PROFESSOR OF ADVERTISING IN UNIVERSITY OF OREGON

*[Mr. Thacher made a trip east last summer in the interest of Oregon newspapers in general and a selected group of dailies in particular, to get Oregon publications in the closest possible touch with the large space-buying agencies of the country. The article which follows covers one phase of his observations on his trip. Mr. Thacher is making a full report to the group of dailies which he represented on his trip.]*

IN ANY consideration of newspaper groups, distinction must be made at the outset between actual organizations, born of a common interest and included within a distinct territory, and those promiscuous "lists," of which the A. P. A. is a type, and which are formed, obviously, not through any consciousness of solidarity felt by the members themselves, but through the efforts of outside interests. Concerning this latter kind of organization, the writer, in this connection at least, has nothing at all to say.

The bona fide organization, which is the outgrowth of the direct expression of common needs, common interests, common purposes, is a somewhat recent phenomenon in the newspaper world, and has in it much of importance for all progressive newspaper men. This tendency to organize is, of course, in line with the trend toward combination in all kinds of modern enterprise.

These groups exist in various parts of the United States. There are the Connecticut group, the Ohio Select List, the Michigan group, the Wisconsin League, several in the South, an organization of weeklies in Montana, and others less known. These groups, as a rule, have

come into being somewhat as did our own Editorial Association, and existed first as a clearing-house of ideas, with occasional meetings, programs, etc., with some attempt to improve newspaper conditions by influencing legislation, introducing cost accounting systems, raising ethical standards and similar undertakings.

### IS THE GROUP EFFECTIVE?

The most recent development in the activities of such organizations, and the one in which the writer is especially interested, is the application of the "group" to the problem of "foreign" or national advertising.

In this respect, is the "group" effective? Are they getting anywhere? Do the newspapers forming the group get more advertising from the agencies than they would if they were not members of the group?

The writer put these questions to some forty of the space buyers in the largest advertising agencies in the United States, and received various answers. That is but natural, however, as agencies differ as much as individuals in their responsiveness to solicitation. Many of the space buyers with whom I talked an-

swered at once, "The newspaper groups? They're not getting anywhere. We never use them. We have our own plans, our own sources of information, and we are independent of such efforts."

But these men did not compose the majority of those I interviewed, nor were they, in my estimation, the most intelligent of the lot. The more thoughtful of the space buyers—those who could see the situation outside of their own job—answered something like this: "I believe in these groups. Most of them are new and are yet floundering a bit, trying to find the best way of obtaining results. But they are making a distinct impression. It is true that we rarely, if ever, use a group in its entirety. But the group commands attention where the individual would not. The most important work that the group can do is in the way of promotion. We, as advertising men, are just as responsive to good publicity as anyone else. If a group puts over a vigorous publicity campaign, it has a very measurable effect on the agency men. A group can get farther than the individual members of the group acting independently. Yes, I believe in them."

An exception to the statement that groups are rarely used in their entirety is found in the "Ohio Select List." This organization, composed of larger cities in a compact territory, is a favorite "trying out" ground for marketing and advertising efforts. Its nearness to a great distributing center (Chicago), combined with a uniformity of conditions, makes it an ideal field for testing a new product with the merchandising and advertising plans that have been formulated for its sale.

The association that presents the best example, perhaps, is that of the Wisconsin group. The conditions surrounding this group, including the size of the communities and the general economic and social character, are more like those in Oregon than are those in other groups of which the writer has some knowledge.

Furthermore, the "Wisconsin Newspaper League," as it is called, is a pioneer in movements of this kind, and is today taking the most vigorous and progressive steps toward obtaining more foreign advertising for its members.

The latest, and by all odds the most important venture of the Wisconsin league, is the creation of a merchandising department, with a manager of long experience in such work, the purpose of which is, to use the words of their own publicity, "to *merchandise the state of Wisconsin*." This means, of course, to promote in every way possible the interests of advertisers in the newspapers forming the league, to collect statistical material, make trade investigations, secure dealer cooperation, obtain window displays, assist salesmen to cover the territory, check up on results, and aid in every other way possible.

This undertaking is simply an attempt to do for a group what has been done, and with very great success, by great metropolitan papers. It is too early to say what success has attended the attempt so far. It may be—probably will be—that a year or two may pass before the plan has proved itself. This much seems sure: the *principle* is sound; and if the principle is sound, failure can come only through mismanagement or failure of the newspapers to cooperate. The latter, according to the secretary of the League, who has been identified with the organization from the beginning, and is largely responsible for its success, is more likely to occur than the former. It is far easier to find a successful manager than it is to keep a large group of newspaper publishers working in peace and harmony.

The undertaking of the Wisconsin League is a highly important experiment. The writer of this article is himself intensely interested in it, and will be glad to keep the newspaper men of Oregon informed of such developments as they may appear.

# OREGON AN IDEAL PLACE FOR THE COUNTRY NEWSPAPER

By N. J. LEVINSON  
ASSOCIATE EDITOR PORTLAND TELEGRAM

[Paper read by Mr. Levinson before the 1922 Convention of the Oregon State Editorial Association.]

**Y**OU may be asking yourselves why a man who has passed most of his working years in Portland would presume to speak of Oregon, outside of Portland, as an ideal field for the country newspaper. To plunge into my topic, I make bold to say that Oregon is the best field I know for a daily or weekly whose editor wants to shoot straight always. I base this fact, or opinion, if you wish, in part on the civilization of Oregon as I have seen it; in part on what I have absorbed by contact with several intellectual and spiritual leaders; and in part on occasional excursions into Oregon history.

Of course, I have to assume that I am speaking to a group of men who in good faith intend to keep their pledge, made some months ago, to conduct their newspapers according to the code laid down by the Oregon State Editorial Association—to respect it as a guide in spirit, if not in letter.

In one respect, the civilization of Oregon differs from that of any other section of the Union,—for that matter, from any other part of the world,—for this is the only country where earliest permanent settlement was made by missionaries. In all other new countries trade followed the flag, and the missionary followed the trader, but in the "Oregon Country" the missionaries who undertook the work of carrying Christianity to the Indians declared that the only way this task could be accomplished was for the missionaries to attach themselves to the soil to build homes, rear children, and plant and reap crops.

In the first heavy immigration, particularly that of 1843, the American spirit was joined with the missionary spirit. The immigrants who founded an American state at Champoege were a religious people. Most of them were the progeny of men and women to whom the Bible was a rule of conduct, and whether they had received the benefit of the higher education or stopped with the elementary grades, they had well-grounded ethical principles. They drew a sharp line between what is right and what is wrong, and though they differed on many things they were at one on doing the right thing between man and man.

It would be foolish for me to declare that the people of Oregon in the mass are better citizens than you will find in the other states west of the Mississippi, but I venture to say this, that there is a larger number of men and women in Oregon, in proportion to the whole population, imbued with the pioneer spirit than in any other section of the United States.

## ENVIRONMENT IS FAVORABLE

About forty-two years ago, soon after I came to Oregon, President Hayes, while he was still in office, visited Oregon and spoke in the principal cities. He praised our great mountains and broad rivers and tall trees, and he said that no people brought up in such environment could be a mean people. And he was right. The three generations who succeeded the early pioneers have the inheritance of good blood and the ennobling, continuous influence of majestic nature. The members of this association are co-workers of the

second and third generations born on Oregon soil, and without flattery, I may say that those of you who have not already taken leadership are bound to rise to it if you make good use of your opportunity.

While I have no means of proving it by sets of figures, I know that the percentage of Oregon stock in western Oregon is fully one-fourth of the total population; in eastern Oregon, somewhat less. The population growth has been slow as compared with Washington or California. Take Portland, for example. The pioneer influence there is probably ten times greater than the pioneer element in Seattle. As between Pendleton and Walla Walla, the difference, if any, is small. Tacoma hasn't one per cent of pioneer stock. The Willamette and Rogue river valleys are comparable with Sacramento valley—all three have a heavy percentage of pioneer stock, and all three have developed slowly. In strong contrast, southern California is practically without pioneer influence. The same may be said of Everett, North Yakima and other considerable cities in Washington.

#### ARGUMENTATIVE, BUT TOLERANT

They who founded Oregon and built up the commonwealth until the era of trans-continental railroads a generation ago were a controversial people. They delighted in intellectual and political conflict, and clashes of opinion for opinion's sake, but they were a tolerant people. They respected honest opinion. Even in the late '50s, when the issues which brought on the Civil War divided the territory into two camps of nearly equal strength, the men on one side did not regard their opponents as horse thieves. Several of the leaders on either side had been comrades in arms when they were fighting Indians only a few years before. The wounds of the Civil War healed more quickly than they did east of the Rockies, and passions were not so long lived.

Never since the earliest days have men been punished for honest opinion. Those

who controlled newspapers could always afford to be independent if only they were honest. Subscribers would quarrel with the editor, and in argument might be rough, but they did not boycott his shop. So it is today. The prevailing Oregon spirit is the spirit of fair play. In times of excitement, an editor may offend one or another small group and temporarily lose support, but if he pursues his straight, honest course, he will win it back. Could a director of a newspaper who above all things desires to maintain his self-respect and independence wish for a better field than a community largely made up from and influenced by Oregon pioneer stock?

#### TRADITION HELD SACRED

If time were available I could entertain you with historical instances of personal wrecks among men of over-average ability who, coming to Oregon with a sense of leadership, failed because they could not adjust themselves to the Oregon spirit. Often these men tried to impress the old-timers with the idea that their way was the best and the only way, and they wished to dominate. Oregon's invariable response was something like this: "Work *with* us; not *above* us. We will co-operate in anything and everything for the benefit of the commonwealth, but you've got to respect our slow and safe ways and our traditions. After you have proved yourself, we will give you leadership, and then follow it." The list of failures includes college presidents, teachers, preachers, editors, publishers, politicians, social workers, and unclassified uplifters. Some of them became submerged, and others sought other fields, but not one of them attained high place. Those who sensed the Oregon spirit—the pioneer spirit—and remaining here, imbibed it won success.

#### OREGON WAY FOUND GOOD

Newcomers settling in Oregon who did not aspire to leadership, yet desired to take part in normal activities, naturally  
(Continued on page 14)

# WRITING FOR THE TRADE PRESS

By ALFRED POWERS

[Mr. Powers, assistant director of the Extension Division of the University, is himself a writer for trade journals and speaks from personal experience in much of the following article. He was last year a member of the faculty of the Oregon School of Journalism. He discussed this subject at the 1922 convention of the Oregon State Editorial Association.]

**A**LMOST every newspaper man likes to contribute occasionally to some publication other than his own. The man who has to write all the time for other men can think of nothing finer than owning his own sheet and being in a position to appraise, exclusively, his own material. Conversely, the man editing his own paper gets to hankering after a while to try out his own stuff on somebody else.

I think this generalization will hold water. I used to see it evidenced in this state by the booster articles and the local features appearing in the Portland papers. The by-lines to those contributions included many names listed as publishers and editors of the daily and weekly papers of Oregon.

So far mention has been made only of the editor and the publisher. His urge is mostly literary and creative, the normal desire to ring the bell in an editorial office other than his own. The reporter also has a desire for publication outside the home columns. His urge is financial. For him regular news correspondence used to furnish a supplementary income.

## ANOTHER OUTLET NEEDED

But the editor has had his opportunities for expression curtailed by the death of the booster article and the waned popularity of the state feature, and the reporter's correspondence is cut to the bone so that his monthly string doesn't mean much wampum.

In the former case another outlet and in the latter an additional market is needed. I am venturing to suggest trade journalism.

Certainly, in Oregon it is a field that is not over-crowded. Much good material now going to waste is available for him who recognizes it when he sees it.

When you write a "Hunch" or a "Dollar Puller" or an article or a news story, for *Editor and Publisher*, you are writing trade journalism. If you are anyway near as close to other trades and businesses and professions in your community as you are to your own, there are a hundred papers for which you can write as easily as you can for *Editor and Publisher*.

## SOURCES OF ARTICLES

Sources of material for trade journal articles may be divided loosely into five classes—personal experiences, interviews, casual, synthetic and newspapers. This is not a scientific division as some of the classes overlap, but it will serve to give a brief idea of the kinds of material to be found.

The sporting magazines, with their accounts of hunting and fishing expeditions, and the back section of *Popular Mechanics*, contain many articles, the sources of which in a majority of instances were personal experiences. This is one way at least that even humble biography is marketable, but it is about your practical doings and not about yourself that you must write.

The interview is the experiences of the other fellow and is a much richer source. The newspaper man will have good training here, but the trade paper interview is different from that of the newspaper. How he built up his store, how he made money raising onions, not from the pop-

ular viewpoint, but from the viewpoint of other men who are striving to build up stores and to make a stake raising onions. There probably isn't a town of five hundred people or more in Oregon that hasn't at least a dozen sources of this kind within it. Interviews that would keep other men in the same work and that are therefore saleable.

#### CASUAL AND SYNTHETIC SOURCES

The casual sources may be said to give the material that you are not looking for but that you recognize and use when it comes accidentally within your observation.

For instance, if you happen to see a grocery wagon delivering to a party of picnickers in a part a few miles out of town and write it up for a grocery magazine, you would be profiting by the casual source.

The synthetic source is stimulative to the writer with imagination and with industry in gathering material. Books have been based on some interesting idea and expanded to fullness by the synthetic method, like "poor boys who have become famous," "unhappy love affairs of great men." Someone with a penchant for research and with the facilities of a good library available, could write a series of articles on "The Sons of the Presidents." More typically in the trade field would be a writeup of the motorboats in Crater Lake and Lake Tahoe, under some such title as "Motorboats, Up Above the World So High." Statistics and summaries come under this classification. The synthetic trade journal article if based on an interesting idea and well prepared, will sell readily.

An abundant source for trade journal material is both the news and advertising columns of newspapers—your own and those of others. Of course, if every newspaperman were a trade journal writer this source would be limited, but there will be unused tips in other men's papers for some time to come. Suggestions in outside papers must be followed up usu-

ally by correspondence. This cannot always be successfully done. Many tips will go to waste because of unanswered letters, but a surprisingly large number will bear fruits in the way of detailed information and pictures. Not only the big stories, but such small items as a man catching crawfish with mousetraps and a new postmaster beginning his administration by painting the postoffice, are worth following up. Frequently the advertising columns are just as rich in suggestions, for most of the trade journals use articles dealing with effective advertising in the fields they cover.

A trade journal article should answer affirmatively the question: "Will it be helpful in any way to the man who reads it?"

Many of the very small trade journals pay nothing. Almost any of the better ones pay rates equal to those of a metropolitan newspaper. A considerable number pay a cent a word. Not all are in the market, but there are enough so that a trained and industrious writer will usually find it possible to build up a profitable clientele.

When the day's work for Miss Eleanor Pillsbury (Cynthia Grey), ends at the Portland *News* office, the young woman does not go home, throw herself down upon a lounge, place a box of chocolates at her side, and rest. She drives home trying to hold down to the speed limit, swallows a bit of dinner and proceeds to Jefferson high school, where she conducts three night school classes.

An odd thing about Miss Pillsbury's night classes is that Marian Sibley, girl cub reporter, reports to one of them. When Marian reached Room 16, Miss Pillsbury's haven for commercial arithmetic, and saw who her teacher was, she yelled out "HELLO, ELEANOR!" A fixed stare squelched her and now, after the *News* desks are cleared for the day, Eleanor is lost in the didactic Miss Pillsbury.

## SOME OBSERVATIONS ON HEAD-WRITING

[Paper read by George Turnbull, of the Oregon School of Journalism, at the 1922 convention of the State Editorial Association.]

**E**VEN if it were possible to tell you ladies and gentlemen in twenty minutes all there is to be said on the subject of writing headlines, it would not be necessary. All of you know something about it; many of you know considerable about it; some of you, I suspect, know about all that is really necessary about it. And yet, it is sometimes beneficial to hear what someone else has to say about a subject; even if he happens to be wrong in some of it, he may cause his hearers to think a little more closely on the subject than they had thought before.

Most of you are familiar with a long list of do's and don't's regarding headwriting—and it seems there are always so many more don't's than do's. In all probability I shall pass very lightly over many of these and omit some of them entirely.

There is necessarily considerable difference of attitude toward headlines in the weeklies and in the larger dailies. The attitude of the smaller dailies and the larger weeklies is essentially the same. The weeklies are, in most cases, read "from kivver to kivver" by the subscribers. There is therefore less need for the headline to "sell" or "advertise" the article that follows than in the larger papers. The smaller publisher knows that his paper will be read through, by the majority of his readers. May I make here the suggestion that he sometimes takes advantage of this fact by failing to give his readers the readable, neat-appearing newspaper to which they are entitled and in which he himself should take professional pride? The larger paper, with its wider and more diversified circle of readers and necessarily greater diversity of material, must save its readers time by giving each article the head which best describes it. Good heads should in the

larger papers help the reader decide what not to read as well as what to read. No busy man or woman can or should read all of a 28-page, 8-column paper, and the newspaper makers have no other idea on this point.

### READ IF THEY HAVE COLOR

Before we can get very far in the discussion of newspaper heads, we ought, it seems, to dispose of the question, "Are heads read, anyhow?" One answer might be, Yes, if they have enough color. But, seriously, there are only two answers to this question: One is yes, and the other is no. Without any definite statistics to back the assertion, I am going to venture the statement that it is almost impossible to begin reading a story in a newspaper without reading something of the head. The human mind has natural curiosity about the names and titles of things, and a commendable tendency to begin at the beginning, even if some skipping is to be done in the middle. Try it some time. Try to read a headed newspaper article without reading some part of the head. If you can, in all probability the head is too small or unattractive; there's something wrong. Now, if an article is short and the head is small and easily caught in one glimpse the whole head will be read. If the head is large and made up of several long sections, the chances are against its being read through by the average patron of the paper.

In the case of the larger papers, particularly, however, there are thousands of so-called headline readers who read very little of the stories but confine themselves almost exclusively to the headlines. These are, obviously, the most careless of the readers, who are willing to remove themselves one step from the actual news to someone else's interpretation of it. This



class of readers, in the main, too, read so carelessly that they often get not the impression for which the desk man was striving and which, in spite of the obstacles thrown in his way by the combination of large type and narrow columns, he usually gets—but something entirely different. This, of course, is not the newspaper's fault. However, it may have a bearing on the next question:

#### HEADS "SELL THE STORY"

Should the heads be written for the reader who does not read the story, or for the reader who does? Again I'm going to venture one of my own opinions: the newspaper heads should be written in such a way that they will give an accurate idea of what the story is about but should stop short of completeness. They should, as it has been so well put by a writer on the subject, "sell the story." A head which is complete to the minutest detail will not tend to have that effect. In general, the main points should be told, and they should be told rapidly and attractively; but the minor details have no place in the head. The reader who wades through a mass of such details in the head has no desire to get the same material over again in the story. He will expect, naturally, a certain repetition of the main points, but anything more simply bores him, and one of two things happens—the reader becomes a headline reader exclusively or he forms the habit of skipping the petty detail in the head. Neither one of these courses is good for the newspaper. If the reader becomes a head-reader only, he gets very little from his newspaper and will tend to think little of it, and, on the other hand, if he skips the lower decks of the head, they become, virtually, so much wasted space.

#### LONG HEADS DISAPPEARING

Some day the newspapers are going to have more exact information on these points than they possess today. It is interesting, however, to note that the tendency seems to be away from such long heads. Remember how the Chicago *Trib-*

*une* gradually cut its head down from four- and six-deck affairs to two-bank heads with often not more than a dozen or fifteen words in all. Only yesterday I clipped from an Oregon newspaper an article containing 65 words on which was a head containing sixty. In column inches the head was twice as large as the story. I had to force myself to read the last twenty words in that head.

The principal purpose of a heading, it is quite generally agreed, is to give a clear, sharp, attractive index to the story. Clearness, understandability, is the first requisite of a heading. Writers usually put "punch" first; but there can be no punch without clearness; the punch must be delivered to the right spot to be effective. In this connection, some newspapers are handicapping themselves by adopting too big a type for their key-lines or top decks. This leads the head-writer to a frantic search for four- and five-letter monosyllables in which to express ideas.

#### PERIL IN SHORT WORDS

When this can be done, it is often preferable to the longer, more leisurely expression. But often it cannot be done; the short, strong word does not always carry the needed shade of meaning and it leads to such things as an overuse of our old friend *probe* for every sort of investigation. Some of the papers in desperation barred this word and now they are looking with darkened brows on its successor—*sift*—which is a letter and a half shorter. It leads also to abbreviations and contractions, which are often bad. One good weekly paper lately had a story about a commercial club. Neither the *New York Times* nor the *New York World*, published in a city where more or less typographical display in headlines is easily explained, finds it necessary to use on the first page type too big to permit the phrase Commercial Club on one line; but this paper, through the short count available, was forced to the contraction Com'l Club, which is unfortunate.

The headwriter's whole life is one long hunt for short words; but he ought not to be overburdened in this way. The recent cutting down of column widths from 13 ems to 12½ and now to 12 ems has not tended to reduce his troubles.

The headline writer in lining up his short words to form the head often forgets that a head which is perfectly understandable to him, who has read the story, will not be clear to a reader whose natural inclination is to read the head first to find out what the story is about, rather than to reverse this process. You remember Samuel G. Blythe's recent example of the eight-column line in a Washington paper which informed the puzzled world that "Oyster Bars Jam Probe." If you didn't read Blythe's story, try yourself out as a reader of cryptograms. "Scouts Claim Kaiser Is to Blame for War" and "Nurses Hope to Win Game" are two more classical examples of a head which, perfectly well understood after a reading of the story, might confuse the reader thus unprepared.

#### "DEFINITE AND CERTAIN"

Our heads as indexes should be definite and specific. When the council meets, for example, it is reasonably sure to do something worth putting a head on other than just "City Council" week after week. "Graveling of East Quincy Ordered by Council" is the way one of our well-known weeklies put this over. "City Will Build Lighting Plant" was another. Newspaper men know what is meant by the phrase *label head*. A good many do not realize that the head "Council Held Meeting," though it does, true enough, contain a verb and an object, has no particular advantage in meaning over the mere phrase "City Council." There are verbs and verbs. The mere presence of a verb in a head does not make it a better head than one without it, unless the verb is a good verb of action and is used to tell the principal or most interesting action the story affords. The same head draws attention to another suggestion. Probably few of

us here need it; but *the present tense is the live tense in heads*. The present and the future are the two good tenses. The past is dead, except for historical events which should be kept in the past tense. It is not good form, is it, in chronicling the death of a Civil War veteran, to have in the course of the head a phrase like this: "Sees Lee Surrender" or "Hears Lincoln Inaugural"? These tenses serve to give the reader the idea that while these events may not have happened today, they were at least recent. And yet I have worked on one particular copy desk where the dealer used to turn such heads back to me when the past tense had been employed and tell me that the present tense was the style on that paper. Of course, I gave him the present tense; but I think the paper looked ridiculous in those particular heads.

#### "KILLING THEM TWICE"

Death and marriage heads give trouble. They bother the small papers the most. The big paper can group all the marriages and deaths under classified heads and put a regular heading only on the ones of much importance. But in a town of 1,000 every death is interesting to all the readers; every marriage, too, and they are often first page material. In death heads a common failing is our proneness to kill the victim two or more times in the same head. Thus

"John W. Smith Dies, Aged 85"  
is followed in the next deck, or bank, by  
"Pioneer Succumbs at an Advanced Age."

Surely in his 85 years he must have done something; surely his illness must have been either long or short. Not very hard to avoid this sort of headwriting.

A head, like a story, should march, not mark time. Most papers which give any attention to the matter have a hard-and-fast rule against the repetition of important words in any given head. This rule, usually, is rigidly observed. But another rule, really more important, is violated much more frequently and often

gets past all the watchdogs into the paper. Thus we have:

**"PUSSYFOOT" JOHNSON  
URGES PROHIBITION**

**Anti-Saloon Campaigner Would End  
Liquor-Selling**

Here is a head which is much worse than one which merely repeated the word Urges or Prohibition or Saloon or Liquor. The second deck says exactly what the first one says, in different words—no advance, no march. The whole head, incidentally, represents no advance over a number of previous heads. The new thing in the story must be sought out and played up. Why not quote something striking he said?

**GUARD AGAINST MONOTONY**

While the head of a story should, as a rule, be written on the lead, better heads and an improved effect will result if the words of the lead are not picked out bodily to build the head. This gives the reader a disagreeable sense of repetition. Thus, in a recent edition of a New York paper we have, in a crossline in the top head, "Republicans Are Silent," then in a subhead, "Republican Senators Silent," and in the body of the story the word silent occurs describing the condition of the republican senators. This is not serious, but improvements in heads will result if the idea of the story, rather than the exact words, is used in the head.

This leads to the point that the purpose of the head is not only to give an intelligent index to the article, but also to add to the enjoyment of the reader. We shall assume that the head is true and accurate; there is something more demanded; it should be attractive and distinctive, and in that way should be pleasing to the reader. We should pick the distinctive and attractive way to tell the gist of the story; and this should not be freakish. You remember the South Dakota editor who rhymes his headlines. When a young woman eloped a few months ago he wrote

a facetious head in rhyme about it. A paper should maintain tone and dignity. Alliteration when forced is disagreeable; you remember the notorious "Jerked to Jesus" head on a hanging, which was regarded as smart in Chicago a generation ago. The tone of the head should be the same as that of the story; there should be harmony in spirit as well as in statement. "Never put a jazz head on a serious yarn" is the way one of my good students expressed it one day.

The head should go just as far as the story, and no farther. It is an error to say Smith to Resign as Postmaster, when the story says he may do so or is considering it. The head-writer is not permitted to draw conclusions from the facts in the story. If he believes such conclusions should be drawn it is his business to see if they cannot be drawn in the story by someone in a position to do so.

Some of the smaller papers seem obsessed with the idea that the time when an event happened must be put into the head. Thus we have "Pretty Wedding Last Evening" when the names of those married would have been much more interesting than the time. And we have "Wm. Jones Dies Monday," giving the impression that the interesting event has been arranged for next Monday, when as a matter of fact all we are trying to do is to convey to the reader the fact that he has now been dead four days—which is of slight interest compared with other points that might have been included.

The future tense, on the other hand, is important. There is great human impatience for the time when anything is going to happen. It is good service to your readers to give the time of important meetings or of the things of interest or importance which the readers may want to attend or to keep track of.

Most metropolitan papers and many of the carefully edited papers in the smaller communities have a rule against starting any deck of a head with a verb. On the

*(Continued on page 15)*

## NOMS DE GUERRE BARRED

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These are evil days for our old friend Pro Bono Publico. Veritas and others also seem to be in straits. Within the last few weeks the peculiar complexion of things political in Oregon has driven at least two newspapers to insist on the publication of the name with the communication, while many others are limiting closely the space to be consumed.

The Eugene *Guard* recently published the following editorial warning: "Owing to the peculiar character of the issues, and especially the interest evoked in certain quarters, the *Guard* will publish no communications during the campaign except those which have the true name of the writer attached for publication. This rule will be adhered to without exception or favoritism."

The Ashland *Tidings* went one step farther. In the course of the fall municipal campaign in Ashland the *Tidings* printed the following editorial, which is self-explanatory:

"There are two complete tickets in the field at the coming municipal election. The advertising columns of the *Tidings* are open to both sides on exactly the same terms. All matter used as advertising must be so marked and made to comply with the Oregon corrupt-practices act. The charge for such advertising will be 30 cents the inch for display and 10 cents the line for reading notices. . . . The forum column will be open to the advocates of both tickets at 10 cents the line, and the articles must be signed by the writer and marked advertising. The editorial column of the *Tidings* will be used by the editor in advocating the ideas which he thinks should prevail, without charge to anyone.

"This statement is made so that there may be no misunderstanding as to the attitude of this paper in relation to supplying political publicity to all citizens who desire it."

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### Writers Like West

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With the slogan "Let 'er Book," a party of "Rough Writers," namely George Palmer Putnam, Wallace Irwin, George S. Chappell, Ruth Hale, Walter Trumbull, Charles Hanson Towne, Hubbard Hutchinson, Frederick O'Brien and John Held, Jr., came out of the East in September and witnessed the glory of the West at the Pendleton Round-Up.

Pendleton's prominent citizens, dressed in full Round-Up regalia, met the party at Huntington, where not only courtesies but shirts, boots and hats were exchanged, the visitors donning the colorful garb of the cowboy and giving to the reception committee the drab garments of Fifth avenue.

The authors, after being extensively feted, declared themselves bewildered by the wonder of it all and added that their first official act would be to delete from their writings the words "dry and arid," applied to the West. All gamely bestrode horses in the Round-Up parades, and John Held, who in his boyhood rode the range near Salt Lake, made a spectacular ride on that notorious bucking bronk, Gray Eagle.

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The *Oregonian's* new music critic is Mrs. C. Hilton-Turvey, recently of Philadelphia, who is editor of the *Music Lovers' Magazine*, a new Portland publication. Mrs. Hilton-Turvey is a composer of music as well as a critic. She is the author of books of fiction and also writes for a number of story magazines.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## THE NEWSPAPER DIRECTORY

OREGON EXCHANGES is preparing for publication in its next issue a directory of Oregon newspapers. It is hoped to make this as complete as possible, and to that end the co-operation of every editor and publisher in the state is necessary. Most of them have replied with sufficient promptness to have made possible the publication of the directory in this issue of EXCHANGES, but others have not yet filled out the blanks sent them, making necessary the holding over of the directory until next month. The blank provided is merely advisory, and each publication whose particular organization or set of office titles does not correspond with those marked on the blank is at liberty, of course, to ignore the form entirely and send in the information in any form it desires. It is earnestly requested that all send in the information and that any changes since the blank was filled out be sent the editor of this publication, who will make the necessary changes before the list goes to press.

It is the intent of OREGON EXCHANGES to publish the directory annually. Any changes made in its form or content will be those feasible ones which seem to be of most value to the readers of this magazine.

How many publishers pay any attention to the typographical appearance of their papers? More, in all probability,

than ever before; and yet a glance through the papers reveals many still lacking in typographical neatness. Type faces for a newspaper should be selected with more care than furniture for a house. Expert typographical judgment should be called in; counsel taken with printers who know; observation made of papers that attract. Some of our typographical combinations still suggest the red shirt with the green-and-yellow necktie; the styles clash in mortal combat. Having selected the types that harmonize, the next thing is a proper arrangement of sizes and of white space. Next, the matter of correct composition and of keen-eyed proofreading, and we have an exterior that is worthy of the sharp pen-pictures of the newswriters and the clear-cut ideas of the editors.

Newswriting style makes interested readers. Interested readers increase circulation. Increased circulation brings more advertising. More advertising brings more money with which to pay reporters who have newswriting style.

Don't forget that OREGON EXCHANGES is your medium, not only for newspaper news, but for the expression of opinion on questions of special interest to the profession. The editor is unwilling to depend on his own ideas; he wants yours. Send them in.

"In the country . . . the farmer reads the paper, line by line, all the way through. Then his wife and their son and daughter read it. And the hired man reads it. And each article is discussed among them. The paper is . . . in all probability read again before the next issue appears. The enormous influence of the country editor and his weekly paper is thus obvious."—Nicholas Murray Butler is thus obvious."

—Nicholas Murray Butler.

## Conference to Open Building

The long ambition of the School of Journalism to entertain the Annual Newspaper Conference in its own home and amid its own surroundings bids fair to be satisfied at last when the Conference for the current year convenes.

In the plans for the School of Journalism building, now under construction, provision has been made for a large lecture hall, 30 by 50 feet, and the architect has borne in mind the special needs of the Conference and attempted to furnish the most convenient possible quarters for the annual meeting.

The program committee, consisting of Lee Drake, of the *Astoria Budget*, Elbert Bede, of the Cottage Grove *Sentinel*, and Dean Eric W. Allen, have under consideration the fixing of the date for the Conference. While the architect promises to turn over the completed building on January 8 if no delays are met with, the committee is anxious to make sure by setting the date somewhat later than usual, and February 22, 23 and 24 has been suggested. Unless legislative or other considerations intervene, that will probably be the time of the Conference, coming as it does at a convenient time in the month, and with a legal holiday to make it easier for the members to leave their offices for the three-day session which was demanded by resolutions passed last year.

At the Conference, occasion will be taken to dedicate the new building with simple exercises. The large Assembly Hall will probably be named Editorial Hall after the Oregon State Editorial Association, with which the winter Conference is closely allied.

## Telegram in New Home

The Portland *Telegram* began on October 4 moving into its new building at Eleventh and Washington streets, Port-

land. The paper is now being issued from the new home as if it had been there always. Not an edition was missed during the period of moving and every edition was gotten out with the *Telegram's* own equipment.

One of the large presses was first moved, the other being held at the old location in the Pittock block until the one first moved had been installed and adjusted. Six new linotype machines were installed in the new building also before any other equipment was moved from the Pittock block.

Then the other machines and composing room, stereotyping, engraving editorial and business office equipment were moved from the old site on Saturday and Sunday, October 14 and 15, and on the following day the personnel "showed up" at the new home for work.

The new equipment also includes a color attachment for the presses, electric metal pots replacing the old gas burners on the linotype machines and additional news room furniture, the most striking piece of which is a new seven-man copy desk with slot in middle for chief copy reader.

Albany also has its "Rough Writers." Charlie Alexander, editor of the Sunday *Democrat*, and Albert J. Wetjen, of Eureka, Cal., recently took a Ford trip to Central Oregon to gather material and local color for Mr. Alexander's forthcoming novel. Mr. Alexander, whose stories have been appearing in *Blue Book* and will soon make their debut in *Collier's*, is rapidly gaining national prominence as an artist, and his work has attracted the favorable comment of some of the leading critics of the country. Wetjen is a native of England, a graduate of London University and a literary artist. He was broken into American literary style by Alexander and has since achieved success with several of America's leading magazines. Mr. Alexander's story in *Collier's* will be entitled "Ump," written about a little dog on the U. of O. campus.

## Oregonian Enlarging Its Broadcasting Station

A powerful broadcasting station of the latest Western Electric type is being installed by the *Oregonian* to replace the present low-power apparatus. It is expected that the new station will be in operation some time in November. Under ordinary conditions the new station will reach a radius of 1,500 miles, and when atmospheric conditions are ideal, the radius will be much greater.

A suite of rooms is being fitted up in the *Oregonian* clock tower to house the new station.

The studio in which the entertainers will sing or play before the microphone will be equal to that of any in the country today. Heavy draperies and carpets will cover both the walls and floors to prevent echoes from impairing the quality of the transmission.

High steel latticed towers, one on top of the *Oregonian* clock tower and the other on the roof of the Northwestern Bank building several hundred feet away, will carry the antenna spread nearly 300 feet above the streets.

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## Oregon An Ideal Place for the Country Newspaper

(Continued from page 4)

noted the old timers' ways, and naturally made comparisons, often oral, with the way the same things were done in Oshkosh, or Boston or Kalamazoo or Kansas City, but before many years they learned that the Oregon way, though leisurely, was just as good, and that the older residents were just about as worthy as the folk back home. Oregon assimilated them, and in the process of assimilation, the old Oregon stock was improved.

Let no one think that the breed of pioneers did not familiarize themselves with the changes in public thought the past fifty

years or that they did not prepare their minds to fall in with the march of progress. As one instance, take the new constitution adopted in 1920. The first steps toward establishing the principle of more power to the people were taken in the home of the Llewellyns, pioneers of the early '40s. The other day I had a talk with W. S. U'Ren, and he told me that he never could have made a start with the new constitution except for the counsel and the driving force of the group of pioneers who were associated with him.

### CHECK AGAINST RADICALISM

This is not an occasion for discussing politics, yet I can violate no propriety when I say that the pioneer spirit has been a very potent influence in preventing the adoption of extreme radical measures which were submitted to the people. I think we may confidently trust that with your aid, Oregon will never enact a destructive law.

It was my good fortune many years ago, before some of you were born, to get into touch with the pioneer spirit of Oregon, and to be guided by it, and most heartily I felicitate you on having chosen to pursue your life work in this excellent field. Your material rewards may not be so large as they might have been in other places, but you are certain to have high reward in the confidence, the support, the respect and the fellowship of righteous men and women.

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The very best edition of the Doughnut-Wogglebug in years, from the point of view of the *Oregonian* local staff, was the one issued recently announcing the inauguration of an information department in connection with the library-morgue. Queries, and they come to the *Oregonian* in large batches, were formerly doled out to the reporters to be answered. These, together with telephoned questions, are now handled by Miss Mary Trowbridge, librarian, and her new assistant, Mrs. G. S. Thoman.

## Some Observations On Head-Writing

(Continued from page 10)

whole, this seems a good rule, although there are times when it seems to deaden the head by giving undue prominence to a person not well known rather than an act which is spectacular. "Leaps Into River; Drowns," has much to be said for it as compared with "Man Leaps Into River; Drowns," or "Leap Into River Is Fatal." The *New York Times* and the *New York World* have no compunctions against the verb as the opening word of the head or any deck of the head. The *World* appears to do too much of this and is not always particular to bring the omitted subject of the verb into the next deck of the head. The *Times* does it less frequently and is more particular about the subject in the next deck, which is really an important consideration. Notice this one from the *Times* of recent date:

**"KILLS SUBWAY THIEF  
AFTER LONG CHASE**

**"Detective Sees Trio Search Sleeper, Then  
Dash for Train and Temporarily Es-  
cape.**

**"Rides Four Hours After Them**

**"Catches Them at Thirty-Fourth Street,  
and Crowd Sees Him Shoot Fleeing  
Man."**

In stories of rapid action the verb-beginning is often good for the head.

### THE TYPOGRAPHICAL END

Thus far nothing has been said of the effect of the headings on the mechanical appearance of the paper. This is really a whole subject by itself, coming, largely, under the general topic of makeup, and there is not time to go far in that. This is related to the general subject of giving pleasure to the reader, for there is little question that well-spaced, neatly printed heads, in clear, attractive type,

in which symmetry and proportion have been achieved, are of a certain esthetic value even to the reader who does not stop to analyze the effect. One of the failures in connection with the building of heads has been noted, that of picking too fat or too wide a letter, giving no chance to get anything said in the line.

It might well be borne in mind that the two principles which lie at the basis of mechanical beauty in headlines are harmony and contrast. If there is not contrast you have either unison or discord. Neither is specially pleasing, either in music or typography. If you were to set both the top deck and the second deck of a head in 36-point Herald Gothic, for instance, you would have unison there—no contrast, no harmony. If you were to drop from 36-pt. Cond. Herald Gothic to 6-pt. Caslon bold you'd have too much contrast, with a corresponding loss of harmony. Harmony is achieved by the use of a 10-pt. of caps and lower under this 36-pt., in a somewhat more extended Gothic than was used in the key-line. Sometimes the contrast is carried further by using a light faced Gothic. Opinion and tastes differ about this; some think there is too much contrast there for harmony.

### MONOTONY IN ARRANGEMENT

Of course, those of you who have adopted the single-deck head have eliminated the chance for either harmony or contrast, except as between different heads and between the head and the story. Some of our state papers have, in the opinion of many, destroyed the mechanical beauty of their pages, even their first pages, by the monotony of their headline typography. Single-line caps and lower case of some reasonably black 12-pt. are regarded by some papers as large enough for their first page. This is contrary to the prevailing practice in this and other states, and at the risk of disputing about tastes, it may be said here that the papers which use from 18-pt.



to 30-pt. or even 36 for the top heads are producing a less monotonous effect, except in the cases where they are using the same sized top deck for heads all the way from the top of the column to a few inches from the bottom. This is destructive of balance and gives the page a speckled appearance, which, to many eyes, is not pleasing. Contrast, further, is destroyed, in many instances, by the practice of placing right alongside each other heads of exactly the same size and form. This is equally undesirable, whether the heads are single-line 12-pt. caps and lower or four-deck, with a 36-pt. top.

It seems to be a mistake to fail of contrast by using two types equally extended or condensed in two successive decks, although this is sometimes done.

Many publishers obtain a pleasing effect by extending their outside-of-the-page heads deeper than those in the middle columns. The one thing which the careful ones do not do is to have the reading matter in each of their five or six or seven or eight columns begin at exactly the same distance from the top of the page; that is, they do not have every one of the heads the same depth.

#### CONSIDER THE SPACING

The spacing of the heads is another matter in which there is considerable variation of practice. Some papers jam the several decks up close together, as close, practically, as the lines in each deck; others by spacing them wider make the individual decks easier to pick up at a glance—which would seem to be the better practice. These are all subdivisions of the subject on which a good bit more might be said if there were time; they could be made the subject of separate articles by some of you people in OREGON EXCHANGES, for instance, and maybe we could come to some more definite conclusions—although it would be far from my wish to bring about uniformity of practice with regard to the heads

or the makeup of papers. The individuality of a newspaper is worth something, just as is the individuality of a person, and each will tend to preserve its own peculiarity of typography even though that of someone else may seem a bit better. Papers should not change their styles of heads or their typographical appearance frequently.

The size of type of course is not entirely a matter of points; face is an important detail. There is a bigger kick, for instance, in 18-pt. Cheltenham bold extended than in the same point of light face Cheltenham or Gothic.

Typographical symmetry and harmony would seem to decree that two cap lines ought not to follow each other in a head.

#### LOWER-CASE TOPS

It is difficult to find lower-case type that makes effective top decks for heads. The New York *Tribune* appears to have succeeded pretty well with Bodoni bold, while the Evening *Post* has not succeeded quite so well, in my opinion, with Cheltenham. Other papers have been slow to take up this change, although many newspapermen are most favorably impressed with the appearance of the *Tribune* under its Bodoni bold caps and lower case heads.

Oregon's papers, for the most part, are paying a good bit of attention to the balance of their heads. Apparently, the custom of counting the units in the heads is quite general—although there is such a thing as getting so accustomed to your type that the counting seems no longer necessary. It is certainly worth while to make your inverted pyramids symmetrical and to make your hanging indentions uniformly fill the line flush to the right. Some of our papers are models in that respect. We can all do that, with a little extra pains. It doesn't take much time to make the count on the heads. In my own experience I have found that the thing that takes the time is not the counting of the units but the matter of

deciding what to play up in the story and then finding the sort of words that will express the idea within the count available; that takes time; moments spent in counting the units are negligible. Even if it did take a few extra minutes a day—which it does not—I'd say it was worth the time in the added beauty given the page.

#### THE MATTER OF PROPORTION

Just another point as to the balance of the page: If we are using four-deck heads at the top of the column, the heads down the page should not be more than two decks at the most. The effect of the top heads is marred, and the bottom of the page is made to look heavy and spotted. Single-line heads ought not to be asked to carry too much weight. To have half a column under a 12-point line "City Council" at the top of the column makes that particular part of the paper look pretty weak. Alternate the large and the small heads; here again the contrast produces a certain harmony that is pleasing.

One reason why so few freak forms of heads have survived is because they did not contain the elements of beauty and symmetry. They were bizarre and had a certain vogue, but they lacked simplicity and, in some cases, were not worth the trouble they took.

Heads are worth some thought. There is a certain technic about writing them which many of you have learned thoroughly and which others of you can learn. They are a good bit of trouble, but they are worth it. Dean Allen once said that it took about as much ability to write good newspaper headings as to be a minor poet. The late Judge Deady is quoted as having told the telegraph editor of the *Oregonian* many years ago that he, the man who wrote the heads, and not the man who wrote the editorials, powerful though they were, was the man who was molding public opinion in Oregon. There is something in that. The man who writes the heads, on the smaller

papers at least, also selects the articles on which the larger heads are to be written—which articles are to be played up.

#### SOME OBSERVED TENDENCIES

There has been a great improvement in the newspapers in the last two decades—our critics to the contrary notwithstanding. One of these improvements has been in the tone of head writing, which is finer and less brutally sensational, and another is in the type of news picked out to play up. Crime is getting relatively less. The next big improvement is coming when we begin to play down scandal also—not to cover it up, but to handle it in such a way that the reader will not regard the persons in such stories as enviable.

Heads will be smaller, in all probability, rather than bigger; writers will put accuracy first, punch and attractiveness next in their head-writing as well as in their news stories; publishers will take more pride in the appearance of their heads and their front pages, if all of you gentlemen make it your business and the business of the association to promote that sort of thing. Heads are not the most important thing in the paper, perhaps; but they are among the most important. You can't have bad heads and have a good paper, though you can have good heads and still have a bad paper. Good heads will do much to please the readers, to hold the old ones and attract the new, and thus to help the circulation, which brings more advertising and raises the rate, which makes it possible to still further aid the circulation and build up the advertising.

Every duck on Sauvies Island jumped, flapped, and tried to fly from the shots of E. W. Jorgenson, managing editor of the *Portland News*, and a party of eight hunters which invaded the local resort to make war on the wild birds there, recently. But, despite the screeches and flaps, many of the birds fell to the ground. "Jorgy" was one of the first of the party to fell a duck too, say his fellow-recreationists.

## ALL OVER OREGON

The Pendleton *Tribune* has recently secured the services of two new men in the mechanical department, who with Roy McNees form a genial trio. Roy Wolf came with his wife and baby from Baker, where he has been working on the *Herald*. He is the new floor man. H. S. Wilson, who operates one of the linotypes, is experiencing his first job in Oregon. He came from Billings, Mont., where he was on the *Gazette*. Mr. Wilson is domiciled comfortably with his wife and 13-year-old daughter in one of Pendleton's attractive homes. He says he likes the Oregon country.

Jerry Owen, Portland newspaperman, is completing an eventful month. Just as he had turned in the bulk of his copy for the annual edition of the *Pacific Legion*, American Legion publication which he edits and manages in his spare time, his wife presented him with a 7½-pound girl, named Mary Anne, and he was assigned to get out the annual New Year edition for the *Oregonian*. This is the second *Oregonian* annual he has handled.

Miss Mabel Keebler, bookkeeper for the Albany *Democrat*, and a girl friend took their vacation by automobile this year, driving to Crater Lake, Klamath Falls and other points of interest in Southern Oregon.

W. L. Jackson, one of the publishers of the Albany *Democrat*, took his family and went by automobile to Medford and Crater Lake for their vacation.

Wallace Eakin, city editor of the Albany *Democrat*, and Mrs. Eakin spent their vacation in September at the home of Mr. Eakin's parents, Judge and Mrs. J. A. Eakin, of Astoria.

When Harry B. Critchlow was laid by the heels through an attack of pleurisy the financial district of Portland bought oodles of flowers for his bedside in Good Samaritan hospital—demonstrating that the *Oregonian's* railroad and finance reporter has as fine a faculty for making friends as he has for getting a story. The doctors, after consultation, informed the languid "Critch" that it would be necessary to tap his lungs, for the improvement of his health; he bade them go ahead and have it over with. "It won't be the first time I've been tapped," quoth he, "and maybe not half so painful." Mr. Critchlow is now resting at his home in Sellwood.

James H. McCool, who has been working extra on the *Oregonian* copy desk during the summer vacation season, came to the rescue when the local staff became short handed by illness and otherwise and has been filling in handily, doing most everything that City Editor Horace E. Thomas handed him. Mr. McCool is an experienced newspaper man and is said to know more Portland men by their first names than any other writer in the city.

Earle Richardson, who, with Art Steele, has conducted the Clatskanie *Chief* for the last nine months, has disposed of his interest in the publication to Mr. Steele and will take over an eastern Oregon newspaper about November 1. The *Chief* made great strides during the Richardson-Steele partnership. Mr. Richardson is a graduate of the Oregon School of Journalism.

Among Round-Up visitors this year at Pendleton were Merle Chessman, editor of the Astoria *Budget*, and Lee Drake, one of the owners of the *Budget* and the Pendleton *East Oregonian*.

The library forces in the *Oregon Journal* office have completed an entire change, due to the marriage of Mauna Loa Fallis to Wallace S. Wharton, automobile editor, a few months ago, and the resignation of Miss Erma Keithley within the last few weeks. Miss Keithley has gone to California, where her father lives, and will engage in social service work in Los Angeles. Mrs. Wharton's successor is Miss Ida B. Womack and Miss Keithley's post has been filled by Miss Helen Manning.

The *Oregon Journal's* big press room was selected as the setting for some of the thrilling action in "The Flash," a newspaper story being made into a feature motion picture by Premium Picture Productions, Inc., the new Portland movie company, which has studios at Beaverton. George Larkin, star, and Ruth Stonehouse, leading woman, figured actively in the press room scenes which were "shot" at a rush hour on Saturday night when the whole press battery was rumbling.

Elmer Wickham, who makes up the dramatic and automobile sections of the Sunday *Oregon Journal* in addition to other composing room duties, lays no claim to the \$500 which was added to the family fortune a few days ago. The \$500 is a cash prize won in an advertising contest by Mrs. Wickham, who thus profitably employed a few spare moments. Wickham's father is also a member of the *Journal's* typographical force.

W. E. Hessian, heretofore financial editor of the *Oregon Journal*, has been assigned to the throne in the merchandising bureau, succeeding John Claghorn, who has gone to Seattle. A. S. Johnson, real estate editor, has taken over Hessian's financial beat.

Ted Emerson, market editor of the *Portland Telegram*, was a Pendleton visitor during the Round-Up.

The Newberg *Graphic* is conducting a contest among its subscribers, to whom it offers a prize for the best suggestion on ways in which to improve the newspaper, already a leading weekly. Another phase of the contest is a request for the readers' opinions of the various features already carried in the paper. The contest is to close October 31. One year's subscription to the *Graphic* is offered the winner in each branch of the contest.

His position as assistant city editor doesn't fill Tom Shea's (Thomas S. Kat's) life, so the hard-working young man has been refereeing football games outside of Portland. In addition, "Tommy" is an official umpire of the *Portland News* football league. He wants to add here that he is extremely grateful to local and outside people who sent him silk and flannel pajamas in answer to his request thru the Kats Pajamas column of the *News*.

"We can't learn any younger," says Floyd Fessler, city editor of the *Portland News*, who reported at the beginning of the University of Oregon night school class in company with his bride, Dolly. It will be remembered perhaps, that the city ed. married but three months ago.

Jay C. Allen, Jr., former student at the University of Oregon and former reporter on the *Eugene Morning Register*, is now day police reporter on the *Oregonian*.

George Howard Godfrey, senior in the Oregon School of Journalism, has succeeded E. S. Rolfe as proofreader on the *Eugene Morning Register*.

The *Banks Herald* is using a series of letters from its readers nominating various citizens as "the most prominent man" in the community.

John Palmer is back on the *Portland Telegram* customs house beat after a vacation in San Francisco.

Fred L. Boalt, editor-in-chief of the *Portland News*, lost his bearings and ease in the mountains of Drew, Oregon, recently, when he threw a gun on his shoulder, beckoned to Attorney "Bill" Richardson, and went deer hunting. Boalt and Richardson were guests of Dirk Vanddyke and incidentally clay in the farmer's hands, for he molded them into "Greenhorns," according to the editor-in-chief's own confession.

Sim Winch, business manager, and David H. Smith, circulation manager of the *Oregon Journal*, are back at their desks after being out of the harness for most of the summer. Winch underwent an operation early in the summer, and Smith was ill for many weeks before he started an extended vacation trip as part of his scheme of convalescence.

John Dierdorff, University of Oregon School of Journalism graduate, has had several important out-of-town assignments from the *Portland Telegram*. One of his most recent jobs of import was the covering of the trial at Dallas of Philip Warren, Indian, charged with the murder of Glenn Price and Grover C. Todd, prohibition agents.

L. M. Williams has purchased the interest of Bernard Mainwaring in the *Hermiston Herald* and became editor of that publication October 1. Mr. Williams, who is a graduate of the Oregon Agricultural college, has been assistant city editor of the *Tacoma News-Tribune*. For several years he was a resident of Corvallis.

A. J. Armstrong, 52 years old, rural circulation manager of the *Eugene Morning Register*, is dead after a long illness. Before becoming associated with the *Register*, Mr. Armstrong was for several years in the photograph business. He is survived by his wife, one son and two daughters.

Billy Stepp, sporting editor of the *Portland News*, is still ringing true. Billy was the only sporting editor in Portland newspapers who predicted the Giants would haul in the banner at the World Series games. Further he predicted the World Baseball Winners would win it four straight. Stepp and his Fenne All-Star baseball team just completed their season's schedule holding the second place in the baseball tournament. He's now heading the *Portland News Football League*, which comprises from four to eight local squads. One day when the regular Coast League umpire was unable to appear for the game, in Portland, Billy stepped in and got away with it.

Ernest Peterson, one of the veterans of the *Oregon Journal* staff, seemed to thoroughly enjoy the burden he bore in covering the big phases of the recent general convention of the Episcopal church for his paper. "Pete's" fame is based upon the fact that nothing ever gets past his watchful eye and that distinction was completely justified in this case. Some of the stories Peterson dug up in connection with the convention have been echoed in print around the world. Peterson does churches and the federal beat for the *Journal*.

During the absence of Paul Moeckli, office boy for the *Portland News*, Alan Stirling, recent resident of Sheffield, England, who arrived in Portland on board the British Royal Packet Co. steamer Carmarthenshire, assumed his duties. Stirling is a typical English lad, ambitious and eager to become a full-fledged American in the quickest possible time.

"Larry" Smyth, *Portland News* court reporter, went to Salem during the state fair and rode in the night horse show. Smyth is a member of a local riding school and learned the paces there. He will probably ride at the night horse show at the Pacific International Livestock exposition.

James S. Sheehy is the new bureau manager of the International News Service in Portland. Mr. Sheehy succeeds H. T. Hopkins, who has been promoted to the position of sales manager for the Pacific Coast, with headquarters in Portland. Sheehy has been court reporter for the Portland *Telegram* for the last two years. He is a graduate of the University of Oregon and was student body president during his senior year. His place on the Portland *Telegram* has been taken by Kenneth Binns, late of the Portland *News* staff.

One of the most baffling disappearances in Umatilla county in recent years is that of Jean Kirkpatrick, editor of the Pilot Rock *Record*, who has been missing for the past two months and of whom the authorities are unable to find a trace. Mr. Kirkpatrick had left his paper in the care of an employe and had gone to Walla Walla to engage in newspaper work for a secret society. He left Walla Walla by motor, telling his wife he would be in Pilot Rock for a few days on business. Since that time not a word has been heard from him.

W. H. Warren, assistant city editor of the *Oregonian*, and Frank W. Barton, real estate editor, are the possessors of new pieces of real estate in the city of Portland. Mr. Warren and his family have moved to East Thirtieth and Taylor streets, so it is possible for "Bill" to have dinner at home at night. Frank and Mrs. Barton have a new bungalow at 1344 Halsey street and Frank is improving his leisure time spading up the front lawn.

James Hayes Cellars, city editor and short storyist of the Morning *Astorian*, republican daily, made quite a reputation for himself in the recent Gearhart golf tournament. James didn't get into the finals, but he loomed up fine as an also-ran. He was in charge of the tournament so of course he didn't dare win it.

Benjamin F. Morden, one of the veterans of the *Oregonian's* composing room staff, died at his home in Portland, October 9, as the result of an attack of Bright's disease. He was 68 years of age and had been a resident of Portland since 1901. In Portland he was first employed in the composing room of the *Telegram* and later on the *Oregonian*. He learned the printer's trade and worked on the Nebraska City *Daily News* for 30 years previous to coming to Portland.

Mr. Morden is survived by his widow, Elizabeth J. Morden; three sons, Earl Morden, of New York, Parks Morden, of Astoria, and Herbert Morden, of Portland; two brothers, C. A. Morden, manager of the *Oregonian*, and G. Parks Morden, of Hood River, and two sisters, Miss L. M. Morden, of Waterbury, Conn., and Miss Minna Morden, of Pacific Grove, Cal.

Earl W. Murphy, formerly editor-manager of the Southwestern Oregon *Daily News*, has concluded active interest with that paper and has returned to newspaper work in Portland. Mr. Murphy went to Marshfield a year ago and during that time has made every effort to put the *Daily News* on a paying basis, encountering many difficulties because of the indebtedness saddled upon the property by mismanagement during other ownerships. Mr. Murphy was formerly a student at the University of Oregon. He made many friends in Marshfield and achieved recognition for his editorial ability.

Isaac Pouttu, who has been connected with the Brownsville *Times* the past year, is attending the University of Oregon's School of Journalism. Mr. Pouttu was graduated from the Astoria high school in 1921.

Ernest L. Crockatt, city editor of the Pendleton *Tribune*, and Mrs. Crockatt enjoyed an outing in the Blue mountains after the Round-Up.

The Southwestern Oregon News, published by the News Publishing Co., recently placed under a receivership on application of Earl W. Murphy, former editor-manager, soon will undergo a complete shake-up and reorganization under the temporary management of William L. Carver, receiver. Two eastern bidders and a local concern, the newly incorporated Coos County Publishing Company, have made advances for purchase of the News, according to advices from Marshfield.

Will J. Hayner has revived the Sutherlin Sun, which he discontinued several years ago on becoming postmaster in his home town. Mr. Hayner has made the Sun a neat-appearing paper with a splendid showing of news well written and attractively displayed. He appears to be getting the business, as he deserves.

Otto Gilstrap, news editor of the Eugene Morning Register, took a week off recently and put his theatrical knowledge to use by coaching a minstrel show which was a big hit with the Elks' Vaudeville. The proceeds were devoted to the Elks' Christmas fund for the poor.

Both the East Oregonian and the Morning Tribune, of Pendleton, published special editions during each day of the Round-Up. Both papers report sales which eclipsed those of recent years.

Donald Carr, son of Harry C. Carr, an executive of the Los Angeles Times, is a new arrival on the reportorial staff of the Oregonian. He is doing general assignments.

Robert Withrow, Chamber of Commerce reporter for the Portland Telegram, has been absent from the local room for several weeks, recuperating after an illness.

Arthur L. Crookham, city editor of the Portland Telegram, took a sea trip to San Diego for his vacation.

Hyman H. Cohen, market editor of the Oregon Journal, has discovered what tortures a bed of pins and needles can offer. In addition to his recent acquisition of a brand new flivver, after wearing out the old one on his annual crop estimating trip, he acquired a turtle. When he left the turtle safely at home on Sunday and started to Silverton, only to find the crusted speedster there before him, he came in for his share of good natured grilling. But insult was promptly added to injury when a character of similar name got very sadly mixed up with the law and the penitentiary and Hy. had to bear the brunt of many questions and exclamations.

Carlton K. Logan is the new editor of the Ashland Daily Tidings, succeeding E. J. Barrett, who is devoting his time to other business interests. Mr. Barrett had achieved recognition for his success in editorial paragraphing. Mr. Logan, who is a 1921 graduate of the Oregon School of Journalism, was news editor of the Grants Pass Courier last year. He is getting out a snappy-looking and readable newspaper.

M. C. Maloney, editor of the Coos Bay Times, Marshfield, is now in the Orient on a long pleasure tour. The Times has been receiving some interesting news letters from Mr. Maloney, who can't get away from his interest in things newsy, even in the orient.

Raymond D. Lawrence, who finished his work in the Oregon School of Journalism last June, is now telegraph editor of the Eugene Guard. During the summer he occupied a similar position on the Morning Astorian.

Charles Myers, one of the Portland Telegram staff, has "broken into" Judge with "Scooty Blear," the golf slangster. It'll be a regular feature of the humorist magazine.

It's not every traveler who gets so much publicity as Paul Moeckli, office boy for the *Portland News*, who started on a hike to Canada recently. Paul left Portland on a Monday and "hooked" several rides between Portland and Centralia. At Centralia, he met a party bound for Canada and Paul attached himself to the crowd. He accompanied them over the line as one of their family, and returned with them to Centralia. From Centralia to Portland was just a series of rides. Through the kindness of the general public, whom he wishes to thank, Paul went to Canada and returned to his beloved Oregon in less than a week.

Floyd Maxwell, east side bureau man of the *Oregonian*, and Miss Mildred Lauderdale, of Portland, were married September 25 in Portland. Maxwell was for three years a student at the University of Oregon, where he was editor of the *Oregon Daily Emerald* and a student of the school of journalism. He is president of the Pacific Coast Intercollegiate Press association. Mrs. Maxwell is a former University of Oregon student and a member of Chi Omega sorority. Maxwell is a Sigma Chi.

The Junction City *Times* is printing weekly an illustrated writeup of some farm in the paper's territory. The articles bring out the strong points of each of the farms described. Nelson & Ray are filling the *Times* with a splendid showing of the news of the little communities surrounding Junction, as well as the city itself.

The Milton *Eagle* runs weekly in a page-one box the changes of address of its subscribers as reported to its circulation department, as well as the names of new subscribers and those renewing.

Carl F. Miller, federal court reporter for the *Portland News*, has been forced to quit work and take medical treatment.

Jean Strachan, society editor of the *Pendleton Tribune*, has contributed a series of very interesting articles to her Sunday paper for the past few weeks, taking as her subjects members of the party of eastern journalists and artists who visited the Round-Up. Miss Strachan was born in a "valley," she said when she arrived in Pendleton from Dufur. Consequently she had a fine time when she got out on Henry Taylor's Umatilla county ranch and saw a real he-man combine at work in the wheat fields. She came back and wrote an inspiring story for her paper in which she said the sacks of wheat "looked like little fat piggies waddling down a shoot."

Ben Hur Lampman, feature writer of the *Oregonian* staff, and a poet of sorts, won first prize handily among a field of almost 50 competitors for his song, "The Rider," to be sung at the unveiling of the Roosevelt statue on Armistice Day in Portland. The statue was donated to the city by Dr. Henry Waldo Coe and he it was who offered a handsome set of Roosevelt's works for the best song. Mr. Lampman's lines are lilting and tuneful, and musicians are arranging the music for them.

George B. Fraser, Associated Press operator at Olympia, died September 24 as a result of a stroke of paralysis. Mr. Fraser, who was 55 years old, was well known all over the Pacific Northwest, where he had worked for several years. He was formerly A. P. operator in Portland, and for a time day Portland correspondent for that news-gathering agency. He had been in Olympia for about one year.

Nancy Zan Scott, popular Portland woman, is now in charge of the *Oregonian's* society room. Mrs. Edith Knight Hill, for many years society editor, has been incapacitated for several months and has retired from active newspaper work.



It's Mr. and Mrs. Charles E. Gratke now. In the old days at the Oregon School of Journalism one of them was Miss Elisabeth Whitehouse, of Forest Grove. Their romance was the outgrowth of two years of work together on the college paper, on which Mr. Gratke was news editor and Miss Whitehouse his most efficient assistant. Mr. Gratke is now city editor of the Oregon City *Enterprise*. Miss Whitehouse was society editor of the Pendleton *Tribune*. The wedding took place late in August and was a big society event in Forest Grove. The happy couple were deluged with congratulations from all over the state.

William L. Carver, as receiver-manager of the Southwestern Oregon *Daily News*, is making his first venture in an executive capacity. Mr. Carver formerly resided at Salem, Ore., and served in reportorial capacities on the *Daily Statesman* and the *Capital Journal*, also later as circulation manager of the *Capital Journal*. Prior to his enlistment from Pendleton during the World War period, he was employed with the *East Oregonian*.

Since the last issue of OREGON EXCHANGES, newspapermen of Douglas county have formed an editorial association with Will J. Hayner, publisher of the Sutherlin *Sun*, as president and A. L. Mallery, publisher of the Oakland *Tribune*, secretary. Resolutions adopted urged members to maintain the full rate for legal advertising and requested the county court to obtain bids for printing from all county papers.

W. P. Stone, for several months on the Portland *Telegram* federal court beat, has resigned and gone to New York, where he will be associated with his father, who is editor of *Outlook*.

The Lebanon *Criterion*, Robert F. Boetticher's live weekly, has recently added a magazine page.

Reassignment of staff members in the Oregon *Journal* office recently won for Helen Hutchinson, former society editor, a place covering assignments for the city desk. Miss Hutchinson was replaced on society by Hazel Handy, who had been doing vacation relief there and for Vella Winner, women's club editor. Miss Winner's return from California made the change possible. Miss Hutchinson's first work on the city staff was in connection with the general convention of the Episcopal church, held in Portland in September.

Ward Irvine, who has been for a year in New York City, returned early in the month and, although he doesn't plan active entry into the news-writing game again, will keep his fingers close to the typewriter. Irvine formerly was a member of the editorial staff of the Oregon *Journal* under his father, B. F. Irvine, editor.

Frank Clarvoe, manager of the Northwest bureau of the United Press, was married on September 21 to Miss Erma Kirschner, of Portland. The ceremony was performed by the Rev. Alfred R. Berkeley, of New Orleans, a personal friend of the U. P. manager. Clarvoe formerly was automobile editor of the Oregon *Journal*.

Wilfred Brown, telegraph editor of the Baker *Democrat*, recently held up the wire for a whole minute while he bandaged up his right forefinger. He had stuck his leading Underwood digit in the electric fan and chipped the end off.

Mrs. Gladys Wilkins McCready, University of Oregon graduate, is the new society editor of the Eugene *Morning Register*, succeeding Mrs. E. S. Rolfe, who has removed to Portland for the winter.

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# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 6

EUGENE, OREGON, DECEMBER, 1922

No. 2

## NEWSPAPER DIRECTORY OF OREGON

**O**REGON EXCHANGES herewith presents to its readers, for the first time, a directory of Oregon daily and weekly newspapers. A supplementary list of monthly and quarterly publications will appear in an early issue. The accuracy and completeness of this directory is to a considerable degree a register of the extent to which the editors and publishers of the state have responded to the requests for data, and the editor of OREGON EXCHANGES believes the result approaches completeness. The large number of changes in newspaper personnel since the last Oregon Blue Book was issued, two years ago, proved surprising. Forty changes of ownership out of 187 daily and weekly publications are listed. The addition of the publications of less frequent issuance will bring the total between 200 and 225 for the state.

Some of the papers have changed control two or more times in the two years since the Blue Book came out. Three regular news weeklies have suspended publication, while a similar number of dailies then existent have ceased to be. Five new weekly newspapers are listed—the *Siuslaw Region*, at Florence; the *Monroe News*, the *Sutherlin Sun*, the *Vernonia Eagle*, and the *Brookings Interstate Sun*.

The number of daily papers in the state outside of Portland is given at 23,

and including Portland 28. Six of these are morning papers. Portland has three evening and two morning papers.

Eight cities of the state outside of Portland have two daily newspapers, and eight have two weeklies, each. Papers are published in 132 communities of the state.

The number of one-man shops in the state is decreasing, with fewer than a dozen proprietors now doing their own mechanical work in addition to the editing and business managing. Nearly fifty owners, however, or one-fourth of the entire number, are combining the position of foreman of the composing room with their newsgathering and advertising duties.

The hard-boiled old-timers who could see no future for women in journalism might be interested to cast their eyes over the list of editors, owners, business managers, reporters, and other employees of newspapers in this state. No fewer than seven weekly newspapers have women for their editors. Two of these are full owners. One, the *Long Creek Ranger*, conducted by Grace Porter, is a one-woman paper, for Miss Porter does all the work herself, editorial, business, and mechanical. Another one of these papers, the *Maupin Times*, conducted by Mrs. Jessiline E. Morrison, is an all-woman paper, with no man employed in any capacity about the place.

While the publications of less frequent issue are not included in the present list, owing to the failure to receive a complete return from them, a directory of these will appear in an early number. Approximate statistics on the newspaper profession as a whole can be made up for Oregon on the basis of the information submitted by the publishers in this and the later issue. As nearly as can be ascertained from the data prepared by the editors and publishers, there are 771 persons employed in the editorial, business and circulation departments of the daily, semi-weekly, and weekly newspapers of Oregon. Of these, 140 are women. The monthlies and quarterlies will bring these figures up close to one thousand. The mechanical employees of the newspapers and their attached job offices will virtually double this total. This is aside from the personnel of the purely job-printing offices not attached to or connected with newspapers. These are outside the scope of the present survey.

Following is the directory for the dailies, semi-weeklies, and weeklies as submitted from their respective offices:

- ALBANY.** *Democrat.* Evening except Sunday, and twice-a-week. Editors and owners, W. L. Jackson and R. R. Cronise. Manager, R. R. Cronise. Sunday editor, Charles D. Alexander. City and telegraph editor, Wallace C. Eakin. Circulation manager and assistant advertising manager, J. Francyl Howard. City news, W. L. Jackson. Society and city news, Mrs. Fern Swanson. Farm editor, H. E. Browne. Advertising manager, E. R. Cronise. Foreman composing room, Bruce Hunter. Pressman, Arthur S. Powell. Bookkeeper, Miss Maybelle Keebler. Machinist-operator, E. C. Vierick; linotype operator, Miss Myrtle Davis; composing room force, H. F. Lake, Elmo Gladhart.
- Evening Herald.* Daily except Sunday. Owner, E. M. Reagan. Manager, E. M. Reagan. Editor, Thomas D. Potwin. News editor, Lee Boetwick. City editor, H. R. Van Kirk. Reporters, Anna Shelvik, Miss Ianthie Smith, Miss Muriel Gilbert, and Vernon Henderson. Advertising manager, M. J. Reagan. Foreman composing room, Glen W. Loomis. Pressman, Albert Wiber. Bookkeeper, Susan Batis. Machinist operators, A. F. Wood and E. E. Chandler. Ad compositor, Leo Kropp.
- AMITY.** *Standard.* Weekly. Friday. Editor, manager and owner, H. J. Richter. Reporter, Mrs. G. M. Richter. Compositors, Mrs. G. M. Richter and Alfred Emerson.
- ANTELOPE.** *Herald.* Weekly. Saturday. Editor, H. C. Rooper. Manager, H. Cue. Owner, Rooper & Cue. Foreman composing room, M. S. Bolton.

- ARLINGTON.** *Bulletin.* Weekly. Friday. Editor, manager, and owner, H. W. Lang. Foreman composing room, H. W. Lang. Linotype operator, Willard Boston. Pressman, Glen Burton.
- ASHLAND.** *Tidings.* Daily. Editor, C. K. Logan. Manager, Miss Georgia Coffee. Owner, Bert E. Greer. City editor, Ray W. Conover. Foreman composing room, J. W. Young. Linotype operator, Sherman Graff. Other mechanical employees, Mrs. Bessie M. Wilson and Eunice Grubb. Circulation manager, Mrs. C. E. Lane.
- ASTORIA.** *Budget.* Evening except Sunday. Editor, M. R. Chessman. Manager, L. D. Drake. Owner, Astoria Budget Publishing Company. Managing editor, M. R. Chessman. News editor, John DeWitt Gilbert. City editor, Leland R. Gilbert. Marine editor, I. J. Kern. Reporters, Philena Bartlett, Emil Berg. Advertising manager, C. T. Larson. Foreman composing room, L. J. Butterfield. Pressman, John Anderson. Circulation manager, L. M. Kietzing. Bookkeeper, Mrs. Hattie B. Overton. Manager job department, C. A. Murphey. Collections, John Slavin.
- Morning Astorian.* Daily, morning except Monday. Editor, James H. Cellars. Manager, Mrs. Margaret Huber. Owner, J. S. Dellinger. Reporters, Lyle T. Kelling, Walter Jochimsen, Ward Cook. Foreman composing room, Paul Kraetch. Night foreman, Roy Karinen. Other mechanical employees, Harry Millikan, T. W. Mitchell, H. Griffiths, George Turnina, A. B. Chase, Rose Early Alice Johnson. Advertising, L. E. Joy. Circulation, Harry Brooks. Bookkeeper, Anne Silver.
- ATHENA.** *Press.* Weekly. Friday. Editor, manager, and owner, F. B. Boyd. Reporters, Hilda Dickerson, Louise Boyd. Foreman composing room, Wilma Stipp.
- AUMSVILLE.** *Record.* Weekly. Friday. Editor and owner, H. W. McNeal. manager, V. McNeal. Reporter, V. McNeal.
- AURORA.** *Observer.* Weekly. Thursday. Editor, manager and owner, George E. Knapp.
- BAKER.** *Democrat.* Daily. Morning except Monday, and Weekly. Editor, I. B. Bowen, Sr. Manager, Will H. Evans. Owner, Bowen-Small Publishing Company. Managing editor, I. B. Bowen, Sr. News editor, Wilfred O. Brown. City editor, I. B. Bowen, Sr. Reporter, I. B. Bowen, Jr. Advertising manager, Will H. Evans. Foreman composing room, J. Richard Smurthwaite, Jr. Circulation manager, Norman P. Henderson. Bookkeeper, Lorene Smurthwaite.
- Herald.* Evening, except Sunday, and weekly. Editor, H. E. Hendryx. Manager, J. T. Beamish. Owner, Baker Herald Company. Managing editor, H. E. Hendryx. Advertising manager, J. T. Beamish. Foreman composing room, Al Van Dahl. Circulation manager, Mrs. A. A. Whitaker. Bookkeeper, D. L. Kilgore.
- BANDON.** *Western World.* Weekly. Thursday. Editor, manager and owner, L. D. Felsheim. Reporter, Mrs. Erma Boyle. Foreman composing room, L. D. Felsheim. Linotype operator, Lloyd C. Maworth. Pressman, Upton Ward.
- BEND.** *Bulletin.* Evening, except Sunday, and weekly. Editor and manager, Robert W. Sawyer. Owner, The Bend Bulletin (a corporation). Managing editor, Robert W. Sawyer. News editor, Henry N. Fowler. City editor,

(Continued on page 15)

# OREGON PRESS IN LEAD, SAYS BEDE AFTER TRIP TO MINNESOTA

[*Elbert Bede, editor of the Cottage Grove Sentinel and president of the Oregon State Editorial Association, contributes an article on his summer and fall vacation trips to Minnesota. Written in his well-known light vein, the article contains also some heavier stuff of value to Oregon newspapermen.*]

I HAVE been asked to write a few words about my recent extended motor trip to the east and I'm not to be confined to strictly newspaper stuff.

It occurs to me that this is a request never made of a country editor 10 or 15 years ago. Country editors didn't at that time take extended motor trips about which to write. Gas couldn't be bought with vegetables taken in on subscription, and motor cars couldn't be secured by the simple method of trading in a little advertising space. Neither can they now, which indicates to me the wonderful progress in the newspaper business in Oregon during the brief space of years I have been a resident here, for many of the boys ride around in their high-powered benzine buggies and few there are who haven't at least a lizzie on the pay roll.

Wherever I go I endeavor to use my eyes—a habit cultivated years before the short-skirted flapper came into being—and the result of my observations in the east—quite aside from mental notations as to the stockier build of the Oregon flappers—was to the effect that middle western papers do not come up to Oregon papers, either typographically or editorially.

## STILL IN SAME RUT

In the Minnesota town where for a number of years I made my home while incubating ideas as to how I would set the world afire when I got to swinging an editorial pen of my own, I found at least one of the papers setting their ads just as they were set 20 years ago and apparently with the same type that had done yeoman service even before I decided that there were greener fields. The other pa-

per had progressed some in younger hands, but it was not yet above cutting off at the waist-line a picture which came in the boiler plate and did not fit the column, running the head, shoulders and waist at the bottom of one column and the remainder of the picture at the top of the next column. In other offices where I had served time I found the same type that I had handled as a tyro, and tailor-made editorials on one of these papers were coming from a source that was willing to take advertising space for its services. The same ad that paid for this service now was doing duty at the same stand two decades ago.

## OREGON EDITORS LEAD

There are, of course, many splendid country newspapers in these states, but I returned to Oregon convinced that the Oregon newspaper boys are the livest, the most progressive and the best off financially of any in the world. I found no dailies in any of the states I visited which compare with the metropolitan papers of Oregon.

There must be an explanation for this condition, and mine is that the livest and the most energetic from the eastern states have come to Oregon, while those who weren't alive couldn't come and thus we have the cream of the earth.

I greatly enjoyed digging up the files in the shops where I once had done some of the editorial work. I hardly recognized some of the stuff I once wrote. I don't wish to do any bragging, but I feel that I have progressed some myself since those days that are but a memory. Possibly it was the pall that my editorials cast upon the communities where I once operated which explains why some of the

newspapers are following the same old rut.

We did Yellowstone and saw a geyser that made the vociferous oratory of Claude Ingalls sound like the contented purr of a new-born kitten. We saw the schoolhouse where the dance was held that indirectly led my wife to her terrible fate. We saw the road which we once traversed with sprightly livery steeds. Only motor cars traverse it now, and both hands are required for the driving. Love-making has been made difficult and robbed of much of its enjoyment.

We saw many other things worth telling about, but I am confined to a few hundred words. We found financial conditions not nearly so good as those in Oregon; we found that the roads in other states did not come up to Oregon's. We traveled nearly 7,000 miles without any trouble worth mentioning. We looked down steep precipices well towards the place that our delinquent subscribers are going to and up the side of stone walls to the place all editors ought to go to. We found everyone anxious to go to Oregon, and decided to hike back ourselves while there was yet room.

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## THE NEXT NEWSPAPER CONFERENCE

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THE dates for the annual Oregon Newspaper Conference have finally been set for March 22, 23 and 24. The new building is already above the first story and the masons are laying the red brick along the line of the second story windows of the long room, 50 by 30, which will be dedicated to the annual use of the Conference. The date set is late enough so that there is almost no likelihood of having to hold the sessions elsewhere than in the Journalism School.

There was some hesitation in the minds of the program committee as to whether the Conference ought not to be held before or during the legislative session; but the officers of the State Editorial Association decided that the Legislative Committee, meeting in Portland in January, could easily handle any question likely to arise.

### EASTERN NOTABLES INVITED

The program committee will greatly appreciate suggestions as to features to be included in the March meeting. Letters should be addressed to Dean Allen on account of the situation at Astoria which makes it impracticable for Lee Drake to carry the heavy end of the correspond-

ence. Negotiations are under way with Hendrik Willem Van Loon, James Wright Brown, and other notables in the journalistic world; but, of course, the prime interest of these meetings is always in the part taken in them by the members themselves. Several interesting suggestions have already been received.

President Drake maintains that one of the chief ends to be attained in arranging the program is to allow plenty of time for committee meetings and informal gatherings and for group meetings. In addition, he says:

"I believe it advisable to have the work departmentized. We could divide the sessions into two series of meetings, one for the news end and one for the business end, these meetings to be going on at the same time. Again, the news and business meetings could be divided up into departmentals so that in some instances we could have several meetings going on at one time and in this manner give more attention to details. However, there are many phases of the newspaper work that would be interesting to all.

"Suppose that we would convene in general session, dispose of some general

work and then divide up into two departmentals, the news and the business end, which departmentals would then convene in separate rooms. Each of these departmentals would take up certain general subjects in their department for a short session and would then divide up into discussion of each of its departments, the news force dividing up into Associated Press and United Press—most of the work, however, will be in their general session. The business department could divide up into advertising, circulation, job printing, cost system, mechanical, labor and newsprint.

“The business department would have so much longer a program that some of their problems could be thrown into the general discussion of the business office and again some of these problems such as newsprint, labor and circulation could be taken up in general discussion of the departments.

“In the arranging of our conference into departmentals we should bear in mind that some of the discussions may be of interest to other departments than those which are holding same; i. e., the country weeklies may want to sit in and listen to the business office talk about advertising, circulation, etc., as well as with the news office in their discussion of features, correspondents, beneficial state propaganda, etc.

#### OTHERS' EXPERIENCE HELPFUL

“I believe this to be a complicated program to accomplish but worth giving considerable thought to so that we may get the benefits of the other publishers' experience as well as listening to special speakers who would appear before the different departments as well as in general conference.

“Every editor should feel free to say what he thinks of this idea, and what his ideas are. If there is anything that can be suggested in a definite way of benefit to the publishers, it should be brought forward from the publisher's viewpoint.”

## An Idea in Advertising

The Cottage Grove *Sentinel* put over a Christmas advertising stunt that brought in a number of extra shekels. During the two weeks carrying the bulk of holiday advertising, special sample-copy editions were issued and a charge of 10 cents the inch additional was made for insertion in the special edition of any ads appearing in the regular edition. Every local advertiser came in and the make-up of the paper was so arranged that two pages contained all foreign advertising. These two pages were dropped out for the special edition. This method reduced the cost to a minimum. A thousand extra copies of the paper were sent into territory in northern Douglas county and in the portions of Lane county tributary to Cottage Grove for trade purposes but not thoroughly covered by the *Sentinel*.

Some newspaper men might argue that this was an admission to its advertisers that the *Sentinel* did not fully cover the field it should reach, but no advertiser presented that argument. The territory that can be developed as a trade territory is much larger than the natural newspaper field. No extra copies were sent into the local field, which the *Sentinel* claims to cover thoroughly.

The fact that every local advertiser came into the special edition showed that the idea was appreciated by the business interests. If a newspaper does not cover a certain territory, the only honest thing to do is to admit the fact. That gives the newspaper an opportunity to suggest a way of reaching that territory, with additional profit to itself. It gives the paper the opportunity to make itself the only advertising medium needed by its advertisers. Instead of leaving the advertiser to doubt the newspaper's circulation statements, it cashes in on honesty and adds to its prestige.

The Coquille *Sentinel* has just added an electric caster.

## TELEPHONE, TYPEWRITER AND TICKER

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[By the time this reaches the readers of OREGON EXCHANGES, its author will have changed her name to Mrs. Harold McDonald. But that's another story. As Lucile F. Saunders the writer is known to newspapermen and newspaperwomen all over Oregon and all over South America, having been for several months employed in the Buenos Aires headquarters of that newsgathering agency. She is now a rewrite woman on the United Press in New York City, where she has been since returning from the land of the Prensa and the pampas. Miss Saunders has given here a most interesting detailed description of newsgathering and news-distributing methods in the world's greatest city.]

CANNED journalism of the New York variety is already familiar to readers of husky tomes put out in recent years by the larger papers, but the angle of the fellow right in the midst of the business of canning news seldom gets publicity. The article the Far Western newspaper man reads about is the finished product. It is the rewrite man with a telephone receiver glued to one ear, patiently yap, yap, yapping into the mouthpiece who sees the system from a carbon-smudged, tissue-papered, tickered angle.

In the strictest sense of the word, I don't think rewrite men exist in Oregon, even on the Portland dailies. The rewrite man there is the member of the copy desk or local staff who chances to be least occupied when a hurry-up story breaks just in time to make the first or second edition. Seldom is it that the reporter on the job has no time for grinding out the major part of his own copy.

### REWRITER CARRIES LOAD

But in New York how different! It is the humble rewrite man who does the slaving, while the reporter is held in reserve to run after exclusive hunches. And when he sets forth to run one of these to its lair he encounters eleven dozen other fellow-journalists legging it after the same exclusive tid-bit, which the City News ticker is probably already amply covering back in the local room. Meanwhile one of its routine men is sweating in a stifling telephone booth painfully dictating paragraph after paragraph to

the patient being at the other end of the wire—patient because he has long since learned violence makes no impression when served across five miles of buzzing wire.

Even the press associations have adopted the ticker system, and the familiar leased wire of the West has no place in the metropolis.

### TICKER WIDELY USED

In the United Press office, for instance, we distributed to all of New Jersey, the principal New England cities and all of New York City and Brooklyn by means of three noisy printers such as used in Western Union offices.

The United Press, in turn, receives its financial news neatly printed out by wire direct from the Dow Jones Financial Agency, and for all of its New Jersey, Long Island, Westchester county, Brooklyn, and Queens news, staff members merely had to consult the yards of copy being ground out from the top of a modest piece of furniture that resembles a bargain sale music cabinet done in golden oak. That cabinet was operated by the Standard News. Because the United Press did not also belong to the City News, protection on local stories came from men working on space and stationed at the principal courts for city newspapers. Here again the rewrite man drew his share of the labor. The Associated Press, with its City News affiliations, is completely fortified with tickers. Staff correspondents from both A. P. and U. P. go out only when the story is of such importance that a special angle

is desired. Then your staff man spends half his time plugging nickels into telephone slot machines ahead of the rewrite man frantically pushing his pencil across loose sheets of copy paper and trying to hear above the din of voices and telegraphic apparatus.

#### NEWS SERVICE STAFF SMALL

Before being initiated into the mysteries of the rewrite system, I had the idea that each office in New York handling a news service of this type had a mammoth staff. There were precisely five on the United Press day desk, handling the local distribution for New York state and New Jersey, tending the cable amplifications and the big stories for all wires. Of course, there were others supervising distribution, but this was the entire writing and reporting staff.

We'll concede this point, thought I, because so much of the rewrite is done from the daily papers without necessitating phone calls or trips out of the office. Now, the Standard News, I reasoned, must depend on itself alone; it must, therefore, have a large office.

#### ALL NEWS TELEPHONED

But, the Standard News, I have since discovered, is staffed with one city editor and four desk men. And it serves 26 newspapers and news distributing agencies in and around New York. Its reporters are mere voices. Sometimes they materialize on Saturday mornings to call for little white envelopes, but most of them I know by mere vocal inflections. There is "Mr. Sin-(pause)-ger of Lon-(pause)-gisland City" and "Hrrrump hum hum Cottrell of Hrrrump hum ha Jersey City" and "Capital S-Stakesing of Capital E-Elizabeth Capital N-New Capital J-Jersey" and "B for black B-r-o-w-n Brown of R for Red R-i-v-e-r-t-o-n Riverton," and about 200 more of them, mostly small-town newspaper men.

From early morn until early morn they telephone in, without request, all the principal local happenings as rapidly as they transpire.

Sometimes our four telephones are all going at once, and the only sound that strikes the ear of an intruder is a chorus of "Yap—yap—yap—Go on." ("Yap" is the handy S. N. A. version of the word "yes.") As fast as we take them down we write the stories—that is, until the telephone rings again—on books made of sheets of yellow flimsy and carbons. One of these copies goes to the ticker man and is punched out on a white paper ribbon and run through two tickers serving our entire clientele scattered from the Bronx to Bowling Green and from Brooklyn to Newark, New Jersey. Each take of the story comprises a book and the last paragraph must not be run over on another page, but additional notes should be put in a fresh add. This makes it possible to break in and give precedence to more important items while transmitting a long report.

#### WIDE AREA COVERED

The work is almost entirely dependent on the telephone. Half a dozen county court houses and the state capital at Trenton purr or blat or bray their hottest items into weary ears at this end of the wire. We cover Brooklyn better than even the Brooklyn *Eagle* handles it. We have a man in every police station in the four boroughs outside of Manhattan—the City News takes care of the last mentioned. The minute a man crosses to the east end of Brooklyn bridge, boards a ferry or gets off the subway on the other side of the Harlem river and breaks his neck or a plate glass window he is in our territory.

And all this vast accumulation of events ranging from abandoned babies to murder and sudden death comes trickling in by telephone and goes tickering out on paper rolls.

It's a rapid, efficient system; but think of the slender pocketbooks of the Gresham or Goshen representatives of the Portland papers if the *Oregonian*, *Journal*, *Telegram* and *News* suddenly installed a system of canned correspondence.



## PORTLAND TELEGRAM MOVES INTO FINE NEW HOME OF ITS OWN

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**S**INCE October 14 the Portland *Telegram* has been in its new home at the corner of Eleventh and Washington streets, where all departments of the paper have ample room to work and grow after months in the cramped old quarters in the Pittock block where the *Telegram* was published from February 27, 1915, until last October. Practically all of the three-story building, 100 by 100 feet, in which the evening daily is now housed is given over to the *Telegram*, a few store locations on the street floor being the only space not occupied by the paper.

The pure colonial architecture of the red-brick-faced structure which is topped by a replica of the tower on Independence hall stands out among the surrounding buildings and is distinctive among Portland business blocks. The architectural entrance to the building faces diagonally across the intersection of the streets, but this leads only into the business office. The real entrance is about the middle of the Eleventh street wall through an unimposing door which leads into a narrow hall. Here are the elevator and the stairways to the upper floors and the basement.

### NEWS ROOM ON SECOND FLOOR

The feature of the second floor, especially from the reporter's standpoint, is the large, airy news room with its ample light and spacious accommodations. This room, 40 x 73 feet, fronts on Washington street. The copy desk occupies the east end of the room and is connected by a pneumatic tube system with the composing room on the third floor. The Associated Press occupies the corner room adjacent to the news room, and adjoining it on the Eleventh street side are the offices of J. E. and L. R. Wheeler, owners of the paper. The managing editor's office opens on the northwest corner of the news room, and

adjoining it are the offices of the political editor, editorial writers and of the classified advertising department. The library is along the west wall of the news room. Other features of the second floor include the roomy quarters of the circulation department and an auditorium which is a general utility and rest room.

On the third floor are the seventeen Intertype machines on which the news is set, and the other adjuncts of a thoroughly modern composing room. The art and engraving departments are partitioned off in ample quarters along the Eleventh street wall. A speedy little elevator carries the mats from the stereotyping department to the casting room in the basement.

The two presses on which the *Telegram* is printed, sextuple Hoe presses with a combined capacity of 24,000 papers an hour, occupy a part of the basement, although there is yet room for two more presses of like size and for paper storage. Moving these presses without suspending publication was an interesting operation. It was done by moving one press at a time, the dead lines on all editions being moved ahead a few minutes to allow the one press to handle the circulation. It kept the press humming over time, but things went off without a hitch. The composing room equipment was moved between the time the last edition came out on a Saturday afternoon and the first edition came out at 11:30 the following Monday.

The growth of the *Telegram* as evidenced by the new home of the publication and progress of the state at large were commemorated in a special edition on November 15

Visiting newspaper men and friends of The *Telegram* have a standing invitation to come in and inspect the new building and to see the staff at work in the newest of the homes of Oregon newspapers.

## BUILDING UP THE SMALL PAPER

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**O**REGON EXCHANGES has long had the theory that the quality of a newspaper is more directly dependent on the ability and enterprise of the publisher than upon the size of the town. The recent achievements of Nelson & Ray with the *Junction City Times* is another example of what two up-and-coming newspapermen can accomplish in a small community—for, with all due respect to Junction, which is a fine little place, it is by no means a metropolis.

Let Jasper J. Ray, secretary-treasurer of the Artgraph Publishers, of which Thomas Nelson is president, and which publishes the *Junction City Times* and the *Monroe News*, tell how this concern has been building up in the last half-year:

Business in our shop was as good as usual last July. The office force had enough to keep them busy, but somehow there was a feeling that we could do more. So Thomas Nelson, now editor-in-chief of the *Junction City Times* and the *Monroe News* and also president of this firm, known as the Artgraph Publishers, and I began to plan bigger things. These larger fields of endeavor, of which we mention a few below, have been made possible by the careful planning, farsightedness and guidance of our president, whose wide range of newspaper experience in dealing with the public for the last 34 years has been remarkable. During this time he has worked on both daily and weekly papers and in job offices, in practically every capacity from devil to foreman in the state of Colorado, Idaho, Oregon and California, and has owned and operated five different newspapers of his own.

### VOLUME NEARLY DOUBLED

At this writing we can truthfully say that our business has nearly doubled since last July. We will mention a few of the principal factors which helped to bring about this additional business.

Instead of being interested in ourselves and our own little world, we began to take interest in the other fellow. Not an issue of the paper was permitted to go out of the office without a writeup of some successful farmer or business man in our vicinity. Mr. Nelson, with others from the office, made special trips into the berry patches, gardens, orchards, etc., and talked with the owner on his own soil or at his place of business. Many people became so interested in telling us about their accomplishments that in many cases we were kept several hours listening to the story of how a portion of a man's life had been spent in improving conditions, producing wealth and discovering ideas for the good of himself and mankind. When it came time to return to the office our car was loaded down with the choice specimens to be displayed in our office window, and in nearly every case we were urged to take home products from the farm for our own personal use.

### PAPER'S IMPROVEMENT NOTED

The demand for extra copies of our paper began to grow, and those who showed little interest before were now telling us how fast the paper was improving. As many as 25 extra copies have been ordered by a single person whose name appeared in the article, and in many cases eight- and ten-dollar printing jobs, which were entirely new business, have been created.

Forgetting self and thinking of the other fellow, in our estimation, is one of the most important factors in the newspaper business. The interest we show in others will return, like the bread cast on the waters, in the form of the other fellow's interest in us.

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The Coos Bay *Times* will issue an annual industrial edition about the middle of December.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## HELPFUL COMPARISONS

How many of us have the habit of comparing our particular newspapers with others published in similar fields? Here is one of the first essentials of improvement. The comparison should be made frankly and without too many allowances for the peculiar difficulties which, we may suppose, the other fellow need not face. Perhaps his special problems are not known to us. Along about New Year's is the traditional time for so-called "good resolutions." December, 1922, is a better time for a good resolve than January of 1923. However, January is probably better than February to put into practice an idea we may gain from perusal of the other fellow's paper.

Everything depends on the spirit in which this is done. Little can be gained by the editor who is too ready to see how much better his paper is than that of a neighbor town. Even a poorer paper may have some one idea you want. Frequently someone presents a useful idea through OREGON EXCHANGES; the annual conferences and conventions do their part. But there is no substitute for keeping in close first-hand touch with other papers. Suddenly you see someone trying out an idea you were half afraid of. Or you come in contact with new ways of telling the old stuff, which still needs to be told but which is hard to keep interesting.

On the business end you meet new ideas in advertising. Some other paper is

doing more with the farmers' ads than you, perhaps. Some other is getting livelier copy than you have been trying for. Some other is typographically stronger. An open mind on these things is a long step toward success.

Setting of the dates for the next Oregon Newspaper Conference reminds us that the value of the conference is enhanced by suggestions made to the program committee by the newspaper men over the state. What subjects would you like to have discussed? What ones particularly emphasized? Preliminary announcements indicate a most inspiring and helpful conference. There is still room for more features, however, and the program committee will be glad to receive suggestions on what the editors and publishers want at the next meeting.

Elbert Bede's most interesting article on his middle-western trip calls attention to the unusual prosperity enjoyed by the Oregon editors and publishers. Further confirmation of this fact may be obtained from a comparison of the newspaper directory list published in this issue with the list in the 1921-'22 Blue Book of the state. Within the two years since the collection of the data for the Blue Book, only three weekly papers of general circulation in the state of Oregon have suspended. This is a much better showing than in the previous two years, when casualties were heavy. On the other hand, the list of employees given indicates that many small papers are enlarging to the point where the editor and publisher does not find it necessary to be his own printer also, thus giving himself more time to develop his field.

Read George P. Cheney's short article on fire insurance rates, on page 11 of this issue. Why would not that subject be worthy of a place on the program of the next Newspaper conference?

## Fire Insurance Rates

Fire insurance rates on printing plants are much too high in Oregon. Perhaps they are based on the old-time conditions, when the country shops were small wooden buildings with littered floors and careless management. Such shops are rare today, for valuable machinery and heavy investments in plant call for substantial housing and tidy workrooms.

In a small city with which I am familiar, the printing plant is the highest type of fire risk in town. The building is of stone with concrete sub-floor and is heated by steam. Every precaution and protection is at hand. Yet the rate for the plant is considerably higher than on a retail store with stove heat, with hanging cotton goods, and in a row of fire risks.

As a matter of justice I feel the publishers and printers should demand fire insurance rates much lower than now charged.—GEO. P. CHENEY, *Enterprise Record Chieftain*.

## Gibbs Quits A. P. A.

Upton H. Gibbs, publisher of the *Eastern Clackamas News*, reports that he has notified the American Press Association that he will cut loose from it after the close of this year.

"I found," says the Estacada editor, "that I was losing money if anything through it. My paper is a small one with a very limited field, and the bulk of foreign advertising coming to it, is what the wholesalers send in on account of their clients among the local merchants. This advertising would come in anyhow without particular solicitation.

"The first two years I had charge of this paper, this advertising came to me through different agencies, for which I allowed them the usual 15 per cent. Then the A. P. A. butted in, and all I got from it was this very same advertising only I

had to pay it another 15 per cent. It sent me very little new advertising besides this, so I have concluded to pull out from it."

## Scott Saves State Money

A. E. Scott, editor of the *Washington County News-Times*, is the means of saving the State of Oregon \$2,000 a year on postage on automobile licenses. Mr. Scott some time ago saw an article in one of his Illinois exchanges which told that by a special ruling of the Postoffice Department at Washington, D. C., the State of Illinois had been saved thousands of dollars on first-class postage that was being paid out on the small envelope that contains the certificate of registration that accompanies each auto tag mailed out to the automobile owners by the Secretary of State.

The Illinois official had secured a ruling whereby this envelope should be treated as a part of the auto tag, as it was only a blank form filled in with the necessary data concerning the owner of the machine and was not a personal communication as had been the ruling previous to that time. By this ruling the extra two cents in postage was eliminated and brings the total saving into many thousands in Illinois. Mr. Scott sent the newspaper clipping to Secretary of State Kozer, who took the matter up with the department at Washington and received a like ruling for Oregon which results in an annual saving of \$2,000 a year. Scott is now thinking of running for Governor on his record for real economy and saving. At the late election he was elected a member of the city council of Forest Grove.

## An Oregon Walt Mason

Oregon has added another member to its family of humorists in the person of Bob Pressey, of Bandon, author of "Bob Pressey's Jingles" which are now appear-

ing exclusively in country weeklies throughout the United States. Primarily Bob's occupation calls for stripping pure-bred Guernseys on his Dew Valley dairy farm, but his literary drift is running strong, and now that his rhymes are being published in every state in the Union he is called upon to put in considerable time wielding the graphite. Bob for years has been a correspondent for *Western World* and has more or less knocked about newspaper offices all his life.

To give the readers of this publication an idea of what Bob's stuff is like the following recent bit of his prose-poetry is here given:

#### THE PILGRIMS

I am not learned of musty tomes and volumes of that order that tell about the Pilgrim homes along New England's border, but in my reading here and there I make some observations on how

their methods would compare with modern operations. The women then, as now, were floored with household cares and bothers but still those hardships they endured—also endured the Fathers. No he-vamps asked them out to ride in roadsters fast and chummy—no punk appendix e'er was pried from any Pilgrim's tummy. No vices marred their speckless lives, vile gum and like confections; there were no wild and reckless wives with Jezebel complexions. To short or low-cut evening gown no zeal for conquest led them, nor did they roll their stockings down till it was time to shed them. Their work was slow, 'twas quite a while before they reached the altar; they lacked our quick, aggressive style in putting on a halter. But though the ladies of that cult would wait with bosoms bursting, they got the same benign result for which our girls are thirsting. Miles Standish may have worn steel pants and other fancy dingles to queer the noble red-skin's chance of chopping through his shingles; and though such garments might have been too stiff for tender chickens, a pair of breeches made of tin would last to beat the dickens. Whenever he set out to roam he had no balky flivver, sometimes, of course, he came back home with arrows in his liver. This Pilgrim was both keen and wise, his stock of brains was ample; he knew it paid to advertise with precept and example. He worked all day from early morn to show—it's not disputed—that whoose tooteth not his horn—his horn shall not be tooted.

## ASTORIA PAPERS VICTIMS OF DISASTER

**B**OTH Astoria newspaper plants were wiped out in the fire which laid the city in ruins December 8. While the fire was still raging, however, Merle Chessman, editor of the *Budget*, was interspersing relief work with the publication of mimeographed editions of his paper, which were distributed among the fire fighters and other townspeople. The Astoria Finnish newspaper, *Toveri*, whose quarters were not destroyed, offered the use of its plant to both papers. Numerous other offers were made, including one from the Seaside *Signal*, and by Saturday both papers had resumed regular publication. Permanent quarters are a matter for the future.

Every Portland paper sent one or more representatives to Astoria to cover the disaster, and the result was a flood of graphic stories which brought out in vivid outline the picturesque little city's tragedy.

The Portland *Telegram* gave special credit to its Astoria correspondent, John DeWitt Gilbert, who took general charge

of its fire story and who cooperated with other newswriters in preparing their material. From Portland the *Telegram* sent David W. Hazen, Lawrence E. Davies, Earl W. Murphy, and Gardiner P. Bissell. The *Oregonian* dispatched James D. Olson, Floyd W. Maxwell, and Jay C. Allen Jr. Philip Parrish and George S. O'Neal, represented the *Journal*, while the *News* sent Tom E. Shea, a former Astorian.

The correspondents bring back a uniform story of courage in the face of disaster, a spirit which means the rebuilding of a greater *Astorian*, a greater *Budget*, a greater Astoria. Not an easy task under the conditions, but it will be done.

Fully half of The Portland *News* staff removed to Corvallis, for the University of Oregon-Oregon Agricultural College football game. Billy Stepp, sporting editor, and wife made the first move and took a carload of visitors to the college town.

# SUPPORT FOR FARMER AND LABORER

By I. V. MoADOO  
EDITOR SCIO TRIBUNE

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**T**HESSE are strenuous times, and it takes strenuous thought to make the best out of them. Real effort has not been made by the powers that be to right a condition that is purely economic and can be settled by proper thought and recognition of the rights of our fellow man. We as a profession declare that we are the moulders of public opinion, and as a matter of fact we are not moulding any opinion but following the path of least resistance.

We let the prejudiced newspapers, or rather the newsgathering agencies, mould our opinion and we take for granted that the prejudiced news thus scattered is the opinion of the rank and file of the people of this great land of ours. The writer has interviewed now over a hundred men in various localities, and he finds that the great bulk of the news as published in the great dailies is discredited and looked upon as mere bunk. They say, and the writer believes, that the pulse of the nation is with the men that toil, and not with the class that is attempting to break down the farmer and the laborer by low prices and low wages. The well-paid farmer and laborer are the backbone of the nation, because if they are contented all is well and safety is within our gates.

No country paper can live long without the support of the laborer and farmer as its readers, for without readers it cannot get advertising, and without advertising it cannot last long in the newspaper field. Too many of our editors practice what they want the laborer to do, take anything that is offered them without regard to its cost to them (the editors). The day has passed when we as newspaper men can guess at our business; it must be facts and costs. Let us render unto all as we would be rendered

unto—fair and square methods and an honesty of purpose to serve the man who earns his bread in the sweat of his face. Moneyed men can take care of themselves, they can purchase space in newspapers to exploit their side of any controversy, but the poor man cannot even get a look in with any of the papers that come to our editorial desk, and sorry it is so. There are more poor people than rich, and God in his wisdom must have made them so, and as this is a fact, it is our bounden duty to mould public opinion for the masses and not for the few. Good wages, a happy family, a nest egg for the day when we cannot toil, all tend to cure what is termed radicalism (unrest) in men these days, and this term radicalism should be applied to wealth in greater degree than to the workers. Let's boost the poor.

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## Advertising Traded Out

The other day the undersigned had occasion to visit a few merchants in a nearby town with the idea of enlisting them in an advertising way for the trade of his community. He was surprised to learn from each that all but one paper in which they were using space was trading out the amount of the advertising bill. We were unable to do business that way, for the reason that the business houses with which the average newspaper does business cannot handle the same sort of "cash" that I would have had to accept, had I made a contract with them. To my mind, it is a weakness upon the part of the newspaper to accept trade in lieu of cash. It hurts other businesses, and besides it is unethical to accept trade for any business that may be thrown toward a publisher. He needs the cash the same

as the merchant. He (the merchant) is willing to pay the publisher in trade, but wants the cash from the publisher's patrons. If publishers will only look their business in the face as man to man there will be no more of this sort of trading. The publisher will always remain poor if he accepts such collateral in lieu of the cash. Besides, he usually cuts rates to obtain such advertising, as I found in the town of which this article is the subject. Some of the advertising was as low as 10c per inch, and *in trade*. Can you beat it?

—I. V. M.

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### Club Editor Honored

Miss Vella Winner, for 10 years editor of the woman's club department of the *Oregon Journal*, and one of the most widely known newspaper women in the northwest, was signally honored by the women of Portland, when she returned to her desk after a four months absence in California, where she was called by the illness of her father.

In addition to numerous small, private affairs in Miss Winner's honor, a luncheon of 100 covers was given at the University club by the women of the city to welcome her home. Mrs. Alexander Thompson, Oregon's first woman legislator, prominent clubwoman and personal friend of Miss Winner's, presided. Short speeches were made by leading women of the city and telegrams from out-of-town women were read. In a facetious little speech Mrs. G. J. Frankel presented Miss Winner with the keys to the city; Mrs. G. L. Buland read an original poem in her honor, and a song composed for the occasion was sung.

A handsome imported lamp was presented to the honor guest, Mrs. George W. McMath making the presentation speech. The tables were decorated in baskets of gorgeous flowers, and Miss Winner's place was surrounded with special floral gifts.

### "It's All Grist"

One day last summer John Dierdorff, then a senior student in journalism at the University of Oregon, now a reporter on the *Portland Telegram*, sat down at his No. 10 Royal and pounded out for *Old Oregon*, the alumni magazine, the following poetic appeal for news, which seems good enough to be reprinted in this publication. The stanzas follow:

If your wife has wrecked a flivver,  
If your chum has found the river,  
If your foot's picked up a sliver,  
Then it's NEWS!

If a classmate's just got married,  
If elections he has carried,  
If disaster he has parried,  
Then it's NEWS!

If some fellow's bought a cottage,  
Just a place to spend his dotage,  
If he's worth a mess of pottage,  
Then it's NEWS!

If an old alum's made money,  
If he's written something funny,  
If he's moved to climates sunny,  
Then it's NEWS!

If some athlete's turned prize fighter,  
If some big boy's getting lighter,  
Let us know, you bloomin' blighter,  
'Cause it's NEWS.

With a pen or pencil write it,  
In a minute you'll indite it,  
Put on it a stamp and smite it,  
Send us NEWS!

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A picture of Fred Lockley, associate publisher of the *Oregon Journal*, recently appeared in *Editor and Publisher* but without the caption few of the friends of that gentleman would have recognized the newspaper man of the present day. Mr. Lockley was pictured in the uniform of a mail carrier with his foot poised on the steps of a Salem residence while he read the postcards. At least the picture gave that impression.

# Newspaper Directory of Oregon

(Continued from page 2)

- Henry N. Fowler. Reporter, Ralph C. Curtis. Advertising manager, Claude C. Smith. Foreman composing room, Ralph Spencer. Pressman, Harry J. Funke. Circulation manager, M. Connelly. Bookkeeper, E. Dorothy Belden.
- BANKS.** *Herald*. Weekly. Thursday. Editor and owner, J. H. Hulett. Reporters, Mae Cox, Mrs. George T. Myers, Mrs. L. S. Irvin, Joe Moore. Foreman composing room, Paul Manake.
- BEAVERTON.** *Times*. Weekly. Friday. Editor and manager, R. H. Jonas. Owners, R. H. Jonas and F. M. Jonas. Foreman composing room, R. H. Jonas.
- BOARDMAN.** *Mirror*. Weekly. Friday. Editor, manager, and owner, Mark A. Cleveland. Reporters, Mrs. A. T. Herreim, Mrs. M. L. Morgan, and Mrs. Margaret Cramer.
- BROWNSVILLE.** *Times*. Weekly. Friday. Jesse R. Hinman, editor, Isaac W. Pouttu, associate. Assistants, Alton Williams, Burl Tyce.
- BROOKINGS.** *Interstate News*. Weekly. Editor, owner, and manager, John A. Juza.
- BURNS.** *Harney County News*. Weekly. Thursday. Editor, manager, and owner, Charles A. Byrd. Foreman composing room, Charles A. Byrd. Compositor, Mrs. L. E. Byrd.
- Times-Herald*. Weekly. Saturday. Editor, manager, and owner, Julian Byrd. Reporters, William Farre, Gladys Byrd. Foreman composing room, Julian Byrd. Linotype operator, Vella Parker.
- CANBY.** *Herald*. Weekly. Editor and owner, Ed Satter. Foreman composing room, Oscar Olson.
- CANYON CITY.** *Blus Mountain Eagle*. Weekly. Friday. Editor, C. P. Haight. Manager, P. F. Chandler. Owner, Chandler & Haight. Foreman composing room and linotype operator, Arlie Sollinger. (Both owners practical printers; do their own work).
- CARLTON.** *Sentinel*. Weekly. Friday. Editor, Harry Dence. Publisher, Yamhill County Publishing Company, Inc. President, F. A. Thoms. Secretary, A. G. Dence.
- CLATSKANIE.** *Chief*. Weekly. Friday. Editor, manager, and owner, Art Steele. Linotype operator, Mrs. Lena Daley.
- CONDON.** *Globe-Times*. Weekly. Friday. Editor and manager, N. C. Wescott. Owner, Wescott & Ortman. Foreman composing room, W. H. Ortman. Linotype operator, E. C. Lloyd. Bookkeeper, Mrs. N. C. Wescott.
- COQUILLE.** *Coquille Valley Sentinel*. Weekly. Editor and owner, H. W. Young. Manager and reporter, H. A. Young. Foreman composing room, Frank L. Greenough. Linotype operator, Marian D. Young.
- CORVALLIS.** *Benton County Courier*. Semi-weekly. Tuesday and Friday. Editor, S. S. Harralson. Manager and owner, A. E. Frost. Reporter, Miss Lois Payne. Foreman composing room, H. E. Fisher. Other mechanical employees, P. V. Womer, Hubert Gove, and H. C. Davis.
- Gazette-Times*. Daily. Evening except Sunday. Also weekly. Editor, C. E. Ingalls. Business manager, G. L. Hurd. Owner, Ingalls, Moore & Hurd. Managing editor, C. E. Ingalls. News editor and city editor, N. R. Moore. Reporters, Merele Hollister, O. H. Barnhill.
- Advertising manager, Henry Sterritt. Foreman composing room, Harry Ball. Pressman, J. E. Rutledge. Circulation manager, Harry Sterritt. Bookkeeper, Harry Sterritt.
- COTTAGE GROVE.** *Sentinel*. Weekly. Thursday. Editor, Elbert Bede. Manager, Elbert Bede. Owners, Elbert Bede, Elbert Smith, O. L. Bede. Reporter, Dorris Sikes. Foreman composing room, Dale Hawkins. Assistant, Robert Galloway.
- CRANE.** *Harney County American*. Weekly. Friday. Editor, manager and owner, George E. Carter. Foreman composing room, George E. Carter. Apprentice, Joe Buchanan.
- DALLAS.** *Polk County Itemiser*. Weekly. Thursday. Editor and manager, M. L. Boyd. Owners, M. L. Boyd and V. P. Fiske. Reporter, Rena Bennett. Foreman composing room, William Fairweather. Assistant, Harry Mixer.
- Polk County Observer*. Weekly. Friday. Editor, manager, and owner, E. A. Koen. Reporter, Charles Bacon Hodgkin. Foreman composing room, O. E. Severson. Other mechanical employees, H. W. Johnson, linotype operator. Assistant, Miss Elsatia Koen.
- DAYTON.** *Tribune*. Editor, manager, and owner, F. T. Mellinger. Reporters, F. T. Mellinger and J. E. Mellinger. Foreman composing room, F. T. Mellinger.
- DREWSEY.** *Pioneer Sun*. Weekly. Friday. Editor, owner and manager, E. L. Beede.
- DUFUR.** *Dispatch*. Weekly. Thursday. Owner, T. C. Queen.
- ECHO.** *News*. Weekly. Friday. Editor, manager, owner, reporter, foreman composing room, etc., W. H. Crary. (Strictly one-man shop).
- ELGIN.** *Recorder*. Weekly. Thursday. Earle Richardson, editor, manager, and owner.
- ENTERPRISE.** *Record Chieftain*. Weekly. Thursday. Editor, manager, and owner, George P. Cheney. Foreman composing room, Glen E. Odle. Other employees, Snow V. Heaton, W. L. Flower.
- ESTACADA.** *Eastern Clackamas News*. Weekly. Thursday. Editor and manager, Upton H. Gibbs. Owner, Mary Louise Gibbs (Mrs. Upton H.). Reporters, Upton H. Gibbs and Mrs. Nina B. Ecker. Foreman composing room, Elliott Stewart. Assistant, Mrs. Nina B. Ecker.
- EUGENE.** *Daily Guard*. Evening, except Sunday. Editor, Charles H. Fisher. Manager, J. E. Shelton. Owner, Guard Printing Co. News editor, Raymond Lawrence. City editor, Harold A. Moore. Reporters, H. Elmer Maxey, Lyle Bryson. Advertising manager, Floyd Westfield. Foreman composing room, Manley Fuller. Pressman, W. H. Van Slyke. Circulation manager, J. E. Turnbull. Bookkeeper, Drusilla Castil.
- Morning Register*. Daily. Morning except Monday. Editor, Frank Jenkins. Owner, Register Publishing Company. Manager, E. R. Gilstrap. City editor, Horace Burnett. Night news editor, Otto Gilstrap. Reporters, Fred Guyon. Mrs. Gladys Wilkins McCready (society). Circulation manager, Henry Hanekamp. Foreman composing room, C. P. Sylvester.
- FLORENCE.** *Siuslaw Region*. Weekly. Friday. Editor, owner, foreman of composing room, A. K. Lulay. (One-man shop).
- FOREST GROVE.** *Washington County News-Times*. Weekly. Thursday. Editor, manager, and owner, A. E. Scott. Reporter, Mrs. A. E. Scott (local and society). Foreman composing room, W. P. Dunton. Linotype operator, Mrs. Hazel Carmack.



- FOSSIL.** *Journal.* Weekly. Friday. Editor, manager, and owner, H. J. Simmons. Foreman composing room, Will Heberton.
- FREEWATER.** *Times.* Weekly. Thursday. Editor, Mrs. E. Y. Sanderson. Business manager, R. E. Bean. Owner, Mrs. E. Y. Sanderson. Reporter, R. E. Bean. Foreman composing room, Claude Hand. Assistant, Archie Williams.
- GERVAIS.** *Star.* Weekly. Friday. Editor, A. M. Byrd. Owner, Gervais Star Publishing Company. Reporter, Mrs. A. M. Byrd. Foreman composing room, A. M. Byrd. Assistant, Miss Winnifred Gleason.
- GLENDALE.** *News.* Weekly. Thursday. Editor, publisher, and owner, J. L. Campbell.
- GOLD BEACH.** *Reporter.* Weekly. Thursday. Editor, John A. Juza. Managing editor, John A. Juza. Owner, Gold Beach Publishing Co. Mechanical force, Ralph Moore.
- GOLD HILL.** *News.* Weekly. Saturday. Editor, manager, and owner, Howard E. Wharton. Foreman composing room, Evangene Starns.
- GRANTS PASS.** *Courier.* Daily, evening except Sunday. Also weekly. Editor, Wilford Allen. Manager, A. E. Voorhies. Owner, A. E. Voorhies. Managing editor, A. E. Voorhies. News and city editor, Wilford Allen. Reporter, Wilford Allen. Advertising manager, R. C. Salton. Foreman composing room, J. R. Higginbotham. Pressman, Bert Palmer. Bookkeeper, Mildred Taylor. Secretary, Alice Ament. Stone-man, Clara Trefren. Machinist operator, Sam Stinebaugh. Machinist-operator and job-man, B. W. Coutant.
- Oregon Observer.* Weekly. Wednesday. Editor, owner, and manager, A. S. Coutant. Reporter, Goldie Hull. Foreman composing room, Ben W. Coutant.
- GRESHAM.** *Outlook.* Tuesday and Friday. Editor and manager, H. L. St. Clair. Owner, Outlook Publishing Co. Managing editor, H. L. St. Clair. News editor, Mrs. Lena C. St. Clair. Reporter, Miss Faye Lord. Advertising manager, Leslie T. St. Clair. Foreman composing room, H. L. St. Clair. Pressman, Oliver Stromquist. Circulation manager, Mrs. Lena C. St. Clair. Bookkeeper, Miss Beatrice Jackson. Linotype operators, Chae E. St. Clair and Miss Emma B. Johnson. Press-feeder, Miss Floella Jacobs. Binder, Miss Evelyn Metzger.
- GRASS VALLEY.** *Journal.* Weekly. Friday. Editor, owner, and manager, W. I. Westerfield.
- HAINES.** *Record.* Weekly. Saturday. Managing editor, Katherine T. Woolley. Business manager, E. O. Woolley. Owners, Woolley & Woolley. Reporters, E. B. Cochrane, Mack White. Foreman composing room, Ben F. Amis.
- HALFWAY.** *Pine Valley Herald.* Weekly. Thursday. Editor, manager, and owner, Guy Hughes. Foreman composing room, Guy Hughes. Assistant, Emma C. Peterson.
- HALSEY.** *Enterprise.* Weekly. Thursday. Editor and manager, William H. Wheeler. Owners, William H. and Mrs. A. A. Wheeler. Foreman composing room, William H. Wheeler. Compositor, John Standiah.
- HARRISBURG.** *Bulletin.* Weekly. Thursday. Editor and manager, M. D. Morgan. Foreman composing room, M. D. Morgan. Reporter, M. D. Morgan.
- HELIX.** *Advocate.* Weekly. Friday. Publisher and editor, Lorin O'Gara.
- HEPPNER.** *Gazette-Times.* Weekly. Thursday. Editor, Vawter Crawford. Manager, Vawter Crawford. Owners, Vawter Crawford and Spencer Crawford. Foreman composing room, Spencer Crawford.
- Herald.* Weekly. Tuesday. Editor, manager and owner, S. A. Pattison. Reporter, S. A. Pattison. Foreman composing room, Royal E. Bebb. Assistant, Austin Smith.
- HERMISTON.** *Herald.* Weekly. Saturday. L. M. Williams, editor and publisher.
- HILLSBORO.** *Argus.* Weekly. Thursday. L. A. Long, editor and owner.
- Independent.* Weekly. Friday. Editor and owner, S. C. Killen. Mechanical employees, H. H. Harvey, A. E. Edwards, Orvel Edwards.
- HOOD RIVER.** *Glacier.* Weekly. Thursday. Editor, Joe D. Thomison. Manager, A. D. Moe. Owners, A. D. Moe, Joe D. Thomison, R. W. Moe. Reporter, Joe D. Thomison. Foreman composing room, J. G. Ruggles. Other mechanical employees, Ed Abbott and Mrs. Susie Lynn.
- HOOD RIVER.** *News.* Weekly. Friday. Manager C. P. Sonnichsen. Editor, H. G. Ball. Secretary, E. A. Sonnichsen. Foreman composing room, W. W. Mansfield. Assistant, Clyde Smith.
- HUBBARD.** *Enterprise.* Weekly. Friday. Editor, manager, and owner, L. C. McShane. Reporter, Clark M. Will.
- INDEPENDENCE.** *Enterprise.* Weekly. Friday. Editor and owner, Z. C. Kimball. Reporter, Mrs. Crosby Davis. Foreman composing room, E. C. Bevier.
- IONE.** *Independent.* Weekly. Friday. Editor, manager, and owner, E. S. Ackerman.
- JACKSONVILLE.** *Post.* Weekly. Saturday. Editor and manager, S. P. Shutt. Owners, S. P. Shutt and H. M. Shutt. Foreman composing room, H. M. Shutt.
- JEFFERSON.** *Review.* Weekly. Friday. Editor, manager, and owner, Hugh D. Mars. Reporter, Mrs. H. D. Mars. Foreman composing room, H. D. Mars.
- JORDAN VALLEY.** *Express.* Weekly. Friday. Editor, manager, owner, H. W. Gahan. No employees.
- JOSEPH.** *Herald.* Weekly. Thursday. Editor, manager, and owner, O. G. Crawford. Reporters, Mrs. S. M. Lozier and Mrs. Nellie Boner.
- JUNCTION CITY.** *Times.* Weekly. Thursday. Editors and managers, Thomas Nelson, J. J. Ray. Owners, Nelson & Ray. Reporter and proofreader, Mrs. Thomas Nelson. Foreman composing room, Thomas Nelson. Linotype operator, George Watrous. Bookkeeper, Mrs. A. C. Anderson.
- KLAMATH FALLS.** *Herald.* Daily, evening except Sunday. Editor and manager, F. R. Soule. owner, Herald Publishing Company. Managing editor, F. R. Soule. News editor, H. R. Hill. Reporter, Maybelle Leavitt. Advertising manager, F. C. Nickle. Foreman composing room, Thomas Shaughnessy. Pressman, Walter Strachan. Circulation manager and bookkeeper, Hazel Connors.
- LA GRANDE.** *Observer.* Daily, evening except Sunday. Editor, manager, and owner, Bruce Dennis. Reporters, Orrin Skiff, Helena Anderson, Owen Price. Foreman composing room, Bruce Dennis. Other mechanical employees, Walter Morse, E. L. Evans, Charles Moran, Jack Dennis, W. T. Long, Wilbur Shaw, Milton Price, Shirley Price.
- Observer-Star.* Weekly. Thursday. Owner, Bruce Dennis.

- LAKEVIEW.** *Examiner.* Weekly. Thursday. Owner, Examiner Publishing Company. Reporter, Dan F. Brennan. Foreman composing room, James G. Campbell. Assistant, Thomas J. Hyland.
- LEBANON.** *Criterion.* Weekly. Friday. Editor and manager, Robert F. Boetticher. Owner, W. C. DeFew. Reporters, Mrs. C. I. Leavengood, Jess Fee. Foreman composing room, W. K. Brownlow. Assistant, Lillie Rideout. Features, C. I. Leavengood.  
*Express.* Weekly. Wednesday. Editors, managers, and owners, G. L. Alexander and T. R. MacMillan. Reporter, Mrs. Wilma Waggoner. Foreman composing room, D. L. MacMillan. Assistant, Roderick MacMillan.
- LONG CREEK.** *Ranger.* Weekly. Thursday. Editor, manager, and owner, Grace Porter.
- McMINNVILLE.** *News Reporter.* Weekly. Thursday. Editor, manager and owner, Edgar Meresse. Foreman composing room, Fred Seeley. Linotyper, R. H. Stone.  
*Telephone Register.* Weekly. Friday. Editor, Irl McSherry. Manager, George E. Martin. Owner, Martin, Burch & McSherry. Foreman composing room, Lynn C. Burch.
- MADRAS.** *Pioneer.* Weekly. Thursday. Editor and manager, Lot C. Pearce. Owner, Vine W. Pearce. Reporter, Ira P. Holcomb. Foreman composing room, J. L. Tucker. Floorman, Alvin Powell. Assistant, Wendell Gray. Linotype operator, Willard Burton.
- MARSHFIELD.** *Southwestern Oregon Daily News.* Daily, evening except Sunday. Editor-manager, William L. Carver. Receiver, William L. Carver. Owner, News Publishing Company (in receivership). Reporter, Ruth Corrine Avery. Foreman composing room, H. C. Tripp. Linotype operator, Marvin F. Hoff. Job department, Roy M. Avery. Pressman, Joe Lapp. Advertising and news soliciting, Roy M. Avery. Bookkeeper, Hazel Duvall.  
*Coos Bay Times.* Daily, evening except Sunday. Also weekly. Manager, M. C. Maloney. Editor, M. C. Maloney. Managing editor, Dan E. Maloney. News editor, A. E. Guyton. Owner, Coos Bay Times Publishing Company. Society editor, Anna L. Truman. Advertising manager, R. E. Lahey. Reporters, Lucile McLain and Belle Chatburn. Foreman composing room, M. C. Maloney. Linotype, W. E. Bailey and H. C. Farley. Floor, Charles E. Hicks. Pressman, Elzie Lingo. Subscription clerk, Hazel Hartley. Proofreader, H. B. Maloney. Bookkeeper, A. B. Maloney. Mail clerks, Tom Flanagan and Olaf Edlund.
- MAUPIN.** *Times.* Weekly. Thursday. Editor, manager, and owner, Jessilene E. Morrison. Reporter, Mrs. Lois Van Laanen. Foreman composing room, J. E. Morrison. Compositor, Mrs. Lois Van Laanen.
- MEDFORD.** *Clarion.* Weekly. Friday. Editor and manager, William E. Phipps. Owner, Clarion Publishing Company. Foreman composing room, A. B. Bauer. Assistant, H. H. Lampman. Other co-workers, Estill Phipps and Mrs. Clara Phipps.  
*Mail Tribune.* Daily, evening except Sunday. Also weekly. Editor, Robert W. Ruhl. Manager, S. S. Smith. Owner, Ruhl & Smith. Reporters, R. A. Koppas, Arthur Perry, Ned French. Foreman composing room, A. F. Stennell.  
*Sun.* Sunday morning. (connected with Mail Tribune; Ruhl & Smith).
- METOLIUS.** *Jefferson County Record.* Weekly. Saturday. Editor, and manager, Edgar Winters. Owner, E. T. Pierson.
- MILTON.** *Eagle.* Editor, manager, and owner, Bernard Mainwaring. Foreman composing room, Ralph Wolverton. Linotype operator, Roy Twiford.
- MILWAUKIE.** *Review.* Weekly. Editor, manager, and owner, George A. McArthur. Reporter, H. W. Fletcher. Foreman composing room, H. W. Fletcher.
- MITCHELL.** *Sentinel.* Weekly. Thursday. Editor, manager, and owner, A. Helms, Jr. Foreman composing room, Mrs. Lallah Gage. Pressman, J. W. Richards.
- MOLALLA.** *Pioneer.* Weekly. Thursday. Editor, Gordon J. Taylor. Manager, Walter R. Taylor. Owners, Taylor & Taylor. Reporters, Ella Larson, Max Hume.
- MONMOUTH.** *Herald.* Weekly. Friday. Editor and owner, Richard B. Swenson. Assistants, Mrs. R. B. Swenson, Eric Swenson, and Irving Swenson.
- MONROE.** *News.* Weekly. Thursday. Editors, managers, and owners, Thomas Nelson and J. J. Ray. (Issued from office of Junction City Times.)
- MORO.** *Sherman County Observer.* Weekly. Friday. C. L. Ireland, editor, manager, and owner.
- MOUNT ANGEL.** *Mt. Angel Magazine.* Weekly. Publishers, Benedictine Fathers.  
*News.* Weekly. Tuesday. Editor and publisher, J. M. Eisen.
- MYRTLE CREEK.** *Mail.* Weekly. Editor, owner, and manager, Charles W. Rice. Reporter, Joe J. Rice.
- MYRTLE POINT.** *Southern Coos County American.* Weekly. Thursday. Editor and owner, J. M. Bledsoe. Assistant, Mrs. J. M. Bledsoe. Foreman composing room, Harold Bargelt. Linotype operator, Miss Dorothy Miller.
- NEWBERG.** *Graphic.* Weekly. Thursday. Editor, Chester A. Diamond. Managers, W. J. Nottage and Chester A. Diamond. Owners, Nottage & Diamond. Foreman composing room, W. J. Nottage. Linotype operator, C. A. Riddle. Floor man, Kenneth Kinney. Substitute operator, Howard J. Nottage.
- NEWPORT.** *Yaquina Bay News.* Editor and manager, William Matthews. Owners, William Matthews and John E. Matthews. Foreman composing room, John E. Matthews.
- NORTH BEND.** *Coos Bay Harbor.* Weekly. Friday. Editor, manager, and owner, Edgar McDaniel. Linotype operators and printers, Mrs. Opal Elliott and Miss Hildur Anderson.  
*Sunday Morning Bee.* Weekly. Sunday. Editor, manager, and owner, Frank B. Cameron.
- NORTH POWDER.** *News.* Weekly. Saturday. Editor, manager, and owner, L. J. Graffe. Assistant, Mrs. L. J. Graffe.
- NYSSA.** *Gate City Journal.* Weekly. Friday. Editor and manager, H. F. Brown. Owners, H. F. Brown, W. S. Brown, Lloyd Riches. Foreman composing room, H. F. Brown.
- OAK GROVE.** *North Clackamas Reporter.* Weekly. Thursday. Editor and manager, W. E. Hassler. Owner, M. V. Hassler. Reporter, R. C. Cooke. Compositor, Alf Rhodes.
- OAKLAND.** *Tribune.* Weekly. Friday. Editor and owner, A. L. Mallery. Reporter, Mrs. A. L. Mallery. Foreman composing room, Roy L. Sunderland.

- ONTARIO.** *Argus.* Weekly. Thursday. Editor, manager, and owner, George K. Aiken. Reporter, H. M. Browne. Foreman composing room, Julien M. Field. Assistant, Erling L. Field.
- OREGON CITY.** *Banner-Courier.* Weekly. Friday. Editor and manager, F. J. Toose. Owner, Banner Publishing Company (corporation). Advertising manager, H. A. Kirk. Circulation manager, F. J. Toose, Jr. Foreman composing room, Leslie J. Bennett. Compositor, H. Careswell. Pressman, W. W. Kune.  
*Enterprise.* Daily. Morning except Monday. Also weekly. Owner, Edward E. Brodie. Managing editor, Hal E. Hoes. News editor, Charles Edward Gratke. Reporter, Miss Nan Cochran. Advertising manager, Arne G. Rae. Foreman composing room, Harry B. Cardidge. Pressman, Frank Naege. Circulation manager, James B. Johnson. Bookkeeper, Alene Phillips. Salesman and outside man, Charles Bollinger. Foreman of bindery, Benjamin Grossenbacher.
- OSWEGO.** *Western Clackamas Review.* Weekly. (Issued at Oak Grove by W. E. Hassler, editor, manager, and owner).
- PENDLETON.** *East Oregonian.* Daily, evening except Sunday. Also semi-weekly. Editor, Edwin B. Aldrich. Manager, Fred W. Lampkin. Owner, East Oregonian Publishing Company. Managing editor, E. B. Aldrich. Telegraph Editor, Hazel Bursell. City editor, Joseph Harvey. Social and club editor, Elsie Fitzmaurice. Advertising manager, L. D. Drake. Advertising salesman, Leslie Gibbs. Foreman composing room, Forest Baker. Circulation manager, John Dunning. Circulation collector, Frank Glaze. Job department salesman, R. W. Fletcher.  
*Tribune.* Daily, morning except Monday. Also weekly. Editor, manager, and owner, Harry L. Kuck. News editor, E. Merle Husson. City editor, Ernest L. Crockett. Society editor, Jean Strachan. Advertising manager, Harry L. Kuck. Foreman composing room, Roy McNeas. Pressman, George Naas. Circulation manager, Ann Murray.
- PHILOMATH.** *Benton County Review.* Weekly. Thursday. Editor, manager, and owner, F. S. Minshall. Foreman composing room, F. S. Minshall. (Two employees).
- PILOT ROCK.** *Record.* Weekly. Friday. Editor, manager, and owner, Jay T. Arneson.
- PORT ORFORD.** *Tribune.* Weekly. Wednesday. Editor and manager, Tom W. Fulton. Owners, Tom and Lillian H. Fulton. Reporter, Lillian H. Fulton. Foreman composing room, T. W. Fulton. Compositors, Ralph Curl and Lillian Fulton.
- PRAIRIE CITY.** *Grant County Journal.* Weekly. Editor, manager, owner, F. E. Donaldson. (One-man shop).
- PRINEVILLE.** *Central Oregonian.* Editor, manager, and owner, R. H. Jonas. Reporter, Miss Ruth Admson. Foreman composing room, L. D. Bell. Linotypner, Miss Margaret Glaze. Compositor-pressman, Clinton D. Huston. Apprentice, Delbert Hale. Pressman, Earl H. Milliron. Bookkeeper and office manager, Mrs. R. H. Jonas. Apprentice, Herbert E. Jonas.
- RAINIER.** *Review.* Weekly. Friday. Editor, manager, and owner, A. E. Veatch. Foreman composing room, G. E. Rhode. Linotype operator, Nancy Girt.
- REDMOND.** *Spokesman.* Weekly. Thursday. Editor and manager, W. B. Russell. Owner, Spokesman Publishing Company.
- REDSPOUT.** *Port Umpqua Courier.* Editor, Clifford C. Fairchiles. Manager, George J. Ditgen. Owners, Clifford C. Fairchiles and George J. Ditgen. Reporters, Clifford C. Fairchiles and George J. Ditgen. Foreman composing room, George J. Ditgen.
- RIDDLE.** *Enterprise.* Editor, manager, and owner, Carl P. Cloud. Apprentice, M. E. Acker. (one-man shop).
- ROSEBURG.** *News-Review.* Daily, evening except Sunday. Also semi-weekly. Editors, managers, and owners, B. W. and Bert G. Bates. Reporters, Charles V. Stanton, Beulah Jewett, Velma Dillard, R. R. Wood. Advertising, M. M. Miller. Foreman composing room, U. I. Hunnicutt. Other mechanical employees, Richard Busch, Ellen Crabtree, Marvin Gentry, Dale Strange, Hugh Amsherry, Carl Amsherry, Harry Fletcher, Fred Renner.
- ST. HELENS.** *Mist.* Weekly. Friday. Editor, manager, and owner, S. C. Morton. Reporters, S. C. Morton, and Marion Morton. Foreman composing room, J. M. Cummins. Printer, Frank Keating.
- SALEM.** *Capital Journal.* Daily, evening except Sunday. Editor, manager, and owner, G. Putnam. News editor, Harry N. Crain. Reporters, Paul Farrington, F. W. Ginn, Ruth Austin. Advertising manager, E. A. Brown. Foreman composing room, M. H. Mogge. Pressman, Chet Mee. Circulation manager, W. A. Scott. Bookkeeper, May Hall. Secretary and cashier, Helen N. Yockey.  
*Oregon Statesman.* Daily, morning except Monday. Also semi-weekly. Editor and manager, R. J. Hendricks. Owner, Statesman Publishing Co. Managing editor, S. A. Stone. Reporters, Charles J. Leslie, Margaret Gleeson, F. Riley, James Reed. Advertising manager, R. L. White. Foreman composing room, Chester Booker. Pressman, Arthur Edwards. Circulation manager, H. H. Henderson. Bookkeeper, Ralph Glover.  
*Pacific Homestead.* Weekly. Agricultural magazine. Thursday. Editor and manager, Carle Abrams. Owner, Statesman Publishing Co. Reporters, E. A. Rhoten, W. S. Steele, O. H. Barnhill. Foreman composing room, Frank Jaschoik. Makeup, Charles Brant. Pressman, Lloyd Stiffler. Associate editor, Gwen Hulbert. Garden editor, A. G. B. Banquet.
- SCIO.** *Tribune.* Weekly. Thursday. Editor, manager, and owner, I. V. McAdoo. Reporter, Lyle J. Ficklin. Foreman composing room, I. V. McAdoo. Assistant in mechanical department, Miss Pauline Sims.
- SEASIDE.** *Signal.* Weekly. Thursday. Editor, manager, and owner, E. N. Hurd. Reporters, H. S. Haynes, Frances M. Wheat. Foreman composing room, H. S. Haynes. Other mechanical employees, Frances M. Wheat, E. T. Savage.
- SHERIDAN.** *Sun.* Weekly. Thursday. Editor, manager, and owner, O. D. Hamstreet. Associate, Harold Hamstreet. Reporters, O. D. Hamstreet, Mrs. O. D. Hamstreet, Harold Hamstreet. Compositor, Clarence Neal.
- SHERWOOD.** *Tualatin Valley News.* Weekly. Friday. Editor, manager, and owner, Douglas Hewitt. Assistant editor, Hazel Iris Hewitt. (No employees).
- SILVER LAKE.** *Leader.* Weekly. Thursday. Editor, manager, and owner, L. B. Charles. Reporter, L. B. Charles. Foreman composing room, Glen H. Charles.
- SILVERTON.** *Appeal.* Weekly. Friday. Editor, Flora F. Hoblitt. Manager, John T. Hoblitt. Owners, Flora F. Hoblitt, John T. Hoblitt. Reporters, Flora F. Hoblitt, John T. Hoblitt, Lowell F. Hoblitt. Foreman composing room, Irvin J. Doerr. Mechanical assistant, Bert J. Day.

- Tribune*. Weekly. Friday. Editor, manager, and owner, Edward B. Kottek. Reporters, Clarice Steen, Mrs. J. C. Jennings, Mrs. J. H. Brougner, Helen King, Hazel Shanander. Foreman composing room, Edward B. Kottek Jr.
- SPRINGFIELD**. *News*. Weekly. Thursday. Editor, H. B. Freeland. Advertising manager, T. V. Henderson. Owners, H. B. Freeland and T. V. Henderson. Reporter, D. E. Lyons. Compositor, Howard V. Coleman.
- STANFIELD**. *Standard*. Weekly. Friday. Editor, manager, and owner, Mark A. Cleveland. Reporter, Florence Severance. Foreman composing room, Chas. F. Lake. Assistant, Tennis Johnson.
- STAYTON**. *Mail*. Weekly. Thursday. Editor, E. D. Alexander. Business manager, Frances Parry. Owner, E. D. Alexander. Foreman composing room, W. G. Baylis.
- SUTHERLIN**. *Sun*. Weekly. Editor and owner, W. J. Hayner.
- THE DALLES**. *Chronicle*. Daily except Sunday. Also weekly. Editor, Fred H. McNeil. Manager, Ben R. Litfin. Owner, Chronicle Publishing Company, Inc. Assistant to manager, Alexander G. Brown. Managing editor, Ben R. Litfin. News editor and city editor, Fred H. McNeil. Reporters, K. L. Hicks, Miss Ruth Sheldon. Advertising manager, J. W. Jones. Foreman composing room, O. R. Lange. Pressman, C. H. Edwards. Circulation manager, L. M. Schassen. Bookkeeper, Miss Lillian Schassen.
- Optimist*. Weekly. Thursday. Editor, George H. Flagg. Manager, Henry Cue. Owners, Henry Cue and George H. Flagg. Reporters, Charles Lake, Margaret Walker. Foreman composing room, S. J. Harms. Other mechanical employees, Jay Matthews, Florence Woodford, Howard McNeal.
- TILLAMOOK**. *Headlight*. Weekly. Thursday. Editor, Leslie Harrison. Owner, Headlight Publishing Company. Reporter, Helen Harrison.
- Herald*. Weekly. Tuesday. Editor, C. E. Trombley.
- TOLEDO**. *Lincoln County Leader*. Weekly. Friday. Editor, G. W. Hall.
- TURNER**. *Tribune*. Weekly. Thursday. Editor, manager, and owner, Pearl P. Hassler. No employees.
- UMATILLA**. *Spokesman*. Weekly. Friday. Editor, manager, and owner, Mark A. Cleveland. Reporter, Mrs. C. H. Mock. Foreman composing room, Chas. F. Lake. Apprentice, Tennie Johnson.
- UNION**. *Eastern Oregon Republican*. Editor, manager, and owner, George A. Scibird. Reporters, Agnes Paddock, Mrs. N. R. Grace, Mrs. George A. Scibird. Other mechanical employees, T. F. Kennedy, foreman composing room; Ida B. Cline, Lola Wolf. Bookkeeper, Mrs. George A. Scibird.
- VALE**. *Malheur Enterprise*. Weekly. Saturday. Editor and manager, Lloyd Riches. Owners, Lloyd Riches and W. S. Brown. Reporters, Fern Crummett, Charles K. Crandall. Foreman composing room, W. S. Brown. Other mechanical employees, H. S. Brown and Ray T. Moe Jr.
- VERNONIA**. *Eagle*. Weekly. Friday. Editor, manager, and owner, Paul Robinson. Reporters, H. E. Hodges, C. R. Robinson. Foreman composing room, H. E. Hodges. Assistant, Charles Heltzel.
- WALLOWA**. *Sun*. Weekly. Thursday. Editor, manager, and owner, D. M. Major. Reporters, D. M. Major, Robert Hendron, S. T. Baillie. Foreman composing room, John Weiss.
- WARRENTON**. *News*. Weekly. Thursday. Editor, E. H. Flagg.
- WASCO**. *News-Enterprise*. Editor, manager, and owner, C. M. Snider. Reporter, C. M. Snider. Foreman composing room, C. M. Snider. Assistant, Mrs. C. M. Snider.
- WESTON**. *Leader*. Weekly. Friday. Editor, manager, and owner, Clark Wood. Reporter, Mrs. H. Goodwin. Foreman composing room, Clark Wood. Assistant, Edmond L. Wood.
- WHEELER**. *Reporter*. Weekly. Thursday. Editor, manager, and owner, G. B. Nunn. Reporter, Madge C. Cunningham.
- WILLAMINA**. *Times*. Weekly. Thursday. Editor and manager, Geo. M. Cole. Owners, Geo. M. Cole and Mrs. Geo. M. Cole. Reporter, Mrs. H. A. Williams. Foreman composing room, Geo. M. Cole.
- WOODBURN**. *Independent*. Weekly. Thursday. Editor, Herbert L. Gill. Manager, Wayne B. Gill. Owners, Herbert L. Gill & Son. Reporters, H. L. Gill, W. B. Gill, C. B. Gill. Foreman composing room, Wayne B. Gill. Other mechanical employees, C. W. Wakefield, G. H. Estle.
- YAMHILL**. *Record*. Weekly. Thursday. Editor, owner, and manager, C. W. Van Wormer. Foreman composing room, F. A. Van Wormer. Assistant, Beatrice Van Wormer.

## PORTLAND

- Advocate*. Weekly. Saturday. Editor, E. D. Cannady. Associate editor, Mrs. E. D. Cannady. Owner and business manager, Mrs. E. D. Cannady. Advertising manager, W. K. Reese.
- Catholic Sentinel*. Weekly. Thursday. Editor and manager, John P. O'Hara. Assistant editor, Mary Jane Carr. Owners, P. E. Sullivan and John P. O'Hara. Advertising manager, B. C. Davies. Business office and circulation, Margaret Kelleher.
- Commerce*. Weekly. Friday. Editor, Fred M. White. Advertising manager, L. M. Smith. Owner, Portland Chamber of Commerce.
- Commercial Review*. Weekly. Wednesday. Editor and manager, Leon S. Jackson. Publisher, Commercial Review, Inc.
- Forum*. Weekly. Friday. Publisher, Oregon Civic League. Editors, A. C. Newill, Mrs. A. C. Newill, Marshall N. Dana, Dean Collins.
- La Tribuna Italiana*. Weekly. Friday. Editor, Albert B. Ferrera. Manager, Edward Fassio. Owner, Albert B. Ferrera (Italian Publishing Company).
- Nachrichten*. Weekly. Thursday. A. E. Kern, editor.
- Northman*. Weekly. Thursday. H. J. Langoe, editor.
- Oregon News*. Daily. Evening. Toyoji Abe, editor.
- Oregon Posten*. Weekly. Wednesday. F. W. Lonegren, editor.
- Oregon Merchants' Magazine*. Weekly. Saturday. Editor and manager, G. Jewett McPherson. Publisher, Portland Grocers and Merchants Association, Inc.
- Pacific Northwest Hotel News*. Weekly. Saturday. Editor-manager, Frank W. Beach. Assistant editor, Curtis L. Beach. Secretary-treasurer, Alvin Y. Beach.
- Portland Daily Shipping News*. Daily. Proprietor and business manager, A. W. Howard. Editor, A. C. Albrecht. Auditor and assistant editor, H. S. George.
- Oregon Journal*. Daily. Publisher, C. S. Jackson. Associate publisher, P. L. Jackson. Editor, B. F. Irvine; Managing editor, Donald Sterling. News editor, J. F. Sutor. City editor, C. T. Hoge. Assistant city editor, E. C. Brown-

lee. Editorial department, Fred W. Bell, George Bertz, E. N. Blythe, H. H. Cohen, M. N. Dana, Lynn Davis, R. Gittings, Earle Goodwin, Hazel Handy, Lewis Havermale, H. H. Hill, Gibson Hubbard, Harold E. Hunt, Helen Hutchinson, Mrs. Irvine, Ward Irvine, A. S. Johnson, R. C. Johnson, Helen Manning, Joseph Macqueen, H. S. McNutt, O. C. Merrick, F. R. Mitchell, Reuel Moore, George O'Neal, E. R. Parrish, Ernest Peterson, Howard Rummell, Richard Rummell, Claud Simpson, Lawrence G. Smythe, Roy C. Stewart, Georgia Stone, L. R. Swayze, J. L. Wallin, Ralph Watson, Wallace Wharton, Vella Winner, Ida Womack, Fred Lockley. Art Department, Harold Detje, Howard Fisher, Roy Mohr. Engraving department, Foreman, L. F. Otto. Composing room, Foreman, T. J. James, T. Davis. Circulation manager, David H. Smith. Advertising manager, Harry Marcus. Legal, R. W. Hagood.

*Oregon Labor Press.* Weekly. Friday. Editor and manager, C. M. Rynerson. Owner, Oregon Press Publishing Company. Reporter, Kelley Loe. Stenographer and bookkeeper, Donna L. Johnson. Advertising, J. P. Link.

*Oregon Voter.* Weekly. Saturday. Editor and owner, C. C. Chapman. Assistant editor, F. H. Young. Assistant publisher, W. C. Kaley. Advertising manager, H. H. Gough.

*Portland Telegram.* Owners, J. E. Wheeler, president; L. R. Wheeler, vice-president. Managing editor, O. C. Leiter. Editorial writers, N. J. Levinson and M. O. Nelson. City editor, Arthur L. Crookham. Asst. city editor, Arthur Caylor. Telegraph editor, Harry C. Frye. Financial editor, Alfred C. Reese. Commercial editor, Ted Emerson. Sports editor, Lou Kennedy. Dramatics, David Hazen, Arthur Caylor, and Miss Susie Aubrey Smith. Society and music, Miss Susie Aubrey Smith. Clubs and women's activities, Mrs. Frances E. Whitehead. Marine editor, H. B. Say. Church editor, J. M. Palmer. Political editor, Henry M. Hanzen. Copy desk staff, Harry Frye, C. H. Showerman, A. A. Anderson, L. B. Baketel, L. E. Davies, Maxwell Vietor. Reporters, Dean Collins, David W. Hazen, E. W. Murphy, Ben E. Titus, P. H. Holmberg, K. L. Binns, John Dierdorff, R. L. Witherow, H. Jones, Arthur Caylor, Alfred C. Reese, Ted Emerson, Lou Kennedy, Miss Susie Aubrey Smith, Mrs. Frances E. Whitehead, H. B. Say, J. M. Palmer and Henry M. Hazen. Business manager, G. F. Law. Advertising manager, Charles Rafield. Manager circulation department, Earl Adams. Photographers, Milton Werschkul and Gardiner Bissell. Head of engraving department, Jack Faust. Foreman press room, H. H. Showers. Foreman composing room, Mike Johnson.

*Pacific Banker.* Weekly. Thursday. Editor and owner, Lydell Baker. Managing editor, Ivan W. Elder.

*Pacific Christian Advocate.* Weekly. Wednesday. Publisher, Methodist Book Concern.

*Portland Times.* Weekly. Saturday. Publisher, Portland Times Publishing Company. President W. D. Allen. Vice-president and editor, J. A. Merriman. Associate editor and business manager, A. H. Morrow.

*Promoter.* Weekly. Editor, manager, and owner, Charles Ballard. Advertising manager, W. E. Rogers. Reporter, Charles Ballard. Foreman composing room, Charles Ballard. Other mechanical employees, John Stull.

*Rose City Herald.* Weekly. Robert O. Case, publisher. Miss Victoria Case, editor.

*Sellwood Bee.* Weekly. Friday. Charles M. Thompson, editor, manager, owner.

*Daily Shipping Guide.* Publisher and editor, Donald G. Fraser. Business manager, M. M. Fraser. Printers, J. R. Rogers Press.

*Spectator.* Weekly. Saturday. Editor, Hugh Hume. Manager, N. Carlyle Smith. Owner, The Spectator Publishing Company. Reporters, Beatrice M. Locke, society and dramatic editor; Ruth Frances Hopkins. Musical editor, Aileen Brong. Editor Horse and Driver department, Richard V. Haller.

*Spotlight.* Editor, Arne G. Keil. Publisher, Portland Ad Club.

*Sunday Welcome.* Weekly. Thursday. C. M. Senoski, editor.

*Western Breeders Journal.* Weekly. Thursday. Editor, C. M. Hyskell. Publisher, H. C. Browne & Co.

*Mount Scott Herald.* Weekly. Friday. Editor, Lawrence Dinneen. Manager, Lawrence Dinneen. Owner, The Columbian Press (Inc.) Reporters, Morrison Handsaker, Mrs. Lizzie Lloyd. Foreman composing room, George H. Neher. Other mechanical employees, H. B. Green, Mrs. N. M. Dille, A. Kellner, Marguerite Tiff, Francis Brennan, Louis Breidenbach, Miss M. Kelsey, A. Kellner.

*St. Johns Review.* Weekly. Friday. Editor, manager, owner, H. L. Ray. Foreman composing room, J. A. Dickson. Other mechanical employees, J. F. Currie.

*The Oregonian.* Morning. Daily. Editor-in-Chief, Edgar B. Piper. Manager, C. A. Morden. Owner, Pittock Estate and Scott Estate. Managing editor, Edgar B. Piper; Assistant R. G. Callvert. News Editor, Paul Kelly; Assistants, Geo. Prichard and Fred G. Taylor. Editorial writers, Edgar B. Piper, R. G. Callvert, L. K. Hodges, W. J. Cuddy, Albert Hawkins, Ben Lampman. City editor, H. E. Thomas; Asst., W. H. Warren. Copy desk staff, Fred G. Taylor, Geo. Prichard, L. P. Arant, James McCool, Percy Ford, W. E. Bates, A. B. Slauson, Paul Ryan, R. Westcott, Herman Edwards.

Reporters, Addison Bennett, Ben H. Lampman, Ernest Potts, James Olson, John Kelly, Jerrold Owen, H. W. Lyman, Clara Marr, Frank Barton, G. Showerman, H. B. Critchlow, R. V. Haller, Sol Emanuel, Clark Williams, W. E. Mahoney, DeWitt Harry, Hamilton Wayne, John Piper, Floyd Maxwell, Arthur Sullivan, Adelaide Lake, Jay Allen. Financial editor, H. B. Critchlow. Commercial editor (markets) J. M. Lowndale. Sports editor, Lair H. Gregory; Assts., George Cowne, Sam Wilderman. Dramatics, Leone Cass Baer. Literary, R. V. Haller. Music, Mrs. C. Hilton-Turvey. Society, Nancy Zan Scott, and Jeannette Henderson. Clubs, Clara Marr. Librarian, Mary Trowbridge. Cartoonist, H. H. Perry. Business Manager, W. E. Hartmus. Advertising mgr., W. J. Hofmann. Circulation dept., E. P. Hodwood. Stenographer, editorial dept., Amanda Otto Marion. Bookkeeper, A. Anderson. Photographer, C. V. McMonagie. Head of engraving dept. Al Faust. Mechanical Supt., David Foulkes. Foreman pressroom, J. E. Brooks. Foreman composing room, George R. Flora.

*The Portland News.* Daily except Sunday. Editor-in-chief, Fred L. Boalt. Manager, Chas. W. Myers. Managing editor, E. W. Jorgenson. Assistant, Floyd A. Fessler, Thomas E. Shea. City editor, F. A. Fessler. Reporters, Gordon Smyth, Kenneth L. Binns, Marion Sibley. Sports editor, Billy Stepp; Assistant, Paul Moeckli. Dramatics, Elinore Pillsbury. Business manager, C. W. Myers. Advertising manager, J. Bruce Sproule. Circulation Manager, Max H. Clark. Cashier, J. B. McLeod. Mechanical superintendent, C. B. McCombs. Foreman composing room, Cal McCombs. Foreman pressroom, J. Goldstein.

## ALL OVER OREGON

H. W. Young, publisher of the *Coquille Sentinel*, will be 75 years old December 17, making him one of the oldest editors in the entire Pacific Coast region. The *Sentinel*, incidentally, is becoming much of a family affair, Mr. Young reports. His son, H. A. Young, is associate editor, local editor, and business manager. His daughter, Marian D. Young, is linotype operator. His grandson, 6 feet 1 at 15 years old, is janitor, besides which little detail he finds time to act as clerk in a local drug store and to play on the Coquille high school football team.

After eleven years service with the *Portland News*, Max H. Clark, circulation manager, has tendered his resignation, effective December 11. Clark's personal business has grown so rapidly that he was compelled to give it his entire attention. Less than two years ago, he invested in the stage lines operating between Portland and Camas and between Portland and Kelso and upon the recent death of his partner, the entire management of the lines fell into Clark's hands.

H. T. Hopkins, Pacific coast business manager of the International News Service, has returned to his headquarters in the *Oregon Journal* office after an extended trip through the east and a visit to the home offices of I. N. S. Hopkins found James S. Sheehy, University of Oregon graduate, holding down the local bureau job like a veteran.

Helen Manning, graduate of the University of Oregon School of Journalism and now librarian in the *Oregon Journal* office, is doing frequent assignments for City Editor Charles T. Hoge and others. Miss Manning is making herself especially valuable as a reviewer and art critic.

Changes in the staff of the *Oregon Journal* soon after the last issue of EXCHANGES saw the retirement of Henrietta McKaughan, who for several years had done a combination beat centering around the postoffice, and of William H. Souls, marine reporter and a veteran Portland newspaper man. Miss McKaughan went into Washington after leaving Portland and at last reports was in San Francisco. Most of her beat is being covered by Miss Helen Hutchinson, formerly society editor. To take Souls' place on the marine desk Reuel S. Moore was called off the day police beat, and he is fast becoming acclimated on the waterfront.

Philip Parrish and George S. O'Neal were hustled off to Astoria by the *Oregon Journal* at the sound of alarm from that recently stricken city. The *Journal's* news service from the mouth of the river thereupon assumed splendid proportions. Not only did these two men, with the assistance of the *Journal's* Astoria correspondent and of Roy Norr, *Journal* staff photographer, win praises within the office, but from readers generally.

Earle R. Goodwin, assistant sports editor of the *Oregon Journal*, holds this year's record for long-distance travel among staff members. Goodwin's trips in the interests of his paper have totalled 8127 miles and included attendance at the American Legion national convention at New Orleans, which tacked 6191 miles to his previous total.

H. W. Parrish, circulation manager of the *Seattle Star*, sister paper to the *Portland News*, dropped his work in Seattle recently to look in on activities of the *News*. Parrish spent three days studying the *News* from top to bottom.

The Knights of Kolodion, composed of a few employees of the *Oregon Journal's* various departments, were devising ways and means for spending the heavy contents of a "swear box." Their suggestion for a banquet was made light of by some of the charitably inclined wives, who thought the fund might better be used to bring Christmas cheer to a needy family. The Knights, eight of them, strongly disapproved that idea and voted to spend the fund of \$20 for their own Christmas cheer. That done, the boys with Felix Mitchell, grand chief of the K. K. as ringleader, got together \$35 as a Christmas present to a family whose needs had been mentioned. Now even the wives are pleased, for they are to get in on the originally planned feed.

F. A. Fessler, city editor of the *Portland News*, and George Brill, street circulator of the *News*, motored to Seattle and Tacoma recently and visited the offices of the *Seattle Star* and the *Tacoma Times*, sister papers of the *News*, to compare methods of operation there and pick up any useful hints that were floating around.

Luke B. Terheyden, otherwise known as "Terry" is a recent addition to the *Portland News* staff. Terry doesn't claim to be more than a "cub," but says "everything has its beginning." He has been going from the city hall to the courthouse and from the courthouse to the police station in the few weeks he has been with the *News*.

Frank A. Clarvoe, blissful groom and manager of the northwest United Press bureau in the *Oregon Journal* office, took time off recently for a trip over U. P. territory, in the Northwest.

Leon S. Jackson, former student in the University of Oregon, is now editor of the *Commercial Review*, in Portland.

Elizabeth is the latest addition to the family of Mr. and Mrs. W. H. Warren. Mother and daughter are doing nicely. The arrival was announced in a special edition of the *Doughnut-Wogglebug*, of which the father is editor. "The father does not smoke, but he will accept candy in lieu of cigars," was a line in the story which was interpreted by some as indicating that he had reached the stage when he considered it was "the other fellow's" turn to treat, this being his ninth baby, and he would not deny the implication. As a result, he received one box (a Hoefler) of candy, one stick of gum and a box of matches. Mr. Warren is assistant city editor of the *Oregonian*, in addition to his arduous duties as *Wogglebug* editor.

Harold Hamstreet, who has been employed on the copy desk of the *Oregonian* during the last four years, is now associated with his father, O. D. Hamstreet, in the publication of the *Sheridan Sun*. Harold is a graduate of the Oregon School of Journalism. In his last year in the University he edited the student publication.

While H. J. Richter, editor of the *Amity Standard*, has been in Oregon for more than twenty years and is a "shark" for fishing, he had the pleasure not long ago of landing his first salmon. Needless to say he was "deelighted" over the fact.

The Heppner *Herald*, published by S. A. Pattison, recently listed over a hundred topics on which the paper asked contributions from its readers as matters of news. Everything from mobs to curiosities, old, was covered.

Miss Belle Chatburn, former University of Oregon student, has joined the *Coos Bay Times* force as a reporter.

Dan E. Maloney, managing editor of the *Coos Bay Times* at Marshfield, spent his vacation recently in Portland.

W. S. Kilgour, who held down a copy desk berth under the night editor, Harry H. Hill, on the *Oregon Journal* staff, left Portland recently to become telegraph editor of the Bakersfield *Californian*. Kilgour, who came to the *Journal* from Olympia, Wash., was replaced by Joseph Macqueen, another veteran of the game, who left the *Oregonian* some time ago to take a place with one of the Olympia papers and came from there back to Portland and the *Journal*.

Harold Bargelt, genial foreman on the Myrtle Point *American*, left Myrtle Point very quietly on Friday, November 3, stealing a march on his many friends there, and was married to Miss Hilda Carter, daughter of Mr. and Mrs. C. C. Carter of Myrtle Point. The ceremony was performed at the home of Paul J. Bargelt, Tacoma, Wash. They are making their home in Myrtle Point.

Miss Georganna Fletcher, member of the bookkeeping staff of the Pendleton *East Oregonian*, became the bride of Sidney Williams, of Portland, November 12. The bride is the daughter of Mr. and Mrs. R. W. Fletcher, Mr. Fletcher being a member of the advertising department of the paper. Mr. and Mrs. Williams will make their home in Portland.

Mr. and Mrs. H. W. Hicks (Leone Cass Baer, of The *Oregonian*), are having a vacation trip through New Mexico and California, and are traveling over the Union Pacific, with which Mr. Hicks is associated. Mr. Hicks went ahead to visit his mother in Chicago and Mrs. Hicks joined him later in Salt Lake City.

Harry Ely, prominent newspaper man and formerly assistant circulation manager of the *Oregon Journal*, will succeed Max H. Clark as circulation manager of the *Portland News*. Ely started working for the *Journal* when sixteen years old, and has remained there for twelve years.

S. B. Sanderson, editor of the *Freewater Times* and one of the leading newspaper men of eastern Oregon, died November 4 at his home, following a short illness caused by blood poisoning. Mr. Sanderson, who was 34 years of age, is survived by his mother, Mrs. D. C. Sanderson, a widow and three children. Because of qualities that endeared him to his friends, his passing is a shock to the Freewater community and to the newspaper fraternity of the Inland Empire. The *Times* will be managed by the two Mrs. Sandersons and by R. E. Bean. Mrs. E. Y. Sanderson is editor.

Ward Irvine, son of B. F. Irvine, editor of the *Oregon Journal*, Portland, has been appointed private secretary to the governor-elect, Walter M. Pierce. Mr. Irvine, who returned recently from a year of newspaper work in New York City, has been doing some special writing for newspapers and magazines since his return. He will succeed as governor's secretary Don H. Upjohn, another newspaper man, who is serving in similar capacity for Governor Olcott.

Melvin Hall, formerly telegraph editor for the Pendleton *East Oregonian*, is now a draftsman for the forestry office in Portland. He is succeeded on the *E. O.* by Miss Hazel Bursell, a graduate of Oregon Agricultural College. She was formerly with the *Salem Statesman* and the *Albany Democrat*.

A story in the *Oregon Journal* indicating that E. B. Aldrich, editor of the Pendleton *East Oregonian*, might be named as private secretary to Walter M. Pierce, newly elected governor, resulted in a statement by Mr. Aldrich that he would not accept such an appointment if it were tendered. "I am a newspaperman and wish to remain one," says Mr. Aldrich.



From Portland, Maine, to Portland, Oregon, approximately 3000 miles, traveled Charles W. Myers, representative of the Morris Brothers Packing company of Chicago, to visit his namesake Charles W. Myers, business manager of the *Portland News*. Like every true Oregonian, Myers of the *News* took Myers of Morris Brothers up the Columbia River highway to show the easterner an exclusive Oregon wonder. When asked if they weren't cousins or something of that sort, Myers of the *News* answered gloomfully, "We don't know. That's what we're trying to decide. Myers of Morris Brothers comes from the same state I did, but that's the only clue we've discovered yet."

Everett Earle Stanard, Brownsville free-lance prose writer and poet, recently concluded his series in the *Albany Sunday Democrat* entitled "Pen Pictures of Pioneers of Linn county." He is now running a popular series called "Old Stuff and New." The feature is a vehicle for the reviewing of the lives of pioneers and the discussion of interesting and rare old books. Mr. Stanard writes not a little for juvenile papers. He recently read proof on an article for *St. Nicholas* concerning cougars in southern Oregon.

Fred L. Boalt, editor-in-chief of the *Portland News*, has haunted the islands along the Willamette river ever since the duck hunting season started. Friends declared Boalt's repeated visits aren't following that "if at first you don't succeed, try, try again" motto, but that he actually bags game worth working for each time he goes.

H. J. Richter of the *Amity Standard* writes: "From now till after Christmas business ought to be good for the newspapers and just because it may be good is no reason we should lean back in our chairs and take things easy. If we feel so inclined, it is a good time to roll up our sleeves and make the most of it."

Richard Roscoe Sharp has gone a-wandering. Report hath it that the rotund Richard, otherwise known as "Dick," is far to eastward towing in his wake a hand-picked pair of pugilistic aspirants. For Mr. Sharp, who rose from office boy at The *Oregonian* to the post of assistant sports editor, recently resigned his position and announced his determination to become the manager of a champion, upon which dubious quest he is now absent. Richard was the local likeness of Irv Cobb, and an authority in the realm of sport. He is and will be greatly missed when the fans gather to witness the re-credescence of the gladiatorial tournaments.

Two new homes in East Moreland will be occupied by members of The *Oregonian* staff. They have been built within the past few months by L. H. Gregory, sports editor, and James D. Olson, city hall reporter, and in effect constitute pledges that these members of the fourth estate will roam no more. Mr. Gregory and his family have already moved in, but the Olson habitation is not yet quite ready for occupancy. A near neighbor of the newspapermen is Carl D. Shoemaker, master fish warden, who used to be an editor himself, but who reformed.

Charles F. Lake is the new foreman of the Stanfield *Standard* mechanical department, succeeding Jay T. Arneson, who has purchased the *Pilot Rock Record*. Mr. Lake, who went to Stanfield from Pilot Rock, was for some time publisher of the *Republican-Bulletin* at Prosser, Wash. and the *Reardan (Wash.) Gazette*. He also worked in Spokane and for a time was foreman of the *Walla Walla Union* office.

Clark Wood, editor of the *Weston Leader*, has severed his connection with the *Athena Press*, with which he has been associated as joint editor with F. B. Boyd. Mr. Wood will in future devote himself entirely to the publication of the *Leader*, a weekly.

The travelogue letters which Editor Elbert Bede wrote during his trip to Minnesota and Wisconsin and return proved the most popular feature the Cottage Grove *Sentinel* ever has used. Almost every subscriber has spoken of the pleasure he got out of reading the series and many non-subscribers have not been ashamed to say that they borrowed the paper each week to read the letters. The letters contained very little descriptive matter. They dealt largely with humorous incidents of the road, of conditions elsewhere compared with conditions in Oregon, and gave suggestions whereby residents of Cottage Grove and Oregon might profit by the experiences of other cities and states. Often Editor Bede got out his portable after camp had been set up at night and lulled neighbors to sleep with the rhythmic whirl of the keys.

W. Arthur Steele, editor and publisher of the Clatskanie *Chief*, was married last month to Miss Malvina Lewis, only daughter of Mr. and Mrs. J. H. Lewis, pioneers of the city. Mr. Steele is having his first rural newspaper experience. With Earle Richardson, who has since taken over the *Elgin Recorder*, he went to Clatskanie last February. Before that he had been a reporter on the *Chicago Journal*. He is a graduate of Yale.

Jay Thomas Arneson, recently of the Stanfield *Standard* and an experienced newspaper man, has purchased the Pilot Rock *Record* from the Bank of Pilot Rock. Mr. Arneson was formerly on the Tacoma *Ledger*.

Mrs. Lena Daley of Clatskanie has been added to the mechanical force of the *Chief* as linotype operator. Editor Steele reports that Mrs. Daley, who was without previous experience, is showing rapid progress.

W. H. Crary has installed an electric pot on his Linotype Model 5 at Echo, where he is publishing the *News*.

Paul Robinson, lately of Aurora, is now busy boosting the booming city of Vernonia, through his new Vernonia *Eagle*. Robinson has been in Vernonia only four months, and early this month placed an order for a new Cottrell drum cylinder newspaper press. From a publicity standpoint, Mr. Robinson is always on the job. He, with his paper, won in the recent city election, in that the fast-growing city of the Nehalem valley voted a big majority for a new water system and a new hydroelectric light and power plant. Also, the town is proud of a new high school and over one hundred new buildings in the past six months. Robinson recently sold his Aurora *Observer* to Geo. E. Knapp.

Dana Sleeth, well-thought-of Scripps writer formerly with the *Portland News*, is now located on a ranch at Scappoose, Oregon. Though Sleeth prefers country life with tons of luscious red apples and other delectable commodities, he often makes page one of the *News* with an interesting feature.

Clark H. Williams, general assignment man on The *Oregonian*, recently was drafted by the community chest headquarters to direct publicity for the chest campaign. He was lent for the purpose by The *Oregonian*.

The marriage of Everett Zuiderduin, of the mechanical department of the Pendleton *East Oregonian*, and Miss Lillian Ball, of Pendleton, was solemnized on November 11 at the Christian church with Rev. W. A. Gressman officiating.

F. J. Tooze, editor of the Oregon City *Banner-Courier*, is a member-elect of the state legislature, having had no opposition since the primaries. He will be senator from the twelfth district.

Harry Kuck, editor and publisher of the Pendleton *Tribune*, visited Eugene during Homecoming. He is an old Oregon grad and a football fan.

John A. Juza, for the past five years publisher of *The Reporter* at Gold Beach, Oregon, recently purchased the plant and good will of the *Del Norte Triplicate*, one of two weekly papers published at Crescent City, Cal. Mr. Juza has added a linotype machine to the equipment of the *Triplicate* and has established a new paper at Brookings, Oregon, which is fast taking its place as one of the big lumbering centers of the Pacific coast. The new paper is to be known as the *Interstate News*, deriving the name from the fact that it will cover the field around Smith River, Cal., which is just across the state line, as well. Mr. Juza took active charge of the *Del Norte Triplicate* December 1 and the first issue of the *Interstate News* was to appear on Tuesday, December 5.

Billy Stepp, sporting editor of the *Portland News*, and Fred Winsor, former manager of Jack Dempsey, have an Oregon advertising idea in tow. It's Billy's plan to find a world's champion fighter in Oregon—some raw-boned husky giant who can back Dempsey against the wall. He believes devotedly that somewhere in the tall fir of Oregon there's a tall young man made of steel, and he refuses to give up until he unearths just such a treasure. Already 13 huskies have registered at Stepp's desk. When 20 congregate, a big elimination contest will be staged to pick out a winner. The winner will then be put through the ropes and polished up under careful training, until he's capable of trying for Jack Dempsey's crown.

Notwithstanding the fact that she is already "Cynthia Grey" of the *Portland News*, and a teacher of Jefferson high school night classes, Eleanor Pillsbury has added another duty to her list. She is now associate editor of *Every Living Creature*, new publication of the Oregon Humane Society. The magazine is published once each month and deals with the humane education of adults as well as children.

With the increase of prosperity the Klamath Falls *Herald* established a new mailing system, and papers are going out to the post-office now with clean legible addresses, thanks to the new "Challenge." Another thing going on in the circulation department is a cut-rate campaign which concerns itself with yearly subscriptions only. The *Herald* is finding this one of the best ways to increase its lists of subscribers as well as a fine method for decreasing monthly subscribers. The regular rate of \$6.50 a year is decreased to \$5 in the city and \$4 for all mail subscribers. This campaign will last until the end of the month.

Ordinarily addresses delivered to teachers at an institute are overlooked by newspapers to a great extent, unless some notable speaker be on the program. The *Pendleton Tribune* was able to get some lively stories, however, by covering the annual Umatilla county institute. One address, hidden under the non-inspiring title of "History and the New Propaganda," by Russel Blankenship of Walla Walla, turned out to be a real gem. In it the Walla Walla professor attacked H. G. Wells and his "Outline of History" and incidentally supplied *Pendleton's* morning paper with some good copy.

K Q Y broadcasting station of the *Portland News-Stubbs Electric* company has become a daily hobby with E. W. Jorgenson, managing editor of the *News*, and Tom Shea, assistant city editor, who take turns personally supervising programs.

The advertising department of the Klamath Falls *Herald* is progressing under the management of F. C. Nickle, who went to the *Herald* from the *Modesto Herald* early in June.

Hugh Baillie, formerly in charge of the Portland bureau of the *United Press*, is now manager in charge of the whole *United Press* news service.

November 16 was a big day on the office calendar of *The Oregonian* and was observed as such. On that day fell the birthday of Horace E. Thomas and the nineteenth anniversary of Amanda Otto Marion's association with the paper. Mrs. Marion, who is the good angel of the office and the friend of everyone, was showered with flowers and gifts all day. Late in the afternoon the staff from Mr. Piper down presented Mr. Thomas with a gift, Ben Lampman making the speech. The whole staff gathered in the local room for the affair and all took turns at inspecting the two automobile robes that Ben and Harry Critchlow had selected.

E. Merle Hussong, telegraph editor of the *Pendleton Tribune*, is one of those newspaper men who like to write news stories as well as edit Associated Press telephone wire news. Hussong burns the midnight oil after the *Tribune* goes to press and has shown ability as a feature writer. He was particularly inspired by this year's presentation of the Round-Up, and his stories thereupon were praised by the visiting newspaper celebrities from New York.

"By James H. McCool" is now noted frequently on the sports pages of *The Oregonian*, for "Jimmy," the inimitable, is now on the staff of L. H. Gregory, sports editor of that paper. He was formerly a member of the copy desk and for a time did assignments on the local staff.

Leo J. Raridan is a late addition to *The Oregonian* local staff. He formerly worked on the *Portland News* and more recently for the *Seattle Times*. He is doing general assignments.

After the Round-Up at Pendleton Ernest Linn Crockatt, city editor of the *Tribune*, with his wife, spent several days in the mountains recuperating from what was described as "the effect."

Bert G. Bates, "colyumist" of "Prune Pickin's," the jazz department of the *Roseburg News-Review*, has been elected to honorary membership in the Orange Owl chapter of the Hammer and Coffin fraternity. Bert Moses, of "Sap and Salt" fame, was the other *Oregonian* awarded that honor. Mr. Bates and Mr. Moses were initiated into the fraternity on November 18.

Herman Edwards, formerly of Astoria, has taken the place of Harold Hamstreet on *The Oregonian* copy desk. Hamstreet has gone to Sheridan, where he will be associated with the *Sun*, which is his father's paper. Edwards is a former student at the University of Oregon and his wife, Lila Chingren, also attended there.

Miss Mary Holmes, daughter of Edith Knight Hill, a former society editor of *The Oregonian*, was married Saturday, November 25, to Kenneth Churchill Goodall. They will live in Portland. For several months following graduation from Oregon Agricultural College, Mrs. Goodall worked in the society department.

The Cottage Grove *Sentinel* will move early in December to a new location a half block off Main street. The building now under construction is being arranged for the accommodation of the *Sentinel's* plant and business. A two-revolution Stonemetz press is being added to the *Sentinel's* equipment.

Young man with experience on small daily and metropolitan papers wants place on paper, preferably outside of Portland. Can furnish references for ability either in business or reportorial end. Graduate of Oregon School of Journalism. Write XYZ, OREGON EXCHANGES.

R. E. Lahey, formerly of the *Portland Telegram*, is now advertising manager of the *Coos Bay Times*.

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# Oregon Exchanges

For the Newspaper Men of the State of Oregon

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Vol. 6

EUGENE, OREGON, FEBRUARY, 1923

No. 3

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## PLANS ENLARGED FOR ANNUAL OREGON NEWSPAPER CONFERENCE

**T**HE complete Conference program will be sent to the newspaper men of Oregon not long after the issuance of this number of OREGON EXCHANGES. The announcement is being held up to await definite word from certain features for the program. The features this year promise to be unusually interesting. The dates are March 22, 23, and 24.

The program committee has had the advantage of consulting several dozen editorial programs that have been presented in various parts of the United States in the last year, and the prediction is made that Oregon will be able to hold as good a meeting and present to the delegates as much food for thought and as valuable results of experience as any state in the country.

Entertainment will be furnished by the School of Journalism, the University, the Eugene Chamber of Commerce, and the Associated Students. A large number of rooms has been reserved at the local hotels. The fraternity houses are offering their hospitality to those editors who prefer to get an intimate glimpse of student life. Special arrangements are under way to make the convention period enjoyable and interesting to the ladies of the editorial party, and a very special invitation will go out to editors urging them to bring their wives and the other ladies of their families with them.

Among the subsidiary meetings planned to accompany the Conference are:

- Oregon Newspaper Syndicate.
- Daily Newspaper Association.
- Associated Press Members.
- United Press Clients.
- Editorial Association Executive Committee.
- Trade Journalism Section.
- Advertising Men's Section.
- Professional Writers' Section.
- Reception for Women of Party.

Time will be allowed on the program for reports from several important committees appointed at previous Conferences and at Association meetings. Especially important will be the report of the legislative committee which will take this opportunity of lining up for future efforts. Some of the committees are:

Committee on Legislation—C. E. Ingalls, *Corvallis Gazette-Times*; Hal Hoss, *Oregon City Enterprise*; E. A. Koen, *Dallas Observer*.

Committee on Standardization of Paper Sizes and Column Widths—Lee Drake, *Astoria Budget*; Ralph R. Cronise, *Albany Democrat*.

Committee on Policy Toward Agency Discount—A. E. Scott, *Washington County News-Times*; A. E. Frost, *Benton County Courier*.

Committee on Homer Davenport Memorial—John T. Hoblitt, *Silverton Appeal*.

Committee on Plans of Cooperation With the Oregon State Retail Merchants' Association — George Aiken, Ontario *Argus*; S. C. Morton, St. Helens *Mist*; Paul Robinson, Vernonia *Eagle*.

FEATURES ALREADY ARRANGED

Among the features of the program which are now ready for announcement are the following. Others are in process of arrangement by correspondence.

E. F. Nelson, Portland Correspondent of the Associated Press. "Meeting Emergencies." The inside story of what some Oregon newspapermen have done at Astoria and other places when conditions were most forbidding.

Ben R. Litfin and Fred H. McNeil of The Dalles *Chronicle*. "The City Trained Newspaperman in the Country Field,"—how the rural field seems to men who have tried both, and what the country man and city man can learn from each other.

Robert W. Ruhl of Medford *Mail-Tribune*. "Newspaper Courage,"—a study of what various newspapers in Oregon did (and what happened to them—or didn't) when popular opinion got feverish over politics and religion.

Rev. E. V. Stivers, of the First Christian Church of Eugene. "Paid Ads, Page Size, and what They Did to My Church." The story of one of the biggest churches in the state outside of Portland, and how it got that way.

E. B. Aldrich, of the Pendleton *East Oregonian*. "The Correct Line Between Acceptable Contributed Matter and 'Publicity' That Should be Excluded." Mr. Aldrich has had this subject on his mind for several years and has devoted much earnest thought to a search for the correct principle to apply.

George T. Pearce, of the Central Oregon *Press*, Glen Loomis of the Lebanon *Criterion*, A. E. Frost of the Benton County *Courier*. "The Twice-a-Week

Paper," a Round Table Discussion by editors who have tried both this and the weekly. This discussion was started last year by H. L. St. Clair of the *Gresham Outlook*; since that time several papers have changed over.

Frank Jenkins, Editor of the Eugene *Register*. "Why We Call Physicians 'Mister' instead of 'Doctor,' and How This Has Worked Out as a Newspaper Policy." It's a short story, says Mr. Jenkins, but an amusing and suggestive one, and one likely to interest other editors.

Robert W. Sawyer, Bend *Bulletin*; J. S. Dellinger, Astoria *Astorian*; Merle Chessman, Astoria *Budget*; Elbert Bede, Cottage Grove *Sentinel*. "Printing Office Changes; Effect on Efficiency of Innovations Made in Moving into New Quarters." Are you planning to have a new shop some day? This is the problem of laying out the plans discussed by men who have made it a main study in recent months. Some notable results have been obtained.

George N. Angell, of the *Oregon Farmer*. "The Weekly Papers of the Northwest and the Farmer Reader." Mr. Angell has been studying this subject for a long time and has arrived at some definite conclusions. He is prepared to make his points specific by mentioning numerous papers by name.

Robert C. Hall, of the University Press. "System in the Small Shop; How to be Systematic, and How to Keep the System Simple and Economical of Time." A general discussion led by various weekly editors.

Ernest R. Gilstrap, of the Eugene *Register*. "Handling the Advertising Field." Mr. Gilstrap has the reputation of getting as large results from his advertising work, considering the size of his field, as any man in the state. He has never before revealed his interesting  
(Continued on page 14)

# HOW ASTORIA DEFIED FIRE AND DID "BUSINESS AS USUAL"

By RALPH D. CASEY

*Professor of Journalism, University of Oregon*

[The December issue of OREGON EXCHANGES was compelled to go to press without an adequate account of the achievement of the Astoria papers in continuing publication in the face of the heartbreaking difficulties following the fire which wiped out their plants together with the whole business section of their city. Mr. Casey's article catches the spirit in which the Astoria publishers triumphed over the flames.—Editor.]

ASTORIA publishers, editors and reporters gallantly upheld one of journalism's traditions when they refused to be put out of business by the recent fire which destroyed the business section of the city. The *Astorian* and *Budget* were burned out, but neither suspended publication, even temporarily. Quick to adapt themselves to a difficult situation, editorial and business staffs worked long hours and with tireless energy in order that there would be no break in publication. One of these days copies of the *Astorian* and *Budget* issued after the fire will be prized exhibits of historical societies and newspaper annalists.

When earthquake and fire visited San Francisco in 1906 newspapermen the country over were proud of the spirit shown by the journalism fraternity of the Bay City in face of the crisis. It may be recalled that in the course of the publication five years later of Will Irwin's series on American journalism, *Collier's Weekly* called attention to the *Call-Chronicle-Examiner*, the newspaper issued by the combined editorial staffs on April 19, the morning after the earthquake. The achievement of the San Francisco papers was a splendid example of journalistic enterprise. The work of Astoria newspapermen is no less worthy of praise.

An editorial printed in the *Astorian* on December 9, the day following the fire, declared: "Astoria will not stand in stunned dismay, pondering on a past

disaster. . . . Let every citizen unite with the common purpose to advance, to grow again; let none lag; let none be dismayed. . . . 'Let's Go.'"

Typewriters set up on packing boxes in temporary editorial quarters rattled "Let's Go." Linotypes rescued from the flames took up the command. A press utilized in the shop of a foreign language newspaper did its best to heed the exhortation, and every man of the staff of the *Astorian* obeyed the editorial dictum even before it was uttered.

The *Budget* staff attacked its problems with like ardor. Last October the *Budget* went into a new building on Exchange street. The fire was no respecter of the new structure, however, leaving only the walls standing. With the exception of office furniture and files, the *Budget's* equipment was practically a total loss. Three linotypes, a Ludlow and job presses were damaged beyond repair.

## MIMEOGRAPH IS USED

The *Budget* building was burned at 7 a. m., leaving the staff without a home and without equipment to issue the regular afternoon edition, which would tell the story of the fire. But reporters went ahead gathering and writing the news. Merle Chessman borrowed a mimeograph machine from an abstract company outside of the fire zone, set it up in the Y. M. C. A. and from noonday to 3 p. m. the *Budget* got out four editions on the



mimeograph, telling in succinct fashion the story of the catastrophe.

E. N. Hurd, publisher of the *Signal* at Seaside, turned over his plant to the *Budget* on the following day and the Astoria paper got out its editions in the neighboring town. The editorial office remained in the Y. M. C. A. Copy went by automobile to Seaside where DeWitt Gilbert of the *Budget* staff was on the job as superintendent of make-up. Gilbert's knowledge of the mechanics of printing, learned while a student of journalism at the University of Oregon, stood him in good stead. He set many of the heads himself and made up the pages.

#### FOREIGN PRESS HELPS

The *Budget* published at Seaside a week. Offered the use of the press of the *Toveri*, the foreign language newspaper that escaped the fire, the *Budget* mechanical staff and make-up editor returned to Astoria.

Copy was set on rescued linotypes of the *Astorian* which were installed in a building on Astor street. However, after two days in Astoria the *Budget* returned to the Seaside shop. Meanwhile composing stones, and new job and head type were ordered. Advertisers were clamoring for space in the paper to announce resumption of business and the *Budget* was able to turn out a four-page paper daily.

December 21 the *Budget* set up intertypes and job presses in a store room of the Sanborn-Cutting Co. in Astoria and has published in its own town since that date. It moved into its own building, which had been restored by emergency crews of carpenters, on January 14. The *Budget* went to eight pages on January 12.

#### ADVERTISING FLOODS IN

The Associated Press and United Press services were cut off at the time of the fire and were not resumed until several weeks afterward. The loss of telegraph news apparently did not worry *Budget* subscribers. The paper was jammed

with important local news and advertising. C. T. Larson, advertising manager, found himself swamped with advertising copy. The advertising manager of the *Astorian* had a similar experience. Stores began moving into temporary quarters and wanted space to announce their new locations and to continue to advertise their products. The columns of the *Budget* could not accommodate all the advertising copy that was submitted, according to Mr. Larson, and he printed the ads in the order in which they came into his office, retail shops waiting their turn.

Throughout the difficult period following the fire every man on the payroll was retained, according to Mr. Chessman. "We didn't miss a payroll," he says.

#### HOW THE ASTORIAN WORKED

The *Astorian* staff worked heroically immediately after the fire. The spirit of "Let's Go" animated every reporter, editor, member of the business staff, and the mechanical force. Just as the paper was going to press on the day of the fire the power went off and the issue of the *Astorian* was missed on that day. Friday morning the fire, by a surprising spurt under one of the hollow streets, reached the *Astorian* building. Quick work on the part of employes saved two of the linotypes. Undaunted by the loss, the news and mechanical forces reported at the shop of the *Toveri* Friday night. Reporters wrote their stories in a room that housed the linotypes. The staff turned out a four-page paper in time to catch the morning mail and delivery. It was a feat in the face of difficulties that every newspaperman will applaud. In this crisis the staff worked forty-four hours without sleep.

Six pages were issued Sunday morning and again Tuesday following the fire. In succeeding days the *Astorian* published one eight-page paper and the remainder ten or twelve pages.

(Continued on page 14)

# STATUS OF HOME ECONOMICS JOURNALISM IN THE UNITED STATES

▲ SURVEY

By MADALENE H. LOGAN

[*This survey represents part of Miss Logan's work in the second term of the course in Home Economics Journalism in the University. Miss Logan is a graduate of the Oregon School of Journalism, class of 1922. The second part of this survey dealing with the newspapers of the country, will appear in the next issue of OREGON EXCHANGES. It is hoped that some of the suggestions made will be of value to Oregon publishers.*]

**I**N COLLECTING the material for this survey I was forced to a realization that the term Home Economics Journalism must be defined if one is to avoid hopeless confusion. Society and women's club news, advice to the lovelorn, school notes and bedtime stories for children cannot be styled as Home Economics Journalism, even though they may be a part of the work expected of the so-called Home Economics editor.

Strictly speaking Home Economics Journalism should deal with food and cookery, clothing selection, textiles, sewing and its attendant problems and home management, the latter including home decoration as well as household engineering. If she is to be of the greatest possible service to her readers, however, the editor must consider more than these since it is her duty to be of the greatest possible service to the women in the home.

This branch of newspaper work is comparatively a new field and so far as studies of the extent to which it is being undertaken in the United States are concerned I have been unable to find any. In fact I believe that it is only recently that enough has been undertaken to provide material for study.

Of course the home economics work in magazines has been well developed, but in this survey magazines and trade journals will be considered only in so far as they may prove helpful to the Home Economics Editor of a newspaper.

I have found that many of the larger papers in the United States are attempting some kind of work designed to be of particular interest to women. A great deal of syndicated material such as recipes, fashion articles, advice to the lovelorn, bedtime stories for children, and household hints, is being published. In many cases this is edited by the feature editor, usually a man, and very little effort at careful selection is indicated.

So far as quality is concerned, the syndicated material on cookery is the worst. There is an obvious reason why at this stage of development the syndicated cookery articles should be of such poor quality. The fact that the demand for trained dietitians and cookery experts is ever growing and that the salaries are so attractive leads most women who have had the training to use their talent in other fields than that of journalism. Those who do go into journalistic work are in demand by magazines where the field is better developed and the chances for professional recognition are much greater. To these women their names professionally is a valuable economic asset, and the chance to syndicate their writing does not seem worth while. In this particular field syndicated writing and professional standing do not seem to go hand in hand.

This applies only to the women who can and do write acceptably, of course. I have been surprised at the reports from

editors all over the country who are frankly searching for an expert in home economics who can write acceptably. I do not believe that this report can be accepted as indicative of general conditions. I am convinced, however, that professional training and experience in both home economics and journalism are not a part of the equipment of many Home Economics editors.

#### TRADE JOURNALS AND WOMEN'S MAGAZINES

Trade journals and women's magazines present an interesting field to the Home Economics Editor, particularly for two reasons, first as a source of reference or even clippings and second as a means of keeping in touch with the best and most advanced work in the field.

In an examination of nearly one hundred publications, selected from Ayer's directory largely because their names suggested possibilities, I found comparatively few that would prove helpful. Of course there are a great many of these that would prove interesting, but I intend to consider those that I believe would be of actual value in the work of the editor.

By far the greater number of valuable magazines are to be found in the field of the so called women's magazines rather than in the trade and professional journals. Such publications as *Pictorial Review*, *Ladies' Home Journal*, *Woman's Home Companion*, *Delineator*, *Designer*, and *Women's Magazine*, *Good Housekeeping* and scores of others always published worth-while material. These will prove valuable only in so far as they indicate the trend of ideas and fashion in the work. Since they deal with all phases of Home Economics Journalism they should prove particularly useful.

The purely fashion magazines such as *Vogue*, *Royale*, *Bon Ton*, and others always offer many suggestions to the fashion editor. Valuable material on home decoration and house and garden planning may be secured from magazines of the

type of *House and Garden*, *House Beautiful*, *Good Furniture*, and the *Garden Magazine*.

Food problems usually receive more attention than any other branch of Home Economics Journalism and it is here that the purely trade publications are valuable. Among those that might be classed as useful but by no means essential are the *American Food Journal*, and *Forecast*. The former is described as "the national magazine of the food trades" and although its appeal is largely to the merchant and manufacturer still it provides a good deal of valuable material of a broad technical nature that would be very helpful.

*Forecast* gives a variety of information in regard to foods of all kinds, particularly as to the care and preparation. While *Forecast* always publishes a number of recipes in each issue its value lies in the general articles.

A trade publication that meets a growing need is the *Public Health Nurse*. While intended primarily for the school nurse and visiting nurse it offers a great deal of valuable material to the Home Economics Editor, especially along the line of what is being accomplished in public health work and also as to the most recent investigations in the field of public health and hygiene.

There is one magazine that should be on the desk of every Home Economics Editor and that is the *American Journal of Home Economics*. It is the official organ of the National Home Economics Association and offers the best possible means of keeping in touch with the most advanced work of the profession.

#### TRADE MAGAZINES AS MARKET

*American Cookery*—formerly the *Boston Cooking School Magazine*—is another valuable aid. Although its emphasis is on cookery the work of the publication is both up to date and dependable.

Trade magazines may prove valuable

not only as a source of material but also as a market for well written articles. As a rule they pay well and it is often possible to market many of the articles that you write for your paper, if they are carefully re-written. This may prove of much more value than simply the checks

received since it is altogether possible to receive professional recognition that may have far reaching results.

New magazines are appearing from time to time and every one is worth careful examination since they may be of value to the busy editor.

## EMPLOYEES BUY AD SPACE TO EXPRESS APPRECIATION TO PUBLISHERS

**I**T'S A long time since Christmas, and perhaps this is no longer news. However, it seems that, for the sake of the record, OREGON EXCHANGES ought to chronicle such an unusual event in the world of journalism. Just before Christmas, the employees of the Albany *Democrat* bought a full page of display advertising space from the paper. This, in itself, is extraordinary. But here's what they did with it: They put into black and white their appreciation of the spirit of cooperation shown toward them by the publishers of the *Democrat*, R. R. Cronise and W. L. Jackson; by the business men of the community, and by the public at large, so far as the *Democrat* reporters had come in contact with it.

"Let's say it while we're alive," is the title of the message, written by Charles Alexander, editor of the Sunday *Democrat*. Under the title, "A Word," appears the following expression of their feeling:

"Through a third party, without the knowledge of the publishers of the *Democrat*, the members of the staff and force of this newspaper have purchased this space, in which to express their appreciation—

"To the publishers of the *Democrat*, because they have in this newspaper an interest larger than the interest of profits.

"To the business men of the community, because they have responded to the spirit of community betterment and upbuilding reflected in these pages day by day.

"To the public, because that local pub-

lic as a whole gives the support and appreciation without which newspaper efforts could not succeed.

"It is not usual for the working staff of a newspaper to insert a paid advertisement expressing their views of the paper and the work it is doing. But it is likewise unusual for publishers to have a deeper interest in their work than is dictated by the rules of profit and loss. We take this publishing precedent as occasion for our own precedent in this advertisement.

"The presentation of the daily news, the independent editorial discussions, the encouragement of the art and literature of Oregon, the recording of local history that one day will be of high value—these functions, under the policy of the management, are more fully attempted by the *Democrat* than by any newspaper in a similar community.

"We speak as workers who are intimately familiar with the usual practices and ideals.

"We are glad that we have a part each day in publishing the *Democrat*. We therefore are glad to here record our appreciation of public and of publishers, and to extend the season's greetings to all.

"The Employees of the *Democrat*: W. C. Eakin, Elmo Gladhart, Edward C. Viereck, Myrtle J. Davis, Fern Swanson, Mabel Keebler, J. F. Howard, Henry E. Browne, A. E. Powell, Bruce Hunter, H. F. Lake."

## BANNER LINES BANISHED; CIRCULATION THRIVES ON CHANGE

[When, a few weeks ago, the *Portland News* discarded its jassed makeup and cut off its big eight-column banner heads, it aroused the interest of newspapermen all over the state. OREGON EXCHANGES wrote Fred L. Boalt, editor, asking him how he came to do it. The interesting letter here given is Mr. Boalt's reply.]

**M**EN having newspaper training are, of course, quicker to notice changes in a newspaper than are laymen. A prominent merchant asked me the other day: "What has happened to the *News* lately? It has a more 'metropolitan' look." He didn't know why the *News* seemed "different." He only knew it was different. You noticed the discontinuance of the 8-column banner heads in most of our editions.

Most early editions of afternoon papers have a sloppy look. They ARE sloppy. The customary practice is to play up the best story you have under an 8-column head, whether the story is worth it or not; throw any old picture in to fill up space, slam your makeup together any old way, and go to press.

A headline is emphasis. The bigger the headline, the more emphatic the emphasis. Therefore, an 8-column head over a poor story is a lie.

### ASCENDING SCALE USED

Before we made this radical change we started our day with a fake climax and worked down from it.

Now we work UP to a real climax.

Our first edition, on the street about 9 o'clock, has one-column heads. Larger ones are absolutely forbidden. The next edition may have two-column heads, if stories are worth such heads.

We print six editions every day. Only the "final," on the street about 4:30, is permitted the 8-column banner head. Thus we work up to a genuine climax and the reader is not cheated.

We expected some losses in circulation in the early editions. The street boys vowed they couldn't sell the first edition if it

didn't have a big headline. We were willing to take some losses. But there haven't been any losses!

The experiment was not as hazardous as it seemed. I figured this way: We were selling only about 1,000 firsts. Perhaps the people who read those papers were vaguely dissatisfied. Among these rather casual readers were a number of potential subscribers and friends. They were also potential knockers. Anyway I wasn't taking much of a risk. I had only a thousand to lose and a lot to gain.

We have put on an additional 1,500 since we made the change. Perhaps we would have had this growth anyway; I don't know. We didn't make the change, primarily, to gain circulation. We made it to be honest in our measuring of news values—to work UP to a real climax instead of DOWN from a fake one.

## Bend Paper in New Home

Readers of the Bend *Bulletin* recently noted its increase in size from a six- to a seven-column paper. This change followed the completion of its new quarters and the installation of a new Goss Comet press. The new home, of brick semi-fire-proof construction, is 25 by 110 feet deep, attached to the old building. Heavy concrete foundations have been installed for the machinery. The whole plant has been modernized and brought to a high point of efficiency. The general plan of straight-line production, with linotypes, stereotyping plant, and presses in order from front to rear of the building, has been followed in the new quarters.

## SHAD O. KRANTZ—A TRIBUTE

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[In the little article which follows, Ben Hur Lampman has gracefully put what all Shad's friends would have liked to say. Oregon newspapermen, and his former associates on the faculty of the University of Oregon, find it hard to realize that they have heard his genial greeting for the last time.]

**T**HERE was something of knight-hood about Shad Krantz. Something happy, and unsullied, and far-vised and simple. It is difficult to reconcile this concept with the fact of death. One imagines that at any moment he may enter the Oregonian local room, lean against the city desk with a casual air, glance about with clear and friendly eyes, and say—

"Well, fellows. . . ."

It is recalled that Shad, in the days of his reportership, was a tower of strength. He had a modest and genuine way with cubs and editors, so that both came to him for advice. He had, developed to the finest degree, the difficult knack of getting a story and telling it tersely, so that the words marched on to their purpose and the reader understood what he was reading. Lumbermen, bankers, traffic policemen—everyone knew Shad Krantz. Many big stories came his unassuming way. As an efficient reporter Shad was—this isn't hyperbole—an army with spears. As a friend he could both laugh and again share your trouble.

Despite all this, all these excellent attributes and pledges to life, Shad Krantz is dead.

Really his name was not Shad Krantz, though he wrote it that way, with the middle initial O. The O was for Oliver—the Shad was a bequest of his boyhood, when the others, having in mind his lengthy leanness, christened him "Shad." It was a sound name, well bestowed, and he brought honor to it.

Shad O. Krantz came to the *Oregonian* in 1911, from Leadville, Colo. He was born in Minnesota, and at his death in Los Angeles, on February 3, following

an operation for appendicitis, he was 38 years of age. Prior to his advent in the Portland local room he had worked on the staff of the *Denver Post*, and with smaller papers in Colorado.

Early in the war period he resigned from the *Oregonian*, where he held the financial and railroad beat, to accept the post of professor in the school of commerce of the University of Oregon under Dean D. Walter Morton. Later he became assistant secretary of the West Coast Lumbermen's Association, at Seattle. From this employment he turned to the management, for the Pacific Coast, of the *Gulf Coast Lumberman*, published at Houston, Tex. A year ago he became interested in a trade paper in Los Angeles, and since then had made his home in California.

It is not pietistic to believe that, when "30" closed the mortal record of Shad Krantz, he had merely taken another and better assignment.

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### Haines Record to Build

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The *Haines Record* is contemplating a new home this summer. A new modern cement building is to be erected on Main street 100 by 50 feet which will house the plant. A new press and other equipment also will be added. The present owners, Mr. and Mrs. E. O. Woolley, have owned this plant less than two years, and the business has increased to the extent that larger quarters and better facilities for handling the work are needed. The proprietors expect to be in their new location by September 1.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## THE CONFERENCE

Something for everyone is the aim of the Oregon Newspaper Conference program committee. The result of the committee's effort, so far as can be definitely given thus early, is printed on another page of this issue. The goal has been a well-rounded program—not one that would appeal exclusively to any one department of the newspaper or any one class of newspapers, but to all departments and all classes of publications so far as it is possible in a two-day program.

What do you think of this program? It's getting pretty late to make radical changes, but there is leeway for the addition of material not already covered. OREGON EXCHANGES thinks the program committee would be glad to have volunteers on any subject in which there may be sufficient interest.

If you came to the conference last year, you are likely to be back. If you did not come, ask someone who did whether it was worth while. Numbers of Oregon newspapermen are establishing a record of steady attendance at these conferences, and expressions of satisfaction with the program made each year grow more and more numerous. The unusual opportunity to foregather with a hundred others interested in your problems and able to supplement your experience with their own is not the least of the reasons why you should come.

No Phoenix ever did a faster job than the Astoria newspapers, who hung out the business-as-usual sign immediately after the fire which wiped out their plants and the establishments of their advertisers in December. Newspapermen everywhere have expressed their commendation of the way in which the Astoria men coped with a situation that called for all their courage and resourcefulness. Incidentally, the papers already give promise of surpassing their high pre-fire standards.

OREGON EXCHANGES is gratified with the reception accorded its first state-wide newspaper directory. Since its publication requests for copies have come in from all parts of the country. For the correctness of the directory the credit is largely due the newspaper editors and publishers of the state, who in almost all cases responded promptly with adequate information. This directory is to be an annual feature of OREGON EXCHANGES. Next month a directory of the monthly and quarterly publications will be issued. Considerable of the data for this are already in hand. Those who have already submitted the information are asked to send in any changes since the blanks were filled out. Cooperation by the editors and publishers will make this directory a feature of real value to Oregon newspapermen.

Within the last few weeks two of the Portland newspapers, the *Telegram* and the *News*, have abandoned the banner eight-column heads in most of their editions. Here is an indication of some thought given the psychology of the headline, which is anything but an exact science and hence an inviting field for study.

Don't forget those dates: March 22, 23, and 24.

# OREGON WRITERS' SECTION

— NAOMI SWETT, CONDUCTOR, PORTLAND —

## OREGON WRITERS TALK SHOP AT MONTHLY MEETING IN PORTLAND

**T**HE "How," "When" and "Where" of writing were the subjects of talks by Oregon authors, who have "arrived" or are fast arriving, at the monthly meeting of the Oregon Writers' League held the evening of January 13. Methods and hours of work disclosed by these writers revealed that success in any branch of this work comes not alone from inspiration. Anne Shannon Monroe, president of the League, gave the members a delightful glimpse of how and where she is working on her new novel. This is the first novel from her pen since the appearance of "Happy Valley." Miss Monroe seeks seclusion which will place her beyond the reach of friends, foes—in the manner of peddlers or agents,—and even the telephone. So in her backyard she has a shanty studio, built on low stilts that place the windows out of range of inquisitive eyes, but arranged so she can look out and work in sublime solitude. And work she does, every day in the week, and all day long—until 4 o'clock in the afternoon.

### MUSICAL URGE FELT

Grace E. Hall, who is receiving many expressions of sincere appreciation on her first book of poems, "Homespun," writes often and succeeds in accomplishing much, but she sets no hours for this work, nor does she have writing days. She just writes, whenever and wherever she can and when the inspiration comes—but she doesn't go into any special "trance." She writes poetry, she says, because it's the nearest she can get to music—a longing and love which she never had the opportunity to develop and gratify.

Mable Holmes Parsons is not only a

gifted writer but a discoverer of writers. As a professor in the University Extension work, she is continually finding and encouraging new talent in this line. Many who are achieving success tell of the inspiration of her influence. Her book of poems, "Pastels and Silhouettes," has brought her distinction as a writer of verse. She spoke briefly of her work.

Vivian Bretherton is perhaps the youngest of Oregon writers, both in years and experience. Her first short story, "Babbie," which appeared in the February issue of *McCall's* magazine, by its clearness of style and beauty of diction has placed her beyond the amateur class. Her "how" is to begin after a busy eight-hour day of writing ads for department store sales. She goes alone to a downtown office, but even here does not find absolute seclusion, for she is not beyond reach of the telephone and interested friends.

### MUST FORGET SELF

Fred Lockley told of the necessity for complete forgetting of one's self when writing successful personality articles. Mr. Lockley is now producing such articles for leading magazines.

Not all those who benefit by her writing have read Mrs. F. Spencer's book, or perhaps even heard of it—for she is the author of a cook book.

Naomi Swett told of means and methods for the trade journal writer. She emphasized the demand for writers of trade news, which offers to the beginning journalist a lucrative and sure field—provided one works and works intelligently.

Colonel E. Hofer is launching a new publication, "The Lariat," a western



magazine devoted to literary comment and criticism. Colonel Hofer says he visions better literature of the kind which does not sophisticate, but elevates, and through his new medium hopes to discourage the sex trash which is sweeping the country.

The University Club formed the gathering place on January 27 for members of the Oregon Writers' League and their friends at a dinner given honoring Lothrop Stoddard, who lectured on the same night at Lincoln high school. Because Anne Shannon Monroe, president of the League, was indisposed with a touch of the grip, Frank Irvine, editor of the *Journal*, introduced the speaker, who was also addressed in appreciation by one of his keenly interested readers, Governor Pierce. Many of the diners followed Mr. Stoddard to the Lincoln high school to hear his address.

"I made it with my hands!" declared Anne Shannon Monroe, proud as a kid, over a most yum-yum delicious thin, creamy cake, with a heavenly chocolate covering fully half an inch thick that the members of the new 1923 committees of the Oregon Writers' League ever sank teeth into. In fact, Fred Lockley suggested that Miss Monroe should have had that luscious chocolate dream-come-true on both sides instead of on one side,—but then any one of the ladies could have told him "it can't be did!" The occasion was a committee meeting, the setting was Miss Monroe's comfy little Woodstock cottage, and the reason was a discussion of league plans for 1923.

The Oregon Writers' League wants every person of a literary "bent" in the state of Oregon on its membership list, and there are many of them. Regular and associate memberships permit the writer who has not yet arrived, the writer who has won distinction, and the devotees of Oregon writers to join the League to dispense and receive the benefits of inti-

mate association with one another. Early in the spring out-of-town authors are to be given a special evening by the League, so that Portland members may know them better and express their appreciation of their accomplishments. Burrowed away in many of our pretty little valley towns are writers of distinction whom the League members want to know better.

Mrs. L. E. Story assisted her sister in entertaining the following members of the League who comprise the 1923 committees: Mr. and Mrs. Fred Lockley, Mr. and Mrs. John T. Hopkins, Mrs. Mable Arundel Harris, Miss G. Slocomb, Mrs. Florence Martin Eastland, Mrs. Abbie Z. Marsh, Mrs. J. D. Lee, Miss Aileen Brong and Mrs. Naomi Swett.

Because the chocolate cake was made of the yellows of the eggs, Miss Monroe's sense of economy prompted her to make a delicious nut cake out of the whites. That too, she "made with her hands!"

## New Daily at Corvallis

The *Morning Courier* succeeds the *Twice-a-week Courier* in the newspaper field at Corvallis. Volume 1, No. 1, which appeared Tuesday, February 6, contained six pages instead of the contemplated four on account of the rush of advertising. This gives Corvallis two dailies, with the *Gazette-Times* in the evening field.

In typographical appearance and in editorial style, the *Morning Courier* follows the general line of its twice-a-week predecessor. In its editorial announcement, the *Courier* declares its policy to play local more strongly than telegraph in its columns. A considerable quantity of telegraphic world news, however, is carried. No change is announced in the business and editorial direction, with A. E. Frost as owner and business manager and S. S. Harralson as editor.

## Sentinel in New Quarters

The Cottage Grove *Sentinel* has moved into new quarters which have just been completed for it. At the time of moving the *Sentinel* did away with its Cottrell drum, installing a 29 by 44 Stonemetz two-revolution. The old Cottrell drum has gone to Philomath, where F. S. Minshall will use it in the publication of his paper, the *Review*. The *Sentinel* has changed from a six-column to a seven-column paper and reduced the width of its columns to 12 ems, which is a way of increasing advertising rates with the least pain.

The *Sentinel* found that its new quarters were provided with no flue whereby it could make use of its old wood-burner metal furnace, so it had to install one which is heated by electricity, and it probably is the only country newspaper in Oregon using such a furnace, which is a modern labor-saver. The "devil" appreciates the innovation. All he has to do is to push the switch and forget all about the operation for about 45 minutes, when he comes back, opens the spigot and lets the metal run into the traveling ingot moulds. He hardly gets his hands soiled in the operation.

Miss Margaret A. Scott, senior in the Oregon School of Journalism, has been at Salem for the last three weeks as a member of the staff of the *Oregon Voter*, helping report the sessions of the state legislature. Miss Scott will resume her studies at the close of the session.

## Marshfield News Changes

The Southwestern Oregon *Daily News*, published at Marshfield, has been succeeded by the *Daily News*, issued by a new organization. C. W. Parker succeeds W. L. Carver as manager. The news editor is O. W. Briggs; news reporter, Robert C. Dillard; advertising manager, C. E.

Kirk; society editor, Lois Bynon. Mr. Parker became manager in January. "I have the assistance," he writes, "of 350 stockholders who are putting in great licks behind me and running the subscription list up on an average of twelve a day, and the campaign has only begun. We have added 234 subscriptions in nineteen days, and the campaign is set to reach 3,000, which, we suspect, would be about the limit here just now.

"However, we are printing today, two thousand papers, and this is a list that is pulling advertising in a very satisfactory manner.

"We have found that it pays to be candid with readers and advertisers, and with this fact in mind we invite every few days, anybody into the office to see the press run, asking them to come on the date of their own choosing, or come every day if they please.

"We have an almost thorough news service throughout the county and also in Curry county."

Before taking hold of the *News*, Mr. Parker was secretary of the Marshfield chamber of commerce.

## From a One-Man Shop

How the proprietor of a one-man newspaper views some important points in journalism is interestingly told in the course of a letter by O. G. Crawford, editor and publisher of the *Joseph Herald*, who has been in charge of that paper since October 1, 1921. Mr. Crawford writes, in part:

Nearly a year and a half of bucking the game has taught me that even the one-man shop is not a bed of roses. While at first composition was a drawback (everything was hand composition until August of last year when I installed a linotype) it soon became evident that the assembling of news was the most seri-

ous problem with which I was confronted. The question was not quantity but quality. In the beginning I resolved to make the *Herald* a good newsy sheet. That policy has been adhered to and I believe is making friends for the paper. However, in a small town there are times when news is scarce and it is then a question of using plate or the shears. Personally, I have a strong aversion to printing press stuff sent out by organizations and individuals which is not of general interest and which in most cases is class matter. I believe if most of these publicity agencies are given to understand that publishers will accept their stuff only on regular advertising rates there will be less paper stock wasted. Most propaganda finds its way to the waste basket in this office and I presume other editors do the same. A certain amount of plate matter goes good, but to depend on that for steady diet is a poor policy. So it seems that the best policy to follow is that of selecting the best in news and journalism and giving the readers a bright, clean paper every week. If the editor does that he is using his head for something more than a hat rack.

## How Astoria Defied Fire and Did Business as Usual

(Continued from page 4)

December 12, J. S. Dellinger, publisher of the *Astorian*, rented a garage show room on Astor street. The rescued linotypes were set up, together with a third machine. Press work was continued at the *Toveri* office. Before the end of December the *Astorian* had three linotypes, two new job presses, make-up stones, news office and business office in a 30 by 40 showroom.

The *Budget* shortly after the fire ordered three intertypes, two model A's and a Model D-sm, a Kelly press and two platen presses, a power cutter, new stitchers and punchers, and other equipment. The Ludlow saved from the fire is still in use. The Duplex press has been rebuilt.

"Astoria will not stand in stunned dismay, pondering on a past disaster," wrote the *Astorian* editorial writer on December 9. The *Astoria* newspapers have justified his faith.

## New Home for Register

Announcement was made early in February of the purchase by the Eugene *Morning Register* of the Brown block, Ninth avenue and Oak street, in the downtown district, for its future home. The building, 64 by 114 feet, two stories high with basement, is on the site of the original home of the *Register*, a wooden structure, where it was first issued as a morning daily twenty-four years ago. Half of the building will be occupied by the *Register* and the other half leased until such time as the needs of the publication require the whole structure. The *Register*, it is announced, will probably not move into the new quarters for two or three years, at the expiration of leases now held on parts of the floor space. The structure, regarded as the most modern business building in Eugene, is so constructed as to walls and foundations as easily to carry two or three more stories.

## Plans for Conference

(Continued from page 2)

methods in a public meeting. He has evolved some principles that should be effective in towns of any size.

Bruce Dennis, of the *La Grande Observer*. "Newspaper Hypocrisy." Senator Den-

nis says he has some interesting things to say that are likely to provoke discussion. He has not taken the program committee further into his confidence.

L. Van Anderson, Manager Hall & Emory Advertising Agency, Portland. "Oregon Advertising for Oregon Papers." A practical talk by a man who places much such advertising and who will discuss means by which the volume of such advertising in Oregon weeklies and country dailies may be increased.

W. S. Kirkpatrick, president of the Kirkpatrick Agency. "The Advertising Agency and the Country Paper." Mr. Kirkpatrick will start a discussion in which it is hoped that both sides of the question at issue will be brought out.

Dean Matthew Lyle Spencer, head of the School of Journalism in the University of Washington, will bring greet-

ings from the northern school, and will deliver a talk on "Editorial Writing."

A special committee of the Oregon State Editorial Association has requested a few minutes for something which is expected to prove of general interest to the membership. Details withheld for the present.

Dedication of the new quarters of the Oregon School of Journalism will be a feature of the Conference program. The new building replaces the quarters destroyed by fire last July.

An interesting banquet program is being arranged. Participating in this will be a number of men prominent in the journalistic life of this state, among whom will be Bert Moses, wit and philosopher of "Sap and Salt" fame.

Paul Cowles, superintendent of the western division of the Associated Press, with headquarters in San Francisco, will speak at the banquet.

## RUN-DOWN PAPER BUILT UP

By H. E. WHARTON

**T**HE Gold Hill *News* recently closed its biggest year of business. The little plant, operated as a "family affair" by my wife (my boss), her sister and myself, has been grinding away day and night with only five Sundays off for the past twelve months. Besides the three of us we have a rule of employing every "traveling journalist" that comes along. Some we keep long enough for a "feed" while others stay a few days until they resume their estranged relations with the financial world and then pass on as they came like ships in the night.

We employ one solicitor who brings in hundreds of dollars from Medford and Grants Pass. We pay this solicitor 30 per cent on advertising. This is interesting for the lady and causes her to be very careful of our customers who have

become steady and appreciative. This is a high rate to pay but we have learned that satisfaction is first, if success is desired in the end. The little personal service this solicitor gives the customers is what builds business. Besides, it pays her well. Imagine a little country paper, in Gold Hill, where there are about 1000 souls with an issue that contains \$500 under one date? That is our best record while \$200 in one issue is not uncommon.

It has taken four years of hard work to do it. We took the plant from the Sheriff and starved for six months. Today we have to pay an income tax. System did it. Any man with ordinary brains, a little honesty, and the Golden Rule can do the trick even better than we (get the plural? The wife is to blame as much as I).

# ALL OVER OREGON

Since the last issue of OREGON EXCHANGES, E. H. Woodward, for 31 years editor and publisher of the *Newberg Graphic*, died after a long illness. He was 68 years old. At the time of his retirement in 1921, when Nottage & Dimond purchased the *Graphic*, he had served what was probably the longest continuous period of any editor in the state. The growth of Newberg from a village to the status of one of the thriving little cities of the state ran parallel to the development of the *Graphic* into one of the best newspaper properties and one of the best-edited community papers in Oregon. He was a member of the board of directors of Pacific College, on which his widow has succeeded him.

Dancing, cards and vaudeville entertainment, to say nothing of a bountiful buffet luncheon, marked the gathering of the Oregon *Journal* family at the Multnomah hotel on February 6. The *Journal* party, which kept every employee of the paper keenly interested between 9 and 12 o'clock that night, was arranged under the direction of David H. Smith, circulation manager.

Stanley C. Eisman, graduate of the Oregon School of Journalism, is now telegraph editor of the *Salem Statesman*. Eisman's name was inadvertently omitted from the newspaper directory issued in December. In the University of Oregon Eisman was editor of *Lemon Punch*, the campus comic magazine.

Through the miscarrying of a questionnaire, the name of Mrs. Emma C. McKinney was omitted from the Oregon newspaper directory as one of the women newspaper owners of Oregon. Mrs. McKinney is publisher of the Hillsboro *Argus*, a thriving weekly, of which L. A. Long is editor.

Howard Christenson, well known in the newspaper world as a first-class shop foreman, is now employed in the mechanical department of the Central Oregon *Press*, a semi-weekly publication succeeding the Bend *Press*, at Bend. Mr. Christenson was shop superintendent for the *Banner-Courier* in Oregon City recently and was also employed on the *Enterprise* in that city for a time. He was at one time a member of the old mechanical force of the *Pacific Baptist* at McMinnville, which has since ceased publication.

A humor column "The Sun Spot" is proving popular with the readers of the *Wallowa Sun*. It includes a letter each week from Hezekiah Hayloft, dealing with some local or state topic, and short squibs and jokes. A weekly poem on local subjects is also an editorial feature. The use of Western Newspaper Union Current Opinion service as a double column editorial each week is proving of interest, and effects a saving of type setting. It is placed at the bottom of the editorial columns.

H. B. Cadwell, printer, box 415, Condon, Oregon, recently sent around neatly-printed postal cards announcing himself as open to engagement as printer on city or country daily. He has had two and one-half years of experience on linotypes as machinist and operator; willing, however, to take hold of any end of the printing business. Married; 28 years old.

The Oregon *Journal* is represented at the legislature session in Salem by Ralph Watson, veteran political reporter, and Lewis Havermale, who covers the city hall beat when the legislature is quiet. The staff at Salem is augmented by A. L. Lindbeck, Salem correspondent. All three men have covered previous sessions of the two houses.

The first issue of the *Central Oregon Press*, successor to the *Bend Press*, came out on Tuesday, January 23. The paper is a semi-weekly publication and will be a paper for the farmers of central Oregon. George T. Pearce, former editor of the *Madras Pioneer* and prominent American Legion worker, is managing editor. J. Edgar Bloom, former editor of the *Central Oregon Legionnaire* and manager of the Colortype Printing Company, is county editor for the new paper, and Miss Lucie M. Palmer, who has been a member of the *Bend Press* staff for the past year and was formerly with the *Condon Globe-Times* and the *Central Oregonian* at Prineville, will have charge of the city reporting, society and theatre news. The paper will be issued Tuesdays and Fridays. Besides the publication of the semi-weekly, the *Central Oregon Press* printing department is publishing the *Central Oregon Legionnaire*, an ex-service man's magazine, and *Realart*, a movie publication put out by the Sparks Amusement Company of Bend, Redmond and Prineville. Several other publications will shortly be added to the work of the printing shop of the new *Press*, which recently purchased the shop equipment of the Colortype company from Mr. Bloom.

A second grade pupil in the Failing school, Portland, has the right idea, according to the opinion of David H. Smith, circulation manager of the *Oregon Journal*. When the Portland Americanization council submitted to second grade youngsters a question as to how many fathers had taken out naturalization papers one little Russian girl wrote the following answer: "My papa can't take those papers, he takes the *Journal* paper."

The *Freewater Times* has purchased and installed a Crane saw. This new apparatus, a Miller automatic feeder, and other modern equipment have been made necessary by the growing business.

Milton Werschkul, artist and photographer for the *Portland Telegram*, and John Dierdorff, staff writer, obtained some fine views of the raging flood waters of the Willamette from a section of concrete bulkhead which a watchman told them was "perfectly safe." The next day the wall from which they had calmly viewed the torrent succumbed to the enormous pressure of the backed up water and went out in a rush. When one of them went back that way a few days later and saw what had happened his respect for floods took a sudden jump.

An opportunity to sell some advertising space is referred to Oregon publishers in the smaller towns. E. A. Batwell, commercial agent of the Puget Sound Power & Light Company, with headquarters in the Electric building, Seattle, writes as follows: "Our company has recently acquired the property of the North Coast Power Company, and with it come several of the smaller towns of northern Oregon and southern Washington. I shall be able to place a small amount of advertising in the newspapers of these new towns, from our securities department."

Lou Kennedy, sporting editor of the *Portland Telegram*, came back to his desk the first of the year after having been out of the harness for a month while surgeons made minor alterations in his anatomy. After having been thoroughly overhauled Lou expects to have a slight advantage over Leon Baketel in the chronic argument he has with the copy desk man over the relative merits of their different makes of car.

David W. Hazen, of the *Portland Telegram*, shadowed Governor Walter M. Pierce from the time the new executive got up on the morning of his inauguration until he went to bed late that night, and got an interesting story on his movements, written chronologically.

Alexander G. Brown, who went to The Dalles *Chronicle* following his graduation from the School of Journalism, University of Oregon, last June, left that position on January 1, and is now with the Albany Evening *Herald* as city editor. While in The Dalles, he worked on country circulation, boosting it considerably, checking the fourteen city routes, and installed a cost system, in addition to turning out a lot of good news copy, chiefly on sports. Brown also found time last fall to take the lead in an excellently-produced home talent play, "A Pair of Sixes," put on by the Business Girls' club of The Dalles. Besides his city work in Albany, he is assisting on telegraph.

Bill Stepp, sporting editor of the Portland *News*, is extremely busy at this time. In addition to editing his sport page and original "Razzberries" column, Bill is laundering his baseball uniform, sharpening his spikes and grooming his brand new Chevrolet. He will leave Portland to be in the south when the Beavers start training March 1. Bill is proud of his car even if the automobile salesman did address the bill to "Billy Sapp."

Charley Edwards, veteran erector for the Duplex company, who installed the big press for The Dalles *Chronicle* when it changed over to seven columns in 1921, afterwards remaining as pressman, left The Dalles early in January, and is now in Portland. Bert Hays, job pressman for the *Chronicle*, is now watching both ends of the press work of the plant.

Elbert Bede, of the Cottage Grove *Sentinel*, is attending the legislative session as reading clerk of the house; E. A. Koen, of the Dallas *Observer*, is attending the session as representative of the legislative committee of the editorial association, and Edgar McDaniel, of the North Bend *Harbor*, has a clerical position in the senate.

Miss Vivien Bretherton, formerly associated with the Oregon *Journal's* advertising department, is the author of an interesting short story which appeared in the January issue of *McCall's* magazine. The narrative, set in the Rogue river country, was called "Babbie." Her first published story won for Miss Bretherton much praise from her friends as well as from the critics. She has sold several other stories, it is said, which will appear from time to time. Miss Bretherton was at one time a University of Oregon student.

The *Barometer*, published by the O. A. C. student body, issued a special edition Wednesday, January 24, when the legislature visited the college. A digest of the speeches made at the banquet served in the evening was telephoned to the print shop as fast as the speeches were made so that when the banquet was over and the legislators boarded the train for home they found their words embalmed in printers' ink in the *Barometer*, delivered to them on the train.

Accompanied by his wife, F. A. Fessler, city editor of the Portland *News*, is attending Professor George Turnbull's class in newswriting at Portland. Turnbull repeatedly told Fessler that the classes are not for those already "in the game" but for "would-bes." Fessler, however, contends "there's always room for improvement." The classes are held each Friday. On Saturday, cubs about the *News* office receive a little extra inspiration from the desk.

Sympathy of members of the staff of the Portland *Telegram* has been extended to two members of the "family" recently. O. C. Leiter, managing editor, suffered the loss of a brother, R. A. Leiter, the first of the year, and more recently Mrs. Edna Swift, librarian, also lost a brother, Dr. Frank W. Wood.

Jerrold Owen, member of the *Oregonian* staff since August, 1914, with the exception of the war period, resigned after completion of his work in getting out the 1923 New Year edition of that newspaper, to accept the position of managing editor of *Better Fruit*, pioneer horticultural journal started in Hood River 17 years ago but now published in Portland. Mr. Owen has been connected with *Better Fruit* on a part-time basis for two years, but its rapid growth has compelled him to give it his entire attention. He expects to continue editorial supervision of the *Pacific Legion*, official publication of the American Legion in the state. Newspaper work has claimed the attention of Mr. Owen since 1910 when he went on the staff of the Fresno, Cal., *Republican*, then edited by Chester Rowell. He has done courts on the *Oregonian* since 1914 and directed the *Oregonian* annuals in 1921 and 1923.

The Woodburn *Independent* is now published and owned by Herbert L. Gill & Son. The former is editor only. Wayne B. Gill is local editor and business manager and looks after all details with the exception of the policy of the paper. The "old man" writes he was afraid of getting too much in a rut after establishing or being interested in 19 newspapers in Pennsylvania, Colorado, Kansas, Washington and Oregon, so extended the invitation to younger blood to enter into partnership with him. It leaves the "old man" more time to think of the past, his successes, failures and errors. Editor Gill regards it as highly probable that, having started publishing October 19, 1878, when 21 years of age, he will die in harness, and he believes it remarkable that he can still look upon a casket at a mortician's establishment with perfect equanimity.

Lloyd Riches, editor of the Malheur *Enterprise*, is one of the "city dads" at Vale this year.

Earl Murphy is covering the house for the Portland *Telegram* during the session of the legislature. "Murf" had been helping out around the city editor's desk and doing special assignments until the lawmakers got into action at Salem. Mrs. Murphy accompanied him to the capital city. Henry Hanzen, political editor of the *Telegram*, and Stephen A. Stone, Salem correspondent, constitute the rest of the *Telegram's* force of political writers on the scene. A direct wire from the state house lobby to the Portland office keeps the news coming in as fast as it happens.

The Port Umpqua *Courier*, established in 1914 by J. H. Austin, who sold the plant on March 1, 1920 to C. C. Fairchiles and George J. Ditgen, is now solely owned and operated by Mr. Ditgen, who is a printer of twelve years experience. Mr. Ditgen purchased the interest of Mr. Fairchiles November 29, 1922, and has been making several improvements in the plant so as to be able to cut down on the cost of operation.

Harry Ball and Willis Dynes of the mechanical department of the Corvallis *Gazette-Times* made so much money on overtime the month of December that they decided to quit work and see the world. They got as far as Sacramento, secured a job on the Sacramento *Bee* and that night the earthquake occurred. The Corvallis boys resigned the next morning and struck out for New Orleans.

H. E. Wharton, who has built up the Gold Hill *News* into a paying concern after taking it from the sheriff four years ago, announces that he is considering disposing of the paper. Mr. Wharton's health has suffered from his intense application to his newspaper work, and he is ready to give someone else a chance at Gold Hill.



Hood River editors and publishers already have begun to work up interest in the annual convention of the Oregon Editorial Association in their town next July. During the Christmas holidays the members of the staffs of both papers, the *Glacier* and the *News*, sent out a letter to all the Oregon editors offering them the first installment of a hearty welcome to their city. The letter reported the Chamber of Commerce, the Woman's Club, the Business and Professional Women's Club, and the Grange as desiring to participate in the welcome. The big entertainment feature of the convention will be the climb of Mount Hood—or as much of it as the individual editors may desire—in connection with the American Legion post.

Wray Stuart is the new manager and editor of the Tillamook *Headlight*, succeeding Leslie Harrison, who has conducted the paper for the last two years. S. F. Hickman is associate editor and manager, and Mrs. Helen M. Harrison, secretary and treasurer of the company. Mr. Stuart, who has been with the *Headlight* for more than a year as foreman of the mechanical department, has had years of newspaper experience, having edited newspapers in the state of Washington and at Bandon. During the reorganization Fred C. Baker, former publisher of the *Headlight*, sat in at the desk as editor.

Miss Fern Crummett, sister of Miss Dottie I. Crummett, has been working as apprentice on the linotype at the Malheur *Enterprise* for the past three months and will soon be able to handle all of the machine composition.

The Malheur *Enterprise* has recently procured a Myer-Both stereotyping machine and mat service for the benefit of its advertisers and has added a No. 5 Boston stitcher to its bindery department equipment.

C. E. Ingalls, editor of the *Corvallis Gazette-Times*, has sworn off telling any high-brow stories to a bunch of legislators. When that organization visited the Agricultural College, Ingalls was designated as official welcomer for the Chamber of Commerce. In the course of his remarks he told the story about "hanging some Rubens in an art gallery." Some members of the visiting delegation, he says, got the impression that the story related to the lynching of some ranch residents.

A world's record is believed to have been approached if not surpassed by the *Oregonian* radio. Music sent out in test concert in the early hours of January 21 was picked up in British Samoa, approximately 4700 miles from Portland. The report came in an Associated Press message by way of Honolulu, where the concert, latest American jazz melodies as interpreted by George Olson's Portland orchestra, which is a regular feature of the *Oregonian* programs, was distinctly heard.

The Malheur *Enterprise* is giving the people of Southeastern Oregon a legislative news service this year not usually found in weekly newspapers so far from the state capitol. Charles K. Crandall, graduate of the University, is representing the *Enterprise* at the legislature and is writing a weekly letter on all matters of particular interest to Eastern Oregon.

Lee Bostwick, who had been a member of the *Herald* staff for almost two years, has gone over to the Albany *Democrat*, taking the place of Wallace Eakin. Eakin is at Salem as secretary for A. K. McMahan, representative from Linn county.

The Beaverton *Review*, published by J. H. Hulett of the Banks *Herald* and edited by Howard Boyd, is a recently-launched Oregon weekly. The *Review* carries a good representation of Beaverton local news.

Glen Loomis, formerly linotype operator on the *Albany Herald*, has purchased the *Lebanon Criterion* from W. C. DePew, the former owner, now postmaster at Lebanon, and has taken possession. For the last few months the paper has been conducted by Robert F. Boetticher, formerly of the *Albany Herald*, on a lease. Mr. Boetticher built up the paper, already on a firm basis, to a considerable extent, and during his last month in control, turned it into a twice-a-week, published Tuesday and Friday evenings. Mr. Boetticher has returned to the staff of the *Albany Herald*, with which he was connected before going to Lebanon. The retirement of Mr. DePew from ownership of the *Criterion* removes from Oregon journalism one of its best-known figures.

Mr. and Mrs. Philip Jackson are planning a mid-winter trip to Southern California, to start sometime in early February. Jackson is associate publisher of the *Oregon Journal*. Both Mr. and Mrs. Jackson had prominent parts in the recent Junior League extravaganza, "Heroines," staged at the Heilig theatre in Portland. George O'Neal, the playwright member of the *Journal* staff, was another of the *Journal* family in the "Heroines" cast.

His daughter injured by an automobile and his house destroyed by fire formed the quota of hard luck suffered by Curtis O. Merrick of the editorial staff of the *Oregon Journal* within twenty-four hours, recently. The girl, Miss Mija Merrick, 17, was not seriously injured. The house was a total loss, and the family escaped through windows without saving any of their belongings from the flames.

Fred L. Boalt, editor of the *Portland News*, makes weekly trips to Salem to keep an eye on measures he is supporting and combating.

Harry Frye, telegraph editor of the *Portland Telegram*, was nearly swamped during the pre-Christmas period when he gave generously of his time to help manage the campaign of the Goodfellows to provide needy children with playthings. With floods, war rumors and legislative doings fighting for attention he has found little respite since the holidays. Mrs. Edna Swift, librarian, also worked valiantly with the Goodfellows, and every member of the staff helped where possible.

The funny little, bespectacled manikin who has made himself familiar to readers of the *Oregon Journal* recently in connection with announcements of features and otherwise, has been named. For suggesting a name Harold E. Hunt, Northwest editor, won a \$5 prize. He selected the initial letters of the *Oregon Journal* and called the little fellow "Toj." The character is a pen and ink creation by Harold Detje, member of the *Journal* art staff.

Jennie Henderson, of the *Oregonian* local room, is happily convalescent from a protracted illness and is soon to return to work. As a sister of Amanda Otto Marion, for many years editorial secretary, Mrs. Henderson was thrice welcome to the inner circle of the morning paper, where she speedily made a place for herself—having a neat gift for practical jokes and a spontaneous smile. She has been a member of the staff for the past year.

John A. Juza of the *Gold Beach Reporter* and the *Del Norte Triplicate*, of Crescent City, Cal., is now publisher also of the *Interstate News*, started since the December issue of OREGON EXCHANGES. The paper, which contains much local news, serves Smith River, across the California line, as well as the Brookings territory.

An important event in recent annals of the *Oregonian* local room was the organization of the first northwestern chapter of the Second Assistant City Editors' Association. The movement owes its initial impetus to the genius of Harry Blaine Critchlow, and is predicated upon the belief that craftsmen of that rank are entitled to vastly more respect than they customarily receive, especially from members of the Amalgamated Association of Office Boys. The latter are required under the Association's rules to address all second assistant city editors in the third person, to yield a formal salute, and to conduct themselves with proper decorum and alacrity while in the presence. As almost every member of the staff is entitled to membership in the association, there remain but two or three reporters, who are rumored to be perfecting an organization of their own. City Editor Thomas and Assistant City Editor Warren have refused to discuss the action of the second assistants, but are said to be contemplating more night assignments as a measure of rebuke.

The Haines *Record* is the only newspaper in eastern Oregon to own and operate a long distance radio set, exclusively. This modern convenience was added to the *Record's* equipment in January, and has proved a big success. News, market reports, besides the entertainments provided, are heard nightly from all broadcasting stations, not only on the Pacific coast, but from eastern cities. Kansas City, Detroit, Calgary, Chicago, Fort Worth, Denver and numerous other stations are "tuned in" without effort.

N. J. Levinson, editorial writer for the *Portland Telegram*, had the misfortune to slip on a flight of steps recently and suffered a badly sprained hip which confined him to his home for several weeks but which did not keep him from sending down his daily quota of editorials.

The *Portland Telegram* claims a beat in handling the Kelso bridge disaster, beating its nearest competitor to the street by fifteen minutes in spite of the fact that the entire crew had to be assembled from their various dining tables after the story had broken early in the evening. David W. Hazen and Gardiner P. Bissell, staff photographer, started at once for the scene and were followed in the morning by Harlan Jones of the local staff and E. T. Stone, Vancouver correspondent. Bissell duplicated his performance at Astoria by sending in some of the best sidelight stories which came out in addition to shooting complete pictures of the wrecked bridge.

Mrs. Gertrude P. Corbett is now writing women's clubs and fraternal notes for the *Portland Telegram*, succeeding Frances Whitehead, who resigned to become bill clerk of the senate during the legislative session. Mrs. Corbett has in the past done society and clubs for other Portland dailies. Mrs. Whitehead has not announced what she plans to do after the legislature adjourns but she expects to take a vacation from newspaper work for a time.

Two University of Oregon School of Journalism men got together at Dallas during the trial of Phillip Warren, Grande Ronde Indian, for murder recently. Paul Farrington, ex-'21, covered the trial for the *Salem Capital Journal*, and John Dierdorff, a graduate of '22, handled the story for the *Portland Telegram*. At the first trial Harry Crain, also an Oregon alumnus, wrote the story for the *Capital Journal*.

The *Wallowa Sun* is issuing as a supplement and in co-operation with the local high school a four-page monthly magazine, called the *Tiger*. It has proved very successful and is assisting in getting *Sun* subscribers from the alumni.

The *Rainier Review* has recently adopted a new practice of providing all permanent advertisers with signature cuts without cost to the patrons of the paper. The cost was considerably reduced owing to the fact that a local artist did the work in a satisfactory manner. The experiment, while expensive, is conducive to good feeling between the advertiser and the local paper, and in many instances was the means of causing the advertiser to use a larger amount of space. The cuts have brightened up the advertisements and made them more effective, also improving the appearance of the *Review*. The cuts are also used on letter heads and other job printing. Editor Veatch is of the opinion that the investment will pay financially as well as yielding satisfaction in the giving of service out of the ordinary to his patrons.

Ben R. Litfin, general manager of The Dalles *Chronicle*, has become sole owner of the *Chronicle* through acquiring the stock held by William P. Merry of Portland. The new board of directors consists of Ben R. Litfin, president; A. K. Litfin, vice-president; L. Schassen, secretary-treasurer. Mr. Litfin, who with Mr. Merry purchased the paper from Clarence Hedges, has been connected with it in various capacities for sixteen years.

Newest of the *Oregonian* babies is a daughter, born to Mr. and Mrs. Albert Hawkins on January 15. Mr. Hawkins is one of the *Oregonian's* staff of editorial writers. The exclusive announcement of the arrival was first brought to the *Oregonian* office by the Doughnut-Wogglebug in an extra edition, 50 minutes after the birth.

In addition to her duties as woman's editor of the *Portland News*, and associate editor of the Oregon Humane Society magazine "*Every Living Creature*," Elinor Pillsbury is turning her attention towards short-story writing.

Creditable stories on "back to nature" are responsible for the latest hobby of E. W. Jorgenson, managing editor of the *Portland News*. Jorgenson bought a 5-acre tract at Vancouver recently with the idea of enjoying unadulterated air and the unscarred beauty of the landscape. For a time he viewed his country possession with the love of a small boy for his hand-made kite. "Them days have gone forever," for a time at least. Jorgenson's farm refuses to be beautiful until it is manicured. "That's the rub," says he. When out of the office, Jorgenson may be found out on the old farm raking the meadows clear with a brush hook and other farm implements.

N. R. Moore, city editor of the *Corvallis Gazette-Times*, spent the month of January in California. During his absence C. E. Ingalls, editor of the paper, handled both ends of the *Corvallis* daily. He says he didn't mind the extra work so much, but he hated missing the circus at the Salem state house.

The *Corvallis Gazette-Times* got out a 32-page New Year edition filled with information about Benton county and *Corvallis*. Six thousand copies of the issue were printed, and the Benton county people showed their appreciation by disposing of almost the entire number during the month of January.

E. L. Fitzgerald is now advertising manager of the *Albany Herald* taking the place of Thomas D. Potwin, who after three years in the *Albany* field is now with the *Salem Statesman*. Mrs. Fitzgerald is assisting the local staff of the *Herald* in the gathering of news.

An all-around printer-publisher is open for engagement. Anyone interested in obtaining the services of such a man or having a small paper to dispose of is asked to write V., OREGON EXCHANGES.

The death of Robert Blythe, 19-year-old son of Mr. and Mrs. E. N. Blythe, brought sorrow to many of his friends in the Oregon *Journal* family, of which the father is a member as copy chief of the *Journal* staff. Robert, born at Hood River, where E. N. Blythe was formerly associated with his father in the newspaper business, was a student in the classes of the Portland Art school at the time of his death.

One of the first important duties of Harry W. Ely, new circulation manager of the Portland *News*, was to make a trip to Seattle by automobile, with Charles W. Myers, business manager, and George Brill, street wholesaler. The trip was made primarily to exchange ideas with the business office personnel of the Seattle *Star*, and survey the *News*' circulation in western Washington.

Diamond-ring salesmen who call at the Portland *News* office are referred to Tom E. Shea, says an inside report from the *News*. Shea spends an occasional weekend at The Dalles, it was learned from a passenger agent on the O. W. R. & N. railroad.

Harris Ellsworth, for the last eight months assistant advertising manager of the Eugene *Morning Register*, has left the newspaper profession and entered the lumber business. He has purchased a large mill at Peoria, Oregon.

Harry Marcus, advertising manager of the Oregon *Journal*, who was confined by illness at St. Vincent's hospital, Portland, for a fortnight, is recuperating at his home and expects soon to be back in the harness.

Tom Malarkey is a new man on the Portland *Telegram* local staff. He is going the rounds of the hotel lobbies.

Guy Hoyt, assistant foreman of the composing room of the Portland *News*, was a bit late Wednesday morning, January 31. In his rush he grabbed a sack off the kitchen table and raced off to work. At lunch time he prepared to eat. Then he bought his lunch at a restaurant. The bag contained lemons.

Charles E. Gratke, for the last two years city editor of the Oregon City *Enterprise*, has accepted a position on the reporting staff of the Portland *Oregonian*. Mr. Gratke, formerly connected with the Astoria *Budget*, was for two years a student in the University of Oregon School of Journalism.

Two latest members of the Portland *News* staff are Richard Emmons, formerly student at the University of Arizona, and Edwin Carroll of Stanford University. Both young men are "cubbing" for the *News* with considerable promise.

William H. Perkins, veteran reporter of many sessions of the legislature, is covering the present assembly at Salem for the Portland *News*. While Perkins is at Salem, Tom E. Shea is down at Second and Oak streets as police reporter.

Edgar B. Piper, editor of the *Oregonian*, became a grandfather on January 28. On that day a son was born to Mr. and Mrs. Edgar E. Piper. He will be known as Edgar E. Jr. The father is with the Columbia-Pacific Shipping company.

R. W. Conover, who has been connected with the Ashland Daily *Tidings* as city editor for the past two years, has left the publication. For the present, his work has been taken over by other members of the staff.

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UNIVERSITY OF ILLINOIS

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 6

EUGENE, OREGON, MARCH, 1923

No. 4

## CONFERENCE PROGRAM VARIED; WARM WELCOME WAITS

**S**OMEONE recently put it this way: "If you have a dollar and I have a dollar, and we swap, no one gains; we each have a dollar, as before. But if you have an idea, and I have an idea, and we swap, we're both ahead, for each has two ideas, where he had but one before."

That's the theory of the Oregon Newspaper Conference.

Twenty-three Oregon newspapers are represented on the program arranged for the fifth annual Oregon Conference, to be held at the Oregon School of Journalism, Eugene, March 23 and 24.

The program covers printing, advertising, circulation, editorial, trade journalism, and writing in general. There is much for the city man; much for the rural editor and publisher. The trade and class publication section is new this year, although problems pertaining to this branch of journalism have been taken up in previous sessions.

### BUILDING TO BE DEDICATED

While many of the visitors will begin to arrive on Thursday evening, the regular sessions of the Conference will begin at 9 o'clock the next morning. The Conference will be held in the new home of the School of Journalism, into which the school is just moving after six months spent in cramped quarters in the old "shack" used since the fire of last August. One of the features of the Conference will be the formal dedication of the new building.

The invitation to the newspapermen and their wives is general. They are wanted both by the University and by Eugene. The Chamber of Commerce is to be host at the banquet, and the noon luncheon Saturday is to be given, as usual, at Hendricks hall. As the invitations, already in the hands of Oregon newspapermen, indicate, all the newspaper, trade journal and writing folk are not only invited but urged to come to the University for the Conference.

Most of the publishers have their organizations in condition to run themselves until they can get back home from the Conference. They'll never miss the time, and, it is expected, will profit both directly and indirectly.

Present indications are for the heaviest attendance in the history of the Conference, although the number attending approached the hundred mark last year. Efforts have been made to arrange a program helpful to everyone who can attend. The testimony of those who have attended previous sessions is, that they have proved valuable as well as entertaining.

One of the headliners will be William H. Barry, manager of the *Tribune Press* of Oakland, California, who will discuss the subject of ideal shop arrangement and efficiency in printing. This is expected to have pertinent pointers for the newspaper printer as well as for the proprietor of the exclusively "job" printing establishments.

Following is the program:

# Program

## FRIDAY MORNING, EDITORIAL HALL *Business Problems*

- 9:00—General session called to order, Journalism building, by Lee Drake, President of the Conference, who will call George Putnam, of the *Salem Capital Journal*, President of the Oregon Publishers' Syndicate, to the chair. The members of the syndicate invite all members of the conference to join with them in a discussion of the news print situation, which will be opened by Arthur M. Geary, Attorney for the Publishers. Mr. Geary will report upon the actual situation and the prospects for the coming year.
- General Discussion.
- 9:45—President Drake will resume chair and reopen general session.  
Address: "Printing Equipment, Its Scientific Selection and Arrangement in the Ideal Shop and Efficiency on the Printing Side," William H. Barry, manager of the *Tribune Press*, Oakland, California. (Mr. Barry's printing office is one of the most efficient on the Coast).
- 10:05—Paper: "How We Tried to Attain the Perfect Arrangement in Fitting Up Our New Shop," Henry Fowler, Bend *Bulletin*, who has just moved into new quarters planned and equipped with infinite thought and pains for economy and efficiency. Discussion to be started by others who have recently made the same attempt: "The Weekly," Elbert Bede, Cottage Grove *Sentinel*; "the Medium Sized Daily," J. S. Dellinger and Merle Chessman, Astoria *Astorian* and *Budget*; "the Metropolitan Daily," J. E. Wheeler, Portland *Telegram*.
- 10:45—Announcement by President Drake of Personnel of Nomination and Resolutions Committee and such other committees as may be suggested.
- 10:50—Paper: "Handling the Advertising Field," Ernest R. Gilstrap, manager of the Eugene *Register*. Mr. Gilstrap has the reputation of getting as large results from his advertising work, considering the size of his field, as any man in the state. He has never before revealed his methods, although repeatedly requested to do so. His subject will be so treated as to be of special interest to the man in the small country community.
- 11:10—General Discussion.
- 11:25—Two brief papers on Foreign Advertising: "Oregon Advertising for Oregon Papers," L. Van Anderson, Hall & Emory Advertising Agency, Portland; and "The Advertising Agency and the Country Paper." W. S. Kirkpatrick, of the Kirkpatrick Agency.
- 11:45—General Discussion led by L. C. McShane, Hubbard *Enterprise*.

## FRIDAY NOON, LUNCHEON

- 12:10—Anchorage, Large Millrace Room, Weekly Editors. A. E. Scott, presiding.
- 12:10—Anchorage, South Upstairs Room, Editors and Writers of United Press Papers. Frank Clarvoe, presiding.
- 12:10—Anchorage, Downstairs Dining Room, Editors and Writers of Associated Press Papers. Paul Cowles, presiding.
- 12:10—Anchorage, Upstairs Dining Room, Trade and Class Magazine Publishers, Editors, Business Managers and Writers.
- 12:10—Wives of editors lunch with ladies of faculty.

## FRIDAY AFTERNOON, EDITORIAL HALL

*Professional Problems*PRESIDENT DRAKE, *Presiding*

- 2:00—Paper: "The Weekly Papers of the Northwest and the Farmer Reader," George N. Angell, of the *Oregon Farmer*, will discuss a problem he has studied for years and will start a discussion to be led by A. L. Mallery, *Oakland Tribune*.
- 2:30—Paper: "Editorial Writing, with Special Application to the Country Field," Dean M. Lyle Spencer, School of Journalism, University of Washington. Dean Spencer, who is himself the owner of a successful country weekly paper, the *Montesano Vidette*, is the author of a standard book upon journalism, and is an experienced editorial writer in both metropolitan and rural fields.  
General Discussion.
- 2:50—Paper: "Sincerity and Hypocrisy in Newspaper Editing," Senator Bruce Dennis, *La Grande Observer*.
- 3:20—Paper: "The Correct Line between Acceptable Contributed Matter and 'Publicity' That Should be Excluded," E. B. Aldrich, editor of the *Pendleton East Oregonian*. Mr. Aldrich believes the editors of Oregon should try to work out a definite "code" to cover this matter, and he will have some contributions to make.  
General Discussion.
- 4:00—Paper: "How We Keep Up a Circulation Bigger Than the Population of Our Town," Bert G. Bates, *Roseburg News-Review*.  
Discussion: "Effect of Features on Country Circulation," George E. Knapp, *Aurora Observer*.  
General Discussion of Circulation Problems led by Herbert L. Gill, *Woodburn Independent*.
- 4:30—Paper: "Weekly or Twice a Week?" George T. Pearce, *Central Oregon Press*. Discussion led by H. L. St. Clair, who broached the subject at the last conference.



- 5:00—Paper: "Why We Stopped Printing 'Dr.' before the Names of Physicians, and How This has Worked Out as a Newspaper Policy," Frank Jenkins, *Eugene Register*.
- 5:15—Paper: "Newspaper Groups and Foreign Advertising," Professor W. F. G. Thacher, University of Oregon School of Journalism.
- 5:30—Paper: "Newspaper Responsibility. The True Function of the Press in a Campaign Like the Last One," Robert W. Ruhl, *Medford Mail-Tribune*.
- Discussion led by I. V. McAdoo, *Scio Tribune*.

**TRADE AND CLASS JOURNALISM SECTION  
FRIDAY AFTERNOON**

*Editing Class Room, Journalism Building*

- 2:00—Paper: "The Trade Journal's Circulation," F. W. Beach, president and manager, *Pacific Northwest Hotel News*, Portland.
- 2:20—Discussion.
- 2:30—Paper: "The Part the Producer Publication Plays in Stabilizing Industry," Ernest C. Potts, editor, *Better Fruit*, Portland.
- Discussion.
- 2:45—Paper: "Legitimatizing the Veteran Publication," Jerrold Owen, Managing Editor, *The Pacific Legion*, Portland.
- Business session and annual election of officers.

**WRITERS' SECTION  
FRIDAY AFTERNOON**

*Women's League Room, Third Floor Woman's Building*

- 2:00—"The Art and Practice of Writing." Addresses by Mable Holmes Parsons, Maryland Allen, Anne Shannon Monroe and Grace Torrey.
- 3:15—Open Discussion.
- 4:00—Tea in Alumni hall, second floor Woman's building, for writers and their friends, students and newspapermen who are interested in writers and writing, and especially for the women guests of the Newspaper Conference.

**FRIDAY EVENING, OSBURN HOTEL**

*Toastmaster, PRESIDENT P. L. CAMPBELL*

(Speakers will not be announced until the time of the banquet. Don't worry, eat in peace; you will be tipped off before you are called on).

*SATURDAY MORNING*

8:15—Breakfast for Advertising Men by University Advertising Club, Hotel Osburn.

*CONTINUATION OF PROGRAM IN EDITORIAL HALL*  
*PRESIDENT DRAKE, Presiding*

- 9:00—"The Church and the Press; Mutually Helpful." Rev. E. V. Stivers, of the First Christian Church of Eugene, will describe his remarkable success in building up one of the largest churches in the state through paid advertising space, liberally used.
- 10:30—"Can't We Get Together on Paper Sizes and Column Widths and Make a Considerable Saving?" Lee Drake, *Astoria Budget*; Ralph Cronise, *Albany Democrat*.  
 "Can't We Get Boiler Plate That Can be Cast Either Twelve or Thirteen Ems?"  
 Discussion led by M. E. Miley, resident manager Western Newspaper Union.
- 11:00—Reports of Committees:  
 Legislation  
 Agency Discount  
 Homer Davenport Memorial  
 Resolutions  
 Nominations  
 Committee on Cooperation with Retail Merchants Association.
- 11:30—Election of Officers.
- 11:45—Dedication of New Building and Presentation of Copy Desk.
- 12:00—Acceptance of Copy Desk on Part of Students.

*SATURDAY NOON, HENDRICKS HALL*  
*DEAN ERIC W. ALLEN, Toastmaster*

Address by New President.  
 Address by President Campbell.  
 Address by Student.

*SATURDAY AFTERNOON, EDITING CLASS ROOM*

2:15—Mr. Barry and Professor Robert C. Hall will meet with publishers for a round table discussion of business problems and shop efficiency. Mr. Barry has studied the methods in use in very many establishments, and he has the reputation of running one of the best conducted printing establishments on the Coast. His special topic will be the weekly newspaper-job business combination. All are invited to present their individual problems.

# DIRECTORY OF OREGON'S CLASS AND TRADE PUBLICATIONS

**I**N LINE with the promise given at the time the directory of daily and weekly publications of general circulation in the state was printed in OREGON EXCHANGE, a list of Oregon trade and class publications, with their directing personnel and other data, is given in this issue.

Forty-six publications are represented in this list. Two of these are daily, fifteen weekly, one semi-monthly, twenty-five monthly, and two quarterly.

Industries, trades and interests represented include those of farmers, goat-raisers, horticulturists, shipping men, druggists, soda fountainists, hardware dealers, lumbermen, doctors, insurance, agents, dentists, union labor, historical society, telephone system, bankers, veterans, voters, hotels, religious denominations, fraternal organizations, stock-breeders.

Difficulty is experienced in compiling a list of this kind when it comes to sifting out the purely house-organ from among the publications of more general circulation. The shading from one class into the other is gradual.

A glance over the list here appended may give someone an idea of an unoccupied field or may indicate the lack of a business opening in some one particular line. Readers of OREGON EXCHANGES are asked to send in the names of any trade or class publication in the state not here listed. Additions will be noted in the next issue, and thus an approach toward completeness will be made. Most of the publications here listed have their printing contracted out. Following is the list as obtained from the respective editors or publishers:

**ANGORA JOURNAL.** Monthly. Goat-industry magazine. 110 Exchange building, Portland. Editor, manager and owner, A. C. Gage.

**BETTER FRUIT.** Horticultural monthly. 281 Twelfth street, Portland. Editor, Ernest C. Potts. Managing editor, Jerrold Owen. Business manager, Clifford J. Owen. Owner

Better Fruit Publishing Company, Inc. Advertising manager, Charles I. Moody.

**COLUMBIA RIVER COURIER.** Quarterly. Couch building, Portland. Editor, Mrs. C. E. Lenon. Business manager, Mrs. Albert Godfrey Johnson. Publisher, Columbia River Branch of Woman's Foreign Missionary Society of the Methodist Episcopal Church.

**COMMERCIAL REVIEW.** Weekly. Wednesday. 105 Sherlock building, Portland. Editor, Leon S. Jackson. Manager, Stephen Hart. Owner, Commercial Review, Inc.

**DAILY NOTIFICATION SHEET.** Credit and business-change publication. 601-2 Blake McFall building, Portland. Manager, G. H. Crain.

**DAILY SHIPPING GUIDE.** Worcester building, Portland. Editor, manager and owner, Donald G. Fraser. Assistant, J. G. Evans, Jr. Business assistant, M. M. Fraser.

**DUNCAN'S TRADE REGISTER.** Monthly. 709 Couch building, Portland. Editor, manager and owner, Robert G. Duncan.

**FORUM.** Weekly. Friday. Publisher, Oregon Civic League. Editors, A. C. Newill, Mrs. A. C. Newill, Marshall Dana, Dean Collins.

**FOUNTAIN PROFITS.** Monthly. 85 North Ninth street, Portland. Managing editor, Albert Hawkins. Manager, F. C. Felter. Owner, Pacific Drug Review.

**HARDWARE WORLD.** Monthly. 388 Taylor street, Portland. Editor and manager, T. M. Shearman. Publisher, Shearman Publishing Company.

**MEDICAL SENTINEL.** Monthly. Selling building. Editor, Dr. Henry Waldo Coe. Subscription manager, Wayne W. Coe. Advertising manager, Earl A. Coe. Owner, Henry Waldo Coe. Vice-president and secretary, L. O'Connor. Reporters, Dr. Mae H. Cardwell, Dr. Ray Watts.

**THE MANUFACTURER AND INDUSTRIAL NEWS BUREAU.** Salem. Monthly. Editors, E. Hofer and R. M. Hofer. Owners, E. Hofer & Son. Field representative, D. M. Greenburg.

**NORTHWEST INSURANCE NEWS.** Monthly. 505 Oregon building, Portland. Editor and manager, Louis Sondheim.

**NORTHWEST JOURNAL OF DENTISTRY.** Monthly. 378 Yamhill street, Portland. Editor, Dr. George H. Warden. Manager, H. C. Browne. Owner, H. C. Browne & Co.

**NORTHWEST PACIFIC FARMER.** Weekly. Thursday. 229 Lumber Exchange building, Portland. Editor, manager and owner, Frank Lee. Editorial assistant, Albert Tosier. Business assistant, Veronica Weber. Mechanical employe, R. B. Hamblin.

**OREGON CHURCHMAN.** Monthly. 518 Davenport street, Portland. Editors, Rev. J. D. Rice, Rev. E. H. Clark. Manager, John W. Lethaby. Owner, Episcopal Diocese of Oregon.

**OREGON ENDEAVOR BULLETIN.** Monthly. Christian Endeavor publication. Henry building, Portland. Editor, Walter R. Dimm. Owner and manager, Oregon Christian Endeavor Union. Printers, Dimm & Sons, Portland.

- OREGON FARMER.** Weekly. Thursday. Portland. Editor, George N. Angell. Advertising manager, Fred S. Young. Field editor, Horace Addis. Publisher, Cowles Publishing Company, Spokane, Wash.
- OREGON GRANGE BULLETIN.** Monthly. Roseburg. Editor, William Bailey.
- OREGON HISTORICAL SOCIETY QUARTERLY.** 253 Market, Municipal auditorium, Portland. Editor, F. G. Young. Eugene. Manager, George H. Himes, 253 Market street, Portland. Owner, Oregon Historical Society.
- OREGON JOURNAL OF COMMERCE.** Monthly. Oregon State Chamber of Commerce, Portland. Editor, Robert O. Case.
- OREGON LABOR PRESS.** Weekly. Friday. 103 Labor Temple, Portland. Editor and manager, C. M. Rynerson. Owner, Oregon Labor Press Publishing Co., Inc. Reporter, Kelly Loe. Business employes, Donna Johnstone and J. P. Link.
- OREGON MAGAZINE.** Monthly. 508 Masonic Temple, Salem. Editor, Murray Wade. Mechanical employe, N. D. Elliott.
- OREGON MERCHANTS MAGAZINE.** Weekly. Saturday. Lewis building, Portland. Editor and manager, G. Jewett McPherson. Publisher, Portland Grocers and Merchants' Association, Inc.
- OREGON REPEATER.** Monthly. 15 N. Park street, Portland. Editor, Layton E. Meadows. Owner, Pacific Telephone and Telegraph Company.
- OREGON VETERAN.** Monthly. 268 Madison street, Portland. Editor and manager, George L. Koehn. Owner, Theodore Hansen.
- OREGON VOTER.** Weekly. Saturday. Worcester building, Portland. Editor and owner, C. C. Chapman. Assistant editor, F. H. Young. Assistant publisher, W. C. Kaley. Advertising manager, H. H. Gough.
- PACIFIC BANKER.** Weekly. Thursday. McKay building, Portland. Editor and owner, Lydell Baker. Managing editor, Ivan W. Elder.
- PACIFIC CHRISTIAN ADVOCATE.** Weekly. Wednesday. Editor, Edward Laird Mills. Manager, Charles B. Penney. Owner, Methodist Book Concern.
- PACIFIC DRUG REVIEW.** Monthly. 35 North Ninth street, Portland. Managing editor, Albert Hawkins. Manager, F. C. Felter. Owner, Pacific Drug Review, Inc.
- PACIFIC ECHO.** Fraternal monthly. 388 Taylor street, Portland. Editors, Minnie Hintr and J. L. Wright. Owner and publisher, Neighbors of Woodcraft.
- PACIFIC HOMESTEAD.** Weekly agricultural magazine. 215 S. Commercial street, Salem. Editor and manager, Carle Abrams. Owner, Statesman Publishing Company. Associate editor, Gwen Hulbert. Livestock editor, E. A. Rhoten. Garden editor, A. G. B. Bouquet. Editor woman's work and children's page, Blanche M. Jones. Circulation manager, H. H. Henderson. Manager Portland office, C. H. Clark. Makeup, Charles A. Brant. Pressman, Lloyd Stiffer. Mailing clerk, Lloyd Anderreg.
- PACIFIC LEGION.** American Legion publication. Monthly. Twelfth and Jefferson, Portland. Editor, Jerry Owen. Advertising manager, Clifford J. Owen. Owner, Pacific Legion, Inc.
- PACIFIC NORTHWEST HOTEL NEWS.** Weekly. Saturday. Couch building, Portland. Editor-manager, Frank W. Beach. Assistant editor, Curtis L. Beach. Secretary-treasurer, Alvin Y. Beach.
- PACIFIC ODD FELLOW.** Monthly. 206 Stock Exchange building, Portland. Editor, Arthur K. Mickey. Publisher, Pacific Odd Fellow Publishing Company.
- PORTLAND COMMERCE.** Weekly. Friday. Oregon building, Portland. Editor and manager, Fred M. White. Owner, Portland Chamber of Commerce. Advertising manager, L. M. Smith.
- PORTLAND DAILY SHIPPING NEWS.** 400 Couch street, Portland. Editor and manager, A. C. Albrecht. Owner, A. W. Howard. Editorial assistants, H. S. George, G. W. Chilson. Business assistant, S. H. Clay.
- POULTRY LIFE.** Monthly. 373 Yamhill street, Portland. Editor and manager, R. E. Sheriff. Owner, H. C. Browne & Co. Editorial employes, H. E. Cosby, C. S. Brewster, J. R. McRae, A. Watkins.
- ST. ISIDORE'S PLOW.** Rural-welfare monthly. 501-2-3 Panama building, Portland. Editor, Rev. Edwin V. O'Hara, Eugene. Circulation manager, John P. O'Hara, Portland.
- SCRIBE.** Jewish weekly. Friday. Chamber of Commerce building, Portland. Editor, Rabbi Jonah B. Wise. Manager, David E. Cohen. Editorial assistant, Miss Rae Goldsmith. Business assistant, A. N. Kobs.
- SPOTLIGHT.** Weekly. Tuesday. 808 Oregon building, Portland. Editor, Anne P. Kell. Owner, Portland Ad Club.
- THE LARIAT.** Literary monthly, 1121 Northwestern National Bank building, Portland. Editor, Col. E. Hofer. Poetry editor, Florence A. Bynon, Portland. Music editor, Mari Ruef Hofer, Santa Monica, Cal.
- THE TIMBERMAN.** Lumber monthly. 616 Spalding building, Portland. Editor, George F. Cornwall. Owner, George M. Cornwall. News staff, David Davis, Earl C. Bullock, J. B. Olson, Merrill Reed. Foreman composing room, George H. Cook. Foreman linotype department, John E. Urdike.
- WEST COAST LUMBERMAN AND SOUTHERN LUMBERMAN.** (Mechanical department), 4 Second street, Portland. Editor, E. P. Armstrong. (North American Flier merged with West Coast Lumberman).
- WESTERN BREEDERS JOURNAL.** Weekly. Thursday. 373 Yamhill street, Portland. Editor, C. M. Haskell. Publisher, H. C. Browne & Co.
- WESTERN FARMER.** Semi-monthly. 800 Oregonian building, Portland. Editor, E. E. Faville. Manager, D. L. Carpenter. Owner, Farm Magazine Co.

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Among the Oregon graduates honored by election to Phi Beta Kappa at the University of Oregon recently are Miss Dorothy Duniway, formerly of the *Oregonian* staff, now assistant registrar and information secretary at Reed College, and Miss Jean Strachan, society editor and reporter on the *Pendleton Tribune*. Both Miss Duniway and Miss Strachan were among the leading scholars in their classes, 1920 and 1922 respectively.

## NEWSPAPER LEGISLATION BEATEN

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**T**HE Oregon Editorial Association was defeated by the newspapers themselves in its efforts to have the recent legislature do away with the voters' pamphlet and substitute newspaper advertising in lieu thereof.

The association presented figures to show that the pamphlet costs the state \$50,000 each year more than newspaper advertising would cost and that a large proportion of the pamphlets never reach those to whom they are addressed, while no citizen of the state who is capable of exercising his prerogative at the polls fails to read one or more of his home newspapers.

Senator Nickelsen, of the Wasco-Hood River district, was one of the members of the printing committee. Of four papers of the state who opposed the change from the pamphlet to newspaper advertising, two were from this district. Senator Tooze, who introduced the editorial association's bill, is from Clackamas county, and there the grange came out strong against the change and made him a little weak-hearted in support of the bill which bore his name, but even then the association was able to defeat an unfavorable committee report and get the bill on the calendar. On third reading, Senator Dennis, La Grande newspaperman, stated that a number of the papers of the state did not want it and moved that it be referred to the same antagonistic committee for amendment. Friends of the bill attributed the defeat of the measure largely to Senator Dennis's opposition.

A bill introduced by Representative Mann, of Umatilla county, which would have made the selection of official newspapers optional with county courts, passed the house, but was defeated in the senate upon an unfavorable committee report made by the same committee which

reported unfavorably upon the editorial association's bill. It was understood that the Mann bill was aimed at Harry Kueck, of Pendleton, who had drawn the enmity of certain interests. In order to "get" the one paper, the bill would have affected every official paper in the state. The bill probably would not have gotten by the house except that it got onto the calendar before the editorial association's representative was given a hearing.

The pamphlet bill will be brought up again two years from now, provided the newspapers as a whole want it. The association always has had to take two shots before hitting the legislative bullseye.

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### Concerning Heads

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Upton H. Gibbs, editor of the *Eastern Clackamas News*, writes to inquire who sets the fashion in newspaper makeup, especially in headings?

"Two of the Portland papers," he continues, "used to carry large heads clear across the sheet, or for four columns in width; now they seldom have more than a two-column width, except on top of the page. What is the reason for extending headings using up a quarter to a half column in length, containing the main heading, then sub-heads, semi-sub-heads and demi-semi-subheads, so to speak? To me they seem to take up unnecessary space and are conducive to slipshod reading. A man takes up the paper and just glances at the heading, and never reads the article at all. And this begets a habit which extends to other reading, so he becomes incapable of concentration when reading."

Here is a chance for representatives of the two or more schools of thought on headwriting to break a lance in a most interesting joust.

# HOW ONE OREGON NEWSPAPER HANDLES NEWS OF THE CHURCHES

By CHARLES E. GRATKE

[Mr. Gratke, now of the Oregonian staff, was formerly city editor of the Oregon City Enterprise. The system he describes was worked out on the Oregon City paper during his two years' connection with it.]

**H**ANDLING of church news, announcements, and the grist of religious matter is a problem which confronts the editor of practically every small daily or weekly paper. With limited facilities, and a premium on space, refusal of matter of this kind often leads to complications which do not promote the utmost harmony between the news room and the clergy.

During the past two years, the *Morning Enterprise* of Oregon City has developed a system for handling church routine which has practically eliminated all friction and has been found to serve the interests of both the publication and the churches.

The first trouble arose with church notices. They came in at all hours, and in all forms. A few letters and telephone calls soon obtained a complete list of notices of all of the churches, which were written in a standard form as nearly as practicable. Where no changes are desired, the notices are held from week to week.

## DEADLINE IS ENFORCED

An absolute deadline of Friday night before the Sunday of publication is established for all alterations. There was some trouble at first, but leaving the notices out when they came later, soon eliminated the difficulty. Galley proofs of the notices are pulled every Friday night for the notation of whatever changes are desired.

The preachers declared, however, that this was not sufficient to fill the needs of the church. Through the ministerial association, an agreement was reached whereby the paper was to publish one

sermon every week on the editorial page on Sunday. This sermon, written by the pastors in rotation, embraced the topic of the discussion of the week previous. Sermons were limited to one column.

The difficult process of determining whose sermons were to be accepted, was left completely in the hands of the ministerial association. All requests for publication of sermons must go through their hands, and they have even taken charge of notification of the pastors before their copy is due so that all the editor has to do is put it on the hook.

## GOOD POSITION GIVEN

The limitations of space on general news items were met by substitution of position for length. Only short items, except where great news value is found, are accepted, and an effort is made to give them as much prominence as is compatible with the matter contained. Church social announcements are limited to the society columns, both for advance stories and for news stories after the event.

The systematized handling of this material has eliminated the cry that one church gets more than another, and that such-and-such important item was not properly handled. The newspaper has come to find out that the clergy are glad to cooperate, and the pastors are arriving at the conclusion that the work-a-day editor is not a heartless automaton after all.

J. Ashe, a Canadian overseas veteran, has joined the news staff of the Bend *Bulletin*. He has been elected secretary and treasurer of the newly organized Canadian War Veterans' club.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## AND NOW THE CONFERENCE

Only a few days now until the Conference. This will be the fifth of the annual gatherings held since the institution was founded, in 1919. The program is printed in another part of this issue. Look it over. There is good stuff for editor, publisher, and printer. It is the aim of the program committees of the Conference to make it each year so valuable that no up-and-coming newspaperman can afford not to come.

The program has a strong appeal. Then there is also the extra-program activities, the meetings such as those of the Associated Press and United Press papers, which bring together groups to discuss their own particular problems.

The personal contacts of these conferences have always been one of their strongest appeals. Little informal discussions held in the hallways or on the campus have ranked in value with the conference sessions themselves.

Indications are for more than the usual attendance this year. On the social side it is hoped to leave nothing undone that would add to the enjoyment of the visitors, who will be the guests of both the University and the downtown Chamber of Commerce. It is the hope that the married members will bring their wives or some representation from their families. Numbers of the publishers have never missed a conference. Better get to be one of the regulars. It pays.

Requests for suggestions as to how OREGON EXCHANGES could be improved, have brought small response. Most of those who were able to give the request any attention appear to take the position that it's good enough as it is. This, of course, is too generous a view. What the editor was hoping was that several of our friends would direct attention to the fact that some of the papers do not seem to be getting much representation. This, it was intended, would be used as a text for exhorting the reader-correspondents of this publication to get a little busier—for every reader is a potential if not a kinetic correspondent. Since the readers have not suggested it, perhaps it isn't necessary to make such an appeal. But, anyhow, the ambition of OREGON EXCHANGES is to represent the entire publishing body of the state of Oregon. If your paper has not been receiving as much attention as it deserves, probably the best plan is to send in an occasional item. Put us on your exchange list, if you have not already done so—as many Oregon newspapers have. Every newspaper in Oregon should furnish at least half a dozen items a year for OREGON EXCHANGES. Is your paper getting its share?

This number of OREGON EXCHANGES is smaller than usual. It is being rushed out in advance of the Conference. Some material which was to have been run this month is necessarily held over until next. The second installment of Miss Madalene Logan's interesting article on home economics journalism will appear in the next number.

A former resident of Portland, now engaged in the printing business in the state of Washington wishes to return to journalism in Oregon and would accept a writing or managing position with a weekly or small daily in this state. Address F, OREGON EXCHANGES.

## ASTORIA PAPERS SEE RAPID CHANGES

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**C**HANGES in the newspaper world of Astoria have happened so quickly and so often since that red dawn of December 8, when both dailies saw their plants go up in flames, that it is almost impossible to list them.

The *Morning Astorian* and *Evening Budget*, both in new concrete buildings, were both burned out. The *Astorian* saved two linotypes and its Ludlow typograph by dragging them out to the sidewalk. It also got out most of its office furniture and equipment and so was able to start producing a paper immediately.

The *Budget* saved some of the lighter mechanical equipment and much of its office equipment, but was harder hit from the standpoint of immediate resumption. The *Budget*, however, maintained the continuity of its issues by publishing on a mimeograph the day of the fire.

The *Astorian* set up its salvaged equipment in the old Richmond, one of the Astor street hell-holes in Astoria's palmy days. The press of the Finnish language newspaper, the *Toveri*, served and still serves to print the paper.

For a week of two the *Budget* published in the country newspaper shop of E. N. Hurd's Seaside *Signal*. Then it moved up to Astoria, where two of its new Intertypes and a handful of equipment had been set up in the net room of the Sanborn-Cutting Company cannery. The *Budget* was made up there for several weeks, using the *Toveri* press.

Within about six weeks after the fire the *Budget* building had been reconstructed and the paper moved in. It is there now. In the reconstructing of the building the mechanical department was condensed in order to make room in the old structure and the condensing has made the mechanical department rather more efficient.

The *Morning Astorian* will not go back into the new building which it was oc-

cupying when it burned out, but is erecting a modern structure of its own on Ninth and Bond streets, an excellent location. The building will be of concrete, one story and full basement, and will be a model plant.

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### Printer Makes Protest

W. B. Russell, editor and manager of the Redmond *Spokesman*, writes to complain of a condition which, he says, is embarrassing the country printer. Says Mr. Russell:

"One of the many things which is causing the country printer to lose his religion, is the matter of buying certain kinds of paper so that he can quote a price to his customers that does not place him in a ridiculous light. Among the items referred to is that of butter wrappers. We have one customer here who is buying his wrappers printed in two colors at \$2.13 per thousand, practically what the blank stock costs us.

"We have taken the matter up with the stock house in Portland, and find that there are two paper mills which are making the parchment and taking orders for the printing, which naturally, debar legitimate firms from handling the work, and the trouble does not stop at this one class of work, for it leads to the practice of sending out of town for other jobs, as the local party is perfectly justified in believing that if there is so much difference in the price of one job, he must be the goat in all lines of printing.

"There is a printing firm advertising to print and deliver, prepaid, 100 for 60 cents and additional 100 lots for 40 cents. They are undoubtedly allied with these mills, and are demoralizing the standard of printing. It would seem that there was some manner of legislating against such outlawry by those



who follow the Franklin Price List.

"Conditions over in this part of the state are fine, with prospects of a big business for 1923. Redmond has a building program mapped out, which is entirely unusual, to say the least of it. Five new brick and stone business blocks are to be built in the coming spring and summer, and four blocks of the business section is to be paved, and beautified with cluster lights. Collections are so good that we only find it necessary to mail out our statements on the first of the month, and have practically all settled by the 10th. New irrigation projects are being finished up, and many new families are coming in to live upon the newly watered lands."

## Gang Gets Laugh on Dean of Marine

The gang in the *Oregonian* local room recently "laughed their heads off" at the expense of that well-known dean of Portland marine reporters, William E. Mahoney.

The woman who once called in to inquire "How large is a whale?" and the guy who telephoned to the desk: "How wide is the Columbia river?" took back seats for the one who "put it over" on "Bill."

It was thus:

Arriving in from his 13 miles of waterfront, heavy with maritime news of the day, "Bill" found a telephone number awaiting him. Most obligingly, he called it at once.

"Did some one at this number want to talk to the marine reporter of the *Oregonian*?" asked "Bill."

"Ya, aye tank so," came the reply in the unmistakable accent of a woman of the Scandinavian peninsula.

"Well?" said "Bill," impatient-like.

"Vall, my ole man, he vork alongshore if he get a yob, an' aye tank he bane vant know vere go and get yob."

## George U. Piper

In the death of George U. Piper, collector of customs at Portland, there passed one of the most colorful of the older generation of newspapermen. He was for several years publisher of the *Seattle Post-Intelligencer*, of which his brother, Edgar B. Piper, now editor of the *Oregonian*, was editor.

Though out of the profession for several years, Mr. Piper never entirely lost his touch with newspapermen and was ever interested in that profession, more perhaps than in anything save politics, in which he was eminently successful. During several years' residence in the state of Washington he served with distinction two terms in the state senate. At one time he was prominently mentioned in connection with the election as United States senator from Washington, at a time when the legislature did the electing. Refusing to desert Levi Ankeny, for whom he was campaign manager, he declined strong proffered support, and the election went to Addison G. Foster, of Tacoma.

This loyalty to friends, here exemplified, was one of Mr. Piper's outstanding characteristics. Death, which came March 10, followed a stroke of apoplexy. He was 57 years old.

After 25 years in the publishing business, Pearl P. Hassler has sold the *Turner Tribune* to George F. Rowley and moved to Portland, where he will enter government work. Prior to the purchase of the *Tribune* six years ago, Mr. Hassler was editor of the *Central Point Herald*. Under the new ownership Mr. Rowley's son, F. P. Rowley, will be editor and manager of the *Tribune*. Mr. Hassler served as calendar clerk of the house at the twenty-eighth session of the legislature.

A. A. Anderson, of the *Telegram's* copy desk, is from Seattle. He left there because he didn't like the fog, etc.

# OREGON WRITERS' SECTION

— NAOMI SWETT, CONDUCTOR, PORTLAND —

On Saturday evening, February 24, the Oregon Writers' League held their usual monthly meeting at the Central Library, followed by a social program featuring "Out of Town Writers," who attended in large numbers, several being among the speakers of the evening.

Miss Mina L. Harding, author of "Yanki San," now associated with Willamette University, spoke of the Drama—the method of producing atmosphere and color in plays, while Mrs. Viola Price Franklin, of Albany, entertainingly recalled "Some Literary Reminiscences" with noted authors. Charles Alexander, of Albany, who was recently selected as one of the twelve writers to receive the O. Henry Memorial Award for 1922, with his story "As a Dog Should," was scheduled to speak but was not able to be present.

"The Author's Noblesse Oblige" was the main address of the evening and Dr. E. O. Sisson, of Reed College, the speaker. The responsibilities which accrue to the rank and file of writers, and the wonderful weapon given to writers to wield for a noble and uplifting purpose was touched upon by the speaker. In reviewing several books recently written picturizing American Life, Dr. Sisson expressed himself as believing that "Babbitt," a satire by Lewis, was one of the greatest books of its kind ever written.

At a near future meeting the Oregon Writers' League will take up and discuss the article on Oregon, by Dr. C. H. Chapman, which appeared in a recent issue of the *Nation*.

A new Oregon writer, Miss Alice Day Pratt, a school teacher, and a new book on Oregon, "A Homesteader's Portfolio," have come to notice. Miss Pratt came here from the East some ten years ago, to file on a homestead, and makes her home far

from the city's life in the mountains of the great Central Oregon country. Her life, with its ups and downs, while homesteading, and endeavoring to teach is pictured in her book, and has won for her, a place on the book shelf, in "the Oregon Collection" at the Public Library, in Portland.

G. LOUISE SLOCOMB.

Devotees of Oregon writers are lined up for a close-up talk with the dean of them all—Anne Shannon Monroe. On Friday the 9th of March, Miss Monroe told about what writers of the state are doing, to the Women's Club of Multnomah. She is scheduled to speak at Grants Pass before the Women's Club on the 19th, at Ashland before a similar body on the 20th, and before the students of journalism at the University of Oregon on the 23rd. "Material for Young Writers" is the special subject Miss Monroe will handle at the University lecture.

Coming up! League members and non league members, all friends of Charles Alexander, of Albany, are congratulating this Oregon writer upon having had his first book placed with Dodd, Mead & Co. This book will contain a collection of Mr. Alexander's short stories that have been appearing mostly in *Collier's Weekly* and the *Blue Book*. Mr. Alexander's story, "As a Dog Should," which appeared in *Collier's*, has won a place among the twelve best stories of 1922 for the O. Henry Memorial Award. Dodd, Mead & Co. have agreed to produce three more books for this same writer!

Some years ago Anne Shannon Monroe made the simple prophecy that Oregon would in time take the literary honors away from Indiana. "And now it's beginning to be fulfilled," she states proudly, "and then she starts telling of

literary distinction won by Edison Marshall, Albert Riechen Wetjen, Charles Alexander, Maryland Allen, and many others. "Hazel Hall," she goes on, "has been appearing more frequently in eastern print in the last few months than any other one poet in America since the first of the year. All Oregonians must watch for her new book, "Walkers," which will be out next month."

The very first thing League members do—and tell their friends to do—when they make that first visit of inspection to the newer J. K. Gill store, is to look up John T. Hotchkiss in the book department. Of course it might be possible to visit the book department alone—but without saying "How-do-you-do" to Mr. Hotchkiss it would be like visiting your home when you are out. Mr. Hotchkiss is the much loved "big brother" to the League, and to every writer in Oregon; it's he who knows their trials and tribulations, and shares their joys—it's he who possesses that most valued of all human knowledge—to the one who would publish—"what the public wants." League members who have been so fortunate as to hear Mr. Hitchkiss speak on the demands for the works of Oregon writers have gained a wealth of ideas. Then there's his "gallery of fame" where proudly, and in prominent position, hangs the framed photograph of every Oregon writer of note.

Two Oregon authors met—rather incidentally—in the marvelous book department of the newer J. K. Gill store. They were Grace E. Hall, author of "Homespun," and Samuel C. Lancaster, whose book on the Columbia River Highway keeps its place on the "still going list." "Do you know—I've a real idea!" Mrs. Hall exclaimed, quite inspirationally. "Why not, when you open up Lancaster camp again, have Authors' Days every Sunday? The author of the day would be entertained—by you, and the camp—and in turn would tell visitors all about

his work." Now it's all decided upon and when the beauties of the Highway begin backoning the Sunday outers, Lancaster camp will reopen. "There will be accommodations for picnickers, too," says Mr. Lancaster. Right while he was there—very incidentally too—John T. Hotchkiss cashed in on a good opportunity to obtain his autograph. It will be told in a future issue of the *American Magazine* by another Oregon writer.

The Oregon Writers' League now has well passed the 100 membership mark—but we want more. If you would like to receive one of the intimate and informative bulletins which are now being mailed monthly to members, kindly address the League, care of J. K. Gill Co. Then you can keep posted on everything—before it happens—and perhaps we can encourage you to become one of us. You are eligible—if you are interested.

## The Semi-Weekly

Discussing the subject of the semi-weekly, G. W. Hall, editor of the Lincoln county *Leader*, published at Toledo, writes:

"In our opinion positively the only justification for a weekly newspaper branching out into the semi-weekly field is when his *advertising* business demands it, and not because *news* demands it. As announced by the *Criterion* editor when he issued his first semi-weekly paper, he took the step because news demanded that he do so.

"News does not pay office expenses and he will find that in publishing a semi-weekly his expenses will practically double. However, a semi-weekly is unquestionably a paying proposition, but not unless you are compelled to go to at least twelve pages with a weekly."

Young woman, 22, linotype operator, rapid on Model K, wishes position. Address F. M., OREGON EXCHANGES.

# ALL OVER OREGON

Jay T. Arneson, who bought the Pilot Rock *Record* some time ago, is considering the advisability of installing a type-setting machine. Mrs. Arneson has been assisting in the office, setting type by hand, and copy chasing. C. F. Lake, a printer from the state of Washington, had charge of the Pilot Rock paper before Mr. Arneson bought it, and after the sale was completed, Mr. Lake moved with Mrs. Lake to Stanfield to take the place in the *Standard* office vacated by Mr. Arneson. Now Mr. Lake's place has been filled by J. C. Brooks, formerly on the Pendleton *Tribune* force, who is a linotype operator and floor man. Mr. Lake has not decided just where he will locate but he thinks he will go toward the coast.

His ability as a black-face comedian was demonstrated by R. W. Fletcher, of the Pendleton *East Oregonian* job department, when he appeared recently as end man in an Elks' minstrel show. Mr. Fletcher and his family of three girls and two boys appeared also in a musical act which featured orchestra numbers, ranging from the "Sextette from Lucia" to the latest "jazz."

Word has been received from California of the marriage of E. Merle Hussong and Miss Ida Gloria Stoner, of Upland, California, at Santa Ana. Mr. Hussong was formerly telegraph editor of the Pendleton *Tribune*. He is an Astoria boy, and after working on the *Morning Astorian* was for some time in newspaper work in Hoquiam, Washington.

The Jefferson County *Record*, published at Metolius, has been laying particular stress on popular support for the school system. Interscholastic debate has been especially encouraged by Edgar Winters, editor of the *Record*. The result, he reports, has been gratifying.

Marian Barton, weight six pounds and 12 ounces, is the latest addition to the *Oregonian* family. She is the daughter of Mr. and Mrs. Frank W. Barton and was born Monday, February 19. Barton is real estate editor of the *Oregonian* and has been with the paper for several years. The baby, at two weeks, showed a decided trend toward a career as prima donna, according to the statement of the father.

Floyd W. Maxwell, for several months East Side man on the *Oregonian*, has moved his typewriter to the local room of the morning paper, where he has taken up new duties as moving picture editor. Maxwell is a graduate of the University of Oregon School of Journalism and was editor of the *Daily Emerald* during his senior year.

A daughter, not a son as previously announced, was born in January to Mr. and Mrs. Edgar E. Piper, in Portland, simultaneously making a grandfather of Edgar B. Piper, editor of the *Oregonian*. The baby has not been named.

Miss Velma Rupert, graduate of the Oregon School of Journalism, is conducting a new fraternal section in the Eugene *Guard*. The title of the column is "Telling Secrets." Miss Rupert is regularly employed in the advertising department of the paper.

Mr. and Mrs. Philip L. Jackson returned from a mid-winter vacation in California the first week in March. The associate publisher of the *Journal* and his bride spent a month in the south.

N. R. Moore, city editor of the Corvallis *Gazette-Times*, returned the first of March from a six weeks vacation in California, where he visited the principal golf links and recuperated his health.

G. L. Hurd, business manager of the *Corvallis Gazette-Times* and S. S. Harralson, editor of the *Benton County Courier*, have been doing team work the past month visiting the country school houses and telling the farmers how to make a living. They go under the guise of emissaries of the Corvallis Chamber of Commerce community relations committee.

C. E. Ingalls, editor of the *Corvallis Gazette-Times*, has taken to the lecture platform as a sideline, delivering an address before the Council of Jewish Women in Portland on "The Origin and Meaning of the Constitution," another before the State Chamber of Commerce on the question of "Land Settlements in Oregon" and a Lincoln Day address before the Grand Army of the Republic in the city of Corvallis.

Don Upjohn, who was secretary to Governor Ben W. Olcott, is at present farming his bulb ranch in south Salem. During the legislature Mr. Upjohn was legislative correspondent in the house of representatives for the *Oregonian* and the *Capital Journal*. Mr. Upjohn was associated with the *Oregonian* before the Olcott regime, when he took the place in the executive's office.

Phil O'Toole, member of the *Journal* family and widely known as the *Journal* Scout, took advantage of a road test automobile trip to go to San Francisco early in March for his vacation. The automobile editors of all the Portland papers were his companions, but he deserted the party in California and spent two weeks enjoying himself.

John M. Palmer has a worried look. The young man is subbing for Lou Kennedy on the *Telegram's* sport desk while Lou is with the Beavers. Every day, in every way, John is plugging to get out a good page. He stops at nothing to get what he goes after.

Herbert J. Campbell, formerly of the *Oregonian* and *Telegram*, now publisher of the *Vancouver Daily Columbian*, just across the river from his old home state, is so well remembered by Oregon newspaper men, that the birth of a son, Donald, recently, is an item of interest for the "All Over Oregon" section. Mrs. Campbell was Miss Ann Boyd Russell of Portland.

The *Milton Eagle* has ordered an electric heating pot of the Mergenthaler company for its linotype. A great deal of time was lost on account of the gasoline system used in the past and the paper was made late twice during February on this account. After the new equipment was ordered the office force kept careful count of the days until it arrived.

George Bertz, sporting editor of the *Oregon Journal*, is hobnobbing with Portland baseball players at the spring training camp at Hanford, California. His daily dispatches are proving attractive reading for a large following of fans. Earl R. Goodwin, assistant, is holding down the sports desk for the nonce.

Ethel Tonkon, office girl in the editorial rooms of the *Telegram*, has a great admiration for George Washington. She recently appeared adorned in a new lid of the Washingtonian character only it has but two corners or projections to the three on the hats George once wore.

A former Washington state publisher, now temporarily in Iowa, wishes to buy a newspaper property in Oregon in a town of one thousand or over. Two- or three-man shop preferred. Able to pay up to \$5,000. Address H, OREGON EXCHANGES.

Miss Georgie Coffee, business manager for the *Ashland Tidings*, was absent from the office for 10 days recently while recovering from a minor operation.

A late addition to the local staff of the *Oregonian* is Charles E. Gratke, for the last two years city editor of the *Oregon City Enterprise*, and previously connected with the *Astoria Budget*. Gratke was for two years a student at the University of Oregon School of Journalism, and last summer married Miss Elisabeth Whitehouse, also a journalism student. They are living in Portland at Tudor Arms apartments.

Elsatia L. Koen, who for the last three years has been associated with the Polk County *Observer*, owned by her father, E. A. Koen, was married Friday, March 2, to Alpha Bitner Hudelson, of Salem, at the home of her parents in Dallas. Mr. and Mrs. Hudelson left for a short wedding trip, after which they will be at home at Valsetz, where Mr. Hudelson is employed.

John Dierdorff, versatile young member of the Portland *Telegram* staff, has gone to New York City to make his headquarters. John is to work for Tamblin & Brown, who handle publicity for colleges and universities of the country seeking to raise endowment funds. While on the *Telegram*, Mr. Dierdorff did special out-of-town assignments.

The *Oregon Journal* has started a new book, art and music page. Earl C. Brownlee, assistant city editor, who is also in charge of the drama page, is handling the new department, with the help of a number of other members of the staff. The new page, less than a month old, is already one of the most readable features of the *Journal*.

Jeanette Henderson, of the *Oregonian* local room, who has recovered from a protracted illness, has returned to her work on the paper. She is the sister of Amanda Otto Marion, editorial secretary, and has been a member of the staff for the past two years.

"Man vs. an Automobile" is the title of a little drama in which Maxwell Vietor of the *Telegram* copy desk played the title role a couple of weeks ago. Max was crossing the street in the hustling burg called Milwaukie, when a big milk truck, driven by a girl, smashed into and knocked him down. It did so with "neatness and dispatch." The victim pulled out his pencil and carefully wrote the license number of the passing truck on the pavement, then slumbered off into dreamland. After a few days in bed, he returned little the worse for wear but somewhat wiser, like the well known owl.

When H. E. Hunt, northwest editor of the *Oregon Journal*, sold his home and his automobile almost at the same time he thought he had been relieved of a great burden of care. And just about about that time his sense of loss overwhelmed him, and he already has a new automobile and is seeking far and wide for just the house the family wants.

Doing a good turn for some unfortunate youngster seems to have become second nature for Harry C. Frye, in charge of the *Telegram's* Goodfellow department. Apparently he rather do this than eat. Incidentally the little box notices Harry has inserted now and then in the *Telegram* prove the paper's pulling power for the responses have been ample and splendid.

Alfred C. Reese, financial editor of the Portland *Telegram*, believes in the old saw that "the early bird catches the worm" and because of this he may be expected to blossom out in a new spring suit any day. "Al" likes to lead the procession.

Now that Harold Holmberg is a benedict, all talk of the *Telegram* having a baseball team this summer has died out. Harold was the backbone of the championship nine the paper had a year ago when it met and defeated all comers.

C. E. Ingalls, editor of the *Corvallis Gazette-Times* and former president of the Oregon State Editorial Association, has been appointed by President Harding to be postmaster at Corvallis. He will retain his interest in the *Gazette-Times* but will retire from active participation in its political activities. This is his second sentence to the government service, the first one being a four-year term as postmaster in the state of Kansas.

Howard Fisher, chief of the art staff of the *Oregon Journal*, was married on February 10, at Kelso, Washington, to Nellie Hockinson, and the happy couple are settled in a pretty Richmond bungalow. There a new clock, the gift of the *Journal* family, has succeeded in getting Fisher to work on time several mornings since the wedding. The festive fowl is carved by a set presented by the Knights of Kollodion of the *Journal*.

Lou Kennedy, sports editor of the *Telegram*, who admits he is handsome and has a beautiful right arm, is now hibernating at Hanford, California, along with the ball players, real and otherwise, comprising the staff of the Beavers. Lou is the dean of baseball writers of Portland.

Miss Elsie Fitzmaurice, reporter on the *Pendleton East Oregonian*, has been elected head of the Business Women's department of the *Pendleton Women's Club*. The department has just been formed and has a membership of 40 business women.

Mrs. Sidney Williams, of Portland, formerly employed in the business offices of the *Pendleton East Oregonian*, is visiting her parents, Mr. and Mrs. R. W. Fletcher, of *Pendleton*.

Albert Hawkins, editorial writer on the *Oregonian*, did considerable of the research work on the new history of Oregon written by Judge Charles H. Carey.

The *Oregon Journal* celebrated its 21st birthday Saturday, March 10. Established by C. S. Jackson in 1902 with no circulation in particular and the rudiments of a plant, the paper has grown to a circulation of 85,000 daily and is issued from a plant which is one of the largest on the Pacific Coast. On the same day Hyman H. Cohen, the *Journal's* widely-known market editor, celebrated his birthday and also the 21st anniversary of his connection with the *Journal*, for which he worked from the start.

R. C. Launt, of Portland, a veteran newspaper man of New York state, is handling linotype composition on the night side for the *Morning Enterprise*. Launt was with the *Banner-Courier* in Oregon City for some months. He is a former Eastern collegiate football star, and saw service in three campaigns, holding a captain's commission in the last war.

W. H. Walton, a newspaperman in Oregon since 1905, recently accepted a position as reporter on the *Capital Journal* after spending a few weeks with the *Oregon Voter* during the past session of the legislature. During the time Mr. Walton has been in the newspaper business in Oregon he has been owner and editor of several daily and weekly publications.

H. A. Kirk, for the past year and a half advertising manager of the *Banner-Courier* in Oregon City, has transferred to the *Morning Enterprise* of the same city. Arne G. Rae, former advertising manager on the *Enterprise*, is now in charge of printing and foreign advertising.

Lionel Robert Swayze, otherwise "Bob," of the *Journal* copy desk, is daddy to Mildred Swayze, born on February 25. Mr. and Mrs. Swayze now cherish two fine little girls.

The Astoria *Budget* saved its Duplex press despite the fire which destroyed its building. The press was in the basement, which was largely empty, save for the paper stock. A heavy laminated wood floor above withstood the fire and prevented the machinery upstairs from tumbling in. The result was that the fire was not exceptionally hot in the basement. The Columbia Iron Works of Astoria took the contract of reconditioning the press and did a remarkable job. The Duplex runs as well as ever again. A big Chandler and Price job press was given the same treatment and also came out smiling.

E. N. Hurd, editor and publisher of the Seaside *Signal*, is back from the legislature where he served his second term as representative from Clatsop county. Erie saved the Astoria *Budget* in the days immediately after the fire disaster by the offer of his plant. The *Budget* got out there for a couple of weeks, cramming the cream of the big news that was breaking those days into four small pages, hand feeding the cylinder press and rushing the papers to Astoria.

Walter Bowman is a new employee of the Pendleton *East Oregonian*. He is employed in the circulation department and is a brother of Miss Leona Bowman, also employed in that department.

L. D. Drake, manager of the Astoria *Budget*, is the new president of the Astoria Chamber of Commerce. William F. Gratke, former owner of the *Budget*, is secretary of the Chamber.

Paul Sexton, field representative of the Astoria *Budget's* circulation department, was married recently. The Sextons make their home in Seaside.

Neil Morfitt, one-time student of the University School of Journalism, is with the Whitfield, Whitecomb company, public accountants, in their Astoria office.

W. A. Pettit, Salem correspondent for the *Oregonian*; A. L. Lindbeck, for the *Oregon Journal*, and Stephen A. Stone, for the Portland *Telegram*, went with Adjutant General George White on a trip to Seattle to inspect the battleship Oregon which the recent legislature voted to retain as a relic. They went as press representatives for their respective papers. Don Upjohn substituted for the three in their absence. When asked if he could take the place of three good newspapermen Mr. Upjohn replied, "Well, I'm not sure about that, but I can take the place of Mr. Pettit, Mr. Stone and Mr. Lindbeck."

Miss Hazel Bursell, telegraph editor for the Pendleton *East Oregonian*, has signed a contract to write a series of three articles for the American Fruitgrower's Magazine, a Chicago publication in which Miss Bursell has been conducting a department. The articles will be on dehydration, canning, and the making of jelly, jams and preserves. The magazine has a circulation of over a million. Miss Bursell, an O. A. C. graduate, was in 1917, state champion canner in the boys' and girls' club work division.

Mr. and Mrs. Rex Ellis have returned after a wedding trip to California. Mrs. Ellis was formerly Mrs. Nona LaFontaine, an employe in the Pendleton *East Oregonian* offices.

J. S. Dellinger, publisher of the *Morning Astorian*, and cranberry grower extraordinary, had a remarkably successful berry season last fall.

James Hayes Cellars, city editor of the *Morning Astorian*, is building a new home in Astoria for Mrs. Cellars and Allen, one year old.

E. B. Aldrich, editor of the Pendleton *East Oregonian*, was recently chosen a member of the Pendleton boxing commission.



The management of the Gold Beach *Reporter* was taken over by Roy M. Avery, December 1. Ruth C. Avery is covering the news end, and Charles T. Sayce represents the *Reporter* in Brookings, Oregon. They carry a separate section for Brookings under the heading of the *Brookings Bulletin*. The *Reporter*, published in a town of less than 300, has a paid-up circulation of 800, the type is all hand-pegged and the paper, four or six pages, is printed on a jobber one page at a time. Even with this handicap the two towns are covered pretty thoroughly. Mr. Avery was formerly a student in the Oregon School of Journalism.

A. E. Scott, publisher of the Washington County *News-Times* at Forest Grove, was recently honored by being elected a trustee of Pacific University, of that city. Mr. Scott has been a resident of Forest Grove for over twelve years and has always been active in support of the college. While not a college man, Mr. Scott is deeply interested in education.

It's been moving day for some little time with Mrs. Gertrude P. Corbett, the *Telegram's* club editor. She moved; then she didn't; then she did and now is comfortably settled in her new apartment. She says the moving stunt is worse than anything there can be in store for the wicked hereafter.

Mildred Weeks, cashier for the Oregon *Journal* and a former student in the University School of Journalism, is consistently breaking into print with off-hour assignments which she demands by way of keeping her typing fingers in working order.

Hal E. Hoss, managing editor of the *Morning Enterprise*, Oregon City, spent the last two weeks of February in San Francisco, and other California cities. He visited a number of the advertising agencies in the south.

A year ago the Washington County *News-Times* at Forest Grove divorced the newspaper from the job department by selling the job department and making the two entirely separate. The *News-Times* publisher, A. E. Scott, has since devoted his entire time to the paper, printing and publishing the paper as an independent concern, and likes the change very much as he has all he can do to take care of the newspaper work. It was at first intended to have the job department handle the paper, but Mr. Scott preferred to be independent and has had the mechanical work done in his own shop, having retained the linotype, newspaper press, type, etc. One man and a lady linotype operator do the mechanical work.

L. H. Gregory, sports editor of the *Oregonian*, is a member of the writers' colony at Hanford, California, where he is giving the Beavers the once-over and describing their antics for the readers of the morning paper. Meanwhile, James H. McCool, who sometimes writes under the nom de plume of "Bill Beaver of Beaverton," is holding down the sports desk, aided and abetted by George Cowne and Sam Wilderman.

Bert G. Bates, associate editor of the Roseburg *News-Review* and conductor of "Prune Pickin's," leaves for Chicago July 1 to take a summer course in cartooning and designing at the Chicago Academy of Fine Arts. Mr. Bates' art work is known throughout the state, and he has been illustrating a feature column "Salvage Dump" in the *Pacific Legion* of Portland for several years.

Bert R. Greer, owner of the Ashland *Tidings*, left the first of February for Burbank, California, where a son-in-law is running another of his papers. Mr. Greer is spending several weeks in the south, and intends changing the Burbank *Review* into a daily paper before returning to Ashland.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 6

EUGENE, OREGON, APRIL, 1923

No. 5

## HANDLING ADVERTISING IN DAILY PAPER FIELD IN OREGON

By ERNEST R. GILSTRAP OF EUGENE MORNING REGISTER

*[Points for the advertising salesman, the fruit of twenty years of experience in this field, were given in a paper by Ernest R. Gilstrap, vice-president of the Morning Register Company of Eugene, and advertising manager of the Morning Register. Mr. Gilstrap's very helpful paper, read in his absence by Frank Jenkins, editor of the Register, was received with marked attention by the Newspaper Conference audience. "The advertising man in reality is working for the advertiser," Mr. Gilstrap told the publishers.]*

ACCORDING to your program I am to reveal my methods of selling space. I regret that I have nothing new to offer. I should be delighted to give you a tip you could use in your territory that would turn inches into feet. Such a method I have wished for many times, and if I had it I doubt very much if it could be bought at any price. Take it in July and August and some years in January and February, when the blue pencil leaves only the bare head-rules. Has it ever happened to you? I suppose my method in a case of this kind is no different from that of any other advertising salesman. I probably move more quickly, think faster and work harder—and as a result accomplish more—than on the more favorable days. Just throw her into high and step on it, is perhaps another way of saying it—and I don't drive a car, either.

### WORK OF PREPARATION LONG

It was more than twenty years ago that I decided, for some unaccountable reason, to take up advertising. After sizing myself up from all angles, I found that I had much to do to equip myself for

the work. It meant first, that I must resign my position as foreman of the *Register*, a position that paid the handsome salary of \$8 a week. Did any of you ever get your weekly pay in the quad case? Well, it was that way back in those days, and if you remember, the ghost didn't always walk on Saturday nights. Getting back to what I started to say: after resigning my position, I took up merchandising. Fortunately for me I was able to divide my time between the various departments of a general store. At the close of the first year I took over the advertising for the store and this department of the business proved to be the most interesting part of my work. I carried on the advertising for two years, at the same time learning everything I possibly could about merchandise. The point I wish to make clear here is this: From my experience I know that it is highly essential for an advertising man to know something about merchandise. He must know merchandise to get the selling points from it. The more of this knowledge he has acquired, the easier it is to tell the story. An advertising man must be more than a copy-chaser; he must be

a salesman as well as a copywriter to get the best results.

The most effective way to prove to an advertiser the value of everyday usage of space is to induce him, if possible, to take out a contract for a period of not less than three months. It is not a matter of how often should he advertise, but how often can he advertise. Of course his appropriation must be taken into consideration. If it will stand every-day insertions, then by all means encourage him to hit the ball every day. By the time his contract expires, he should be sold completely. After a man is once sold, the rest is easy.

*You must take an interest in the advertiser's business. In planning space it should be we, and not you or I. But if you are not sufficiently interested to be sincere in using this term better stay off it. Forget your newspaper and work for him, for without him there wouldn't be any job for you, or any need for the newspaper. He's the fellow that makes the newspaper possible. He makes your job possible. He is the creator of business, and in sending his messages to the home of the reader, he creates an added interest in your publication. Help him in every way possible to handle his advertising in the most effective way, for he measures by results.*

#### RANGE OF ADVERTISING WIDE

Eugene is one of the best advertising towns in the west. Practically every business man in the city is sold on newspaper advertising. The field is highly developed. The butchers and grocers, who a few years ago would not look at an advertising man, now use space regularly.

It is not strange to say that they find it pays. Why shouldn't it? Their wares are just as much in demand as any other commodity. Why shouldn't they go after the business the same as any other dealer?

It's in the cards, and all they have to do is play them.

A business man once said to me that he would not engage in any business that he could not advertise. He went so far as to say if he were postmaster he would use space to increase his receipts and thereby get his salary boosted. I do not know how well this would work out, but this I do know, this same gentleman has spent many thousands of dollars for advertising space, and knows the value of newspaper display.

#### KEEP MERCHANT OUT OF RUT

The merchant very often in a small town will get into a rut—he's only human. Merchandise will accumulate and the season will slip away leaving out-of-season goods on his shelves. It is up to the advertising man to see that this does not occur. Suggestions must come in time to save him from such a predicament. It is as much to his interest to keep the merchant's stock clean and salable as to the merchant's. He must be alert, watchful, careful, helpful, honest and sincere in his efforts, and never too busy to lend a hand. If it becomes necessary to put on a sale for any reason, he should be capable of conducting a successful sale. There are requirements that must be met.

*While an advertising man is on the payroll of the newspaper, in reality he is working for the advertiser.*

If he puts forth the right effort for the advertiser his paper will take care of itself. Many times I have been scooped on my own copy in page and half-page spreads, and I have yet the first time to see where I have lost anything by this method. One who is going to put selfishness and pride first, has no business in the game of advertising salesmanship. Remember that the advertiser's interest must have first consideration.

Encourage your merchants to adopt the budget system. You cannot fully appreciate what this means unless you have

advertisers who are using it. The advertiser with an appropriation set aside for advertising will make a definite plan and carry it out, while the one who is using the "hit and miss" method will continue to hit and miss, and usually he misses even though he hits. Altogether too much ammunition is wasted in this way, and I believe you will agree with me when I say that unless the budget system is used, the merchant will let his personal feelings enter into his actions in advertising. If he feels good, he's ready to write a page, and not for any other reason than that he feels like writing. Not because it would be good business; not because he wants to force out any special lot of goods, nor is it even due to the need for raising money. He merely feels like writing. Of course, this is a nice pickup for the ambitious advertising man, but how is he going to feel each day for the next two weeks when he gets repeated turn-downs because this same fellow has a bilious attack, or the weather is too cloudy, or it's too dark and gloomy, or any other old excuse he might give because he shot his whole week's appropriation in one ad and he guesses he will wait a few days—which might mean a month?

#### BUDGET MAKES FOR CARE

On the other hand the budget man is grinding away from day to day. His ideas are definitely formed, he has so much money to spend and is spending it. The more budget systems you can get to working in your city the better it will be for both the advertiser and the newspaper. It does away with the "hit and miss" method and is assurance of copy regularly, and usually this kind of an advertiser gets his copy out on time. He is willing to meet the printer half way, and in most cases realizes that it takes time to produce a good ad. You will find him particular about the way his ad is set. He will not stand for waste space. He must make every inch of space count and he is entitled to your hearty cooperation.

Space is paid for on an inch or a line basis. This is a method adopted by the publisher to get pay for the service. In reality, the advertiser is buying circulation, for without the circulation of his message the space will buy him nothing. He pays for this circulation in proportion to the size of his story. Sometimes it requires a page. Is it fair to him to misrepresent the size of your circulation?

It is a question in some territories whether the field is handled by the advertising man or the field handles him. To be successful you must win every argument pertaining to advertising. To lose even a minor argument weakens the cause and is a starter toward forming the opinion of the advertiser that you don't know your business. Do not get the impression that it is my method to bulldoze or even try to put anything over on the advertiser. In the first place, argument should be avoided wherever possible, but if you are making an honest effort to prove the contention which you know to be founded on facts—win your argument. Your future dealings with this man depend upon not only your method of handling the question but upon convincing him you are right.

#### GOOD TEMPER ALWAYS

*By all means never lose your temper; handle your argument in an honest and truthful manner. Smile when you feel like swearing. If you must take it out on something, wait until you get to the office and take it out on the office cat.*

The facts given in this paper are as I see them today, after summing up of some seventeen years of advertising experiences in this one field in Eugene. Eugene is an advertising town, as I have said before. There are few merchants who are not sold on newspaper advertising. This fact is partly due to salesmanship but in the main to the results that accrue from advertising. I do not feel that I have accomplished any more than

any other average man could in this territory. The medium I represent covers the Eugene trade zone so completely that the advertiser measures by results, and results are responsible for the success I have made in handling the advertising field in Eugene. I have tried to make my paper brief and to the point.

*The very backbone of the newspaper business is the advertiser. You expect him to do truthful advertising. He expects the truth from you. If you lie about the number of homes your paper reaches, sooner or later you will be picked up on it and as a result you will lose his confidence and your paper will lose prestige.*

#### TRUTHFULNESS BEST HABIT

There is only one real good excuse that I can think of just now for lying to an advertiser, and that is when a pointed question is put to an advertising man about his competitor. Even though you are justified, it is better not to form bad habits. For my part, I am afraid to lie, for when you mix a bunch of lies and truths up together and they begin spilling back you are apt to misread the labels on them and not know one from the other. Always tell the truth and solve your problems as you go. True, the

temptations are great, but fight for the truth,—it saves explaining later.

I usually ask this question in reply to a question about a competitor: "Did you ever know an advertising man who knew anything?" They always agree with me, especially in my own case. At any rate, they get the point. Always shoot straight with a business man; it's the most important thing in the business. I consider it a great honor to have the confidence of the business men of Eugene all through these seventeen years of active service in the advertising field. It is one of my greatest possessions, and I value it most highly. It helps me to live in my work, to love the game, and give the best there is in me at all times for the good of the cause. Our interests are mutual. We are fighting together for one and the same great purpose and we are winning out.

#### SPACE-USER IS WINNER

Today newspaper advertising stands alone. It is the greatest and most forceful factor in public enlightenment at the command of our merchants, and they know how to use it. The experimental stage has long since passed, and the space-user is reaping his reward. Let us continue to build and make our publications far more effective for the men who make our business possible.

## MEETING EMERGENCIES; HOW NEWSPAPER-MEN COOPERATE IN CRISES

By E. F. NELSON

CORRESPONDENT ASSOCIATED PRESS, PORTLAND

**N**EWSPAPERMEN more than any other class of workers are trained to meet emergencies. The publisher, editor, reporter, the entire staff, is accustomed to deal with the unexpected. In fact, the unusual constitutes our principal stock in trade.

We encounter two kinds of emergencies—one that swoops down with tragic

suddenness, and the other which often we have time to prepare for.

The expected emergency tests our foresight, while the unexpected calls forth our resourcefulness. We may plan how to meet an emergency which looms on the horizon of the future, but our success in meeting an emergency which catches us unawares depends not only upon our-

selves but on the help we have from others—upon the way our organization functions; upon the faithful co-operation of our friends and fellow workers.

As to ourselves we must first be unafraid. In the face of danger and excitement we must be courageous and cool-headed. We must have faith in ourselves and our helpers. With mind unruffled by fear we must see clearly, and having estimated the situation we must act promptly and with no uncertainty. Then, having acted, we must have the firmness to continue in the course we feel is right, discarding doubts that may arise.

#### AID OF OTHERS NEEDED

No matter how certain we may be of ourselves and how well we may see and do our part, we must have the help of others as keen and devoted as we ourselves may be. Without the helpful co-operation of others our greatest efforts may end in failure.

The newspaper profession has furnished many heroic examples of meeting emergencies. We have heard of many instances of publishing in the face of apparently insuperable obstacles. We know of numerous cases where in the presence of a calamity the spirit of friendly co-operation has asserted itself, and business rivals or political enemies have forgotten their differences and fought one another's battles. Time after time, in various parts of the country it has been recorded that where a newspaper has been burned out or has suffered some other disaster its most active opponent has offered full facilities for use until the unfortunate one has been able to restore its own equipment.

#### CORRESPONDENT ACTS PROMPTLY

Every newspaperman has been thrilled by the record of Astoria's fire and its aftermath of heroic endeavor. An emergency thrust itself upon us on the morning of December 8. While flames were devouring building after building and gradually swelled a fire into a conflagration, Portland slept peacefully beneath

a soft blanket of new-fallen snow. My telephone rang long before day-break and the news was given to me. My first act was to wire our correspondent at Astoria, asking him to call by long distance telephone with all available facts. No sooner had I reached the office than he was calling me, but not in response to my message, which may never have reached him. He was doing it on his own initiative. He gave material for bulletins which told the story up to that time and forecast the ultimate loss with surprising accuracy. Our bulletins at that hour estimated the loss at between ten and twelve million dollars, which proved close to the final figures of the insurance adjusters. I asked our correspondent to call me every half hour and he did that with clock-like precision throughout that trying day, giving each time the story of the spread of the flames. This man, Mr. C. A. Murphey, of the *Astoria Budget*, a major in the world war, schooled to facing trying situations, gave a fine example of meeting an emergency.

#### KEEPING PACE WITH DISASTER

The new building of the *Astoria Budget* was among the first to be swept by the flames. Later in the morning Murphey's accounts told of the fire eating its way toward the new building of the *Morning Astorian*. He told how the *Astorian* was starting to move out while the fire was still several blocks away. The next time he called he said the sparks had ignited the roof of the *Astorian's* building. They were then moving out the linotype machines. The next half hour's installment told of the fire having swept through the newspaper's plant.

While the flames were still spreading we heard of the staff of the *Budget* getting out editions on mimeographed sheets. Later in the day Mr. Murphey at my request got Mr. J. S. Dellinger, publisher of the *Astorian*, on the telephone for me. Mr. Dellinger was displaying a fine spirit of fortitude in the emergency. When I expressed my regret that his

plant had been burned he calmly replied:

"It's just the fortune of war."

Then I learned of his plan to print his next edition on the press of the local Finnish paper, the *Toveri*. He did not need our dispatches that night because he had so much local news—news that was filling the columns of more fortunate papers in all parts of the country. But the following night he was able to take some outside news over a temporarily established telephone service.

The *Budget*, working from its temporary headquarters at the Y. M. C. A. building, one of the structures saved from the fire, got out its editions on the days following on the press of the newspaper at Seaside, twenty miles away.

#### TELLING THE STORY OF KELSO

Within a month after the Astoria fire an emergency of another sort developed suddenly. It was the bridge disaster at Kelso, Wash., the evening of January 3rd. I was attending a dinner when a message reached me. I hastened to the office to find that some bulletins had been sent, and urgent messages were coming from Western Division headquarters at San Francisco asking whether I thought it best to go to Kelso. Just then there came piling into the office over a special Western Union wire a message addressed to me from Kelso. It gave an entirely new version of the accident, explaining how the bridge had collapsed because of the snapping of the supporting cable. Earlier messages had reported as the cause a log jam striking the bridge. The message also gave an estimate of eighteen persons lost, whereas earlier reports had about six missing. After running about 300 words the item ended and I eagerly looked for the signature. It was what I had expected—Ralph Tennal. He is a newspaperman from Kansas who started the *Longview News*, at Longview, Wash., close to Kelso. I had learned to know Tennal during his visits at our office while he was arranging for the starting of his paper. We became

friends, but I had not asked him to act as correspondent. On his own initiative, however, he had rounded up the story, which was not only complete in detail but had an estimate of loss of life at that early hour which approximated the final toll reached after several days of checking up of the missing. This is a striking illustration of meeting an emergency through helpful co-operation.

#### GOOD WORK AT ROSEBURG

A few weeks ago a story came from Sacramento telling of a missing woman, the daughter of a family living at Sutherlin, Ore. Our San Francisco office asked for a follow. So I called Bert Bates, of the *News-Review*, at Roseburg, and read the story to him, which he took word for word. In a short time he telephoned back a good follow which he had obtained by telephone from Sutherlin. Then an hour or so later came another call from Mr. Bates. He had sent over to Sutherlin and had some sensational developments, a letter and other facts. This was another instance of loyal and energetic co-operation in meeting an emergency.

On New Year's Day the Toledo (Ohio) high school football team played the Corvallis high school in a championship match at Corvallis. Of course the interest was keen. C. E. Ingalls, of the *Corvallis Gazette-Times*, and I had corresponded in regard to covering the game, and we understood that the Western Union was to have a wire to the field over which bulletins could be sent. About an hour before the game I learned that the wire had been leased to a Toledo paper which was not a member of The Associated Press. So I reached Mr. Ingalls by long distance at his home just before he left for the game and told him the situation. I was anxious to get quick bulletins by telephone to our Portland office to meet the competition of the leased wire. The way Mr. Ingalls stood by me in this predicament and shot those bulletins through by long-distance—even when the local team was losing, afforded

still another illustration of devoted co-operation in meeting emergencies.

Instances like these might be multiplied indefinitely. These are the most recent of a number in my experience at the Portland bureau of The Associated Press. All the members served by this bureau have at one time or another shown equal loyalty and energy. They illustrate the point I make, that success in meeting emergencies depends largely upon the help we get from others.

In closing let me say: To be ready for any emergency we must follow the example of the wise man spoken of in Scripture, who, observing the precepts of good will and brotherliness, is like the man "which built his house upon a rock: And the rain descended, and the floods came, and the wind blew, and beat upon that house; and it fell not; for it was founded upon a rock." But the one who ignores the fundamental principles of square dealing is like the "foolish man which built his house upon the sand: and

the rains descended and the floods came, and the winds blew and beat upon that house; and it fell: and great was the fall thereof."

We may encounter an emergency at any time or at any place, but we need not fear if we are mentally and physically prepared. First we must have knowledge to deal intelligently with a situation; second we must have strength of body to endure an ordeal of hard work. We must realize, too, that in the humdrum of everyday grind we are really preparing ourselves to meet the big moments of life.

Sir Rabindranath Tagore, the poet of India, simply and effectively expresses it:

"Look well to this day  
For in it lie the opportunities of the present and all the possibilities of the future;

Yesterday was a dream,  
Tomorrow is a vision.

Look well, therefore, to this day!"

## THE PART THE PRODUCER PUBLICATION PLAYS IN STABILIZING INDUSTRY

By ERNEST C. POTTS  
EDITOR BETTER FRUIT, PORTLAND

*[In his most instructive paper, read before the trade publications section of the Oregon Newspaper Conference, Mr. Potts set before his fellow-publishers the ideal of a sane, steady development of their respective industries, through the medium of publicity designed to check both inflation and deflation, the two menacing extremes.]*

**I**F THE thought is new to you, consider for a moment the assertion that stabilization of our country's industries is an end greatly to be desired. Without a second's reflection you will realize that stability in our industries and commercial life in general has been lacking during almost the entire period since the great war started its cataclysmic train of events, nearly nine years ago. Speaking of industries as a whole, they were first plunged into gloom and depression, then lifted on the wings of war prosperity

to a position of optimism and wealth unparalleled in all history, only to be plunged again with equal suddenness into the dumps of debt and insecurity.

I would remind you that even the politicians discovered that something was askew in the "good old U. S. A.," for did not one of the leaders coin that significant phrase, "back to normalcy"? Perhaps you will recall that this striking phrase so aptly described and suggested the desideratum, the need of the nation, that repetition of it on a million tongues a day



became little short of a national prayer.

You well know what a heart-rending experience it was for the man in the live-stock industry, for example, to have seen the price of a steer slump \$15 or \$20 to perhaps \$30, then rise to three times that figure only to be plunged very abruptly to the point where there was no market at all for the animal. You know how the agricultural industry was affected when the wheat farmer saw the price rise from 80 cents a bushel to \$2.50, only to react again until no one wanted his wheat at 80 cents.

Yes, even superficial reflection should bring the conviction that our industries need to be gotten back to normalcy, and that they be kept there as nearly as is humanly possible.

Many of you may not be connected with a publication that directly touches some industry of size and importance. Whether you are or not your intelligence and experience tell you that your welfare is inextricably bound up with theirs. If, then, you do not have it directly in your power as an editor or publisher to work for stability and normalcy in our industrial and commercial life you may at least carry with you a certain sympathy for any such movement.

#### HOW TRADE JOURNAL HELPS

There are numerous ways in which the trade publication in a given industry may help and does help stabilize that industry. I can not escape the time-honored analysis that employs the "firstly" and "secondly" of the preacher and editor. For simplicity we need only cite that the publication stabilizes, (1) by what it does for the producer—your loyal "Old Subscriber," and his tribe, and (2) by what it does to the fellows who deal with this immediate family.

Though it is a part of my subject, I consider it superfluous to recite any large number of ways in which the producer publication dispenses information, news, advice and criticism for the benefit of its readers. Performance of these services constitutes the reason for its existence.

It is obvious that the producer publication—using the term in its limited sense—must give the reader helpful facts about growing, harvesting, preparing for marketing his products. Even though it tell him how to build a pig-pen, or run an automobile or raise dahlias, the underlying objective is that of making him a more efficient producer.

#### SELFISHNESS UNSETTLING FORCE

Now, teaching a reader how to be successful and contented may have only remote effect in stabilizing the industry or branch of an industry he is linked with. It may have no such effect. Consider for a moment the labor organizations, which always class their members as producers. With utmost respect for many of Labor's great leaders and for the great good their organizations have accomplished for their members do I say it, yet I am forced to say that they do not follow policies and practices that tend to stabilize an industry, including their own.

This suggests the basic thought and principle toward which I have been heading. The real upsetting, unstabilizing force in the world of industries is selfishness. So long as the persons who work in an industry, invest their money in it or have other connection with it insist on getting out of it for their own individual benefit every possible dollar, you may not expect stability nor much of normalcy in that industry.

As one who types out a few little editorials addressed to producers each month I am unalterably opposed to this attitude as basically wrong, wasteful and harmful to everyone, in the end. Whether I have you with me on this or not, I want to say it is the duty of every trade publication editor to oppose the practice of "charging all the traffic will bear." It is a privilege and a responsibility for him to teach the folly and short-sightedness of that destructive and fallacious practice.

I will illustrate by specific experience. In the recent editorial which brought down upon me this topic I pointed out what

a highly desirable thing it would be in the apple-growing industry of the Northwest if prices were stabilized so both producer and consumer would know what to expect from year to year. No one thing would more quickly place the orchardist in a position of security, contentment and prosperity than the mere stabilization of prices at a figure which insures him an equitable profit. The orchardists realize this just at present, and there are many factors at work influencing toward such an arrangement.

With prices of the past year below cost of production it is easy sailing to propose and work for their stabilization at a figure that would mean profit instead of loss. The trouble will come when conditions change and prices soar to the point where undue profits become possible. Then returns the danger that Greed will forget its lesson and demand the excess profit.

#### HOLD DOWN IN FAT YEARS

The editor who sets out to advocate fair wages and fair profits for any industry with which he is concerned takes account of the future. He must make up his mind to advocate holding prices down in flush years as well as pushing them up in lean years. Knowing how great would be the ultimate benefits, there was no hesitancy in this particular editorial in pointing this out and advocating it. Fortunately, in my line, it was possible to point to a branch of the industry which has achieved success and stability through this broad-gauge policy.

Turning to the other side of our analysis, not much need be said about what the producer publication accomplishes for its clientele through what it does to those interests so often regarded as "hostile." You know what a common attitude it is for the laborer to consider the capitalist his enemy or the shipper to think the railroad exists for little more than to gouge from him every possible nickel. This attitude is fallacious and harmful. It has slight foundation in fact, however, and the producer's publication must fight his just and righteous battles. Such actual enemies

as he has it exposes. His lawful interests it defends.

It is just as necessary for those who handle our producer's products to play fair as for him to do so. His publication helps enforce this obligation. Occasionally, through publicity in its columns, it may inject the fear of God into them. If true to its trust the publication faithfully and fearlessly does this. Most of them do. The few which are recreant may flourish for a time, but they are headed for an untimely demise.

Enough, I am sure, for the destructive side of our theme. The lasting good the editor and his publication accomplish for their specific industry is largely of constructive nature. Stabilization of industries, with whatever resultant benefits this assures, is achieved almost entirely through constructive action.

The publication that intelligently and conscientiously works for this objective stands for less suspicion and more sincerity; less hostility and more helpfulness; less greed and more good-will; less vituperation and more arbitration; less conspiracy and more co-operation.

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## Women Writers Meet

With Miss Grace Edgington of the University of Oregon in charge of arrangements, a most interesting session of Oregon women writers was held on the campus during the Oregon Newspaper Conference. Among the speakers were Anne Shannon Monroe, Mrs. Grace Torrey, Mrs. Mable Holmes Parsons, and Earl C. Brownlee representing Mrs. Maryland Allen, all of Portland. Problems of special interest to women interested in writing were handled at the meeting, which was held in the Woman's Memorial hall.

The tea given in the beautiful Alumni hall was attended by a large number of students, faculty women, and newspapermen, besides the women writers themselves.

# NEWSPAPER RESPONSIBILITY; FUNCTION OF PRESS IN CAMPAIGN LIKE LAST ONE

By ROBERT W. RUHL, EDITOR MEDFORD MAIL-TRIBUNE

*[In this paper, read before the Oregon Newspaper Conference, Mr. Ruhl, declaring in an extempore introduction that editors were often either "pussyfoot" or "wildcat" in policy, assailed pussyfooting as he saw it in the last campaign.]*

**T**HE newspaper editor has a double responsibility, first to give the people the news, second to give them the significance of that news. The first responsibility has to do with the news columns; the second responsibility with the editorial columns. In the news columns should be the interpretation of those facts. The newspaper that has news but no opinions, is of little more use in the field of journalism than the newspaper that has opinions but no news. News without opinions is a body without a soul; opinion without news is a soul without a body. Both are essential if the newspaper is to retain its place in human affairs, and is to properly discharge its primary obligation, which is the enlightenment and leadership of public opinion."

This definition of editorial responsibility is from a speech delivered by Mr. Keeley, 1903, and it serves as the text of the present discourse.

Now if Mr. Keeley knew what he was talking about, and I believe he did, and if these dicta are applied to Oregon with particular reference to the recent election, we find a curious situation.

## KLAN IS IGNORED

The most significant and sensational feature of the election was the Ku Klux Klan. From the time ex-Governor Olcott defied the Klan on the eve of the primary, to the time that Governor Pierce in deference to the Klan's demands, issued his memorable Anti-Papal Bull, pledging his support to the Compulsory School bill, the one outstanding news

feature was the dominance of this extraordinary organization.

And yet during all this time in at least eighty per cent of the newspapers of Oregon there was not the slightest editorial reference to this amazing development. If a journalist from Mars had happened to have been curious concerning Oregon and had subscribed to eighty per cent of the newspapers during the past year, and had confined himself to the editorials to gain his view of what was, and what was not, agitating the minds of the people of this State, he would not have discovered that such a thing as a Ku Klux Klan had ever existed. He would have read thrilling accounts of the rise and fall of the brocoli crop, the importance of a protective tariff on Chinese eggs, can radium cure cancer, are potatoes fattening, insect life on the upper Orinoco, the virtues of boosting and the vices of Bolshevism, but whether or not the Klan was a good or bad organization, whether or not invisible government, based upon religious intolerance, was desirable or undesirable, whether the Klan was a harmless joke, or a serious menace,—not a word.

## FEW INTERPRETED NEWS

I fail to see how any newspaper man can deny that this is, to say the least, a very *unusual* situation. In my judgment the introduction of the Ku Klux Klan in Oregon has been the most sensational, the most dramatic, the most picturesque development in Oregon politics, in the history of this state. It has been nothing short of a political revolu-

tion. The more one studies the situation the more amazing and incredible the entire performance becomes.

And yet with these extraordinary events transpiring before our eyes, with the main events reported more or less,—usually less,—in the news columns from day to day, the number of newspapers in Oregon that tried in any way to interpret these events, to bring their true significance before the people, to either mold or influence public opinion concerning them, can be counted on the fingers of one hand.

#### ISSUE RECOGNIZED ELSEWHERE

What makes this condition all the more striking is the fact that newspapers elsewhere have shown a great editorial interest in this organization. The *New York World* was awarded the Pulitzer prize for its campaign against the Klan, the committee ruling that this was the most distinguished public service rendered by any newspaper during that year. The *Sacramento Bee*, the *Los Angeles Times*, the *San Francisco Examiner*, the *Spokane Spokesman-Review*, are only a few of the many well known dailies on this coast that have taken a decided editorial stand. A number of magazines have editorially expressed themselves, many of the weeklies, and even in the *Manchester Guardian*, published in England, I saw, last January, an editorial commenting on the activities of the Klan in the United States, with particular reference to the conditions in Oregon. And yet in the state where this occurred, as far as a majority of the press is concerned,—*silence*. News value in inverse proportion to distance.

Now it is not my intention to bore you with an attack upon the Ku Klux Klan. Personally I am opposed to it from goblin to wizard. But my personal opinions, as far as this discussion is concerned, are beside the point. I am merely bringing forth the Klan as an example—in my judgment a horrible example—of the low estate to which the editorial departments of a majority of the newspapers of this state have fallen.

So I am not asking anyone to pass judgment on the Ku Klux Klan. All that I am asking is that it be granted that in the last election it was a powerful and effective organization, dominating and to a large extent controlling the political destiny of this state. If this is granted, then I maintain the Klan constituted a factor which absolutely demanded on the basis of editorial responsibility, editorial treatment.

Hundreds of good citizens joined the Klan. One of the most frequent arguments by Klan sympathizers, in Jackson county at least, was "In attacking the Klan you are attacking some of the best citizens in your town." This, instead of being a reason against action, was, it seemed to me, a reason for it. A political, super-legal, secret organization appealing only to the criminal or undesirable element could be easily controlled. If a roster of the Klan had been, as some one claimed, a mere "*Who's Who in Hoodlum*," the problem would have been simple. But it was far from that. The Klan propaganda was so cleverly arranged that, superficially at least, some of the best elements in the community were attracted. And this fact, instead of relieving the newspaper from responsibility, merely increased it.

#### DUTY TO TAKE STAND

I do not mean to say that it was the primary obligation of all newspapers to oppose the Klan, although personally I have never been able to understand how any thinking person could support it. For obviously if good citizens could fall for it, there is no reason why good editors could not do the same. But what I do maintain is this,—that it was the primary obligation of all newspapers, with the issues as important as they were and the radical consequences for good or ill as certain, to take some editorial stand on the Klan, to be either for it or against it, and not to sit on the fence and complacently watch the procession march by.

This ignoring of the issue was, I think, particularly inexcusable because of the

peculiar nature of the appeal. We all know this,—although we don't so often admit it,—that on all public questions the thinking is done by a minority. The majority, the average hard-working men and women, are too much concerned with their own private affairs to carefully analyze any complicated political problem. Because of this it is the peculiar responsibility of the newspaper to interpret, and enlighten, and lead.

APPEAL OF THE K. K. K.

Now, any well-informed person could have seen, just as the Klan promoters saw, that the time was ripe for the establishment of such an organization. In fact, in the first place, Americans are notorious "joiners." In the second place, there was widespread discontent, unrest and dissatisfaction—dissatisfaction with law enforcement, dissatisfaction with politicians, dissatisfaction with high taxes, dissatisfaction with the *status quo* in general. It was therefore certain that the average person, without the time or the disposition to analyze carefully, or see far ahead, or visualize the inevitable consequences, would be tremendously intrigued by the Klan proposal: "Join a one hundred per cent American organization; clean up your town; get out the grafters; put in some public officials you can depend upon." Sure! And then the mystery, the secrecy, the sense of power, the horrific oaths! Why, the thing had all the appeal of a ten, twenty, thirty thriller. The wonder is not that there are perhaps twenty thousand klansmen in the state, but, considering the attitude of the newspapers, that there are not twice that number.

And so with the compulsory school bill. "Don't you believe in the American public school system; don't you believe in inculcating in all young Americans the same American standards and ideals; aren't you opposed to injecting religion into education; aren't you opposed to manufacturing loafers and snobs in private schools?" Sure! The wonder is not that the school bill passed in Oregon by

10,000 majority, the wonder is that with the half-hearted campaign carried on against it by the press of the state as a whole, the majority was not 50,000.

*In both of these instances because of the revolutionary character of the political and educational changes proposed, the people were entitled to all the facts, to a clear and conscientious interpretation of those facts, and the newspaper editors had an inescapable obligation, it seems to me, not only to give them this but to assume the responsibility of leadership in the direction which they, as students of political and social problems, believed to be best for the people and for the state of Oregon.*

*But with the school issue, as with the Klan issue, outside of a pitiful minority the newspapers of the state as a whole expressed no opinions at all.*

"FEARLESS BUT NOT FOOLISH"

Of course the first explanation one hears for this strange phenomenon is that the newspapers were scared to death; that, in our popular physiological idiom, they "didn't have the guts." That explanation, of course, is comforting to the valiant minority, but, as I see it, it is not the correct one.

It is not that the newspaper editors of Oregon are cowards, that we are not willing to meet any issue which we believe it is our duty to meet, but it is rather the fact that we as a whole have become convinced that no newspaper is under obligation to support any cause if such action clearly involves an injury to business.

*Safety first. That, it seems to me, was the watchword of the Oregon press as a whole in the last campaign. Be fearless, of course. All editors must be fearless. But don't be foolish. If you conduct a Republican newspaper, bang the Democrats; if a*  
(Continued on page 56)

# PUTTING ACROSS THE OLD GOSPEL IN A NEW WAY: CHURCH PUBLICITY

By E. V. STIVERS, D.D.

PASTOR OF FIRST CHRISTIAN CHURCH, EUGENE

*[Dr. Stivers, who told the Newspaper Conference delegates in the course of discussion of his most interesting paper, that he does not care personally for the title Reverend, expressed a growing modern sentiment toward the best means of bringing the church into touch with the life of the community. He is a firm believer in plenty of dignified advertising for the sale of the biggest thing in the world and regards the columns of the newspapers as the best medium for that advertising.]*

**T**O ME it is an encouraging thing that a gathering of this character has seen fit to place on the program a subject for discussion which is as important as the one I am privileged to consider. It is not only a subject of great interest, but one that is at last receiving worldwide attention. At the gathering of the "Associated Ad Clubs of the World" which convened in Atlanta, Georgia, in 1921, it was illuminating to note that that organization gave an entire day to this subject. They considered subjects such as "Spiritual Church Advertising," "United Efforts in Church Advertising," "Postal Advertising as a Means of Evangelism" and other kindred themes. This to my mind was a wonderful advance in the program of infusing the methods of business into our Christianity. Were I to suggest a great need in the church today, or were I to suggest a slogan that I believe is needed in our great program of evangelism of the world, it would be this slogan; viz., "Business in Christianity and Christianity in Business."—The problem confronting us in this thought is twofold. First, there is that of infusing business methods into our Christianity; and secondly, that of infusing Christianity into our business. While the second is as important as the first, the scope of this paper is the development of the first theme, and to this purpose I direct your attention.

No one would doubt that our age is a new age. We have said that so many times that it has become commonplace, yet it is true. New because of new con-

ditions that have confronted us since the great war; and the days of reconstruction always bring new problems. It is a new age for the church, hence new methods of work must be employed. There is a song with considerable jingle to it, and with little music, but with no truth, that some folks in the church delight to sing today. It is entitled, "The Old Time Religion," and in its development it runs the line of the worthies of past history and brings out the thought that as the so-called old-time religion was sufficient for them, it is also good enough for us. "It was good for the prophet Daniel" or "It was good for the Hebrew children" and so on it runs and then concludes that "It's good enough for me." It is on this basis that many folks raise objections to modern methods in church work. Because a tallow candle was good enough for our fathers and mothers, is no argument that it is good enough for us who live in the day of beautiful electrical facilities in lighting. Because my father lived and thrived in a log cabin is no sign that I must do so, on the basis of argument that what was good enough for father is good enough for me. Nor does it necessarily follow that because I refuse to use the old tallow dip, or live in a log hut I am bringing reproach upon the memory of my father. We need in the church that high business sense, the application of business methods which we find in the commercial world. Where Christianity has gone, honorable business has always followed.

There is but little business carried on

between the tribes of Africa, but give them the message of the gospel and in a decade the business standard is raised. Church advertising is nothing more nor less than business methods applied to the work of the kingdom of Christ on earth. Some months ago, I attended a screen production in one of the local movie houses. It was the famous and excellent book visualized, "The Inside of the Cup." One of the scenes was that of a working man's home on Sunday morning. You can easily imagine the scene if you did not see it, the wife preparing the breakfast, the man sitting in the cramped-up kitchen reading the morning paper, and as he read his eye fell on the page of church notices and the display advertisements here and there and then with a sneer he remarked, "They advertise to get a crowd just the same as other people." But, believe me, the emphasis was on the wrong word. They did advertise to get a crowd and it was highly commendable that they employed this high business method. Some churches and a few ministers have seen this new day come and have advanced in a tremendous way. Others have closed their eyes to what I believe to be the chance of a life time.

With this somewhat lengthy introduction I want to direct your attention to a few outstanding facts in the realm of church advertising and to try to justify the action of any church or preacher who insists on applying this splendid method of business to the church and its work.

#### I. THE CHURCH'S NEED OF GOOD, SANE, TRUTHFUL ADVERTISING

In a recent article in one of our church papers there was a splendid outline of the ages of the world and the contention of the author was that the present age was a "Man's Age." He insisted that the present demands of strenuous effort in the business world, the fact that the war had demanded the strength of manhood in its supreme effort and the great demands of reconstruction, all had combined to bring out real manhood in its

most wonderful strength. You may say he is like the Greek professor who said there were two classes of people in the world, namely those who studied Greek and those who did not, yet I am inclined to think the contention was well taken. This being true, the demand for real men in the ministry is evident. The day of the "nicy-nicy," "namby-pamby," "frock-coated," "kid-gloved" preacher, is gone, and gone forever. The minister must be a man among the business men of a community, and his work is vastly different from what it was in years past, for the demands of the age are different. This sterling, dignified, masculine sort of Christianity is appreciated by the business world, and if church advertising does nothing else, it begets confidence in the church and in the ministry on the part of the business world. It takes the church out of the sphere it has occupied for so many years, that of a benevolent institution only, into the field of big, broad, business achievement.

#### CHURCH UNDER-ADVERTISED

There are few churches in the world today that get returns for the money invested in the physical equipment. You will keep in mind that I am speaking now of the business side of Christianity, and that I am well aware that this is but one side of the issue and is by no means the most important, yet it is important, for on it the spiritual depends. A building, for example, costing \$100,000 often spends little or nothing on advertising. What would we think of a business concern that did such a thing? The assistant advertising manager of a Portland department store told me less than a month ago that they spent in the year 1922 \$400,000 for advertising, and big business spends \$600,000,000 annually, in the United States alone, in advertising. If the church would spend a little money in advertising the great work it is doing, it would bring tremendous results.

It is important that you remember that I have said "truthful advertising." The Associated Advertising Clubs of the

World have taken as their slogan "Truth in Advertising," and paradoxical as it may seem, churches and preachers should tell the truth just the same as big business.

## II. THE CHURCH HAS SOMETHING TO ADVERTISE

It is in this matter that the ideas of people seem to me, to run in a very peculiar channel. The idea seems to be that the church, because it is a divine institution, has nothing to advertise to the world. The reason for this kind of thinking is, that we fail to realize that the most logical, reasonable and important matter in the world is that which concerns the spiritual life of the race and prepares humanity for that immortality in which the human race has universally believed. Yes, the church has something to advertise. This is the first idea you have to get in the minds of church officers and members when the minister starts a program of church publicity. I well remember an incident illustrative of this very thing. I was taking the pastorate of a badly divided, discouraged and dying church. They were heavily in debt and had lost all hope of ever coming out of what seemed to them an utterly hopeless condition. One of the first things I asked of that church was the privilege of spending a certain sum of money for advertising. True, it was money they did not have, nor did it seem possible for them to get the money to spend in this way. I was repeatedly refused the appropriation, until I promised them that if they would try the experiment for a period of three months, and if after that experiment they found that it had not been successful I would personally pay the entire bill. You can well imagine the result that came, for by the close of the three months not only had the advertising paid for itself several times, but the church had been filled with interested people, and the years of prosperity for that church had begun.

The strange part of this matter of advertising to me is, that there should be

any objection to it, when we remember that the church has been advertising during practically all her history. Church bells, tower chimes, steeples, and physical equipment were the methods of advertising in the past, and many who have accepted these ancient methods without a word, criticise the modern plans of church publicity. In a certain church in the city of San Francisco, great consternation was caused a few years ago, when certain members led by a progressive minister, proposed the placing of a large electric sign on the front of the church. If advertising brings results to the business firm, it is certain that it will bring benefit and uplift to the church. It would appear that the business world had gone to extremes in advertising, yet they know their efforts have been rewarded. I am reminded of the man who was making a journey across the waters. They were coming near the section where the Rock of Gibraltar could be seen and the passengers were on deck ready for the first view of that historic rock. My friend who told me the story said, as they approached that great rock, the thing that impressed him more than any other thing was, that on the face of that great stone was to be seen the familiar advertising slogan of Mr. Heinz, the man of pickle fame, Heinz "57" varieties. It is really shameful that the business world has had to teach the church these lessons that should have been started by the church.

### NOT ALL SENSATIONAL

Another important observation is that church advertising must be dignified. In the March issue of the *Ladies Home Journal* there is an article under the title, "Advertising the Church" with the subtitle, "Sensationalists are cheapening religion by grotesque methods." The article is interesting but is not true to present conditions for several reasons. The author presupposes that all such advertising means sensationalism, which is by no means true. For example, the week before Easter a few years ago, I advertised in half-page ads in the local papers the



program for Easter. The head line in that ad was, "He is not here, for He is risen," then the announcement of the sermon and music for the day, the suggestion that folks should attend the Lord's house on that day, and then the closing statement, the same as the headline, "He is not here, for He is risen." This dignified piece of advertising brought the crowds, made more impressive the great Easter service, and caused many people to attend the great Easter service who never attend church at other times. There was nothing sensational about it, unless the mere fact that a half page of space was used could be called sensational. The important thing is that you see to it that the advertising adds to the dignity of the service rather than detracts from it.

#### SOME USELESS PUBLICITY

As you travel along the highway, certain phrases are seen on the fences, rocks on the hill sides, and bridges. Signs that read, "Prepare to meet God" or "Where will you spend eternity?", "Jesus saves," and such like. They are not at all desirable in church publicity. They breathe of fanaticism. When we read them we immediately conclude that a religious crank was the author. It is my conviction that they do more harm than good. Let me say here, not because of the personnel of the crowd to which I am addressing myself, but because it is my firm conviction that it is absolutely true after years of advertising in church work, that the best means of advertising is the daily and weekly papers. It adds dignity to your cause, it reaches the greatest number of people, and it links the church with the greatest influence in the world today, outside of the church itself.

Church advertising should be timely. The preacher who greets his friends on the street with "Is it well with your soul?" or "Are you prepared to die?" and kindred questions is very untactful and soon becomes the joke of the community, but his action is no more untactful and uncalled-for than that of the minister who in his publicity campaign uses grotesque

and unseemly methods in advertising his dignified work. If a man's soul is worth saving, and if his salvation depends upon his hearing about Christ and obeying him, and I am sure we would all say that the above questions demand an affirmative answer, then any legitimate means that will bring this man and the needed message together should not be despised.

### III. SANE ADVERTISING ON THE PART OF THE CHURCH BRINGS BUSINESS INTO CLOSE TOUCH WITH THE CHURCH

The church that tries to operate on a penny basis may expect penny results. One great lesson needed by the world is that the church is not a charitable institution, but that it gives value received, or at least should do so, for money invested. There are more business and professional men in the church today than ever before in all the world's history. You may doubt this on first thought, but I invite careful investigation. The reason for this is that business methods are being employed by the church in her work. The books of a modern church are kept with the same care and accuracy that the books of a bank or business firm are kept. Some of the methods used in the past in this line are lamentable. Much of the church property in this country today, especially in the smaller communities, could not be sold without court proceedings, because of the loose business methods employed in the past. It would be impossible to find a deed to the property.

Under this division I want to call attention briefly to some of the methods used in advertising Christian work.

(1) Electric Signs. This method is being used more extensively each year in different localities. One of the largest signs in the city of New York is the sign of one of the great downtown churches. The expense of installing such a sign, together with the cost of operation, has made such a means prohibitive in most instances. It is a splendid way, however,

*(Continued on page 53)*

# ACCEPTABLE CONTRIBUTED MATTER AND UNWELCOME "PUBLICITY"

By E. B. ALDRICH  
EDITOR EAST OREGONIAN, PENDLETON

[A wisely moderate policy, keeping in mind at once the public interest and the rights of the newspaper, is here outlined in connection with the handling of contributed matter. Mr. Aldrich read this paper before the recent Oregon Newspaper Conference and was heard with keen interest.]

WITHOUT wasting time I will say the practice on the *East Oregonian* has been to throw contributed material away. Each day various and numerous letters of a propaganda nature are consigned to the waste basket without being read. On a small daily this seems to be the only course to pursue if one wishes to go to press promptly and have a proper amount of time for other important work such as fishing and golf.

However, we have no hard and fast rule upon the subject and do not look with disdain upon all contributed material. It is customary to open and read the press bulletins from the Oregon Agricultural College, the University of Oregon, the forest service and the department of agriculture. The department of agriculture frequently sends out material that is of value to an agricultural section, and we look its stories over seeking material that may be adaptable to our territory. The forest service publicity matter is well handled and we give particular notice to stories from that quarter that relate to the livestock industry.

#### NEWS VALUE ESSENTIAL

In giving attention to the press bulletins from the agricultural college and the University we are moved partly by a desire to be generous in the matter of publicity relating to these institutions and by the further fact that the stories have news value. We find, though, that such stories often reach us too late to be acceptable. On March 12 this year the O. A. C. service carried a story relating to the J. T. Apperson will. The story had been broken in the Portland papers several days before, and we rejected it

in favor of live news not previously published. On the same day the University letter featured a fraternity story that had appeared two or three days previously in the Portland press. We did not use the story. We have little space for stories that have already been used. It should be possible for both colleges to adjust matters so that country dailies may have nearer a fair deal than they have been receiving. Perhaps this is not possible on good spontaneous stories, but much of the material is not of a spontaneous nature and could be properly handled under release dates. A more satisfactory arrangement would necessarily mean wider publicity.

#### ANONYMOUS ATTACKS BARRED

With reference to local contributed material we have certain standards which we observe. We insist that a communication that is in its nature derogatory to another person, if usable at all, be signed by the author's real name. We do not allow anyone to attack another under cover of an assumed name. Anonymous communications are not used and usually are referred to the party under attack. During the religious controversy in Oregon we have had an improvised rule to the effect that parties on either side of the controversy may submit advertising, or when news interest justifies, a reasonable communication setting forth in an affirmative way the principles espoused but making no attack upon the other side. We have endeavored to look with disinterestedness upon religious quarrels and to treat each side fairly and courteously, which seems to be all that either side wants as far as

Umatilla county is concerned. Our only advice to the warring factions has been that they keep their shirts on, bearing in mind the fact that the other fellow is usually better than you think he is.

#### GOOD NATURE IMPOSED ON

On the score of free publicity for entertainments, etc., the writer will not commend the *East Oregonian* as a model for anyone to follow. The paper has been an easy mark. Once we sought to have the School of Journalism tell us what to do, but their suggested rules were rather general in terms and almost too scholarly for practical use. We do not use civil service notices, and when Uncle Sam wishes a new janitor for the federal building or some new stenographers we decline to make a news item out of something that should be carried as a want ad. We have been over-generous toward local entertainments and quite frequently find our good nature imposed upon. We often devote much good space to exploiting affairs for the high school, the women's club or other organizations and find they place their job work with a cheaper shop. Theoretically we insist that those seeking publicity for paid affairs must make their peace with the business office. This is not sufficient, however, and we need reformation. We have recognized the fact since 1877.

#### PAPER PUBLICITY ORGAN

In conclusion I will broaden my subject somewhat with a general word upon the subject of propaganda. The existence of so many publicity bureaus and publicity agents inclines to the view taken by many people that the American newspaper is no longer a real newsgiver but an organ for the dissemination of propaganda in favor of one cause or another. The public has a right to expect that news reports be accurate and fair, that when a subject is in controversy both sides be presented. To suppress news that appears as unfavorable to the expressed policies of a paper and to unduly emphasize stories that bear out its policies is not good journalism. One of the tests of

a good newspaper is its ability to print news even though the facts be very distressing from the standpoint of that newspaper's own views.

There is a widespread impression that newspapers do not present the news in a fair and impartial manner. There is, however, a justification for their complaint, and if the press wishes to retain public confidence it must guard against the danger of lop-sided news reports. The press associations come in the same category, for they are also under suspicion. At times their reports bear the earmarks of propaganda all too plainly.

#### RULES FOR NEWS FAIRNESS

On the *East Oregonian* we have given considerable thought to the subject of news fairness. We have endeavored to guide writers by a set of rules governing the news office. The following extract from those rules will show their tenor:

"The newspaper business is a high calling. It offers great opportunities for service and involves responsibilities. If you do not find the work congenial, if you are not enthused by its possibilities or do not wish to observe the ethical requirements of good journalism, you should go into some other line of work.

"Accuracy and fairness are the main requirements of a good news reporter. Get both sides of a story, be just in handling the facts. Don't do anything as a newspaper worker that you would not do as a man or a woman.

"Remember that all the people hereabouts are our friends and neighbors. We wish to help people, not hurt them. We desire to be as kind and generous as possible, yet we must publish news fearlessly and impartially when the public interest demands and we must not be deterred by friendship. Be extremely careful where a story reflects upon a man's good name and doubly so and then some when the good name of a woman is involved. Write nothing in malice or for revenge.

Publish no jokes on women or girls. Even if a man is an opponent of this paper give him a square deal with the news. The integrity of our news columns is above all quarrels."

Another provision in our office rules requires that we publish all cases, civil or criminal, arising in the circuit court. We do not necessarily scandalize cases

and we make it a policy not to scandalize divorce cases. However, we do not suppress cases for anyone and thereby follow a policy of treating all people alike, be they rich or poor, influential or otherwise.

The motto of our news room is found in the words of Othello:

"Nothing extenuate; set down naught in malice."

## WRITING OF EDITORIAL, WITH SPECIAL APPLICATION TO COUNTRY FIELD

By M. LYLE SPENCER

DEAN SCHOOL OF JOURNALISM, UNIVERSITY OF WASHINGTON

*[Dr. Matthew Lyle Spencer, dean of the School of Journalism of the University of Washington, speaking from a viewpoint gained from years of work in connection with editorial pages, emphasized the importance of editorial writing and sought in the changed times a reason for a decline in the editorial influence of the papers today as compared with those of the days of Greeley, Dana, and Watterson. Dean Spencer's address, including also a list of twelve do's and don't's in force on the Montesano Vidette, an influential newspaper of southwestern Washington with which the Dean is connected, is here given in part.]*

**T**HE days of high prestige for the editorial, and of its unsurpassed power, ran from 1850 to 1865. Those were days of great problems—the Missouri Compromise of 1850, the Kansas-Nebraska bill of 1854, the birth of the Republican party, and the "know-nothing" party. . . .

In such times of high crises, readers turn to the editorial page. In days of no crisis, they turn away from the editorial page. Today there is no crisis as the average reader regards it. In those days the newspapers of the nation were still national in scope. The nation had not grown to the point where Greeley, Raymond, Thurlow Weed wielded their tremendous power. Greeley wrote for 55,000 daily and 250,000 weekly, scattered over what was at that time the governing portion of the nation. . . . It is a far call from the editorial in those days of its power to the editorial and its power today. From the first place in the newspaper, the editorial is now almost third. [Here Mr. Spencer cited a number of

instances of the newspapers' failure to wield political influence, notably in municipal campaigns in Seattle, Chicago, and New York, where candidates for mayor meagerly supported by the press carried off the election.]

The fall of the editorial from power is partly due to the failure to keep up education, partly due to the emphasis on news, and partly due to the growth of the country, making it impossible for the newspapers to be national any more. . . .

After paying a tribute to the *Portland Oregonian* as an exception to the general rule of declining editorial influence, Mr. Spencer proceeded to his twelve do's and don't's:

1. Have an editorial column. It is the one page where you have an opportunity to be unique, in these days when the papers are much standardized, with their comic strips and their syndicate material.

2. Make the editorial column flexible. It may be objected that we have to have

a certain amount of space to fill. I know how Thursday night comes, after one has been working on advertising and other things far removed from editorial, and the brain is squeezed dry and yet we have to fill a column. Have the column flexible according to the amount of advertising and explanatory material you have to give the readers. Don't smear the editorial over a large amount of space, but always have something.

3. I am against canned editorials. You can get 'em. Like the rolled cigarette, they are too easy to get, and they can never make a specific appeal.

4. Names are of value in editorial as in news.

5. Most editorial writers are writing to a blank world out there. They never stop to analyze the community they are writing for. [Dean Spencer cited a case of an editor who actually analyzed his field, finding out precisely to whom he was writing.]

6. Don't be afraid of being provincial. . . . The strength of your paper depends on being provincial. Great papers are provincial in no small measure, breathing the very life of their community. . . . An ideal editorial page would have an editorial on local, state, sectional and national topics, and one on human inter-

est to draw in the readers who do not ordinarily read the editorial column.

7. Don't boast in the editorial column. I don't believe there is any more in a paper's boasting of being first in the field or faster in news than in individuals' doing the same sort of thing. The paper gains no more than the individual in this way.

8. Keep out of local politics. I know you will disagree there. But I do know that this idea that the small paper must tell its readers how to vote has been the cause of much unsuccess in the country field.

9. Don't accept loans from anybody but your bankers.

10. Be independent in politics. In Washington there has been a 60 per cent switch from party to independent papers in four years. Today is the day of the independent paper politically. There is no more reason for a newspaper's being tied to a party than for an educational institution to be thus tied.

11. Don't ever let your paper be anything but patriotic to your country and your town. . . .

12. Keep out of your editorial and news columns as well, anything that creates dissension between the country and the city.

## MR. PIPER'S VIEW OF EDITORIAL PAGE

DEAN SPENCER'S paper was followed by discussion. Editor Elbert Bede of the Cottage Grove *Scout* inquired if Mr. Spence favored entering into religious controversy in the columns of the paper. "No," replied the Washington dean. "I believe in religious non-sectarianism in the papers. . . . On the Montesano *Vidette* we will suppress any news that will tend to destroy the community. If news is likely to create faction in your community, my advice would be to leave it out."

Asked by President Drake to "enlighten us" along this line, Edgar B.

Piper, editor of the *Oregonian*, rose slowly to his feet and entered the discussion with obvious reluctance. Once launched on his subject, however, he made a clear statement of his views of the editorial province of the newspaper. "The statement of the decline of the editorial page needs a little further elaboration for better understanding," he said. "It is my view of the development of the editorial that the editorial has not so much declined as other departments of the newspaper have received greater emphasis.

"In the early days newspaper work

was political pamphleteering, and that day had not gone by in the period of Horace Greeley and Thurlow Weed. News was usually secondary. Editorial expression was violent, vituperative, partisan, and in a large sense false. The public did not expect the paper to take anything but a partisan view. There has since been a rise of judicial consideration of all questions.

"I think that the newspaper which seeks faithfully to enlighten its public on public questions has the respect and confidence of the public in a degree wholly lacking to Greeley and Raymond. Nobody took the *Tribune* who didn't want his partisanship stimulated. Now there is a different time, a different view. If the newspaper has lost the influence of those days, it has done much to soften the asperity of those times and is doing

much more to enlighten the public than in those old days. The papers today have a more enlightened conception of public questions than the papers of fifty years ago. I believe the newspaper service of today is on a far higher plane than the papers of 25 or 50 years ago pretended to occupy. . . ."

Mr. Piper proceeded to the consideration of the ideal editorial page. "That paper," he said, "is the most instructive, entertaining, and respected which gives, first, evidence of sincerity in its attempt to enlighten, instruct and to lead the readers of the paper in right ways of thinking.

"I have no opinion whether the editorial should be short or long. If it is efficient, it may be short. The editorial has an opportunity to be entertaining, earnest, honest, and interesting."

## THE WEEKLY PAPERS OF THE NORTHWEST AND THE FARMER READER

By GEORGE N. ANGELL, EDITOR OREGON FARMER, PORTLAND

IT IS with some hesitation, as editor of a "mere" farm weekly, that I come before the state press with a suggestion for its improvement which, while it has the appearance of being altruistic, nevertheless is prompted also by selfish motives. It appealed to the program makers as being worthy of passing on, however, and that is my sole reason for being here.

For the selfish motives I make no apology. Nor do I make any pretense of overcoming financial or mechanical objections to the improvement I propose. I have had no experience whatever with country weeklies, and only editorial experience with a country daily and a farm paper, hence suggestions I make might be highly impracticable. There may be some good reason for existence of the condition I would improve, but it struck me as being worth while to find out, at least, whether there is or not.

During the two years that I was in charge of editorial for the *Washington Farmer* in western Washington, I saw many of the country weeklies of the state. Since coming to Oregon two years ago, naturally I have been studying those here, particularly with regard to what they offer of interest or instruction to the farmer reader along lines that he is following every day, that make his life. Out of them all I have picked what in my estimation is the best country weekly, all things considered, in the Northwest, and from an account of its experience you may draw your own conclusions.

The *Bee-Nugget* of Chehalis, Washington, owned and published by Clarence Ellington, formerly president of the Washington Press association, beats them all when it comes to news service for country readers, and with Ellington's assistance I shall try to show how he does it and that doing it pays.

Pick up an average copy of the *Bee-*

*Nugget* and what do you find? A 12- or 16-page 6-column paper, in two sections, with the leading news of the state or county attractively displayed on the front page, with the usual run of local news, social and personal items from the county seat, publicity stuff, editorial, country correspondence, boiler plate and advertising. With this important difference, that scarcely an issue goes on the press without at least one good front-page story of prime interest to farmers, often occupying the right-hand column or under a two-column head in the center; and with the further important difference that the proportion of country correspondence, state college instructional matter, farm news and general "boosting" which agriculture needs, to the amount of town news and of canned stuff of general interest, is far and away greater than that set by the average weekly. Most of the second section is devoted to the outlying districts of the county. News from the smaller towns is given prominent display; and in addition to ample space and head-lines for the more important "stories" from the farming sections, there is a weekly department under a two-column head, "Lewis County Rural Topics," where a "Commentator" familiar with farm life and farm problems of the county, mirrors that life with a column or more of news and comment on things of local interest, and tops it off with "agricultural-ettes," spicy farm items from everywhere, and with the weekly "mail-ograms" of advice from the state college.

This program has made a tremendous hit with the farmers of the county, and the amount of agricultural material the *Bee-Nugget* uses has been gradually increasing for some months back. An issue last September, for example, carried 110 inches of purely agricultural matter to 764 inches of all other reading matter, while one of last February carried 211 inches of agricultural matter to 432 of all other, an increase in the proportion of agricultural matter to all

other matter from about one to seven to about one to two. It will be observed also that in this period the amount of reading matter decreased, and the amount of advertising correspondingly increased, about 250 inches. Both were 16-page papers, and while it is perhaps hardly fair to use the February issue for comparison, since strictly agricultural news occupied nine-tenths of its front page, yet it graphically illustrates the tendency in the *Bee-Nugget* office.

Mr. Ellington told me a year or more ago that his policy was beginning to take effect on the minds of his farmer subscribers, with the result that they called it to the attention of neighbors, and subscription getting was easier; also that it was causing more and more favorable comment among the advertising business men of Chehalis, who are among the most intimate in the Northwest with their farmer patrons, being comparable to those of Eugene in this respect. This was about the time that the editor decided, because of wide endorsement of the policy, to increase still further his devotion to agricultural interests. "More and more," he said to me then, "the metropolitan papers are encroaching on news fields in smaller communities where weekly or small daily papers are now published. Rapid transportation and other modern methods of speeding service have brought country publishers face to face with a situation which they should grasp now, and the results of which they should prepare for before it is too late. Sooner or later this rapid news service on the part of large daily papers will result in their soliciting advertisements from the small town merchants on the strength of the news service furnished in that town. But the country weekly has a field which the metropolitan paper cannot enter, and that is the field of rural development about its place of publication. The country editor can develop this and it is all his own. It gives him excellent opportunity to secure close personal acquaintance which the editor of the metro-

politan paper can never expect to have."

Following this line of development gave the *Bee-Nugget* precedence in its field, made many friends for the paper and widened its influence. It helped lift it onto a plane where it is respected, where it is classed the same as any other business enterprise. In other words, it gave the paper distinctive standing. This policy also increased the use of the classified advertising columns, in which Ellington is a firm believer for the country weekly. He says classified ads. pay more, considering the space used and the time required to set them, if properly handled, than any other department, and a paper with a good classified ad. patronage always has standing and influence. He tries to induce farmers especially to make use of classified, and in turn tells his merchants about them.

Ellington makes it a point to display farm news just the same as any other kind, showing no preference, and if he has a good opportunity, through timeliness or importance, he gives one or more large heads on the front page to it. However, he never sacrifices real news for any particular interest. He feels that the front page belongs alike to all readers, and news display there must take precedence according to its general importance. He does not hesitate to make news displays and special articles of happenings and developments in the county seat, but he feels that he should give out-of-town interests within his field the same consideration, while at the same time cultivating the interest of these rural dwellers in the news of their trade center, which is the place of publication of their paper. The circulation list of the average country weekly, and for that matter of the average small daily, is estimated at around 40 per cent of rural dwellers. The editor, therefore, owes that percentage of the list the news in which it is particularly interested. During the past year Ellington has devoted 15 to 30 per cent of his space to agricultural interests in and around Chehalis, under the policy

and with the results outlined above. In his opinion the greatest success to be obtained from this work is in the use of live, local stuff, not of the "canned" variety. If John Smith builds a barn, or adds more chickens, or discards his grades and buys purebreds, those things mark real progress among his readers, are of interest to all farmers in his territory, furnish them an example to follow, and concern his merchant-advertisers. The latter do not always see it at first, he says, but they will in time, and a year after the adoption of this policy he wrote me as follows:

"I find the weekly drive on farm transfers, dairy news, chicken and poultry matters, berry possibilities, etc., has enabled me to hold all of my farmer subscribers and gradually to increase the number of them, without special solicitation. Nearly every week some farmer or dairyman of the district speaks of his interest in the *Bee-Nugget* because it gives so much space to live matters that concern him, and there is another side to it. I repeatedly emphasize to my merchant advertisers how we are handling this department, and urge them to watch it. Gradually they get the point that it is interesting hundreds of readers who live in the surrounding country and who make Chehalis their trade center."

There you have the case of the *Bee-Nugget*, which because of the location of Chehalis, about midway between the two largest cities of the northwest, and with transportation facilities between them unexcelled, is particularly harassed by the big dailies. It is somewhat difficult of comparison with Oregon papers which come to my desk, because of difference in size of the respective towns where they are published, but I have in mind several Oregon weeklies, at least some of which have parishes comparable to that of the *Bee-Nugget*, all of which it seems to me could be improved by giving them more of an agricultural flavor. And is it not patent that if I, one interested in farming merely in the abstract, week after



week read the papers which I have found by experience contain matter that holds my attention, then he whose entire existence, and that of his family, depends upon agriculture, will choose by preference those newspapers and periodicals which devote at least a portion of their space to subjects that are nearest his every-day living?

The horticulturist does not subscribe for the grain trade paper any more than the publisher subscribes for "Electrical Engineering," and the average run of farmer will not subscribe for, and if he subscribes for it he will not read, a weekly newspaper dealing entirely with happenings in town. And as you know, if he does not read it, he is useless to the publisher from the advertising standpoint.

One of my selfish reasons for wanting to see more agricultural matter in the exchanges of Oregon, of course is to make available for clipping or as "tips" for stories of my own, more stuff of general interest agriculturally, but of clipped stuff we use very little, so my interest there can be called negligible. Another reason—and this is purely commercial—is illustrated by an interesting development in the experience of the Oregon State library. As many of you know, the demand for the individual loan of books by mail, and for the use of traveling libraries, has been enormous. It was thought that with the establishment throughout the state of county libraries, equipped to render in a small way much the same service as the central system, the demand for loans by mail and for traveling libraries would decrease. To the amazing contrary, it increased by leaps and bounds. County library service merely educated more people in the delights of reading and whetted the appetites of those already partially supplied; and that is what more agricultural stories in the small newspapers of Oregon would do.

I have an idea that the comparatively small amount of agricultural reading

matter which the country weeklies and small city dailies of the state could carry as "bait" for country residents would in the slightest degree injure our chances of obtaining *Oregon Farmer* subscribers in the same neighborhood. On the contrary, I am confident that it would increase the demand by agriculturally minded people for the more detailed treatment of these questions which our columns contain. This is well illustrated in Lewis county, the bailiwick of the *Bee-Nugget*. Here there are approximately 2600 farmers, and here the *Washington Farmer*, an allied publication of the *Oregon Farmer*, has nearly 2000 subscribers. I have no doubt that a very large proportion of *Bee-Nugget* subscribers would be found on our list, and vice versa; and we object not at all to having the local field developed for us, in that fashion.

It was suggested that I outline my idea of what constitutes a good agricultural story, and give some sources. This has been done to some extent in the foregoing, but I might add that any man with a sense of news values and possessing even slightly the farming "slant," will find abundant local material on every hand. The record of a back-yard flock, the profit from a family cow, the crop from a patch of corn or berries, the activities of agricultural high school students, the yearnings of city residents for the farm, all furnish possibilities without ever crossing the city line; and once he goes beyond that the man with a nose for country news will find stories staring him in the face at every turn. Real stories, too—throbbing with every element that goes to make the front-page story of city life exciting. Here is a Willamette valley Jersey, on whose production of a living calf within a specified time after completing her record depends not only her own chance of becoming a gold medal animal, but that of her sire. Four weeks before calving she breaks both hind legs and must be killed. But how, and still save the calf? The

most skillful veterinarians in the state are summoned. A caesarian operation is decided upon. The mother is stunned and later killed, but the calf is taken from her and lives, and another gold medal family is added to Oregon's already splendid list.

Over in eastern Oregon thousands of acres of waving wheat produce but a fraction of what they might but for the presence of stinking smut, which for years has taken heart-breaking toll of the crop. An experiment station wheat proves resistant in the test-plots, though rolled black with smut before sowing. It sprouts and grows and comes clean—literally millions of dollars will be saved through its general use. Down in southwestern Oregon other thousands of acres are non-productive or only half productive because of the tides, but the skill of the extension service, through dike and tile and open ditch, drains them and puts them at work. Over in Tillamook a cow-testing association doubles its membership through a plan of selling record

calves outside of the county—all over the northwest—at a price which means a profit instead of dead loss to dairymen. In Hood River county a cherry branch, artificially pollenized, bends double with fruit, while on the same tree other branches, not pollenized, are barren. In Jackson county a farm bureau exchange remolds the marketing ideals of a community. In Douglas county one flock of turkeys contains 1400 birds, is herded on horseback, and goes into a pool that brings its contributors the highest price of any in the United States. The list can be continued indefinitely. All over the state, regardless of the kind of farming practiced, thousands of such stories are awaiting only the observing eye and the sympathetic ear. It may be only a crude labor-saving device, or it may be a six-legged lamb, but every farmer will be found to have something interesting about the place, and I believe it would pay the country press of this state to find it.

## INQUIRY ASKED INTO PAPER INDUSTRY

**R**ESOLUTIONS passed by the Oregon Newspaper Conference at its recent session at the University of Oregon School of Journalism call for an investigation by the Federal Trade Commission into conditions in the print-paper industry. This action was taken after discussion in which several speakers accused the paper trade of making exorbitant profits.

Difficulties in the way of profitable use of imported paper were pointed out by Arthur M. Geary, of Portland, counsel for the Oregon publishers' syndicate formed to deal with the paper question. "There is always a risk in importing news print from overseas," said Mr. Geary. "Buying from overseas you have got to take a chance with the mill you buy from and the responsibility of its agents here. There is no inspection of the paper in Europe as of lumber in this country."

He suggested that an inspection service be worked up in charge of responsible men. "Reliable men in those ports," he said, "could inspect the product and see that it is what the buyers want."

"The small publisher is really helpless," said George Putnam, head of the publishers' syndicate. The paper companies, he pointed out, would not contract with a publisher using less than 250 tons. Prices on American paper and on foreign paper run about equal, he said. With 4½-cent paper costing but 2 cents to produce, he said, the profits in paper are the biggest known in any commodity. "I don't know what the little fellow can do," concluded Mr. Putnam. "He can save a little on foreign news but he must take the chance of strikes, loss of ships, and stand a delay of three or four months in delivery."

# LEGITIMIZING THE VETERAN PUBLICATION

By JERROLD OWEN, EDITOR THE PACIFIC LEGION

[Mr. Owen read this comprehensive review of the veteran-publication field before the trade and class publication section of the recent Oregon Newspaper Conference. Mr. Owen's paper indicates a determination to keep this class of publications on a high ethical plane as well as on a commercially paying basis.]

**M**ENTION of "veteran publication" to the average newspaper man, and by that I mean any man who has worked up through the newspaper profession, is like waving a red flag at a gentleman cow. This instinctive prejudice is not without considerable reason. For too many years the so-called ex-service man's magazine has been a vehicle of graft and inefficiency, fulfilling no particular need and seeking advertising which has been thinly veiled donations. This condition still prevails in some quarters, and the purpose of my little talk today is merely to point out that illegitimate tactics are not necessary, and that it is possible for the veteran to uphold the best publication traditions and ethics.

Before the conflagration, involving most of the civilized nations, veteran publications were not numerous. They were representative of a comparatively small slice of the country's population.

After the war came the deluge. Ambitious publishers and opportunists in newspaper and advertising ranks realized that 4,000,000 young men recently out of service cut a considerable swath in organized society. They found patriotism still at high tide, and a general desire on the part of business men to assist the returned veteran.

## FLOOD OF NEW PUBLICATIONS

The immediate result was a flood of so-called "veteran publications," of which virtually none remain today.

These first publications, with a few exceptions, were circulation grafts. Crews of that hardboiled species known as "sheet writers" combed the country, coining money for themselves and the promoters of the desultory publications. Few of these magazines lived more than three

months, which was long enough to permit those interested in them to gather in sufficient shekels to make retirement profitable when subscription obligations were not carried out. Some dragged along for a year or more, dying when their circulation income began to dwindle and advertising revenue became imperative but could not be found.

At that time there were scores of small veteran organizations springing up, most of which were very short lived. At the present time there are but three major organizations of veterans—the American Legion, whose membership rolls are open to all men who served in the army forces of Uncle Sam during the World War; the Veterans of Foreign Wars, whose membership includes Spanish war veterans as well as overseas veterans in the last war; and the Disabled American Veterans of the World War, composed of men who were wounded or contracted disease in line of duty during the war with Germany.

Of these three, the American Legion is by far the greatest, both numerically and in record of accomplishment for country and comrades.

Each of these national organizations has a national publication. The American Legion is the only one of sufficient size to support state publications, of which there are now about 38.

## FIVE TYPES OF PAPERS

We now come to classification of veteran publications in the field today.

First, there is the magazine or newspaper that is privately owned and operated without endorsement of any organization but for "our boys" and "disabled men in hospitals." Advertising solicitors for such publications feature the sym-

pathy plea, giving the impression that advertising revenue in some manner helps wounded veterans or provides an opportunity for other disabled men to make an honest living.

Solicitors for this sort of publication usually call in uniform, even today flaunting service stripes and citation ribbons, generally purchased in army stores.

A second type is the privately owned organization publication which seeks no financial aid from the American Legion, the V. F. W. or D. A. V. W. W., and gives nothing in return for its endorsement, neither service, subscriptions nor profits. Such publications are inherently dishonest, and thrive on donations.

One publication of this type, printed outside the city of Portland, and with a bonafide circulation in that city of not more than 50 subscribers received advertising approximating \$10,000 from the business men in that city last November and December.

It is such ventures as this, known to the experienced newspaper man, that raise in his mind an immediate prejudice against any veteran publication. And he is not to be blamed.

#### MAGAZINE SENT FREE

A third type of veteran publication is the privately owned venture controlled by a central publishing corporation, which in turn for the right to use the name of the American Legion in soliciting business, sends the magazine free to all members in the territory covered. The corporation, to the best of my information, is now issuing the *Iowa Legionnaire*, the *Ohio Legionnaire* and the *Hoosier Legionnaire*, all news print publications issued weekly or semi-monthly.

The fourth class of veteran magazine is the organization owned and operated publication, subscriptions for which are included in dues paid by members. The *American Legion Weekly* is a national exemplification of this class of magazine, and is at last on a money-making basis.

The experience of the American Legion with state publications operated on the

same principle has not been encouraging. A striking example was the *California Legion Monthly*, which began publication some months after the *Pacific Legion*, the American Legion publication for Oregon and Washington, was in the field. It was printed on high grade paper, made profuse use of illustrations and several colors on its cover. Every member in the state was assessed 50 cents toward this publication. For several months the magazine apparently prospered, but it soon was found that it was being sustained by subscription money and not by advertising revenue, and when the first source was exhausted only bankruptcy lay ahead.

The result was that the legionnaires of California had to meet an assessment of approximately \$4000 to make good the obligations incurred by this publication before its suspension.

In the state of Washington at the present time an attempt is being made to establish a state newspaper by the officers of the American Legion, who feel that a magazine published in Oregon cannot serve their needs as well as a newspaper published in their own state. The first issue was to have been printed on January first of this year. It has yet to make its appearance.

The problem is that of all organization owned publications. Because of the semi-political nature of positions in the business and editorial end of such publications, few men of real ability care to become identified with them except for salaries which the organization cannot afford to pay. The result is mismanagement and costly errors made through lack of experience and business judgment.

There is a fifth type of magazine of which I desire to speak in closing. This is the privately owned publication which has the endorsement of an organization, asks that organization to assume no financial risk yet guarantees it service and a heavy percentage of publication profits.

It is in this class that the *Pacific Legion* falls. It is a magazine which, to all in-

tents and purposes, is owned by the American Legion in Oregon, except that 25 per cent of its profits go into a sinking fund annually to keep it on a sound financial basis, and would be available as a private dividend of the corporation if desired.

This is the situation because of the voluntary offer of the *Pacific Legion*, after its first year of operation, to turn over to the American Legion 75 per cent of its net profits. This contract has been kept. Though the money realized has not been great, it is due to the fact that the magazine has constantly striven to keep up its standard of service and still keep its subscription price down to a point where no Legion member can afford not to take it. From \$2 a year it has been lowered to 50 cents for the legionnaire.

The profits from a veteran publication in Oregon cannot be enormous if the magazine is operated on a clean basis, for the reason that there are only a certain number of advertisers who may expect results through its columns.

The *Pacific Legion* has survived the business difficulties attending any new publication.

Our experience with dishonest solicitors has been unique. The field seems to breed a type of men who are lacking in common honesty and take advantage of the fact that it is difficult to check their work closely. Circulation crews of the sheet-writer type flock to veteran publications, and occasionally the *Pacific Legion* has made the mistake of employing one of this ilk. Our greatest problem has been to weed out the unscrupulous type of business-getter and to build up an organization with clean, honest and ethical representatives. This we believe we have finally succeeded in doing.

One example of what we have had to contend with was our experience last year with two solicitors who turned in considerable cash advertising business. They had not worked for us more than two weeks when they came in with three checks, for varying amounts, made pay-

able to the "American Legion" and not the *Pacific Legion*. Their explanations were very lame and our investigation readily disclosed that the money was given under the impression that it was going to the American Legion and not for advertising in the *Pacific Legion*. The money was immediately returned and the men discharged.

These two solicitors immediately went into the employ of a small veteran publication in Portland and though the publisher was informed as to the type of men he was hiring, they were kept on because of their business-getting qualities.

#### PACIFIC LEGION POLICY

Though the *Pacific Legion* has always had the only endorsement of the American Legion and Disabled American Veterans of the World War in the state of Oregon, we have discovered other publications in this field laying bald claim to these endorsements. We have frequently found advertising solicitors for so-called service men's publications using copies of the *Pacific Legion* for their dummies with the cover of their own magazine superimposed.

Before closing, I would like to touch briefly on the policy of the *Pacific Legion* in cities outside of Portland where many of the men in attendance here today make their only contact with the magazine.

In the past, this magazine has featured community pages in which appeared advertisements boosting these cities for residential or business locations and containing little of real value to the advertiser, whose money made the publication of the page possible. While our widely scattered circulation may have made this class of advertising of indirect benefit to the cities, it was not the direct result which merchants were entitled to.

As a result, we have evolved a plan whereby local posts, merchants and the magazine may mutually benefit. In the future we will accept only such community pages as contain a center column given over to news notes of direct interest to the members of the American

Legion post in that city. We are taking care to build up our circulation, so that all the members of the posts in towns where advertisements are obtained are subscribers, and are encouraged to patronize the merchants whose names appear on the pages. The interest of posts in maintaining the pages and giving direct results to the advertisers is enhanced by giving to the posts the commission for the advertising, which ordinarily would be paid to solicitors. We are able to do this by reason of the fact that our advertising manager is working on a moderate salary and helps in securing these pages.

#### SPECIAL RATES FOR ARTICLES

Editorially, the magazine seeks to keep the veterans in touch with all governmental or state action affecting their welfare as well as the activities of their buddies in service who are scattered about the Pacific Northwest. Space rates are paid for acceptable articles. Its original humorous columns are frequently quoted in the *Literary Digest*. Cartoons enliven its pages. Editorial comment usually has a punch and is from the ex-service angle.

In conclusion, let me say that we admit that the *Pacific Legion* has been an experiment, and has made mistakes in the past because the business was so new and untried and because we were up against a cut-throat competition which at times threatened our very existence. "Them days is gone forever." By constantly striving toward an ethical plane, too little recognized in the veteran publication field, we have finally established a reputation, which we intend to maintain, for fair dealing. We have made the *Pacific Legion* a clean, legitimate advertising medium through maintaining a good circulation, reader interest, and encouraging the patronage of advertisers using its columns.

In addition to being a mere advertising medium, it has filled a distinct need, knit the members of the American Legion into a more cohesive organization, given expression to their ideals, fought their battles and, withal, has spared no effort to entertain as well as to be of service to them. These things we conceive to be our mission.

## KEEPING UP A CIRCULATION EQUAL TO POPULATION OF TOWN

By BERT G. BATES, ROSEBURG NEWS-REVIEW

*[The conspicuous success of the Roseburg News-Review in maintaining a circulation well up to the population of the city in which it is published led to an invitation to Bert G. Bates, associate editor and publisher, to tell the Conference how this result has been achieved. Mr. Bates accepted the invitation and read the interesting paper here printed.]*

I HAVE been asked to tell you how the Roseburg *News-Review* carries a circulation larger than the city in which it is published. To give full details of how we have reached a daily circulation of 4125 copies in a town of 4381 people, the figures of the last census, would cover considerable ground, so only the high points of the cause and reason for such a healthy circulation will be given.

First, I want to say to you that any town with a population up to 8000 inhabitants has no use for two daily newspapers. Both cannot be made a financial success no matter how much effort is put into the undertaking. We tried it in Roseburg for about fifteen years and neither paper was a financial success, though both were very creditable editions. Finally, after both of the

editors had lambasted each other for a long period, the hatchet was buried, they shook hands, each complimented the other on being such a damphool for such a long and most strenuous period, the "covers" were turned down and both got into the same bunk through the consolidation route. This was the wisest move the two "pencil pushers" ever put over, and had this measure been taken some fifteen years ago there would have been two fewer "ivory domes" parading around our city, made so by the Saturday night head scratching to keep the ghost walking.

#### SERVICE IS KEYNOTE

Now for building up a circulation—and keeping it and constantly adding new names. When the two papers of Roseburg consolidated they had a combined circulation of 3200 copies, after all duplications had been eliminated, which were few in number.

B. W. Bates, former editor and manager of the *Evening News*, was put in charge and still is the editor and manager of the *News-Review*. He carries the distinction of being capable of taking charge of any department of the plant, which has greatly added to its success, from a newspaper as well as a mechanical standpoint.

Men have been drawn into service who earnestly work for the best interests of the plant. They are awake to the public's needs. They have their ear to the ground and are alert to act on sane suggestions offered that in any way will create more enthusiasm among our army of readers. We make our office the headquarters for the news of the world, and we give it to the people, no matter what the cost. If extra editions are required we roll out of bed in the middle of the night and set the wheels in motion to deliver the goods at the breakfast table. All this extra work costs money, but it certainly pays—it pays to advertise—and there is no better advertisement for any newspaper than an "extra," without additional cost to your subscribers.

No matter where a news item breaks, the people of Douglas county look to our paper as a reliable source of information. If a big event is to be staged on any particular holiday, a part of our force plan to forego their vacation pleasures on that day and remain on duty to bulletin the news as supplied to us by the two big newsgathering agencies, the *Associated Press* and the *United Press*, both of which services are carried by the *News-Review*.

In addition to the snappy news of the world as furnished by the two press services, we make a specialty of handling local news. We believe that the local item is of more value to our paper than any scare-head story ever shot over the wire. Ofttimes we pull foreign news from forms to make room for a few more three-line locals. This practice has made our paper very popular locally and throughout the county. In scanning our front page you will find just as many local stories with number one heads as you will those of foreign news.

In truth and in fact we serve the public and we serve them as a loyal father would serve his children—by giving them the best at his command. Our office is the real source of news supply and we give it generously and courteously, without the faintest coloring in any way.

#### TRUTHFUL NEWS ASSURED

We treat our enemies like brothers so far as the news columns of our paper are concerned—showing no partiality whatsoever. We listen to advice of close friends and have inaugurated a policy that assures the readers of our paper a truthful version of the daily happenings.

A firm stand editorially on public matters and a decided disrespect for illegal and questionable acts, a champion of good citizenship and a barricade against loose and irresponsible characters to be found in every community, always advancing every civic undertaking and unhesitatingly working for the betterment of Roseburg and Douglas county, its people, churches and schools, and in all things

that help to purify the atmosphere of our beautiful city in the fertile Umpqua valley, has placed the *News-Review* on the pinnacle of success as a home-paper—a paper that can be relied upon to show no favors, but delivers a square deal to our thousands of readers, which insures their fullest support and appreciation.

These are the methods and principles that have gained for our paper the unprecedented support of the people in the southern part of the state and evidence of their approval is found in the fact that we record very few "stops" in our subscription department.

#### 975 GAIN IN THREE YEARS

Since the two Roseburg papers consolidated the subscription list has grown from 3200 subscribers to 4125, actual daily count and this gain has been made in a period of less than three years.

The value of features in the smaller papers has been proved in our case. A humor column of paragraphs, captioned "Prune Pickin's" containing satire and wit at the expense of prominent townspeople, a good snappy serial story, a news pictorial service and the best possible news service obtainable, are a few of the features.

We do not discredit our publication by offering premiums of any kind, have no bargain days, offer no baits in the way of getting new subscribers. A fair price is placed on yearly subscriptions, and this is maintained without any deviation whatever. The paper is sold on its merits, giving our patrons the impression that they are getting full value for every cent invested, and each day we try to make our publication better than its previous issue.

#### ADVERTISING SUPPORT GAINED

Local and foreign advertisers recognize our paper as the medium through which they are certain to secure the desired results. With the support of the advertisers a paper is bound to succeed but first of all you must offer something for the advertiser, and there is no substitute for circulation.

Publishing a newspaper in this age is a sound business proposition, and the novice wants to leave the undertaking alone unless he is overburdened with surplus cash and desires an easy channel to distribute his filthy lucre. Overhead expenses have increased tremendously within the past ten years, and the alleged newspaper man who thinks he can put out a crackerjack daily publication with a can of ink, a pair of scissors and a proof press with a motley following of political friends as his chief supporters, soon discovers his mistake. It is then the morning-after-the-night-before sensation creeps over him.

#### "BE YOUR OWN BOSS"

As a final summary of the successful conduct of a small town daily I want to impress you with the fact that independence is the real keynote of success. This independence should not be of the perverted nature, but on the contrary, broad in the extreme. If you are not capable of running your own newspaper without appropriating the advice of a handful of substantial citizens of your community you are a total failure, and when your customers learn that you are lacking in this important essential their faith in your ability at once is dissipated and you are looked upon as nothing more or less than the tool of certain interests. Be your own boss—don't think you are a miracle man without a peer, but do have enough good, homely common sense and sound business judgment to manage your own business and protect yourself from an avalanche of raving maniacs who have never made a success of any undertaking but are positively sure they have all the earmarks and attainments that fit them for the newspaper field and who consider the average editor as the prince of idiots.

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Small Oregon daily for sale at a very reasonable figure. Address "M. H.," care OREGON EXCHANGES.



# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## A MATTER OF ATTITUDE

You may have noticed that Bristow Adams of Cornell University, lecturing recently before Ohio newspaper men, showed them that in an ordinary column of reading matter in a newspaper it is possible to make more than 70,000 mistakes. Commenting on this, an Ohio newspaper lays the following flattering unction to our journalistic souls: "Seventy thousand mistakes in each column! Remember that when you run upon an error while reading and say to yourself, 'If I can go through life with as few mistakes per 70,000 as the average newspaper makes Old Saint Peter will surely let me slip through the Pearly Gates.'"

Isn't that pretty bad psychology? Hasn't the time gone by when we need to offer ourselves or the public excuses for our mistakes? Regardless of the possibility for making a few million errors in the course of a week's work, you newspaper men are not going to retain an employee who averages even as many errors as, say, two to the column—which would give fifty or a hundred or more in a single issue. You are not going to feel anything but shame for an issue which on its first page has even a handful of errors, be they ever so small.

The chances for error open to the lawyer, who may quote the wrong authority

or use an unfortunate tone in addressing a jury; to the preacher, who may misapply his gospel; to the physician, who may err in diagnosis or, in a wide variety of ways, in treatment, are not regarded as giving these professional men an excuse for slovenly work or for costly error. Journalism too is a profession, and newspaper men are not more prone than other professional men to excuse their sins of omission and commission.

The practice of patting ourselves on the back for our accuracy in the face of difficulties is giving place to a discontent with the percentage of error that remains. Oregon newspapermen, like Ohio newspapermen, will on the whole regard it as tragic to have as high as a two-to-the-column average of error, either in the facts or in their typographical presentation. We may keep 69,999 errors out of a column, and then No. 70,000, which "creeps in," will form the basis of a libel suit, which is bothersome if not expensive.

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More than usual success attended the Fifth Annual Newspaper Conference, held last month, according to the comments of editors, publishers and others who were present. A larger number and a higher percentage of those attending participated in the discussions of the various addresses and papers than at any previous Conference. The program committee is appreciative of the cooperation received from the members of the Conference in preparing and presenting a program that proved so helpful. The greater part of the addresses and some of the attending discussion are presented in this issue of OREGON EXCHANGES.

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The Hood River editors are beginning their drive for a big attendance at the annual convention of the Oregon Editorial Association. We should all go.

# HOW MAY THE NEWSPAPERS OF OREGON GET MORE OF OREGON ADVERTISING?

By L. VAN ANDERSON  
HALL AND EMORY AGENCY, PORTLAND

[*Mr. Van Anderson handled his subject from the point of view of the space-buyer. In the discussion that followed his paper, which he read before the recent Newspaper Conference, he replied to the suggestion of G. Lansing Hurd, manager of the Corvallis Gazette-Times, that Oregon manufacturers have shown little disposition to advertise their products. He believed it would be possible to stimulate considerable business from among Oregon industries.*]

**I**N ITS analysis, this question, "How May the Newspapers of Oregon Get More of Oregon Advertising?" is an extensive one. To go thoroughly into it in all phases would call for a far more scholarly study than I have been able to give it, and would require a great deal more time than is now available. All I can do now is to make some observations that may be fundamental in getting more Oregon business.

## NEWSPAPERS NOT SELLING

Were I a publisher I think I should look upon this problem as one of pure salesmanship—a matter of presenting my wares in such ways as to get my just share of present, and the development of such new conditions as will automatically bring new opportunities.

The advertising representative of one of Oregon's greatest newspapers said to me the other day, "The trouble with the newspapers hitherto has been that they have not seen the necessity of *selling* their space. They have been, in large degree, merely order takers, supplying space when ordered, but failing to exercise the primary fundamentals of salesmanship—analysis of what they have, analysis of where it may be sold, and *service*. The time has now come when they *must sell* their space, if they expect ever to profit in maximum degree."

But first let us see through what medium we might apply our selling efforts. Again, were I a publisher, as a salesman with white space in my paper to sell, I should apply the two mediums of sales-

manship, advertising and personal representation.

I believe it is a fact that one reason for not having more Oregon advertising running in the press of the state lies in a failure to utilize these two mediums. Many Oregon newspapers maintain foreign representation in the East, but I doubt if any maintain Oregon representation. Occasionally we have the great pleasure of meeting you personally when you visit Portland, but this occasional call does not take the place of constant contact that would be possible through special representation. Now here is a thought. Would it not be possible for those of you whose territory does not compete (and I take it most of you do not compete) to maintain *joint* sales representation in Portland? Such representation could easily cover the Northwest, if not the whole Coast. Or it might be more practical to establish a representation similar to that of the Coast representation of the Bureau of Advertising of the American Newspaper Publishers' Association, except applying itself to development of business for Oregon newspapers through educational work pertaining to the different localities. Such representation would have, as will be easily seen, very far reaching results and would be very valuable.

I can state positively that a very meager use indeed has been made of advertising to get the sales points of Oregon newspapers across to the Oregon prospect. For, like most agencies, we keep a file of everything in the way of mer-

chandising and circulation data that comes to our offices, and the Oregon file is disappointingly thin—most of its contents being from Portland papers.

Now, as to those fundamentals of salesmanship which must come before selling begins—analysis of what there is to sell and where it may be sold. Service, at least that sort of cooperation most frequently thought of as service, rightly comes after the sale is made—and is in itself so large a subject that I shall not attempt to cover it.

#### MARKETING POSSIBILITIES VITAL

What has the newspaper to sell? In analyzing their commodity a great many newspaper men seem to be making the mistake of placing paramount importance upon circulation: quantity, quality, how secured, permanence, and all that. But after all the man who is in line to purchase advertising doesn't care much about those things unless he has reason to believe that the readers who make up that circulation have a desire and ability to pay for his products. Therefore, from that standpoint, the *marketing possibilities* of your circulation, your city and section are as essential to tell about as circulation—become in fact ultimately the product which you have to sell.

The *Editor and Publisher's* space-buyer supplements are along the line of what I am referring to. But the points for each locality in these supplements are merely chronicled. There can be, of course, no argument given, no effort made, to sell the community possibilities. In making up schedule I find it very advantageous to consult these supplements. But every newspaperman would find it of advantage to elaborate on that sort of skeleton data, and then see to it that his analysis gets the attention of the possible buyer of his space.

I do not maintain that every small newspaper will have the opportunity to make such analysis, but surely some sort of analysis could be profitably made and placed where prospective advertisers might have access to them.

Having sold the prospective advertiser in your columns a faith in the profit that lies for him in your market, circulation then of course becomes important, and the more carefully you have analyzed that, the more convincingly will you be able to argue that your medium must be used if the advertising message is to have its maximum effect.

Now then, where, in Oregon, are the possible buyers of Oregon newspaper space?

Oregon buyers for Oregon newspaper space are located wherever there is a concern or a person who has a commodity to sell to Oregon people at large. Probably a large majority of these possible customers for Oregon newspaper space are to be found in the one locality of Portland—many of them represented by the advertising agents. But nearly every community in Oregon is manufacturing or producing something capable of being merchandised on statewide lines.

Do you know who and where these purchasers of your space are? Every one of them is vitally interested in learning about profitable outlets for his product—wants to know where his markets are. What are you doing to let him know about the marketability of his product in your city and vicinity? Here again I want to emphasize the importance of using the printed word in salutation.

Oregon manufacturers and distributors of service, from available data, I now estimate at about 30,000. If you haven't already a list of them, wouldn't it be a good thing to make up a list and keep it always up-to-date, as a prospect list? To this list a constant flow of solicitation through personal representation and advertising would very probably be maintained. It is this sort of work that the cooperative representative could attend to.

#### TOO MUCH "HOME INDUSTRY?"

As for the creation of new opportunities, that will come most surely through the development of your own home communities, in order to have something of increasing value to sell. Without a ques-

tion, that work is not being neglected. It is as natural for a newspaper man to boost his particular home industry as it is for him to gather news.

And while the sound of that phase, *home industry*, is in our ears, if I may digress for a moment, I should like to give expression to a thought that frequently occurs to me.

Like all good ideas, home industry, it seems to me, can be carried too far. Up to a certain point "home industry" develops a community; but when it seeks to shut out merchandise and enterprise from outside sources, it ceases to be a principle, and is prone to become a destructive hobby. "Spend your money at home" makes a splendid argument for the local merchant and manufacturer, but if in practice it tends to keep the flow of money in and out of the community confined to set channels, viz., the counting rooms of the local merchant and manufacturer, it would seem to me to tend toward dulling the wits of those business organizations by taking away the necessity of keeping on their toes, and allowing them to settle back on the complacent heels of assured business. Competition forces a progressive, fighting business spirit which is a recognized force in community building.

#### IMPORTANCE OF RECIPROCITY

And reciprocity, too, is a very important element between communities just as it is between business men of one community. Exchange of merchandise, exchange of ideas, means broadened views, a closer-knit political fabric which makes for a unified state, and forms the foundation for a more far-reaching community business-building along state-wide lines.

And that is: *Development of Oregon.*

Develop Oregon through the development of the separate communities of Oregon; but do not allow a provincial viewpoint to spoil the fair picture of a greater, better state. This is true cooperation.

A little while back we heard a great deal about a world's fair for the purpose of advertising Oregon. If that idea gives place to a campaign of real advertising

that will properly merchandise the state itself, to the country and the world, then its failure will be fortunate.

It takes but a small faith in the future to be convinced that Oregon is even now on the threshold of a magnificent development. Old-fashioned conservatism, self-satisfied "three per-cent" is giving place to a broader vision, a bigger ambition, a very palpable determination to put Oregon in the place amongst the states of the West to which her history and her grand resources—the strategic possibilities of her geography—entitle her.

#### TIME TO "SELL OREGON"

Right now is the time for each individual to step out, put his shoulder to the wheel and push—not with a loud acclaim, but with determined effort, all at one time in the same direction. Our sister states to the north and south are merchandising their advantages, utilizing the same great forces that each one of us advocate with the manufacturer with whom we do business. Oregon alone still stands on her marks.

We have heard so much about Oregon's "8 to the square mile." Talking won't make it California's 22.

I bring this point up here not because it is a new proposition—you all are familiar with the present project to advertise Oregon. But because it seems pertinent to the development of more advertising for your newspapers, and because I believe that when the newspapers of Oregon sufficiently realize this opportunity, and sufficiently utilize the great power that they wield in forming public opinion, starting the campaign will be an accomplished fact, with the means for carrying it on guaranteed.

Instead of devoting that valuable editorial space to a tirade against high taxes, why not sell the idea of a unified state spirit? Would it be beside the mark to say the way to reduce taxes lies not in cutting the budget for much-needed improvements, but in getting a vastly greater number of citizens to share the expenses of the state? The way to build home in-

dustries lies not in preaching "spend money at home," but in bringing in more people from the outside to buy the home products.

The first need of an advertising campaign to sell Oregon is an appropriation to sell Oregon to Oregonians. Were I budgeting the appropriation that is now being raised, I should most certainly put aside a very appreciable sum to buy space in the newspapers and other mediums of Oregon and in the endeavor to overcome, through paid publicity, those petty jealousies that keep Oregon in the eyes of the country a one-city state, by refusing to spend money, lest a larger city gain a special advantage. This present situation is comparable to that of the small specialty shops and the large department stores. The former rail at and fight the latter as an octopus, little realizing that without the big store, about whose skirts the little

fellow congregates, the little fellow's very existence would be a problem. Action brings the crowds and the crowd makes the sale a success.

If the Oregon newspapers will do their share in eradicating that evil of inter-city jealousy, a genuine campaign to sell Oregon to the world will soon be possible. Then will come the time for devoting energy to the development of similar campaigns on a smaller scale to sell each individual city to the rest of the state as well as to the country at large. Perhaps even there might be a special state fund devoted to helping, on a 50-50 plan, such Oregon communities as decide to go more definitely into a concentrated advertising campaign of their own.

Through right organization, co-ordination and cooperation, such a campaign can be put through to the lasting benefit of every newspaper in the state.

## NEWSPAPER GROUPS AND FOREIGN ADVERTISING

By W. F. G. THACHER

PROFESSOR OF ADVERTISING IN OREGON SCHOOL OF JOURNALISM

**A**T THE meeting of the Newspaper Conference held last year, I presented a report on the subject of "Foreign Advertising." The substance of this report was gleaned from a questionnaire sent to space buyers in prominent advertising agencies, largely in the East, from personal correspondence, and from general knowledge of the subject. As a result of this report it was proposed that I utilize a part of a summer's trip which I had in mind in the interests of a further, first-hand investigation of the subject. After a number of consultations, a list of prominent Oregon dailies was decided upon, and a plan submitted to them, involving a contribution of \$30 by each of the papers toward the expense of the undertaking. Of the sixteen papers, eleven subscribed to the enterprise. Of these all but one actually made their contribution.

The project was turned over to the Editorial Association, and my arrangements were made entirely with Mr. Hal Hoss, of whose whole-hearted interest and help I wish to make full and grateful acknowledgment.

Of the \$300 subscribed, \$250 was used to defray a part of my travelling expenses. The remainder was used for the preparation of the necessary printed matter and for incidentals. I believe that a small balance still remains.

A. A. C. W. MEETING ATTENDED

I spent the larger part of six weeks on the trip. My first stop was at Milwaukee, where I attended the meetings of the convention of the Associated Advertising Clubs of the World. Here, too, I made my first calls on the agencies. From there I went to Chicago, where I spent a week. From Chicago my itinerary included Phil-

adelphia, New York (where I spent ten days), Buffalo, Cleveland and Detroit.

All told, I visited 38 advertising agencies, as well as a number of "special representatives," and others whose advice I thought might be helpful. In my approach to the space-buyers I had several purposes in mind. My first objective was to leave with these men a favorable, interested attitude toward the district which I termed "Oregon, outside of Portland" as a potential trading and advertising territory. My second was to gain from these men their opinions regarding ways and means of promoting the interests of the newspapers which I represented—and, in general, all the newspapers in Oregon. In doing this, I submitted to them certain questions covering three broad lines of investigation. These were: First, "Does the special agent, so-called, actually function? In the case of the small dailies which I represented, does he earn his salt?" (His "salt" being, of course, the fifteen percent which he charges for all business emanating from his territory.) Second, "What is your opinion of the value of merchandising cooperation on the part of the publishers?" Third, "What of the newspaper 'groups'? Are they getting anywhere?"

The answers to these and other questions, together with a general analysis of the situation, I put into a report which, on my return to Oregon, I submitted to my constituents.

In propounding my third question, as I went from agency to agency, I soon came to realize that, of the various combinations of newspapers, there was one outstanding group—namely, the "Wisconsin Newspaper League." There are numerous others, of course, but many of them exist on paper only, or have been organized and are maintained by some agent who merely uses them for his own profit. So I arranged to stop at Janesville, Wisconsin, on my return trip, to interview Mr. H. H. Bliss, the secretary, and the prime mover of the Wisconsin League.

Of all the many interesting and profit-

able conversations which I had on my trip, the one with Mr. Bliss stands out pre-eminently. I reached his office on a Saturday morning, and, although he was as busy as only a publisher-editor can be at such a time, he received me with the greatest cordiality and interest and told me not only all I expected to find out from him but many other things of value.

At the conclusion of a three-hour talk, I asked Mr. Bliss whether or not he might not find it possible to visit the Coast during the winter and to plan his visit in such a way that he could attend the Newspaper Conference and speak at one of the meetings. He replied that he would enjoy doing so and would take the matter under consideration.

On my return I wrote Mr. Bliss repeatedly, pressing the invitation; and for a time it really looked as if he might come. A few weeks ago, however, he telegraphed me that he had found it impossible to get away. As a possible substitute for his own presence, Mr. Bliss wrote me a full account of recent activities of the League in the matter of obtaining national advertising through organization and merchandising cooperation. This letter follows:

Dear Mr. Thacher:

On July first of 1922 after considerable correspondence brought on through a chance friendship with William McColgan, Editor of the Merchandising Service News of the *New York Journal*, the Wisconsin Daily Newspaper League arranged with Mr. McColgan to come and take charge of the merchandising bureau as its manager with offices in Milwaukee.

Our members, thirty in number, many of them were skeptical as to the benefit to be derived from such an undertaking fearing that the cost and the expense would be more than they could realize on. They also, as all papers do, confound whatever effort might be made in the foreign field with the work of special representatives, which most of them employ, as well as the work of agencies, which many of them figure are the last word in ground work and solicitation of an account for the newspaper.

They consented to take this new pro-

posal on for one year and we prepared a budget covering \$7500, as a separate fund to meet the expense for the year of the manager's salary and the conduct of the office.

Unfortunately, our manager painted a very rosy picture of what he could do and what this could be made into the first twelve months, believing that the same sort of response could be secured for this list of papers covering the state practically as was true of a city like New York through the effort of the merchandising department of the New York Journal. Mr. McColgan thought he could produce from one hundred and fifty to two hundred thousand dollars of extra business the first year. The officers felt some misgiving as our experience in the past had been far from a great volume of new business.

We made mistakes; McColgan spent his time and money perhaps in some ways that would have counted better had the effort been made in other directions. He desired to cover the whole United States at one fell swoop and figured that a trip should be taken through the principal cities of the East after a sufficient amount of circular matter announcing the formation of this merchandising department had been sent out to agencies and advertisers. The first of September he started on this trip and went on to the first city, where he fell down. We recalled him until such time as he could absorb the atmosphere of the small paper and the field up here and know the weaknesses and strength of our plan as it applied to Wisconsin.

It is an error to say that his work was not resultful; he did do much good and we began to receive letters from all over the country of congratulation and did get an occasional order. Of course the League had been in business for fifteen years and was known to some extent especially in Wisconsin and through the country as well.

After McColgan's return we concentrated on Wisconsin more or less, Milwaukee especially, and in December started the first issue of the *Wisconsin Retailer*, one of the special things that McColgan was desirous of starting. Immediately after the distribution of this first number of the *Retailer*, letters and some business, commenced to come and from that time we seemed to be in a good light with advertisers and agencies. The January or February number created additional interest. McColgan

was called in consultation with the Robert A. Johnston Biscuit Company, the Palmolive Company of Milwaukee and with accounts in nearby cities of Wisconsin. The Johnston Company appropriated \$43,000, as I wrote you before, of which most of it went to the League. The agency handling the account, Klau-Van Pietersom-Dunlap, became greatly interested in the League's efforts and closely cooperated with Mr. McColgan, to the end that full pages were started in a dozen League cities and the quarter pages were so satisfactory that in Mr. Dunlap's words, "we shall use this experience on other accounts that we have and hope that we can bring them into your papers." The Johnston Company have written congratulatory letters expressing great appreciation for our effort and assuring us of continued business.

The Palmolive Company have given us a schedule, a large one, covering most of our papers, and say they will go into all of them. The Lake & Dunham Agency at Memphis, Tenn., have sent us two schedules on one account because of our merchandising service. Such concerns as the Standard Oil of Indiana, Portland Cement Company, A. Stein & Company (Paris and Hickory Brands), Pepsodent, Senero Cigars, Tharinger Macaroni, Case Automobile Company, have indicated their intention to use most of the League papers and we have dozens of other inquiries which look like real, sure enough leads.

At our meeting on February 19th a review of the situation was made and members felt well satisfied that progress was being made, and while up to this time some profit has been taken from the plan, yet there is every indication that before the end of the year we shall all of us feel that the money expended was well invested.

Personally, I believe that many states can do what we are doing profitably and that it is the only salvation for the inland paper. It is surely an inland paper idea and should not be confused with the metropolitan paper's field or plan. It requires for successful operation full cooperation on the part of every paper; which means that papers must do the unusual, in fact about everything except actually selling goods or introducing salesmen to the retailer. Surveys must be made gladly, window displays must be looked up and a quick response made to every inquiry from either agen-

cy or advertiser and a real spirit of co-operation extended on the part of the newspaper. We are having some difficulties along this line. We are just now getting out a standard of practice to be followed by every paper so far as we can get them to do it. We find there are always some papers who stand upon their dignity and who take a stand that they will not do more than offer space and take the money. This is not enough these days. If the newspaper will honestly assist the advertiser to get a big return from his investment, it will take down the barriers as between the manufacturer and dealer and smooth the way so that the consumer will take from the shelves of the dealer the manufacturer's goods. The dealer's whole-hearted friendship can be held and his cooperation secured by the newspaper without a great deal of diplomacy.

Publicity could well be carried in trade journals such as *Printer's Ink* and we have lacked so far in funds to carry this on. We expect to get to it some time soon. Right now there are concerns desirous of knowing what other states are operating on the Wisconsin plan. Up to date there are none. The Ohio Select List is as near as any, but one must do business individually with the papers, which again adds to the barrier; the central office, one order idea if desired on the part of the agency or advertiser eliminates waste in time and relieves the ignorant advertiser of the bugbear of rates, etc. There are many ramifications which the League such as we have built it here, are capable of going into. Special representation covering all cities, east, west, etc., should be and will be eventually worked out to the advantage of everybody.

We shall all look with interest back here in Wisconsin on the efforts of the Oregon publishers along similar lines.

With best wishes for your success.

Very truly yours,

H. H. BLISS.

#### ORGANIZED EFFORT NEEDED

Personally, I am "sold" on the matter of organized effort. There are three things an Oregon newspaper can do. It can sit back and take what foreign advertising happens to come. Some will come, of course. It can get out and hustle for more foreign advertising. If its efforts are intelligent and based on some actual information,

they will get results—some results, that is. But one Oregon newspaper is a mighty small drop in a mighty big advertising bucket. The farther you get away from Oregon the more you come to realize how unimportant the field really is, compared to the great centers of population. But, individual effort always counts. There is nothing, really, that can take its place.

Third, the Oregon paper can combine with other papers in a well-conceived and forcefully executed promotional campaign, the purpose of which will be to bring irresistibly to the attention of space buyers and of advertisers themselves the opportunities for selling their goods through advertising in the great Oregon territory outside of Portland. I believe that this is the thing that must be done, if the newspapers are ever to achieve any substantial results. Each fellow must hustle for himself, of course; but all the newspapers must make common cause of the promotional effort. Only by so doing can they make even so much as a nick in the calloused hide of the space buyer or advertising manager.

Organization is in the air. It is the economical, effective way of doing things. For the Oregon papers, organization is more needed than for the papers of any state that I know of. The mere fact of the great distances covered in this far-flung battle line of towns and communities makes cooperation indispensable.

We believe, every one of us, that Oregon is coming in for a long-delayed and almost-despaired-of period of prosperity and development. Now is the time, in my opinion, to get together, organize, adopt some sound plan, and *act*.

The "Wisconsin League" is doing the pioneering. Its members are showing the way. We should watch their experience, profit by their discoveries, avoid their mistakes. But organization is bound to come. You can't stop it. Organization for more national advertising is the plan I take pleasure in commending to the newspapers of Oregon.



## NEW HOME OF JOURNALISM SCHOOL AND NEW COPY DESK DEDICATED

**D**EDICATION of the new journalism building and of the copy desk presented by members of the Oregon Editorial Association to the School of Journalism made an impressive event of Friday morning, March 23. The dedicatory prayer, written by Right Rev. Walter T. Sumner, bishop of Oregon, and delivered by John W. Lethaby, editor of Oregon Churchman; the address by Elbert Bede, president of the state association, dedicating the building, and of C. E. Ingalls, former president of the association, dedicating the copy desk, proved impressive as well as interesting to the gathering of newspapermen.

Bishop Sumner's prayer follows:

"Almighty God, the Fountain of all Wisdom: We beseech Thee to regard with Thy favor and to visit with Thy blessing this University. Assist all who are guardians of its interests, the President, Regents, and Faculty, and their co-laborers. Bless the students; make them to be diligent and faithful in study. Guard their inexperience and carry them safely through all temptations.

"Bless, we pray Thee, this School of Journalism. Inspire both teachers and students with high hopes and worthy purposes. Lead them to the realization of their high calling as leaders in the extension of knowledge, and upbuilding of the public conscience, the advancement of ideas and ideals among the citizens of our land. Give them a right judgment in the use of this great power entrusted to them. Stir them to so prepare themselves that they may fulfill their course in this life with honor, fidelity, and integrity that the way of men shall be that of righteousness, and that God's Kingdom may more nearly prevail throughout this earth.

"This we ask in the name of our Lord and Saviour Jesus Christ. Amen."

Mr. Bede, in dedicating the building, said:

"Some ten years ago I, with a few oth-

ers present here today, sat in the hovel where the journalism department of the University of Oregon had its inception. Today we are met in this magnificent building to dedicate it to the use of that department.

"A fact that strikes me forcibly is that the progress of this department and the growth of the newspaper business, particularly the country or upstate newspaper business, have been coincident. Both have outgrown their hovels of ten years ago. This may be only a coincidence, but I fancy that there is some relation between the facts.

"I have heard it stated that within the past ten years the editorial association has grown from an afternoon smoker promoted by the free-publicity seekers, to the most influential organization of its kind in the state. It is fitting that those who soon will take our places in that organization should be recognized by this great institution of learning to the extent of having dedicated to their labors here a home such as this.

"The lifework they have selected is a magnificent and glorious one and the setting given them for their studies is one which should inspire them to magnificent and glorious deeds in that profession.

"We are happy that we are able to give to those who are to follow us greater opportunity for advancement than we had. Of those who will pursue their labors and studies here we ask only that the solid foundation upon which the superstructure of this building is erected shall be to them emblematic of the honesty, integrity, and toleration upon which they should build their future careers; that each stone and brick may be to them emblematic of a duty incumbent upon them as citizens and journalists; that the cement which unites the building into one common mass may be to them emblematic of the coordinated effort by which they as editors may direct the rise or fall of civilization.

"The whole we dedicate to those who would sincerely strive here for an honest education in one of the noblest of the professions. May its symmetry and beauty inspire them to nobility of character, to higher thoughts, to nobler deeds, to greater achievements."

FIRST OCCASION OF KIND

Mr. Ingalls, dedicating the splendid new copy desk, a bit of newspaper furniture equal to anything of its kind in the country, said:

"I am very grateful to the president of our state association for asking me to substitute for him on this very unusual occasion.

"I believe that this is the most remarkable event that has ever occurred in Oregon. In the first place, it is the only time in the exciting history of this great state when a table for journalists has ever been dedicated. But, what makes this event even more remarkable in my estimation, and I believe those of you who are familiar with the situation will fully agree with me, is that it is an occasion on which Elbert Bede passed up a chance to talk.

"But this is indeed an auspicious event. It shows the good will of the state press towards this great University, a good will that has been engendered, not alone because of the fact that the School of Journalism has so many times been our host and left us greatly in its debt by efficient cooperation, but because the press of the state recognizes that the University is an asset of which all Oregonians may well be proud. Those of us who have given any thought to schools of journalism realize that Oregon has one of the best in the United States.

"When these schools were first talked of it was generally considered somewhat of a joke among the practical newspaper men that a young person could learn newspaper making in a school. I can remember when the school of journalism was established in Kansas. It was one of the first in the country, and it was a common thing among us editors who had grown into the newspaper work via actual ex-

perience, to ridicule the idea with considerable relish. I remember some 15 years ago I was asked to come to the University and talk to the students about the country newspaper. Then as now I never refused an invitation to elevate my fellow mortals no matter at what sacrifice,—to them—and I went down and told them all there was to know about it. I was kidded a good deal by the press of the state and thereafter was usually referred to not as a newspaper man but a "journalist." I heard one prominent editor of the state say, in a state convention when discussing the possibility of making newswriters and editors in a school maintained for that purpose, that he thanked God he was a newspaper man and not a "journalist" turned out by some fad school.

"And yet, the greatest impetus to schools of journalism this country has had, the impetus perhaps that put journalism as a profession on the map, was given to the business by a most practical and successful newspaper man, Joseph Pulitzer.

"And so, speaking for the newspaper men of Oregon as well as for those who were chiefly interested in having this desk built for the University School of Journalism, I assure you, people of the School of Journalism, both faculty and students, that we have a keen fraternal interest in you and are glad of this opportunity to present you with this slight physical expression of our spiritual interest in your success.

"Times have changed wonderfully in our profession in the past century. James Gordon Bennett had no such fancy table when he started into the newspaper business. He had a couple of boards stretched between two beer barrels. "Them days are gone forever."

"Yet Bennett, with his crude editorial desk, with no brass plates of appreciation and with no pre-journalistic school training built up one of the country's greatest newspapers. So, it is not your surroundings that will count for most in your newspaper career, it's the stuff that is in you, your natural ability, your ambition, your

willingness to work, to be honest with your neighbors and with your own intelligence, to be fundamentally sound in your thinking and then not to be afraid to express your earnest convictions, not to be bluffed by policy.

"Believing as we do in a democratic form of government, an honest, fearless, righteous, not to be bluffed press is the hope of the nation, its only salvation from mob tyranny and minority rule, we of the newspaper fraternity of Oregon dedicate to your use this copy desk in the hope that it may be your inspiration to achieve the high ideals which we would wish to be yours if you are to graduate from the theory of journalism into the practice of newspaper work.

"We would invoke the spirits of Johnson, of Addison, of Steele, of Greeley, of Bennett, of Pulitzer, of Henry Watterson and Harvey Scott to hover about this desk and imbue with their sincerity, their fearlessness, their mental honesty, their conviction that neither the news nor the opin-

ions of a newspaper should be colored by the exigencies of the business office, believing with Emerson that 'every violation of Truth is a stab at the health of human society,' and with Amien that 'truth is not only violated by falsehood but may be equally outraged by silence,' as it has been shamefully and disgracefully by most Oregon newspapers the past year.

"With these sentiments therefore, and in behalf of the newspapermen of Oregon as well as those papers whose names appear thereon, I dedicate this copy-desk to the School of Journalism of the State University of Oregon, hoping those who use it may believe with Kipling that

"The Pope may launch his interdict,  
The union its decree,  
But the bubble is burst and the bubble is pricked

By us and by such as we;  
So, remember the battle and stand aside,  
While thrones and powers confess,  
That the king of all the children of pride  
Is the Press, the Press, the Press'."

## OMITTING THE TITLE OF DOCTOR FROM NAMES OF PHYSICIANS

**F**RANK JENKINS, president of the Morning Register company of Eugene, in a short address before the Conference Saturday morning, explained the *Register's* recently-adopted policy of omitting the title "Doctor" in connection with the names of physicians except in cases where the physician is mentioned in connection with some medical or surgical service.

"If there is an automobile accident," Mr. Jenkins said, "and So-and-so is called as a physician, the title Doctor would be used, because it is vital to the story; but if So-and-so built a house or went to Portland we would not use the title Doctor. This would merely be using the Dr. for advertising.

"The physician's code of ethics in regard to advertising is ridiculous, and the

way he carries it out is more ridiculous. He mustn't advertise except with a three-line card. Ninety per cent of the doctors put it on this basis: it is unethical to use advertising if it is paid for, but it is highly ethical to use it if you can get it without paying for it. . . .

"When the prohibition against advertising was formulated in the physician's code, advertising itself was on a questionable basis. Those were the days of quacks and fraudulent ads. Since that time advertising has cleansed itself. There is no bigger, cleaner force in the world than advertising. But the doctor, up to date in every other respect, harks back to prehistoric days and says he will not advertise. Progressive, legitimate advertising would be good, both for him and for the community."

# WHAT THE NEWSPAPERS ARE DOING IN HOME ECONOMICS SUBJECTS

By MADALENE H. LOGAN

[This is the second and final installment of an interesting article by Miss Logan, written while she was a senior in the Oregon School of Journalism. In her first chapter on the general subject "Status of Home Economics Journalism in the United States," which appeared in the February number of Oregon Exchanges, Miss Logan dealt with the magazine field. This section deals entirely with the newspaper end of the subject.]

**I**N AN attempt to discover the type of Home Economics work being done by the newspapers of the United States I wrote a personal letter to the women's page editor of every paper published in cities of one hundred thousand or more population. In this letter I told of the survey I was making and asked for samples of the pages and any additional information that they might have to give about the work being done.

About half responded to my request. Some of these sent only society pages and others wrote saying they were publishing no home economics material. Both of these have been ignored in the following examination.

A number of the papers publishing home economics material may be classed together since their work is very much alike, consisting largely of syndicated cookery and fashion articles and home helps and in some cases health talks and bedtime stories. Those that I would thus class together are: Trenton (N. J.) *Sunday Times-Advertiser*, the Cleveland *Press*, Kansas City *Post*, New York *Globe*, Reading (Penn.) *Eagle*, Minnesota *Daily Star*, Youngstown (Ohio) *Telegram*, Pittsburgh *Chronicle-Telegraph*, Newark *Ledger*, Detroit *Times*, Camden *Post-Telegram*, San Francisco *Examiner*, Springfield *Republican*, Dayton (Ohio) *News*, San Antonio *Express*, Chicago *Daily Journal*, Cincinnati *Post*, and Detroit *Journal*. In these papers little of the material is written in the office and in some cases none at all, even the answers to readers being a syndicated series.

I have made no attempt to arrange the papers in order of merit, either in the

preceding list or in the following consideration of individual characteristics. I have made a careful study of the papers and attempted to state as briefly as possible the kind of work being done by each one.

In some cases I was unable to learn the name of the home economics editor of the papers considered, and in a few cases did not even succeed in learning the name of the city or managing editor. Wherever possible however these are given. The information was gathered largely from the pages themselves but in a few cases the explanations given by personal letters are included in the descriptions of individual papers.

The St. Louis *Post-Dispatch*, Mabel Greene Denison, woman's editor, has a good balance of syndicated and office written material covering all of the general phases of home economics. The page also contains features of general and local interest.

The Paterson (N. J.) *Morning Call*, of which John J. Sweeney is city editor, publishes articles on fashions, cookery, home gardens and child care; also syndicated answers to correspondents, questions in regard to household problems.

## MENUS AND RECIPES PRINTED

The Los Angeles *Times* carries syndicated answers to correspondents and household suggestions as well as a Saturday shopping and market guide with menus and recipe suggestions. The latter is evidently an advertising plan since it carries the names of dealers.

The *Christian Science Monitor* with Mrs. Helen Johnson Keyes as home economics editor is doing some excellent work

although it is largely in the experimental stage as yet. Mrs. Keyes has had a great deal of experience in this kind of work on various magazines but began with the *Christian Science Monitor* in February, 1922. She is specializing in interior decorating, household industries, building ideas and even in art notices in cases of unique collections, or those likely to appeal to families of moderate prosperity and fine taste. She is also featuring women's activities and remarkable children and foreigners who are contributing something new to American life. These features Mrs. Keyes writes herself and material of the more utilitarian type. The editor reports that this department is meeting with a great deal of approval among the readers of the paper.

The New York *Evening Telegram* of which Florence Smith Vincent is women's editor, publishes an excellent balance of desirable material, treating such subjects as home furnishing, cookery, fashions, etc. A feature of the department is the children's stories written by Miss Vincent. These are particularly good and Miss Vincent has already published one volume of the stories that have appeared on this page.

The Boston *Sunday Advertiser*, Florence J. Cowles, women's editor, carries a good department of home economics, although the emphasis of Miss Cowles' work seems to be on stories of local interest.

The Detroit *Free Press* reports that a department of "Household Arts and Allied Interests" was established in February, 1922, with Miss Mary Humphrey as editor. The department is proving most successful and covers a broad range of work. Household questions are answered by Miss Alice Hathaway, a graduate of the household arts department of Columbia University. There is a good balance of other features including fashions and household suggestions and news stories of particular interest to women. Some syndicated material in the form of answers to questions of personal problems and etiquette is used.

The Des Moines *Register* with Gladys Denny Shultz as home economics editor, publishes menus and recipes, fashion and cookery articles, answers to correspondents' questions in regard to household problems and also a household helps exchange for readers.

The Spokane *Press*, of which Ethel Bogardus is women's page editor, publishes fashion articles and human interest stories but evidently no cookery or household articles.

The Seattle *Post-Intelligencer*, of which Charles M. Coleman is the managing editor, has no regularly conducted home economics department although Mr. Coleman reports that he expects to establish one in the future. Just now the only attempt being made is in publishing a few syndicated features.

The Cleveland *Plain Dealer*, of which W. G. Thorpe is Sunday and feature editor, publishes a daily women's page on which household arts and brief club and society notes are combined. Prizes are offered for original needlework suggestions and other ideas used in the women's exchange department. Articles on household hints, food economics and fashions are also published.

The *Pioneer Press* of St. Paul, Minn., has Clare Shipman as women's editor. The feature of her department is "Seen and Heard," an interesting and well written department of fashion observations. Home nursing, home garden, cookery, fashion and home beautiful articles are also published.

#### HOME GARDENS HELPED

Lucile Parney is the home economics editor of the *Grand Rapids News* and writes special articles of interest in this department. Syndicated fashion articles, menus, children's stories and features are published daily. Home-garden and home beautiful articles are run frequently, and Miss Parney contributes a daily editorial that is short and especially interesting. Good pictures help to make the page attractive. News stories of particular local

interest, especially about women, are also featured.

The Oakland (Calif.) *Tribune* publishes only syndicated features.

The Scranton (Penn.) *Times* of which Miss Emily Wilcox is women's page editor carries short fashion and household articles on the page of society and women's club notes.

Miss Mary Morgan is the home economics editor of the Philadelphia *Record*, which publishes two pages daily of very good articles on fashion, cookery, child training, household management, home decoration and allied subjects.

The Dallas (Texas) *Journal* has a household arts department edited by Mrs. T. P. Marshall, in which the local feature stories are reported as particularly popular. The paper carries home garden articles and pays its readers for household economy suggestions.

#### WEEK-END MARKETING GUIDE

The Houston (Texas) *Chronicle* has Mrs. Belle M. Costello as women's editor and publishes household and fashion hints as well as news and miscellaneous features of interest to women.

The Columbus (Ohio) *Dispatch* publishes a week-end marketing guide on Friday with timely recipes and menus. These are on the page of food advertising. The paper also carries home garden and health hints, bedtime stories and fashion and cookery features.

The New York *Evening Post* does not have a regular home economics department, although it does publish children's stories and excellent features and three times a week an article called "The Market Woman," which is a series of market notes and seasonable recipes. Miss Carolyn Hall is assistant feature editor and in charge of this work.

The Indiana *Daily Times*, published at Indianapolis, runs a small amount of household arts material with fiction and news stories. Harold C. Feightner is the managing editor.

The New Orleans *Item* has a well-edited department, in charge of Agathine H. Goldstein, of which the "Friday Food Page" is the outstanding feature. This is an excellent combination of market news, menus and recipes that is undoubtedly proving very popular with readers of the *Item*. Prizes are offered for suggestions for using various articles which are announced from time to time. The articles and stories published on the page are noticeably good. Miss Goldstein also writes news and feature stories of special interest to women.

The Omaha *Bee* employs Myrtle Mason as women's page editor and combines household arts, food and home garden stories in a well balanced department. Only a small amount of the material published is syndicated, and this indicates careful selection and editing. Miss Mason is also running a number of fashion articles all the time, and the appearance of the page is much improved by a good picture service that is by no means confined to the fashion articles.

The Chicago *Daily Drovers Journal* has a very good department that is maintained almost entirely through the work of out of town contributors who are regular members of the staff. Three women editors, Mrs. G. P. Simmons, who edits the poultry department; Ethel Kutehin Wheat, who writes a series called "From a Woman in the Country," and "Faith Felger," editor of the household department. The *Drovers Journal* is intended to appeal particularly to farm readers, and the material published in the home economics department is written accordingly. It is an interesting fact that such good work is being done by women who are at the same time busy with other interests.

#### MISS TINGLE'S COLUMN

Another example of excellent work being done by women outside of the newspaper office is offered by the Portland (Oregon) *Oregonian*. The household department is conducted by Miss Lilian Tingle, who is the head of the department

of household arts of the University of Oregon. Miss Tingle answers all questions in regard to household problems and occasionally writes special articles for the department. She has been doing this work for a number of years, and the volume of questions seems to be increasing steadily. From one to three letters and answers are published daily and on Sunday at least half a page is devoted to them. So great is the flood of questions that an immediate answer is always impossible. During the past year a similar department has been added, through which "Madame Riche" answers questions in regard to fashions and sewing problems. Like Miss Tingle "Madame Riche" has other professional interests and is not in the office of the paper. Both departments are reported as being very popular with readers.

The *Cleveland News*, of which Miss Edna K. Wooley is home economics editor, offers prizes for recipes and household suggestions from readers and also publishes other home economic articles and suggestions. An interesting feature of the department is provided by short well written articles by Miss Wooley. These usually discuss problems of the day and seem to treat every subject appropriate to such a page.

#### SCHOOL LUNCHEONS PLAYED UP

Miss Miriam Gaines is in charge of the home economics department of the Louisville *Evening Post*. The *Post* recognizes the subject of home economics as one of great interest to women readers and has devoted much time and space to the subject for the past few years. Special emphasis is given to stories of school lunch and luncheon service in civic organizations. Space is regularly devoted to subjects of general interest in this department.

The *Kansas City Journal*, of which Miss Adelaide Kennerly is home economics editor, makes a feature of a "Saturday Food Page" which contains market notes with seasonable recipes and articles.

The *Boston Telegram* invites house-

wives to send in recipes as well as directions for fancy work. These are published on a page with fashion and cookery articles and children stories. Ruth Irma Low is the editor of the page.

The *Pittsburg Dispatch* has no regularly conducted home economics department but appeals to its women readers particularly through articles of especial interest to women which are written by May Stranathan.

A slightly different angle of the problem is emphasized by the *Des Moines Evening Telegram* of which Mrs. Myrtle Meyer Eldred is women's editor. Mrs. Eldred answers all questions about babies or children (not relative to disease). The department seems popular with readers and is published on the page with "Helps of Housekeepers" and fashion articles.

The *New Haven Times-Leader* publishes a few household hints but seems to stress fiction and children stories. The department is edited by Harriet Ida Frederick.

#### DEPARTMENT TO BE ADDED

The *Portland (Oregon) News* publishes only syndicated features but plans to add a regular home economics department in the future. The editing is at present in charge of Elinor M. Pillsbury.

The *Dayton (Ohio) Journal* and *Dayton Evening Herald* has a department edited by Ruth M. Ohmer. Prizes are offered for recipes each week and the material is published daily. Special articles are published on the Sunday magazine page.

The *Knickerbocker Press* (Albany N. Y.) publishes news and features of interest to women on a separate page but has no daily home economics department. Special fashion articles are published on Sunday.

The *Newark News* has an excellent balance of good material. Fashions, home art, cookery and fancy work suggestions are published on a page with good articles of special interest to women.

Betty Benton Patterson is in charge of an excellent department in the Houston (Texas) *Post*. The material is all local, no syndicated articles are ever used. Tested and approved seasonal recipes are published on Saturday. These fill most of three pages called the "Weekly Market Basket and Buyers' Guide." The make-up of the page is particularly good, and the whole is unusually interesting reading. Each recipe is gotten up in story form and carries a news head. They are so written as to be interesting reading to every member of the family and yet the actual recipe is so condensed as to be easily clipped for the housewife's notebook. The articles are both clever and very practical.

The *Deseret News*, published in Salt Lake City, Utah, carries a page of home nursing and health hints, fashion notes and children's stories but has no regular editor for the department.

The Dallas (Texas) *Dispatch* publishes occasional articles on food questions and syndicated fashion notes. The department is in charge of Mamie F. Wynne, who also does feature writing.

The Chicago *Daily News* has a rather unique plan which was original with Miss Margaret Mann, who is still in general charge although the editing is done by Miss Virginia Scott. The *News* has two home pages daily, the upper half devoted to reading matter, the lower half to advertising. The upper left-hand page is given over to special subjects, one for each day of the week. For example, Monday is devoted to subjects of clothes, fashions, etc; Tuesday to athletics and beautifying; Wednesday to interior decorating and Thursday to household arts, cookery, sewing, etc. The main articles are usually written by an expert on the subject. The plan has proved very successful, according to the report of Miss Mann, and has had particular appeal to advertisers.

The Detroit *News* has a home economics department edited by Florence Davies. Prizes are offered for economy sugges-

tions. Daily menus are published, with recipes, and syndicated household arts articles are used.

The Salt Lake *Telegram* publishes syndicated "Kitchen Helps" on a page with fiction and advice to the lovelorn.

In this summary I have completely ignored the great number of papers sent to me which contained only society or women's club notes and made no attempt at home economics work of any kind.

A questionnaire covering more detailed information was sent out, but the response has not been sufficient to warrant its inclusion in this survey. The general trend of replies from editors of newspapers seems to be that in cases where there is a home economics department it is proving very successful. In cases where none is maintained at present they plan, more or less vaguely, to establish it in the future. The only exception is in cases where the lack of space seems to be a problem.

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#### THE IDEAL

After an examination of the home economics departments of so many papers one wonders just what the ideal department really is. The answer must be the combined opinions of the editors, readers, and home economics experts.

First of all is the question of the aim of such a department. In order to justify itself it must seek to be of the greatest possible service to the readers and through them to the paper. The appeal is neither to the very wealthy nor the very poor but to the great middle class, the people of average means. It should seek to serve the woman in the home who either does all of the housework and cares for her children or at least is assisted by not more than one maid. It is this type of woman who will read the page and profit by it. The greatest task of the home economics editor is to give these readers really useful and practical information.

There can be no set general rule as to what the department of home economics



must contain because this must be governed very largely by local conditions. The department should always have a definite local appeal and for this reason it is usually wise to have most of the material written by people either in the office or at least in the community and to use as little of the general syndicated material as possible.

If a real home economics department is to be established the reader must bear in mind that this does not include society and women's club news, advice to the love-lorn and fiction. Feature stories, with a particular appeal to women, and good children's stories may be made an attractive feature of the Home Economics page but should at all times be subordinated to other more important articles.

#### FIELD OF MATERIAL WIDE

All phases of marketing, food selection and preparation and questions of diet should be considered in the cookery division. Clothing and textile selection and renovation, fashions, sewing and fancy work make up another important division. Health suggestions, child care and home nursing and sanitation are usually considered as a field of endeavor for the home economics editor. House and garden planning, home decoration and questions of household engineering make up a third general division of subject matter.

Book reviews and short articles on art and music are frequently made an interesting part of the home economics page, and their importance is too often underestimated since they may not be regarded as purely home economics. It is never possible to cover the entire field in each issue but a good balance of material will always add much to the effectiveness of the department.

The home economics editor must be trained along two very definite lines, journalism and home economics. The great skill in one will not compensate for lack of knowledge of the other.

Through co-operation with advertisers

as well as appeal to readers the department can be made a profitable one to any large paper. It is necessary in this connection, however, to take care that the home economics department does not lose its professional character and degenerate into an advertising scheme. Such a condition is likely to arouse the antagonism of the readers and will not pay in the end.

Since the field of home economics journalism is such a new one we may expect an interesting growth in the future. The outlook is particularly encouraging and the prospects for rapid development seem very good indeed.

## Poultry Journal Grows

W. C. Conner, veteran newspaperman now editing the *Northwest Poultry Journal* at Salem, rises to chide OREGON EXCHANGES gently for the error by which this well-known class publication was left out of the directory of trade publications recently published in EXCHANGES. It should have seemed odd not to have the name of Mr. Conner in any newspaper directory published in this state, since he has been in journalism in Oregon for nearly thirty years.

His first newspaper venture was the establishment of the *Enterprise* at Riddle during the nickel-mine boom there in 1893. Two years later, having sold that publication, he established the *Enterprise* at Myrtle Point. Leaving there after three years, he bought and edited for six years the semi-weekly *Plaindealer* at Roseburg. The *Herald* at Coquille, the *Bulletin* at Harrisburg, and the *Leader* at Cottage Grove, of which he was editor and publisher three times, are among the other Oregon papers conducted by Mr. Conner.

Meanwhile Mr. Conner was dabbling a bit in poultry-raising, acquiring so much information on the diet, manners and customs of barnyard birds that he was called four years ago to the editor-

ship of the *Northwest Poultry Journal*. Mr. Conner reports that he has had the pleasure of seeing the circulation of the magazine increase from 5,000 to nearly 16,000 in the four years. While devoting himself largely to poultry-raising

material in the magazine, Mr. Conner has added a rabbit and pet-stock department, a boys and girls' department, and a bee department, also "Clucks and Cacklings," a page of short and snappy paragraphs of wit and humor.

## BANQUET AND LUNCHEON INTERESTING

AT THE editorial banquet, given under the auspices of the Eugene Chamber of Commerce, Friday evening, March 23, at the Hotel Osburn, with President Campbell in his usual place as toastmaster, the speakers expressed themselves even more attractively than is usual at these events. Paul Cowles, superintendent of the western division of the Associated Press, with headquarters at San Francisco, started the evening with a short talk on the growth of newsgathering facilities, leaving immediately afterward to catch the Shasta for home. Others who contributed to the evening's enjoyment were Edgar B. Piper, editor of the *Oregonian*; N. J. Levinson, editorial writer on the *Portland Telegram*; J. E. Shelton, of the *Eugene Guard*; Dr. Henry D. Sheldon, dean of the School of Education of the University; Bert Moses, of Ashland, the "Sap and Salt" cartoonist-philosopher; Anne Shannon Monroe, author of "Happy Valley," who praised Oregon as a setting for poetry and romance comparable with Scotland, and Donald J. Sterling, managing editor of the *Oregon Journal*, who suggested that one of life's best lessons for the newspaper man was to learn not to take life too seriously. Frank A. Clarvoe, Portland bureau manager of the United Press, read telegrams of greeting from the heads of the organization. Miss Margaret Scott, a senior in the School of Journalism, spoke on behalf of the students.

At the luncheon Saturday in Hendricks hall, with Dean Allen toastmaster,

short addresses were made by George P. Cheney, of the *Enterprise Record-Chieftain*, the new president of the Conference, Leith Abbott, a senior, speaking for the students in the School of Journalism, and John MacGregor, president of the student body. President Campbell gave a comprehensive survey of the state of the University, presenting the need for the ten-million-dollar gift campaign which the institution is promoting.

### Officers of Conference

Officers of the Newspaper Conference for 1923-24 were elected as follows at the session held in Eugene in March:

President: George P. Cheney, *Enterprise Record-Chieftain*.

Secretary: George S. Turnbull, School of Journalism.

Chairman of Program Committee: Dean Eric W. Allen, School of Journalism.

The outgoing president was L. D. Drake, of the *Astoria Budget*.

The nominating committee at the 1923 Conference was made up of Frank Jenkins, *Eugene Register*; Bert G. Bates, *Roseburg News-Review*; Ralph Cronise, *Albany Democrat*; Henry N. Fowler, *Bend Bulletin*; Donald J. Sterling, *Oregon Journal*.

Resolutions committee: Elbert Bede, Cottage Grove *Sentinel*; C. E. Ingalls, *Corvallis Gazette-Times*; Carle Abrams, *Salem Statesman*; Paul R. Kelty, *Portland Oregonian*; E. B. Aldrich, *Pendleton East Oregonian*.

# LIST OF THOSE WHO ATTENDED FIFTH ANNUAL NEWSPAPER CONFERENCE

**F**OLLOWING is the roster of the Fifth Annual Newspaper Conference, as given on the register. [A considerable number did not register, and some of these may have been omitted from this list]:

- ALBANY**—*Democrat*: Ralph R. Cronise.  
*Evening Herald*: E. M. Reagan, Mrs. E. M. Reagan.
- ASHLAND**—*Daily Tidings*: C. K. Logan.  
Bert Moses, "Sap and Salt," E. J. Kaiser, formerly of *Record*.
- ASTORIA**—*Evening Budget*: Lee D. Drake.
- BEND**—*Bulletin*: Henry N. Fowler.
- BOARDMAN**—*Mirror*: M. A. Cleveland.
- CORVALLIS**—*Evening Gazette-Times*: G. Lansing Hurd, C. E. Ingalls, E. H. Kletsing.  
*Morning Courier*: S. S. Harralson.  
*Oregon Agricultural College*: Frank L. Snow.
- COTTAGE GROVE**—*Sentinel*: Elbert Bede, Mrs. Elbert Bede, Elbert Smith, Dorris L. Sikes.
- DALLAS**—*Polk County Observer*: E. A. Koen.
- DRAIN**—*Enterprise*: Arthur N. Prialux.
- ENTERPRISE**—*Record Chieftain*: George P. Cheney.
- EUGENE**—*Evening Guard*: Chas. H. Fisher, J. E. Shelton, Harold Moore, Raymond Lawrence.  
*Morning Register*: Frank Jenkins, Ernest R. Gilstrap.  
Will G. Steel.  
*Zellerbach Paper Company*: Z. N. Agee.  
*School of Journalism, University of Oregon*: Eric W. Allen, Ralph D. Casey, Colin V. Dymont, Robert C. Hall, W. F. G. Thacher, George S. Turnbull.
- HARRISBURG**—*Bulletin*: M. D. Morgan.
- GRANTS PASS**—*Courier*: A. E. Voorhies, R. C. Salton.
- GRESHAM**—*Outlook*: Mrs. H. L. St. Clair, Chase E. St. Clair.
- HELIX**—*Advocate*: Lorin O'Gara.
- INDEPENDENCE**—*Enterprise*: Z. C. Kimball.
- JUNCTION CITY**—*Times*: Thomas Nelson.
- MARSHFIELD**—*Coo's Bay Times*: M. C. Maloney.
- MEDFORD**—*Mail Tribune*: Robert W. Ruhl.
- MORO**—*Observer*: C. L. Ireland.
- MYRTLE POINT**—*American*: J. M. Bledsoe.
- OAKLAND**—*Tribune*: A. L. Mallery, Mrs. A. L. Mallery.
- OREGON CITY**—*Enterprise*: Hal E. Hoss, Mrs. Hal E. Hoss, Arne G. Rae, James B. Johnson.
- PENDLETON**—*East Oregonian*: E. B. Aldrich, Mrs. E. B. Aldrich.  
*Morning Tribune*: Harry L. Kuck.
- PRINEVILLE**—*Central Oregonian*: R. H. Jonas.
- RAINIER**—*Review*: Anna Jerzyk.
- ROSEBURG**—*News-Review*: Bert G. Bates.
- ST. HELENS**—*Mist*: S. C. Morton.
- SALEM**—*Capital Journal*: George Putnam.  
*Oregon Statesman*: Carle Abrams.  
*The Manufacturer and The Lariat*: E. Hofer and Mrs. Hofer.  
Minna L. Harding and Mrs. F. G. Franklin, Willamette University.
- SCIO**—*Tribune*: I. V. McAdoo.
- SHERIDAN**—*Sun*: Harold Hamstreet.
- SILVERTON**—*Appeal*: John T. Hoblitt, Mrs. John T. Hoblitt.  
*Tribune*: E. B. Kotttek.
- STANFIELD**—*Standard*: M. A. Cleveland.
- THE DALLES**—*Chronicle*: Ben R. Letfin.
- UMATILLA**—*Spokesman*: M. A. Cleveland.
- PORTLAND**—*Evening Telegram*: H. C. Frye, N. J. Levinson.  
*Oregonian*: Edgar B. Piper, Paul R. Keity, Louise F. Shields.  
*Oregon Journal*: Donald J. Sterling, Earl C. Brownlee, Mrs. Earl C. Brownlee.  
*Associated Press*: Edward F. Nelson.  
*Better Fruit*: Jerrold Owen, Ernest C. Potts.  
*Commercial Review*: Stephen Hart.  
*Oregon Churchman*: John W. Lethaby.  
*Oregon Farmer*: George N. Angell.  
*Oregon Historical Quarterly*: George H. Himes.  
*Oregon Repeater*: Layton E. Meadows.  
*Pacific Northwest Hotel News*: C. L. Beach.  
*Catholic Sentinel, St. Isidore's Plow*: John P. O'Hara.  
*Pacific Legion*: Jerrold Owen.  
*United Press Associations*: Frank A. Clarvoe.  
*American Type Founders*: F. E. Carr, George A. Tetch.  
*The Arcady Company*: Joseph R. Gerber.  
*Chamber of Commerce*: O. W. Mielke, president.  
*Hicks-Chatten Engraving Co.*: Frank E. Andrews.  
*Oregon Publishers' Syndicate*: Arthur M. Geary, counsel.  
*Union Pacific*: H. C. Jackson, Mrs. H. C. Jackson.  
*Southern Pacific*: J. A. Ormandy.  
*West Coast Engraving Company*: H. B. Robinson.  
H. W. McLean.  
Mrs. H. B. Torrey, Anne Shannon Monroe.
- GALVA, ILL.**—*News*: C. E. Fitch.
- LEBANON**—W. C. DePew, Postmaster (formerly of *Criterion*.)

## Newspaper Measures in Legislature

Members of the Oregon Editorial Association will receive printed copies of the report of E. A. Koen, who represented the association at the last session of the state legislature. A motion passed by the members at the Conference provided for such publication. The report reviews the fate of newspaper legislation at the session and enters into an analysis of the way the publisher's interests were handled there.

## THE NEWSPAPER A MIRROR OF SOCIETY

[At the banquet given at the Osburn in connection with the Fifth Annual Oregon Newspaper Conference Donald J. Sterling, managing editor of the Oregon Journal, Portland, in a brief but interesting talk went on record against the demand that newspapers always take a stand on issues of public interest. The newspaper, he insisted, is "only a mirror in which society sees itself." Mr. Sterling's remarks are here given.]

**M**UCH criticism is directed at newspapers in these days when the public is torn by conflicting opinions of current affairs.

They are criticized for taking this stand; they are condemned for taking that stand; they are excoriated for adopting a middle ground. They are charged with courage and cowardice and with expediency and cash register solicitude at one and the same time.

I subscribe to none of this. Let it be remembered that, after all, the newspaper is only a mirror in which society sees itself. If the public mind be inclined to

feel rather than think and be moved not by reason but by passion and prejudice it should not complain if the image of itself reflected in the newspapers be displeasing.

In such times when the public mind is inclined to intolerant moods, its best interests cannot be served by newspaper espousal of extreme views. Such espousal is certain to provoke dire consequences. In such times the newspaper should be the one institution to keep free from controversial bias that can serve no good purpose, ever mindful that the most serious fact of life is not to take life too seriously.

## TRADE AND CLASS JOURNALISTS OF STATE FORM ORGANIZATION

**A** TRADE and class journalist section of the Newspaper Conference was successfully organized following the Friday afternoon session of delegates from the trade and class press. The following officers were elected: Stephen Hart, manager of the *Commercial Review*, Portland, president; Jerrold Owen, managing editor of the *Pacific Legion*, vice-president; George N. Angell, editor of the *Oregon Farmer*, secretary.

In addition to the foregoing, the following will serve on the board of directors of the section: Curtis L. Beach, *Pacific Northwest Hotel News*; Ernest C. Potts, editor *Better Fruit*; A. C. Gage, publisher the *Angora Journal*, and George M. Cornwall, publisher of the *Timberman*.

Mr. Hart, the new president, was on the staff of the *Drygoodsman*, St. Louis, from 1902 to 1911. From 1911 to 1920, he engaged in manufacturing, and re-

cently reentered the publishing business.

At the request of the trade and class journals section, the Oregon School of Journalism will act as a clearing house for information concerning men in the field available as writers and advertisers and circulation solicitors. The section will have a regular department in OREGON EXCHANGES.

Indications point to an even larger attendance at next year's meeting of the section at the University of Oregon.

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John Dierdorff is having the time of his young life back East. He has visited about every principal city and many a town from the Canadian border to the Gulf of Mexico in the short time he has been away from the *Telegram* office. But he complains of the cold and says Oregon is good enough for him.

# OREGON WRITERS' SECTION

MISS G. LOUISE SLOCOMB, CONDUCTOR

[Miss Slocomb succeeds Mrs. Naomi Swett, who started the writers' section and conducted it most efficiently through two issues. Miss Slocomb is a writer of fiction as well as of special articles on the subject of real estate.]

At the last meeting of the Oregon Writers' League, the members dissected Dr. Charles H. Chapman's article written for *The Nation*, entitled "Oregon, a Slighted Beauty." They unanimously agreed—although they tendered due respect to Dr. Chapman, as a clever writer—that his attack on Oregon was unwarranted and wholly without foundation.

Scenario writing from the writers' point of view, with instructive suggestions, was discussed by Miss Josephine Dillon, formerly of the Metro Studios at Hollywood.

Anne Shannon Monroe, the president presided.

Joseph Andrew Galahad appears in the current number of "Contemporary Verse" and Mary Carolyn Davies in the current number of the "Sunset." Miss Davies dedicated her verse, "To a Western Writer," so it is reported, to her good friend and fellow Oregon writer, Anne Shannon Monroe.

"The Poets' Corner" at the J. K. Gill Co's store was dedicated April 23. Participating in the program were Anne Shannon Monroe, Mabel Holmes Parsons, Ruby Page Ferguson, who read a poem "Oregon" written by Edwin Markham, newly designated Oregon poet-laureate; Josephine Dillon, who read a poem by Hazel Hall; Mary Carolyn Davies, Frances Gill, Grace E. Hall, E. O. Sisson, M. Elwood Smith, Judge Charles H. Carey, Anthony Euwer, Dr. T. L. Eliot, John T. Hotchkiss, and Joseph K. Gill.

The *Writers' Digest*, April number, carries an article about the O. W. L., their organization and accomplishments, contributed by Naomi Swett.

Eva Emery Dye, vice-president of the League, has been spending the winter in Honolulu absorbing balmy atmospheres and romances which will some day appear in print.

Who said Oregon Writers were not appreciated in the literary centers? Fifteen members of the O. W. L. appeared in the metropolitan magazines in literary works last month.

Don't forget when you are in Portland to visit the "Boys' and Girls' Own Book Shop" and talk with Mrs. Harris, a helpful member and always willing to be of service.

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## Mixing Up the Freds

The Doughnut-Wogglebug, published on the *Oregonian* bulletin-board, recently issued what its editor himself admitted was a clever edition, starring the following incident. It took place at a small Oregon town, not far from Portland, and is a true story.

Fred Lockley, well-known writer on the *Oregon Journal*, was to address the meeting and the man who had agreed to introduce him failed to appear on time, hence a substitute was brought into requisition. He was none too sure of his subject. He said:

"Ladies and gentlemen, I take pleasure in introducing Mr. Fred L. Boalt, who writes articles for the *Oregonian*."

Aside from the fact that Fred L. Boalt is editor of the *Portland News* and never was a writer for the *Oregonian*, and the further fact that Mr. Lockley is not connected with the *Oregonian*, Mr. Lockley's introduction was correct.

# Putting Across the Old Gospel in a New Way: Church Publicity

(Continued from page 16)

to advertise the church. The use of electric lighting in any form is an excellent means of telling the world something worth while is being done. A brilliant light at the entrances of the building is always desirable.

(2) Bill Boards. This method should be used more than it has been. It is worth while.

(3) The Movies. There is some danger involved here, and if used at all it should be done with great care. It is rather embarrassing, for example, to have a church advertising on the same evening when some picture is given that makes one blush to look at. I have never found this kind of publicity entirely satisfactory.

#### CHEAP WORKMANSHIP BAD

(4) Window Cards, Circulars, or Dodgers. If this method is used, there are certain dangers to be avoided. One of these is the danger of making the work cheap. If window cards are used, the very finest material and workmanship should be employed, and if the bills or dodgers are desirable over the city, good workmanship and good material should be used. To use the cheaper material places the church advertising alongside of the cheaper things that come to every city.

(5) Newspaper Advertising. This is by far the best plan to be observed. Use the papers freely. People read the papers and they read your ads in the papers. One of the chief objections formerly lodged against the newspaper method was that people do not read the ads. This of course has been long exploded. Time and time again, I have experimented in this line, and the result has been that the most splendid results have been derived from this kind of publicity. You have noticed I have said but little about my own experience in display advertising, and yet Dean Allen has placed that as the subject of the paper. I have purposely done this

and only want to say a word about that now. Those who have lived in Eugene know something of what has been done—and the growth of the church in the four years I have been minister. I began in a very modest way, in the face of criticism on the part of my own members and of the city, and especially on the part of my brother ministers. Yet we have built up one of the most largely attended Sunday evening services in the state of Oregon. Our Sunday School has grown until on one day, our Annual Rally Day, we had 1666 people in Sunday School. Every department of the church has felt the impact of this kind of church publicity. Last year we raised three times as much money for carrying on the work of the church both in local expense and in benevolences as in any previous year, and yet we closed the year with a surplus of \$500 in the treasury of the church. And the most important item of all is that there has averaged more than 250 additions to the church each year of the present ministry. I can say to you frankly, that it is my opinion that consistent, continual, sane, truthful advertising has been one of the most important factors in the transformation. Of course when folks come they must not be disappointed, but the advertising gets them there.

#### IV. SOME QUESTIONS, OBJECTIONS AND OBSERVATIONS

Under this division I want to say a word relative to the most interesting part of the subject. After several years of experience it is of great interest to me to hear the objections, and in many instances to know from actual experience just how far removed they are from real objections and hindrances.

One of the first objections you hear is that it cheapens the work of the ministry, and of the church. In answer to that I have but one sentence to give, and that is

that an empty church cheapens the cause far more than any consistent publicity that fills it. It is true that some unwise form of advertising may bring reproach upon the church just as the same kind of publicity cheapens a business. I read some time ago, where a certain man by the name of Pray was the owner of a men's furnishing store. He took advantage, as he thought, of his peculiar name to advertise his business and used the slogan, "Pray for Men." Of course it was unwise procedure, and he cheapened and really ruined his business by this unthoughtful plan. However, because of his failure we must not reason that all haberdashers should refuse to advertise. Some preachers make fools of themselves and their congregations by unthoughtful statements in advertising, but we should not refuse to advertise for this reason.

#### ADVERTISE HEAVILY IN AUTUMN

A question often asked is, "How much should we advertise?" That depends upon the size of the town, local conditions and the special attraction of the church. It is my contention, however, that we want to keep continually at it, with an occasional extra large ad. For example, in the autumn time, at the opening of the church work after the summer quiet and vacation, the church is wise that spends considerable money in large advertisements. A great opening program that can be announced to the city at large and that will interest a great number of people should be planned and much space should be used. It directs the attention of the people toward the church and brings the greatest number there. I think I suggested that the church and the preacher should be sure they have something to advertise and that they should be very sure they do not disappoint the public. "You can fool all the people a part of the time, and part of the people all the time, but you cannot fool all the people all the time," surely applies to advertising. I gave a lecture before a company of young preachers some time ago on this subject. In a few weeks a

fine young man came to me and complained that my contention had not worked in his particular case. I asked for his story, which was that for three weeks he had advertised a somewhat sensational theme in the paper in the little town where he ministered. He said the first Sunday evening the house was filled. He was delighted and came again using more space the second week and still more the third. By the end of the third week the crowd was as small as it was at the beginning of the experiment. The young man blamed it on the advertising, when as a matter of fact the trouble was with himself. The people had read a real interesting advertisement, and had listened to a very uninteresting sermon. A sensational theme failed to have an interesting development. The young man had promised more than he could give, and the disastrous results that followed were inevitable. The fault was not with the plan used but with the inability on the part of the young man to deliver the goods.

#### RESULTS TAKE TIME

Another word of caution, it seems to me, is, that we must not expect results too soon. Many have begun the plan, and have likewise given it up, because it did not bring results in a single effort. Were I to advise ministers in a plan of advertising it would be that no plan covering less than three months time should be countenanced. Let the church underwrite such an effort regardless of the results, and all things else being equal, the minister being able to measure up to the standard set by the display ads, I can guarantee that the advertising will pay for itself twice over. Our own local church pays as high as \$200 in a single month for advertising during evangelistic effort, and an average of \$50 regularly the year through, and it pays us many times over. The preacher who fails in this up-to-date method has missed the chance of his life.

The closing point in this part of the discussion will be one to which you newspapermen will respond with a fervent amen. It is that churches should pay for

space just the same as big business. To my mind one of the worst handicaps to the church today is that people look upon it as an organization to be supported by charity and that it does not give value received. It is my contention that the preacher, if he is filling his place as he should, gives the worth of any money paid to the church by one who attends and that the benevolent part of the work applies to the work of missions and for the needy in a community.

#### MINISTERS ASK NO FAVORS

It is humiliating to me that some people will go into a shop in the city in which they live and after the purchase of an article will say, "Now, I am a minister and I was wondering whether you gave the usual 10 per cent discount." Shame!! Personally I am not receiving a single discount in the city of Eugene to my knowledge, and I do not want it. I want to look the world in the face as other business men do and ask no favors. If I am unable to get a living wage in the ministry, then in justice to my family, and my own personal honor and respect, I would be compelled to take up other employment. Pay for what you get in advertising and ask no favors, and the business world will think more of you, and the preacher and the church will have more self-respect.

Let me say in conclusion, that there is but one way to determine the value of church advertising, if there is any value to it, and that is to ascertain whether it builds up the church in a constructive way. If it does, then it is certainly a legitimate method to be employed. If it does not, we must cast it aside, for every means employed in Christian work should be to that end. I have no hesitancy in saying that it does build up the church in a most wonderful way. I could tell of my own experience in this city and other cities that would substantiate this contention, and added to that is the testimony of ministers all over this nation.

In the literature sent out by the Associated Advertising Clubs of the World

not long ago I noticed this statement, "If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door—provided he advertise." This is especially true of the church. We need to get the vision of the tremendous possibilities in this field, put aside all apparent modesty and advance the kingdom of God by this splendid method now being employed by many. It was in the same issue of the magazine mentioned above that I read the following little jingle patterned after a great poem:

"Lives of great men all remind us  
That we will if we are wise,  
Leave all modesty behind us,  
And get out and advertise."

I have emphasized the business side of Christianity in this paper. Do not think that I am losing sight of the spiritual for I am not. The church is the only institution that claims through its founder to give salvation to mankind, but is it not unreasonable to suppose that modern methods should not be employed to bring the knowledge of its founder to the world? Jesus used the same method in his ministry. His message was clothed in the language of His day. The parables so beautifully used by Him are evidence of His ability to use modern methods of His day in the presentation of His message. Church publicity is dignified, it is businesslike and it is successful and should be used more than it is.

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Equipment recently added by the Port Umpqua *Courier* at Reedsport gives that publication a plant that compares favorably with those of most eight-page weeklies in the state. The *Courier* now has an Intertype, a new self-feeding press, an autocaster service, and is issued by a staff of three persons. George J. Ditgen is now sole proprietor, having taken over the interest of C. C. Fairchiles.



## Newspaper Responsibility; Function of Press in Campaign Like Last One

(Continued from page 12)

*Democratic paper, bang the G. O. P.; damn the radicals; curse the profiteers; excoriate the professional politicians. In short, swing all the dead lions you can find around by the tail, but if you find a real live lion, with teeth in his head and a hungry look in his eye, don't bother him; walk into your cyclone cellar and masticate the soporific slogan of M. Coue.*

### TIMES HAVE CHANGED

That, I believe, is the real explanation of the editorial silence in Oregon the past year. It wasn't fear, it was restraint; it wasn't pusillanimity, it was prudence. In a word, it was good business, and mixing in the mess was poor business.

I think I can see, if not a sound reason for this at least a reasonable explanation of it. Americans are prone to go to extremes. Newspaper men are not exceptions. There was a time when the newspaper man had to be a sort of ink-slinging plug-ugly. A six-shooter and vial of vitriol were as necessary in the editorial sanctum as a pair of scissors and a paste pot. If the editor wasn't committing editorial assault and battery on some fellow citizen, he had to be rolling in the gutter with his competitor. The editor of the old school not only had to be fearless, he had to be fearful. To conduct his business as other men conducted theirs was to be namby-pamby.

Fortunately this primitive frontier view was finally abandoned. The newspaper man refused to degenerate into either a town bully or a village scold.

He came to take a sane business-like view of his profession and decided that he was entitled to as peaceful, self-respecting a living as any one else.

This change marks a decided advance in the dignity and usefulness of the profession. But the pendulum as usual had to swing too far. From one extreme of continual scrapping, indulgence in abus-

ive and irrelevant personalities, fighting for fighting's sake, the newspaper world as a whole finally inclined to the other extreme, scrapped its war clubs altogether, and settled down to a self-satisfied non-combative basis. The editorial thunder was stilled; the click of the cash register started to take its place.

In short, the newspaper business as a whole became less and less a profession, more and more a business; less and less concerned with public service and more and more concerned with private profit. This applies particularly to metropolitan journalism, but the tendency has not, as I see it, been absent in the small town and rural fields.

### FIGHTING EDITOR GONE

And with this transition from a profession to a business came, as a natural consequence, the decadence of the editorial.

A vital, forceful, clear-cut editorial in Oregon today is the exception. There are more syndicated editorial services being sold in this country now than ever before in history. The militant editor as a type has abdicated; the Pollyanna space-filler and the business manager are in control.

There is only one country newspaper editor in Oregon, I believe, who spends—or did spend before Uncle Sam rewarded him—his entire time writing editorials. That is considerable time. I have an idea most of us spend about half an hour, provided proof reading, writing heads and editing telegraph don't happen to interfere. But I have about come to the conclusion that that one editor is the only one who has the right idea. He takes the job seriously. Well, who will take it seriously if he doesn't? And who will say it should not be taken seriously?

*The editorial is really the mind and soul of the newspaper. It is what the newspaper is. And every community*

*needs today as it never needed before intelligent leadership. It needs information,—information about everything, particularly itself. It needs above all, in this world of organized propaganda and partisanship,—the truth.*

The truth, that is or should be the big idea. Not only the ability to distinguish between fact and fiction, but the ability to distinguish between what is entirely true and what is half true, between the appearance and the essence, between the spirit and the letter.

And no man, particularly no newspaper man,—can perform a greater service to his community,—and to the world for that matter,—than to spend a lot of time,—all his time, provided he can do so and still meet his weekly pay-roll, in studying the problems of our present and somewhat disordered civilization and giving the public the truth as he sees it, the dangers as he sees them, and directing them toward the right as he sees the right.

I hope that doesn't sound too much like a new code of ethics. There is nothing particularly idealistic or abstruse about it. It is, I think, merely good business, the practical matter of recognizing the responsibility and satisfaction of public service. And you can't do that in thirty minutes a day. It takes study, thought and work. It takes, one might say, a life time.

And so I return to my original contention that the behavior of the Oregon press in the last election demonstrated that editorial responsibility was almost completely lacking, that editorial writing is a declining art, that the highest traditions of journalism as a profession of public service suffered at least a partial eclipse.

#### TIME COMES TO TAKE STAND

And I consider it rather a pity. Now, I don't wish to be misunderstood. There is nothing personal in this. I happened to take a more or less active stand against the **Klan**, but conditions in Jackson County were different from anywhere else in the

state, and I frankly admit I don't believe there is an editor here who in my position would not have abandoned neutrality and come out firmly on one side of the issue, either for or against. With night-riding excursions following in quick succession, a definite uncompromising stand was absolutely imperative.

There comes a time in the experience of every newspaper editor when he must take a definite, uncompromising stand regardless of the immediate consequences, when he must forget his personal popularity, his subscription list, even his advertising, and with his eye only on one thing,—what he believes to be best for his community,—take off his coat and go to it, and such a time came in the last election.

#### MORE LEADERSHIP DEMANDED

And this is where I come to the danger in this tendency to go too far along the line of least resistance. This is an age of publicity. I believe the people are going to demand more and more responsible newspaper leadership, and the editor who refuses to accept that responsibility is going to run an increasing danger of being forced to the rear by the editor who does accept it.

I hold no brief for the swashbuckling scribe, nor for the journalistic Don Quixote who is forever attacking windmills and rests under the painful delusion that you can't run a newspaper without trying to run,—and reform—the world. The editor who can do nothing but fight is of little more use than the editor who can do nothing but straddle.

*But I do hold a brief for the editor who believes that he has a duty to the public as well as to himself, who finds some satisfaction in service as well as profits, who doesn't spend all his time trying to find out what is safe or popular or profitable, but spends some time trying to find out what is just and what is right.*

More than that,—and here I come to the crux of the whole business,—in my

judgment, the newspaper that meets every important issue that comes up, not militantly necessarily, but *squarely*, is not only an example of better journalism from a moral standpoint but from a business standpoint. In other words I believe that in the long run, in spite of necessary sacrifices and set-backs, a vigorous and clear-cut editorial policy pays.

In other words, I hold a brief for the editor who while he admits that the most important problem with a newspaper is to make it pay, there is such a thing as over-emphasizing this importance until rewards of his profession which can't be measured in dollars and cents are sacrificed. There is, in short, a happy medium between fire-eating on the one hand and time-serving on the other, avoiding the point where militant methods become merely destructive and also avoiding the point where pacific methods become merely negative; and I maintain in this recent campaign we newspaper men lost a great opportunity for constructive public service by veering too far in the negative direction.

This as I admitted above was not due to cowardice. It was not due to pro-Klanitis. It was, in my judgment, a reasoned editorial policy based upon the conclusion that to mix in the mess was poor business and to keep out of it was good business. And it is this conception

of what constitutes good business, from a newspaper standpoint, which I refuse to accept. And I refuse to accept it because I feel that this conception lowers the entire plane of journalism to that of a mere trade, a purely commercialized pursuit, and I maintain it is and should be something higher than that, it should be primarily a profession devoted first to public service, to what Mr. Dana termed the enlightenment and leadership of public opinion, and only secondarily to profits.

For newspaper prosperity is in direct proportion to circulation. And I have come to the conclusion that the people as a whole prefer to read a newspaper that may now and then be *strongly* wrong to one that is never anything more than weakly right.

And the paper the people read is the paper the advertiser wants, and the paper the advertiser wants is the paper we all want. So there you are.

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*I. V. McAdoo, publisher of the Scio Tribune, discussed the question raised by Mr. Ruhl from a different point of view. A draft of Mr. McAdoo's remarks, requested for publication in this number of OREGON EXCHANGES, has not been received, but will appear next month if available.*

## NEWS AGENCIES CONGRATULATE

**F**ELICITATIONS from both the Associated Press and the United Press were delivered to the newspapermen of Oregon at the banquet in connection with the Fifth Annual Newspaper Conference. Paul Cowles, superintendent of the western division of the A. P., delivered his message in person, making a happy address at the banquet. Mr. Cowles in his short talk traced the growth of news-

gathering facilities, particularly those of the Associated Press, with which he is most familiar.

Frank A. Clarvoe, manager of the United Press Associations' Northwest office in Portland, read messages from Karl A. Bickel, president of the organization, in New York, and M. D. Tracy, manager of the Pacific division, with headquarters at San Francisco. Mr. Bickel's telegram follows:

Appreciating the part that has been played by newspapers and editors in the development of the northwest, the United Press sends this word of greeting to the Oregon Editorial Conference: In all matters looking toward even greater journalistic accomplishment, in the never-ending search for truth and betterment of your communities, you may be assured, always of the hearty cooperation of the United Press.

KARL A. BICKEL,  
President of the United Press Associations, New York City.

In his telegram Mr. Tracy said:

I am asking the editors of Oregon to accept my personal good wishes and my sincere regrets that I cannot be present to tell each of you in person of the keen interest which the United Press and all connected with it feel in the important work for advancement of the newspaper profession which the editors of Oregon are doing. Please regard this as a pledge of cooperation from the Pacific division of the United Press.

M. D. TRACY,  
Manager Pacific Division, U. P. A.,  
San Francisco.

## Arrangement of Office

An interesting presentation of the Bend *Bulletin's* solution of the problem of arranging new quarters for the maximum of convenience and economy of handling, was made by Henry N. Fowler, news editor of the paper. Mr. Fowler illustrated his remarks with a diagram showing the movement of the newspaper and job material from the copy to the finished product off the press. The *Bulletin's* quarters are about 25 feet wide by 150 feet deep. The only criticism made of the arrangement centered on the shape of the building, which,

by several present, was regarded as too long for its width, involving a larger number of steps than a more compact arrangement would involve. In other respects the arrangement was regarded as admirable.

Since the last issue of OREGON EXCHANGES, Mrs. A. A. Wheeler, wife of William H. Wheeler, and co-publisher with him of the Halsey *Enterprise*, succumbed to an attack of paralysis, at the age of 61. She was married to Mr. Wheeler, who was her second husband, in 1909. In August, 1921, they purchased the *Enterprise*, and to her Mr. Wheeler assigns "the greater part of the credit for its success since then." She suffered, December 4 of that year, a stroke of paralysis affecting one side. She had so far recovered that she was able to do her own housework and some typewriting when the second stroke came. Death resulted the next day. She left instructions for a quiet funeral, with only a short prayer, and no sermon, no singing, and no flowers, other than a few sprays of green. "Give the flowers to the living, who can enjoy them," she said characteristically. Mr. Wheeler is continuing publication of the paper.

C. F. Lake, who has been working for the past few months at the Stanfield *Standard* office at Stanfield, was carried back a number of years recently when he saw in the last issue of the *National Printer-Journalist* a picture of "Kid" Bowman, publisher, official, miner, who is publishing the Waterford (California) *News*. Mr. Lake began his printing career under the "Kid" at Gary, South Dakota, in 1879. During the last few years Mr. Lake had lost track of Mr. Bowman until in looking through this issue of the *Journalist*, he came across the picture. Mr. Bowman is assisted by his wife, who is also an able printer.

# ALL OVER OREGON

E. N. Blythe, head of the *Oregon Journal* copy desk, has taken an extended leave of absence to transact personal affairs. Ned's absence has made necessary a temporary reorganization on the desk, resulting in the return to Portland and the *Journal* staff of Fred H. McNeil, for several years a member of the reportorial staff. Fred Bell, *Journal* veteran, has taken the desk slot and McNeil replaces Bell as a copy reader. McNeil for some time was a member of the staff of *The Dalles Chronicle* and severed connections there with the idea of accepting the managing editorship of a paper in Pennsylvania. He was induced, while visiting here before going East, to remain at home and was available for the *Journal* opening which marks his permanent return to the staff. Blythe will be absent for six weeks or two months, in all probability.

Miss Frances Minshall, daughter of F. S. Minshall, editor of the *Benton County Review* at Philomath, has accepted a position as linotype operator on the *McMinnville News-Reporter*. Miss Minshall has spent most of her life in a printing office. Miss Mildred Minshall, a sister, is a linotype operator on one of the large Houston, Texas, dailies, and has a high speed record.

The *Gresham Outlook* defied superstition in its issue of Friday the 13th of April. In the date line are three 13's—Volume 13, No. 13, Friday, April 13, with a '23 thrown in, in 1923. The *Outlook* capitalized the situation and ran a little box feature at the top of column 2, page 1, headed "Outlook boo-hoos and pooh-hoos hoodoos, voodooos."

Charles T. Hoge, city editor of the *Oregon Journal*, is paying gasoline bills on another new automobile, this time a sedan, and sharing in the pleasures thereof.

M. L. Boyd, who has been editor and publisher of the *Polk County Itemizer* for the past nine years during the incumbency of V. P. Fiske, the owner, as postmaster at Dallas, has renewed his lease on the plant and business for three years and will continue to be the sole directing head of that paper. Mr. Fiske, who retired from the postoffice, April 1, will devote himself to looking after his farm and other real estate holdings in Dallas.

Marshall Dana, member of the *Oregon Journal* staff, has returned from Washington, D. C., where he was a spokesman for the Portland Chamber of Commerce and other agencies, before the hospitalization committee of the United States Veterans' bureau in the effort to bring about the purchase by the bureau of Hahneman hospital as an official institution.

Earl C. Brownlee, assistant city editor and dramatic editor of the *Oregon Journal*, has been, in his own phrase, "towed into friendly harbors for extensive repairs." Mr. Brownlee submitted to an operation in Emanuel hospital, April 16. He is expecting to be out within a month. His many friends are hoping his recovery will be rapid.

A strike in the composing room of the *Ashland Daily Tidings* reduced that paper to the extremity of publishing a two-page paper devoid of local composition during the early days of April. Bert R. Greer, publisher, expected to replace the striking union men with non-union operatives.

Tracy W. Byers, 1919 graduate of the Oregon School of Journalism, is now with the United Press in San Francisco, filing a United News report each night. He left the position of city editor of the *San Luis Obispo Telegram* to go with the U. P.

Ben Hur Lampman of the *Oregonian* staff brought back from the Sandy river a choice bit of humor, after visiting that stream during the big run of smelt, when hundreds of people took the fish out with pails, etc. He was standing on the bank of the river when some women chanced by.

"My goodness," said one, "Isn't that wonderful? Just see them take those fish out, will you?"

"Yes," said her friend, "Are the fish fresh?"

Adelaide Lake, also of the *Oregonian*, tells this of one of her women friends from the east, who was visiting her and went out with her to see what the "run" looked like:

"Is this common in all Oregon streams?"

Arthur L. Crookham, esteemed city editor of the *Telegram*, has a large-sized grouch. There is not enough space in 28 pages for him to get in all the news gathered by his band of hustling reporters. If Art had his way, the sport department would be given a long vacation and all news other than local would be published in the waste basket. But at that Art manages to smile now and then, and a smile lights up his face as the noontday sun does the earth.

L. H. Gregory, sports editor of the *Oregonian*, upon his recent return from "sunny" California, changed the old saying, "It never rains but it pours," to "When it rains, it pours." That, he says, is what it does in the southland when it rains. "I thought it could rain in Oregon, but down there it can beat this to a frazzle," he said. "Greg" was watching out the baseball teams and giving *Oregonian* readers the "low down" on the boys.

Wilma Leiter, stenographer in the *Telegram* editorial rooms, is a great admirer of movie stars, and has a considerable collection of pictures pinned to the wall near her typewriter.

Tom Malarkey, *Telegram* news chaser, has a new Ford. 'Tother day while Tom was hustling over Battle Ground way after a murder story, the tire on a hind wheel came off as he was rounding a corner and rolled some distance. "I chased the darned thing," said Tom, "caught it, put it on and continued on my way, but when a wheel will throw a tire so easily and for no apparent reason, it's time I got another buzz wagon. 'Safety first' is my motto; that is, safety for me."

"Editions" have been the feature of the *Oregonian* for several weeks. First came the "Seed edition." Then followed the "Home Beautiful" and next the "Gas" edition. Charles Gratke, the latest recruit on the local staff, was the goat for the seed; he also got part of the grief of the home beautiful. Frank W. Barton, veteran staff man who has all kinds of titles on the paper, including second assistant city editor, was editor of the home beautiful and gas editions.

K. L. Hicks, with The Dalles *Chronicle* in the capacity of reporter for two years, although recently with the Spokane *Chronicle*, succeeds Fred H. McNeil as editor at The Dalles. Harry Houle, a graduate of the University of Montana and formerly of the Great Falls *Tribune*, and Miss Ruth Elizabeth Sheldon, constitute the present reportorial staff of the *Chronicle*.

Marjorie Dana, 12-year-old daughter of Marshall N. Dana of the *Oregon Journal* staff, was the victim of an attack by an infuriated dog at Portland's recent dog show. Reaching to pet the animal the child was painfully bitten on the nose. Prompt attention saved the child's face from permanent disfigurement.

Harry Hill, night editor of the *Oregon Journal*, has joined the plutocratic motor-ing class through the purchase of an automobile, which doesn't spend much time in the garage beside Hill's pretty Laurelhurst home.

Hazel Handy, society editor of the *Oregon Journal*, who spent a month in California, has returned to her desk, relieving Miss Vella Winner of the double duty of doing women's clubs and society.

"Smilin'" John M. Palmer, chief assistant to Sport Editor Lou M. Kennedy of the *Telegram*, is living up to his name nowadays. His term of extra hard work is over and now he has a chance to draw his breath freely as Lou is forced to shoulder the bulk of the work by reason of being boss of the department.

George Bertz, sporting editor of the *Oregon Journal*, has returned to his desk after spending several weeks in California covering the training camp activities of the Portland baseball team. Mrs. Bertz and their young son accompanied the *Journal* scribe on the trip.

Susie Aubrey Smith, society and music editor of the *Telegram*, blossomed out in a new spring hat the other day with one of those King Tut bands. The band had nothing to do with the fact that she is music critic.

W. F. Hessian, manager of the merchandising bureau of the *Oregon Journal*, is celebrating the arrival of spring by building a new home in Rose City park. The structure will soon be ready for occupancy.

Construction of a new home in Beaumont for Harold E. Hunt, Northwest editor of the *Oregon Journal*, will be started within a few days. Hunt recently sold his home in the same district.

George Howard Godfrey, student in the Oregon School of Journalism and proofreader on the *Eugene Morning Register*, is spending his "spare time" as Springfield correspondent for the paper.

Sim Winch, business manager of the *Oregon Journal*, who was confined to his home for several weeks, is recuperating by taking easy doses of work at the office.

The Pendleton *East Oregonian* is whipping its baseball nine into shape for the coming season. The team will play in the city Commercial League, made up of the teams representing various business houses of the city. The "E. O." team is made up as follows: Powers, Swain, Johnson, Bowman, Richardson, Stephens, Fletcher, Zuiderdein and Wissler.

Book reviews on the *Oregonian* are now done by three men instead of one as previously. The new system was recently inaugurated and Donald E. Carr and Charles E. Gratke are associate editors with Richard V. Haller, who is also radio announcer for the paper's station, KGW. Carr and Gratke do this work in addition to that of general assignments. Although the page still bears Mr. Haller's by-line, the reviews written by the associate reviewers are signed with their initials.

Lou M. Kennedy, dean of Portland sport writers, is fairly sweating blood these days. Lou returned to the *Telegram* office not long ago from six weeks spent in California with the Portland baseball team. Upon arrival he found, much to his dismay, that a four-paged sport section had been adopted while he was away, and now he has to work harder than ever before.

Ralph Watson's latest jaunt was with Governor Walter M. Pierce and members of the state securities commission, investigating irrigation projects in eastern Oregon. Watson is political editor of the *Oregon Journal* and is also known to fame as T. Paer.

Mrs. E. Dempsie, of Astoria, is the owner of a copy of the first issue of the *New York Sun*, printed in 1833 by Benjamin H. Day. It was a 3-column, 4-page paper.

Harlan P. Jones, for some months a reporter on the *Telegram*, has gone to Pendleton to try his hand at roping news items for the *Tribune* of the city.

The Corvallis Daily *Courier*, after less than three months of existence, has been suspended. The paper has been sold to H. E. Brown, formerly of Silverton, who announces his intention of conducting it as a weekly, believing Corvallis not large enough to support two dailies besides the daily publication of the Oregon Agricultural College.

Edward E. Brodie, minister to Siam, is now on his way back from Bangkok to his home in Oregon City for a few months' vacation. Mr. Brodie is publisher of the Oregon City *Enterprise* and was formerly president of the Oregon Editorial association and the National Editorial association. He and Mrs. Brodie and the two children, George and Madelene, are expected in Oregon City late in June.

T. D. Potwin, who recently went to the Salem *Statesman* from the Albany *Herald*, has returned to his former position in Albany.

When Jim McCown, veteran proofreader of the *Oregonian*, died several weeks ago, the New York *Times* gave him recognition in a 300-word editorial. "After 62 years of service on the Portland *Oregonian* as printer and proofreader," ran the *Times*' editorial, "'Jim' McCown has got into print by dying. His paper gives an editorial to him and the long life of fruitful, obscure labor to which the four-stroke dash has come at last . . . . Sixty-two years a printer and proofreader! That is a record to be proud of. That any man can reach it is good evidence of human viability."

"Detours" is the intriguing title of a new and interesting column conducted in the *Sunday Oregonian* by Clark H. Williams. The column last Sunday was filled with good little stories on Portland people, well told.





# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 6

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No. 6

## ADVERTISING RATES IN OREGON: RESULTS OF QUESTIONNAIRE

SO SHORT a time as ten years ago business data concerning newspaper conditions were extremely difficult to get. Circulation figures were often merely amiable falsehoods and generally understood to be such, advertising rates were to be taken with a grain—or spoonful—of salt because there was no knowing how big a rebate a clever buyer could get, and profits were impossible to figure because every printer was solely responsible for his own system—or lack of system—of accounts. As one printer told the writer, "I figure the wages, and add seventy per cent for profit, but somehow I don't seem to have anything left at the end of the year."

The greatest change that has taken place in the newspaper business in the last ten years is the gradual disappearance of the old suspicious secrecy about business facts. More and more offices have gone over to good bookkeeping, and when a modern publisher says he made 12 per cent profit last year it means something very different from the condition of the old timer who "added 70 per cent for profit." Cost systems, moderately well kept up, are becoming fairly numerous, the income tax law has had a good effect on business systems, and actual figures have been increasingly used in recent Conferences and Conventions in place of the old time vague generalities.

In response to numerous inquiries from Oregon publishers as to what is the actual rate situation in Oregon, OREGON EXCHANGES sent out a questionnaire, the first, perhaps, of a series that will bring out many interesting facts of importance to Oregon publishers.

The new spirit of modern business methods as applied to newspapers came out many times in the answer to the question as to whether the information could be used with the name of the paper attached. "Publish," "Sure," "Not Confidential," the answers ran, "Use name if you wish," "Quote if you wish," and one editor insisted, "Please do not consider it confidential. We try to advertise it." A considerable number, however, adhered to the old principle of secrecy, some evidently recognizing that their rates seemed too low.

One thing OREGON EXCHANGES was particularly interested in was to what extent the flat rate is favored and to what extent there is a sliding scale that allows local advertisers using large space regularly a consistent discount. There are indications in the answers that the desirability of this is pretty widely recognized, but few papers have worked out a consistent and complete system.

The most comprehensive dealing with the sliding scale problem is offered by the card of the *Capital Journal* of Salem.

This paper, an evening daily with an A. B. C. net paid circulation for the last six months of 5806, charges 42 cents an inch on a flat rate basis for foreign advertising, which is displayed on an entirely separate rate card from that used locally. This paper has the following well balanced sliding scale for all other display than the regularly recognized foreign:

1. *General Display.* (Run of paper, per column inch).
  - A. *Transient* ..... 75 cents
  - B. *Space rates per inch on yearly contracts:*
    - 100 inches 50 cents      2,500 inches 30 cents
    - 250 inches 45 cents      5,000 inches 27 ½ cents
    - 500 inches 40 cents      10,000 inches 25 cents
    - 1,000 inches 35 cents
  - C. *Time Rate.* On yearly contract, per inch
 

	Minimum Space				
Inches	20	10	5	2	1
Daily	\$.25	.27 ½	.30	.32 ½	.35
E. O. D.	.27 ½	.30	.32 ½	.37 ½	.42 ½
T-W	.30	.32 ½	.35	.40	.45
Weekly	.32 ½	.35	.37 ½	.45	.47 ½
2. *Political Advertising.*—50 cents an inch. Cash in advance.
3. *Amusement Advertising.*—50 cents an inch.
4. *Classified Advertising.*—Two cents a word per insertion; three insertions, 5 cents a word; one month, 20 cents a word; one year, 12 cents a word per month. Minimum, per ad, 25 cents.
5. *Real Estate Classified.*—On yearly contracts, 20-line minimum daily, 4 cents a line.
6. *Readers.*—20 cents a line. Black headlines charged double space. "Adv." must be affixed to all reading notice advertising.

NO SLIDE ON FOREIGN ADS

The *Capital Journal* card is reprinted because of its probable interest to other publishers who may be considering the adoption of a full sliding scale. This card appears to be correct in principle. It should be noted that in going from a flat rate to a sliding scale, the reductions offered to the largest and most regular advertisers must be compensated for by higher rates charged to transients and

irregular advertisers. The foreign advertiser cannot usually be handled with any convenience on a sliding scale, and it is noted that the *Capital Journal* flat rate is 42 cents (.03 per agate line) less the usual 15 and 2, netting about 36 cents. The small transient, one time advertiser pays more than twice this rate, or 75 cents. Some may think this difference is too much but there is much to be said for it. On the other hand, the regular advertiser on a yearly contract who uses not less than a column a day through the year enjoys a 25 cent rate, as does the large though possible irregular advertiser who contracts to use 10,000 inches within the year. This is rather skillfully devised to encourage both large use of space and regularity. It works out this way for instance for the user of 6,000 inches: 6,000 irregularly used, 27 ½ cent rate; 6,000 regularly used, 25 cent rate.

It should be emphasized that publishers who fear to raise their transient rates sharply and high above the old flat rate, should be careful not to make too wide a reduction below the old flat rate to the large and regular advertiser. A larger percentage of the income comes from the big fellows and this will not be compensated for by an equal number of cents per inch increase for the transients. The *Capital Journal*, with a basic net flat rate to foreign advertisers, and the wish to encourage its largest advertisers with a reduction of 11 cents from this basic rate, is correct in estimating that it must add about 39 cents to its rate for transients and about 14 cents for a large bulk of its advertising and stick to it, or the gross income will fall off.

Following are the tabulated replies to the questionnaire sent to the newspapers:

DAILIES—CONFIDENTIAL

Local		Transient		Foreign		Locals	Tendencies
Max	Min	Max	Min	Max	Min		
.25	.15	.25	.25	.25	.25	5	Level
.30	.30	.30	.30	.30	.30		

(1) The advertiser who runs display daily gets cheaper rate—20c and 15c.

DAILIES—NOT CONFIDENTIAL

Name of Paper	Local		Transient		Foreign		Locals	Tendencies
	Max	Min	Max	Min	Max	Min		
Albany Herald .....	.50	.30 <sup>1</sup>	.50	.50	.35	.35	15	Upward
Astoria Budget .....	.30	.25 <sup>2</sup>	.30	.30	.40	.40		Upward
Baker Democrat .....					.35	.35	10	Level
Baker Herald .....	.35	.35	.35	.35	.35	.35	10	
Bend Bulletin .....	.30	.30	.30	.30	.30	.30	10	
Cottage Grove Sentinel .....	.40	.15 <sup>3</sup>	.40	.22½	.40	.22½	10-8	
Eugene Guard .....	.35	.25 <sup>4</sup>	.35	.35	.35	.35	10	Upward
Eugene Register .....	.35	.28 <sup>4</sup>	.35	.35	.35	.35	10	Upward
Marshfield Times .....	.40	.30	.40	.30			10	Upward
Morning Oregonian .....	2.52	2.31 <sup>6</sup>			2.52	2.52	60	Upward
Sunday Oregonian .....	8.08	2.73 <sup>6</sup>			3.08	3.08	60	Upward
Oregon Journal (Daily) .....	1.75	1.75	1.96	1.96	2.24	2.24	50	Upward
Oregon Journal (Sunday) .....	1.89	1.89	2.10	2.10	2.80	2.80	50	Upward
Portland News .....	1.75	.90	1.75	1.75	1.12	1.12	40	Upward
Roseburg News-Review .....	.30	.30	.30	.30	.30	.30	5	Upward
Salem Capital Journal .....	.30	.25 <sup>7</sup>	.75	.50	.42	.42		
Medford Mail Tribune .....	.42	.35 <sup>8</sup>	.42	.42	.42	.42	10	Upward
Oregon City Enterprise .....	.30	.20 <sup>9</sup>	.40	.40	.30	.30	10-5	Level
The Dalles Chronicle .....	.25	.25 <sup>10</sup>	.30	.30	.30	.30	10	Upward

- (1) We have a sliding scale for local advertisers. We give discount for volume and for frequency of insertion. A 10,000 inch contract gets the minimum rate and every-day insertion for 12 months gets the minimum rate.
- (2) We have sliding scale for regular advertisers but make no reductions on bulk space placing a premium on volume distributed instead.
- (3) Thirty-five cents for small type or cuts under three inches for over four months of contracted use of over 60 inches of space.
- (4) We make special arrangements with local advertisers, where space used every day, or more than once a week and where copy is repeated. The foreign rate is flat, also transient. Local amusements and political flat. Season advertisers considered transient.
- (5) Twenty-eight cents minimum for 10,000 inch contracts; rate slides upward from that base according to space used.
- (6) We have a sliding scale on local advertising, governed either by the number of insertions or by total space used in a year.
- (7) For 10,000 inches on yearly contract.
- (8) For 25,000 inches a year.
- (9) We have a contract rate for local advertisers, based on either frequency of insertions or bulk amount of space per year. In both instances the rates vary from 20c an inch minimum to 30c maximum. We have had a bulk rate for 10,000 inches per year at 20c but have no advertisers strong enough to use that much space, so our next card will give the 20c rate to the 8,000 inch advertiser.
- (10) Four exceptions made to extremely large users of space. All others pay 25c.

WEEKLIES—CONFIDENTIAL

	Local		Transient		Foreign		Locals	Tendencies
	12½	12½	.15	.15	.17	.17		
	.15	.15	.20	.20	.20	.20	5	Level
	.20	.20	.25	.25	.25	.25	10-5	Level
	.20	.20	.25	.25	.25	.25	10-5	Level
	.20	.20 <sup>1</sup>	.25	.20	.25	.20	10-5	Level
							Min. 25	
	.20	.15 <sup>2</sup>	.35	.25	.35	.25	10	Level
	.15	.15	.35	.25	.35	.25	10-5	Level
	.35	.35 <sup>3</sup>	.40	.40	.40	.40	5	Upward
	.20	.20	.25	.25	.25	.20	10	Level
	.25	.20 <sup>4</sup>	.25	.20 <sup>4</sup>	.25	.20 <sup>4</sup>	5	Level
							Min. 25	
	.20	.15	.20	.20	.20	.20	10-5	
	.30	.25 <sup>5</sup>	.30	.30	.35	.35	10-5	Level
	.30	.20 <sup>6</sup>	.30	.25	.30	.25	10-5	
	.35	.20	.35	.25	.35	.25	10-5	Level
	.25 <sup>7</sup>	.20	.25	.25	.25	.25	10-5	Level
	.20 <sup>8</sup>	.20	.20	.20	.20	.20		
	.20 <sup>9</sup>	.20	.25	.25	.30	.30	10	Upward
	.20	.15	.20	.20	.20	.20	10-5	Upward
	.28	.20	.30	.28	.30	.30	10	Upward

- (1) Twenty cents straight, up to quarter page (30"), granting flat rate of \$5.00 per quarter on up. Foreign advertising, where composition is done in this office, 25c an inch wjth discount of 15% if advertiser is frequent user of space. No discount to transients.
- (2) On yearly contracts for continuous use of large space each month, by local advertisers.
- (3) Large advertisers who advertise every week in year get some reduction.
- (4) For more than five inches.
- (5) On monthly contract.
- (6) Difference to local advertisers results from date of agreement on rates, regularity and size of ad. Rule is 20c after 250 inches a month, but there are exceptions for above reasons.
- (7) No display taken for less than \$2.50.
- (8) "Our trouble is a competitor who cuts all rates."
- (9) We are going to crawl up if possible.

WEEKLIES—NOT CONFIDENTIAL

Name of Paper	Local		Transient		Foreign		Locals	Tendencies
	Max	Min	Max	Min	Max	Min		
Arlington Bulletin .....	.25	.25	.25	.25	.25	.25	10	Upward
Aurora Observer .....	.20	.20	.20	.20	.20	.20	1 w.	
Canyon City, Blue Mountain Eagle .....	.30 <sup>1</sup>	.25	.50	.30	.30	.25	10-5	Level
Carleton Sentinel .....	.20	.20	.25	.20 <sup>2</sup>	.25	.25	10-5	Upward
Clatskanie Chief .....	.20	.15 <sup>3</sup>	.25	.25	.25	.25	10-5	
Corvallis Courier .....	.25	.25	.25	.25	.30	.30	5	Level
Crane American .....	.20	.20	.20	.20	.25	.25	10-5	Level
Echo News .....	.20 <sup>4</sup>	.20	.20 <sup>4</sup>	.20	.20	.20	10-5	Upward
Enterprise Record Chieftain .....	.30	.25 <sup>5</sup>	.30	.30	.30	.30	10-5	
Freewater Times .....	.30	.25	.35	.25	.35	.25	10	Level
Gold Beach Reporter .....	.20	.15	.25	.20	.25	.20	5	
Haines Record .....	.25	.25 <sup>6</sup>	.25	.25	.25	.25	10-5	
Halfway, Pine Valley Herald .....	.20	.17½ <sup>7</sup>	.20	.17½	.20	.17½	5 line 10 for position	Level
Halsey Enterprise .....	.20	.20	.25	.25	.20	.20 (net)	5	Level
Helix Advocate .....	.20	.20	.30	.30	.30	.30	10-5	Upward
Ione Independent .....	.20	.20	.25	.25	.25	.25	10	Level
Junction City Times .....	.20	.20	.20	.20	.20	.20	10-5	Level
(Composition 10c extra.)								
McMinnville Telephone-Register ...			.35	.35	.35	.35	10	Upward
Maupin Times .....	.12½	.12½	.15	.15	.25	.18	5	Level
Medford Clarion .....	.25	.25	.30	.30	.30	.30	10	Upward
Milton Eagle .....	.20	.20	.25	.20	.24	.24	10-5	Level
Moro, Sherman County Observer ...	.25	.25	.50 <sup>8</sup>	.25	.25	.25	10-5	Level
Mt. Angel News .....	.20	.20	.20	.20	.25	.25	5	Level
Myrtle Point American .....	.30	.30	.30	.30	.30	.30	Min. 25	Level
North Bend Harbor .....	.25	.25	.25	.25	.25	.25	5 line 10 b. f.	Upward
Oakland Tribune .....	.20	.17½	.25	.20	.25	.20	10-5	Upward
Philomath Review .....	.30	.30	.30	.30	.30	.30		
Pilot Rock Record .....	.20	.20			.25	.25	10-5	
Prineville, Central Oregonian .....	.25	.20 <sup>9</sup>	.35	.25	.35	.35	10	Upward
Rainier Review .....	.20	.20	.25	.25	.20	.20	7½	Upward
Scio Tribune .....	.25	.20 <sup>10</sup>	.35	.25	.25	.20 <sup>10</sup>	10	Upward
Sellwood Bee .....	.25	.20 <sup>11</sup>	.35	.25	.35	.35	1½ w.	Upward
Sheridan Sun .....	.20	.20	.20	.20	.20	.20	10-5	Level
Silver Lake Leader .....	.20	.20	.20	.20	.20	.20	10-5	Upward
Silverton Appeal .....	.20	.20 <sup>12</sup>	.25	.25	.25	.25	5 light 10 black	Level
Silverton Tribune .....	.22	.22	.25	.25	.25	.25	5 line 10 b. f. 10 front page	Level
Stanfield Standard .....	.20	.20	.25	.25	.30 <sup>13</sup>	.25	10-5	Upward
Stayton Mail .....	.25	.20	.25	.20	.25	.20	10	Downward
Sutherlin Sun .....	.20	.15	.20	.15	.20	.15	5	Upward
Turner Tribune .....	.15	.15	.20	.20	.20	.20	5	
Vale, Malheur Enterprise .....	.30	.30	.30	.30	.30	.30	10	Level
Vernonia Eagle .....	.20	.20	.25	.25	.25	.25	10-5	Level
Wallowa Sun .....	.20	.15 <sup>14</sup>	.20	.20	.25	.20	10-5	Upward
Willamina Times .....	.20	.20 <sup>15</sup>	.20	.20	.20	.20	10-5	Level

- (1) No sliding scale. Rates alike to all. Only concession we make is to regular advertisers where large amount of space is used.
- (2) 10c per inch composition when plate not furnished.
- (3) Strictly limited to customers using 35 or more inches every week in the year.
- (4) Extra charge for composition.
- (5) 25c for over 30 inches.
- (6) First page, 50c; other position, 32c.
- (7) Special rates to users of quarter page or more regularly.
- (8) Political.
- (9) We have only one local rate and one foreign rate. We discount local advertisers on yearly contract.
- (10) On yearly contract.
- (11) To run four weeks or more; or in some cases where large, well-mounted electros are furnished.
- (12) For 500 inches or over.
- (13) Twenty-five cents to regular agencies; 30c to the 30% discount fellows.
- (14) Yearly contract ¼c deducted from 20c rate for every additional four inches (average per week) up to ¼ page; 25% reduction for repeated ads (local); 5% less for ¼, 10% for ½, 25% full page.
- (15) Five cents for composition; 25% additional for position.

TWICE-A-WEEK—NOT CONFIDENTIAL

Name of Paper	Local		Transient		Foreign		Locals	Tendencies
	Max	Min	Max	Min	Max	Min		
Bend, Central Oregon Press .....	.25	.20	.30	.25	.30	.30	1 w.	Upward
Gresham Outlook .....	.25	.20	.30	.25	.30	.25	1½ w. Min. 20	Level
								Legals 5 line

# MOUNT HOOD BECKONS STATE EDITORS TO ANNUAL CONVENTION

By JOE D. THOMISON, EDITOR, HOOD RIVER GLACIER

**I**N A kind of midway location, Hood River is looking forward to a record attendance at the 1293 convention of the Oregon Editorial Association, which will begin on July 13. Plans for entertainment of the visitors have been under way for some weeks, and the people of the entire community have entered wholeheartedly into preparations. Oregon editors will own the Valley for the time they are here.

While here the Oregon newspaper folk will be transferred from the plane of the motorist de luxe to that of the strenuously inclined nature-lover who seeks to commune with the mountains and the trees out in the wild and mighty places. On the evening of July 13, the annual banquet of the association will be held at the Columbia Gorge Hotel, the northwest's most elegantly appointed tourist hostelry. It will be Friday the thirteenth, but one of good luck, if Hood River Valley citizens have their way. Plans call for participation of several hundred local folk, and the hotel will be crowded with the banqueters.

President Elbert Bede has arranged the appearance of J. Adam Bede, of Minnesota, ex-congressman from that state and chautauqua lecturer and entertainer of national reputation.

## LADIES TO BE ENTERTAINED

On Friday afternoon, while the male of the species is busy with a business meeting of the convention, the ladies will be entertained by Mr. and Mrs. A. D. Moe. Automobiles will carry the party through various Lower Valley districts. The cars will stop at the orchard home of Mr. and Mrs. Moe for a lawn fete and refreshments.

Early Saturday morning the editorial party will leave Hood River for a 23-mile drive up through the Hood River Valley to "The Homestead," unique mountain resort. Here automobiles will be left with a military guard, and every recreationist will be required to hike two and one-half miles over a skyline trail to the wooded camp on the banks of the singing Tilly Jane. Thence onward the editors will be the honor guests of Hood River Post, American Legion, whose members really inspired the invitation to this city. The Legion post has asked and urged that every editor of the state visit the camp, which will remain open for three days. Ascents of Mount Hood will be made on Sunday and Monday.

## IDEA THAT OF LEGIONNAIRES

The Mount Hood Climb was originated by the local legionnaires in the early summer of 1921 as a means of their participation in an activity that would result in community-wide good. The ex-service men, many of whom had climbed to the summit of the peak, bethought their annual climb as a means of popularizing the mountain. They realized that Oregonians first must be made to know the glaciers and snowfields by actual contact before the state could begin to exploit the scenic charm to the rest of the world. The Hood River Legion has definitely committed its membership to the eventual construction of a permanent lodge at the mile-high altitude, where those who love such out of door sports may be attracted from all parts of the nation in the future to play in snowfields during mid-summer months.

Already, in the short time since the Legion Climb was launched, the Hood

River legionnaires have done more toward making Mount Hood known than any other organization with the exception of the Mazamas. It is expected that this year's mountain party will exceed 750 persons.

#### THINNER ONES MAY CLIMB

Do not remain away from the mile high camp because you think all who journey there must of necessity climb on to the top of the mountain. Of course, everybody will expect Elbert Bede and Hal E. Hoss and those editors built on similar architectural lines, to hike right on up the snowy slope as they cry, "Excelsior." Those of the equatorial embonpoint of Edgar B. Piper may remain leisurely at ease in the shade of conifers. But everybody should and must go to the base camp. At this point one is a mile above sea level. It requires the loss of no breath to behold a sunset from here. It does require arising before the crack of dawn to see the sun rise over the eastern Oregon wheat fields and send its rays searching out the seracs and ice cascades of the glaciers. The ice formations sparkle in the rosy dawn like gigantic jewels. The sunlight first tips the summit, and then the light races downward over the snowfields until finally it awakens the wild denizens of the forest around you. You'll never regret getting out of your blanket, while the last star is still twinkling, to see the sun rise on Mount Hood.

The editorial party will be entertained free of charge through courtesy of the legionnaires and the citizens of Hood River.

Bedding for the use of the editors has been supplied through the kindness of Adjutant General White, but he has declined the honor of leading the advance up the big hill.

The people of Hood River want all the editors of Oregon to come to the 1923 convention, in order that they may derive a genuine pleasure in the part of hosts. The Hood River Post, American Legion,

wants every editor present at the mile-high camp, because the legionnaires know that the editors are going to be "sold" on Mount Hood, and when newspaper folk are brought to such point, as the legionnaires well know, their influence in carrying a message of truth cannot be measured. Inspired with unusual zeal, the legionnaires of Hood River are hoping that Oregon newspaper folk will help them in carrying to the world the story of old Mount Hood.

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By HAL E. HOSS,

SECRETARY, OREGON STATE EDITORIAL  
ASSOCIATION

Our good friend Joe Thomison of the Hood River *Glacier* has given a very worth while write up in this issue of OREGON EXCHANGES to the coming convention at Hood River, on July 13, 14, and 15. All that he says is true. This party is to be one of the best ever, both from the point of entertainment and programs, and from that of attendance. Circulars and bulletins, containing full information on the climb, will be sent to all newspaper people later on.

Right here I want to put in a word to those newspaper people who have not previously affiliated with the Oregon State Editorial Association. Each year we invite every newspaper and trade paper in the state to join the association. We believe that they will get a good return on their money, and want them in with us. Ours is not a closed corporation, with favors to toss to a select few. The organization is wide open and democratically administered, and there is room at the top for every live (or dead) newspaper in Oregon. The invitations to join are usually on a piece of orange colored, cockle finished onion skin paper, headed "statement," and carry the information that upon receipt of your annual dues of \$5.00 you will be issued a membership card that entitles you to the association benefits the year 'round, and

the convention alone is worth the price.

Sixty-one publications have paid their dues for this year. We should have one hundred and sixty-one. If you have one of those little "invitations" sticking around, won't you clip your check for five dollars to it and send it in?

The convention at Hood River should be the best attended ever. The novelty of the entertainment to be put on for us by the American Legion, the opportunity to meet Mr. Mt. Hood in his own front yard, the big out-door fete around the Legion camp fire where you will meet many interesting people, all should combine to make you want to go. The expenses will be light, thanks to the generosity of the Legion and the Hood River people, and all arrangements possible for your comfort and convenience will be made.

Let's make "Meet me on Mount Hood" our slogan from now until July 13.

TENTATIVE PROGRAM

FRIDAY MORNING

- 8 to 10:30, Sightseeing trips via automobile courtesy Hood River Chamber of Commerce, to apple orchards, packing plants, and points of interest.
- 10:30 to 11, Registration, payment of dues, distribution of official badges.
- 11:00 to 11:30, Business session: appointment of committees.
- 11:30 to 1:00, Lunch.

FRIDAY AFTERNOON (Business Session)

- 1:00 to 2:00, "Resolved, that the Oregon State Editorial Association go on record against allowing discounts and commissions to all except accredited and recognized advertising agencies."  
David Botsford, A.A.A.A., Affirmative.  
Mark Felber, Firestone Tires, Negative.
- 2:00 to 2:30, "Resolved, that the Oregon State Editorial Association endorse the plan of Country Newspapers, Inc."  
George Alken, Ontario *Argus*, Affirmative.  
E. A. Koen, Dallas *Observer*, Negative.
- 2:30 to 4:30, Round Table Discussion of Advertising Topics:
  1. Tie up with National Advertising.
  2. Cooperation to national advertisers, how far should we go?
  3. Can we charge local advertisers for mat and cut service?

- 4. How many collect a composition charge for foreign advertising?
- 5. The small account, how to collect it.
- 6. Country classified advertising and how to develop it.
- 7. Suggested topics by those present.
- 4:30 to 5: "Fly by Night Advertising," Earle Richardson, *Elgin Recorder*.

FRIDAY EVENING

Annual Banquet, courtesy Hood River Chamber of Commerce, Columbia Gorge Hotel

Program of speakers arranged by Chamber of Commerce.

SATURDAY MORNING

6 to 8, Members of the editorial party will don their outing togs, and embark via automobile for the American Legion Base Camp, on the bank of Tilly Jane creek, 6,000 feet up Mount Hood. Those having their own autos will please drive them. Ample care of cars and property left in them will be assured by the military guard of the American Legion at the parking ground. A hike of three miles from the parking place to the Legion camp is necessary, hence the outing togs. Guests should arrive at the camp by noon for lunch with the American Legion, who will be in charge of the party from the time of leaving Hood River.

12 noon. At the Legion Camp on Mt. Hood. Lunch.

SATURDAY AFTERNOON

- 1 to 1:30, "Resolved, that we endorse Senate Bill . . . as presented to the 1923 legislature, providing for the publication of voter's information in all the newspapers of the state, instead of in pamphlet form, as now handled."  
Elbert Bede, President Oregon State Editorial Assn., affirmative.
- 1 to 4. Wild flower expedition for women of party by Wyeast Club of Hood River.
- 1:30 to 2:30, "Address, "Making a big profit from a little paper," by Lloyd W. Adams, publisher, Rexburg, Idaho, *Standard*.
- 2:00 to 2:15, "Results of questionairing your subscribers," by Robert W. Sawyer, publisher, Bend, Oregon *Bulletin*.
- 2:15 to 2:45, "The Newspapers of Oregon from the Reader's Point of View," Levi T. Pennington, president Pacific College, Newberg.
- 2:45 to 3:15, "The Benefits of an Editorial Association," by Hon. Edward E. Brodie, Minister Plenipotentiary and Envoy Extraordinary for the United States to the Court of the King of Siam, Immediate past president, National Editorial Association, Former president, Oregon State Editorial Association, publisher, The Morning *Enterprise*, Oregon City, Oregon.
- 3:15 to 5:00, Reports of committees:  
Election of Officers, Secretary's report, President's Annual Message. Consideration of invitations for 1924 meeting. Meeting of new executive committee with new president. Adjournment.



# THE WOMEN OF OREGON AND THE PRESS OF THE STATE

By ELBERT BEDE, EDITOR COTTAGE GROVE SENTINEL

[At the recent annual convention of the Oregon State Federation of Women's Clubs, Mr. Bede delivered an interesting address on "Things We Think; Things Others Think; and What We Think of the Things Others Think." From this address, largely concerned with the relations of the women to the newspapers, Mr. Bede, who is president of the Oregon Editorial Association, has, at the request of OREGON EXCHANGES, made the excerpts which appear below.]

I HAVE been invited to give this address because of the fact that for the time being I am president of the Oregon Editorial association. While I have been given no hint as to the things I am supposed to talk about, I take it from the reason for which I was selected that I ought to give the editorial slant upon some of the things which should be included in the activities of such an organization as the federated women's clubs—that I ought possibly to make some suggestions as to ways in which the newspapers and the women of Oregon can coordinate their efforts for the best interests of the greatest state in the galaxy of states.

In addresses which I have made upon former occasions I have referred to the newspapers as the greatest force in the world. I am inclined to believe that I will demonstrate editorial diplomacy by taking pains to make no such statement upon this occasion.

I might maintain a courteous attitude toward the gentler sex and yet make the statement that the newspapers of Oregon and the women of Oregon, by combining their efforts, could be the greatest force in the state. I'll take that much of a chance.

## STAND FOR SAME THINGS

And there should be the closest cooperation between the newspapers and the women of the state—for we stand for the same ideals of citizenship, for the

same standard of morality, for the same ideals in mental attainment, for tolerance of the ideas of others, for clean and healthy amusements, for honesty in business and in our social relations, for the development of everything that is good and noble and true.

I doubt whether newspapers could live without their women readers, who point out to other members of the family the things in the paper that they should read, who tell their friends—and sometimes their hubbies—about the bargains that are advertised—and who see to it that hubby keeps the subscription paid.

In about only one thing do the newspapers and women fail to harmonize. The newspapers record history, while it is said that women disregard the passing of time—at least the women of Oregon seem never to grow old.

## WHERE WOMEN CAN HELP

I believe that the women of Oregon, if they will, can do much to make Oregon newspapers better newspapers than they are, can do much to make Oregon citizens better citizens than they are, and by doing these two things can make Oregon a much better place in which to live—can make old Oregon an example for other states to emulate.

This is an age when we are ruled by what we think, by what others think and by what we think of the things others think. Some have told me that is not

a grammatically correct expression, but sometimes I prefer to be expressive at the expense of grammar.

Each of you may think that the things you think can have but little effect upon the state at large. That is the position taken by 50 per cent of the voters at every election, and the result is that voters who stay at home could completely upset the results. Your thoughts do count.

#### EFFORT TO DEVELOP THINKING

We spend half our tax money in an effort to equip our growing citizens so that they may be able to use their noodles. Never before have so great a number of people given so much study to public affairs—never before have so great a number been ready to express their own thoughts and to say what they think of the things others think. Never before have the newspapers done more to assist in directing thought.

It seems to me that never before has there been so much thoughtless thought—so much thinking done upon faulty premises—so much thinking that has been wrongly directed, so much thinking based upon information that is maliciously incorrect.

This may become a serious condition in a state and nation where affairs of state and of the community move in harmony with majority thought.

#### TOO MUCH SNAP JUDGMENT

I am going to point out a flagrant example of things we think and condemnation freely expressed with little or no attempt to get at the facts. I could give a dozen other examples, but I like this one because it is one of the most outstanding and the one I feel the most competent to discuss.

This statement may seem exaggerated, but I venture to say, that 90 persons out of a hundred, if asked their opinion of the members of the legislature, would either call them a bunch of idiots and crooks or would speak of them in disrespectful terms.

If all the things said about members of the legislature were true, I could not begin to tell the truth about them before a respectable audience of this kind.

The truth is, however, that the members of the legislature are the average men from a large number of average communities of the state and if they are idiots and crooks, then the average men of the average communities of the state are idiots and crooks and the average voters of the average communities have put idiots and crooks into office. I do not say that I would not replace a few who hold seats in each session, but I do say that many of the best and brightest men of the state are there, and I do say that whatever they are we put them there and owe them our support as long as they give service to the best of their ability.

#### SOME RANDOM SHOTS

It is rather peculiar that each county thought it had sent fairly honest and fairly able men to Salem and yet 90 per cent of the citizens of any county would make serious charges against the members as a whole.

The newspapers have set the example with thoughtless criticism, often spoken in a spirit of jest, and when a session is about to convene you read such items as these:

"The big circus is about to open at Salem."

"The country's going to hell—the legislature is about to convene."

"Things will be safe at home—the knaves are going to Salem."

During the session the papers carry daily stories about the do-nothing session.

If one member says a harsh word about another member, as sometimes happens, the same as it happens in a public meeting at home, the papers picture a free-for-all fight and a riot.

These same papers say little about the all-night committee meetings. They give preferred space to what some loafer says for publicity purposes and very little about the weary night hours put in by

many hard-working members. They do not tell the fact that no other body of 90 members could organize, attend to two years' business, appropriate about eight millions of dollars and complete its work in 40 days in any more orderly manner than the legislature does.

#### A FEW FAREWELL SLAMS

When the legislature was about to adjourn many of the newspapers carried items such as these:

"The country is saved—legislature about to adjourn without doing anything."

"Lock your chicken coops—the legislators are coming home."

What the papers say the people repeat and the result has been that without any specific charge being made against the legislature, with the people of each county fairly certain that their own legislators are honest, the body as a whole has gotten into such disrepute that many good men and women shun seats there.

What applies to Oregon legislature applies to other legislatures in other states, to Congress and to many other bodies of citizens that transact our public and civic business for us.

I believe that the greatest harm to our institutions has come about through indiscriminate criticism of men and measures made by men and women and newspapers without investigation as to the reliability of supposed facts upon which the criticism has been based.

#### WOMEN'S AID DESIRED

I do not say that I have not been guilty with the others, but I would like to put over a message tonight that would enlist the women of Oregon in a campaign to do away with hypocrisy and deceit in public places, in the newspapers, in our civic life, in our social and family life. I would like to put over a message that would enlist the support of the women of Oregon in making our government a better government because of creating con-

ditions that would induce better men to serve; in putting better men in office by making it impossible for them to be elected upon platforms of deception and false promises, which has happened; in making the newspapers better newspapers by demanding of them fairness and honesty in their editorial utterances and a square deal to all in their news columns: I would like to put over a message that would enlist the support of the women of Oregon for honest men that are in office, about whom too little is said, and of the many newspapers that are fair and honest or try to be.

#### FILTH SOLD FOR PROFIT

We have in the United States many newspapers that try to be as clean and wholesome as the public will permit them to be, but many others—far too many others—seem to me to be attempting to create an unnatural desire for sensation, filth and dirt in their news columns and in so doing crucify blameless women and children in order to extend a salacious sex sensation into a serial. Sordid details must be given for a sordid purpose—that of circulation by pandering to an unnatural appetite which those newspapers themselves have created.

We have in Oregon many papers with constructive and fearless editorial policies but a few—any number would be too many—whose policies are either destructive or they are content to reflect public opinion instead of having a part in making it.

I believe that a newspaper has certain responsibilities—certain duties—to perform against which financial considerations should have little weight. There is no amount of money that should recompense newspapers for shirking responsibility or for neglecting duty.

The women of Oregon are the readers of the newspapers. Without the women the newspapers could hardly live. Newspapers will be the kind of newspapers the women demand.

# HOW ONE GOOD COUNTRY WEEKLY PUT ITS SUBSCRIPTION LIST ON CASH BASIS

By HERBERT L. GILL, PUBLISHER WOODBURN INDEPENDENT

[*Mr. Gill's paper on subscriptions was prepared, on request of the program committee, for the Oregon Newspaper Conference. At the last moment Mr. Gill found he would be unable to attend. OREGON EXCHANGES is glad to present his most helpful idea to its readers.*

IT IS NOT my purpose here to advise—as to the best methods to be adopted to obtain subscriptions or to hold when you are fortunate enough to get them. This is but a short paper upon an interesting and necessary department of a newspaper business office.

Pardon for a digression and at the risk of being placed in the bore category by entering into a brief reminiscence. The first newspaper I launched was in Pennsylvania in 1878. It was a venture, but I finally succeeded in attaining 400 subscriptions, when there came a crash, an awakening, a "dull, sickening thud." One of the patrons politely requested that his name be stricken from the subscription list. While for the nonce it broke me all up, I was not entirely crushed and continued with the publication. It was an incident to the repetition of which I grew quite accustomed in a career of probably too many years of a checkered newspaper life.

It is not my purpose to drag you through my newspaper experiences since 1878, nor to relate trials and tribulations and joyous periods encountered, but to grasp the chief aim of this paper it is necessary for me to pause at the year 1914, when I carried out a long-concocted scheme that the long past had impressed me as being the only proper and sensible procedure, which doubtless most of my auditors are following. In brief, without any exception, it is subscription cash in advance and stopping at the expiration of the time subscribed for unless there is a cash renewal.

At that time the Woodburn *Independent* had a circulation of two thousand. We first began with the territory outside of Woodburn, sent out bills to delinquents accompanied with explanation of the method we proposed to pursue without any deviation. This brought in some cash, but the loss was in the neighborhood of \$1500.

One of those to whom we sent bills wrote to the Morning *Oregonian* and inquired if he were compelled to pay the \$9 dun, not mentioning, of course, the name of the *Independent*. That learned paper publicly informed him as follows: "No. According to a state law, if a paper is sent over the time subscribed it is the gift of the publisher." Another debtor in that line to the extent of \$3, a dear friend of mine, instead of check or P. O. remittance, returned the bill with the Morning *Oregonian's* correct decree attached to it. The name of every one who had not paid to date and in advance was dropped from the subscription list.

Then came the city subscribers and the same tactics were adopted. There was a loss of \$500 in this right-at-home movement, but it was worth while, to those dropped and to the publisher. In all the office cut off 1100 names, then began to slowly increase until it is now within 800 of its former mark, but all cash-in-advance subscriptions.

When a subscriber's time closes we rubber stamp his or her last paper, "Your Subscription Has Expired." If not renewed before the next issue the

name is taken from the mailing sheet. No sample copy is mailed as a begging reminder.

Of course carrying out this iron-clad rule harrows one's feelings in many instances, but in the game of correct business the bumps are naturally to be expected. Here is a man who may be wealthy, another whom you owe, another had just done you a great favor, one a next door neighbor, strong friends and backers—treat them all alike, even the man you hope will renew the following day a mortgage in which you are interested. Give them all credit for possession of common sense. Treat the advertiser the same unless you have a yearly contract that includes the mailing or delivery to him of the paper. He in particular prefers to address through your advertising columns those who are good pay.

Many a farmer has come into our office, thanked us for having stopped the paper going to him and paid cash for another year. Frequently we have heard, "That's the only system. I wish all papers did the same. Here's money for another year. If I want the paper after that I will renew. I am glad to subscribe with the knowledge that you stop when the time is up." Some, it is true, get a little huffy, but we tell them the story of a rich farmer who came into our office, acknowledged receipt of a bill for subscription arrears, and, looking us straight in the eye, said: "I will never pay you." We did not argue the matter, knowing that he had paid for one year and no longer, and that we continued at our own risk. The next week his wife subscribed and is now a regular paying subscriber.

Make your paper readable and you will not want for a satisfactory number of subscribers. To those who have not adopted this plan of cash in advance or stop, my earnest advice is to do so and not only save money, but teach your readers to have more respect for the product of your labors than they do for

a handbill distributed free. The small weekly in this respect should be conducted along the same business lines as are the dailies and magazines. Subscribers are easily educated and comparatively soon grasp the fact that such a system does not mean that they are unworthy of trust, but it is strictly business. The majority encourage the practice. Some oppose it because they were never known to pay and never would pay. They want the paper free and are fond of receiving mail, even from a collection agency.

## Big Edition Praised

What OREGON EXCHANGES thinks of the 62nd anniversary edition of the *La Grande Observer* was so well expressed by the *Oregon Journal* a few days ago that the article is herewith quoted as follows:

"The *La Grande Observer*, of which State Senator Bruce Dennis is the able editor, has put out a 62-page special edition in commemoration of the 80th anniversary of the crossing of the Blue mountains by the first wagon train and in observance of the forthcoming celebration of the opening of the new Old Oregon Trail, at which President Harding will make the main address.

"The *Observer's* feat is one of which any metropolitan newspaper could well be proud. Nothing that might truthfully advance the interests of the Grande Ronde valley has been overlooked. Natural resources and institutions are portrayed in picturesque and entertaining detail.

"Nor have tributary and surrounding communities been forgotten. The paper displays large vision in recognizing that La Grande, Union county's seat, is but one of the big links in the closely welded chain of public welfare. There is no selfishness about such a viewpoint. It is such sentiment that attracts and convinces, and bespeaks harmony and understanding."

# GET THE PAPER TO THEM ALL, AND SEND THEM THE BILL PROMPTLY

By LLOYD RICHES, EDITOR, MALHEUR ENTERPRISE

*[Mr. Riches, who is one of the most successful of the younger publishers in Oregon, speaks from experience in both of the matters touched on in this brief article. They are matters too often neglected, and they are not trifles either.]*

WERE I to be asked my opinion of the two most important items in the varied details incident to publishing a community newspaper I would say "correct and prompt billing of all charges and accurate mailing of papers." I designate these two as the most important because my observations while secretary of the Oregon State Editorial Association lead me to believe they are considered the least important by many of the country publishers.

Many people permit the enthusiasm and love of their work to obstruct the vision of the ultimate object this work leads up to. I have known amateur photographers to spend a great deal in time and money making unusual exposures and developing perfect negatives and then let the negatives lie unprinted for months.

Some community newspaper editors are like these amateur photographers. They publish a newsy, well-printed paper and then pay little attention to its mailing. Through a faulty or carelessly handled mailing system a big percentage of their subscribers miss the paper each week.

A good motto for every small shop to adopt could read like this:

"This paper is not finished until every subscriber has his copy promptly."

The bookkeeping system of many small shops is even more carelessly handled than the mailing system. From the professional or ethical point of view the ultimate object of the newspaper is to be read. But from the cold-blooded bread

and butter point of view—is to be read the one which worries more publishers than the other—it is to get the money for services performed. The best way to get it that I know of is to place an accurate bill into the hands of every debtor at stated intervals. I have found the average buyer of newspaper space and printing reasonably willing to pay if he has the opportunity every week or month, as the case may be.

I know of shops in Oregon where fully 25 per cent of the services performed were never billed. This statement is not guess work. In several different instances I have checked up and proved it. I would suggest adding to the motto above:

"Make a charge for everything when the sale is made."

I do not want my fellow editors to think I am holding myself up as a shining example and unduly criticising them. I am fully as careless as any and more so than many. But these two little details are very carefully watched in my office. I can recommend them as worth while.

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The Oregon Blue Book newspaper directory is being revised for the coming issue by Hal E. Hoss, secretary of the Oregon State Editorial Association, assisted by the School of Journalism. There have been a good many changes of management and ownership during the past year, with the entire list requiring over a hundred corrections.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapersmen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

## HO FOR HOOD RIVER

It is customary at this season of the year for OREGON EXCHANGES to issue a general appeal to its readers to attend the convention of the Oregon Editorial Association. This year we're not going to do that. Instead, we are merely going to refer the reader to the articles elsewhere in this edition dealing with the convention. Then we're going to ask the reader how he can afford to miss an affair like that. How can he? we ask. Furthermore, this is not one of the years in which, like some other editors, the writer of these lines urges everyone else to go, and then fails to turn up himself. The writer expects to be at Hood River, for the same reason that the great majority of the newspapers of Oregon will be represented there—because he feels that he cannot afford to stay away. We're "just naturally" going on the supposition that we'll all be there if it is "humanly possible."

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## A NEWSPAPER FUNCTION

The newspaper is not merely a recorder but an interpreter of the life of its community at least, and often of a much wider field, to its readers. One of the functions of the newspaper writer is to reduce to a common denominator of understandable popular terms, facts otherwise beyond the grasp of the average reader. In this way the newspaper can widen the interest of the reader in the world about him and help lift him to a

broader understanding and a greater enjoyment of life.

It was not so long ago that anything scientific was regarded as "highbrow" stuff beyond the interest of the so-called "man in the street." Newspapers then stayed outside the whole field of science. It is not without significance that the Pulitzer prize of \$1,000 for the best bit of reporting done in 1922 went to a man, a reporter on the *New York Times*, who saw the flood of "good stuff" in the convention of the American Association for the Advancement of Science and reduced it to absorbingly interesting popular terms for the average reader, contributing to a healthy curiosity about several sciences, including astronomy, chemistry, botany, physics, geology.

There is more romance, more drama, more human interest in the field of science than there is in all the sloppy "human triangles." What better field for reporting than to bring out this "human interest" in the things of value? Why should not reporters, in increasing numbers, fit themselves by reading and study to become the connecting link between the man of science and learning and the great public—often too harshly called the ignorant public—which does not get his message?

The newspaperman is not without responsibility for the state of public intelligence. He is, and should be, one of the great forces in raising it to a higher level. This is not done by shooting over the heads of the readers with abstruse material but in taking pains to find the simplest way to tell the complex facts, and then trusting the awakened interest of the reader to carry him farther along the way of greater and greater comprehension of what science is accomplishing and a fuller and deeper sympathy with it all.

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OREGON EXCHANGES aims to be of service to all the newspapermen of the state. Make it the medium of your ideas for the advancement of the profession and of your requests for information.

## DO THE PAPERS LIE ABOUT SCIENCE?

[*Dr. Edwin E. Slosson, director of Science Service, which supplies a daily bulletin service on scientific subjects to the newspapers, says that on the whole the newspapers do not lie about science. He gives an interesting resume of the results of a survey made of the treatment of biological subjects. The resume is herewith reproduced.*]

**P**ROFESSORS as a rule have a poor opinion of the press. They are apt to think that editors are not merely regardless of the truth of the scientific "stories" they print but that they publish by preference the most absurd and sensational stuff to be found. It is a common faculty saying about newspaper science that "what is new is not true and what is true is not new." It is also a common complaint in pedagogical circles that the newspapers do not pay much attention to science anyhow, that what little they do publish is antiquated and unreliable, and altogether unworthy the notice of educators.

But it has occurred to two scientific men to apply the scientific test to the prevalent opinion of scientists and see whether it is true or false. Or, rather, to find out to what extent it is true and false, for to the scientist everything is relative and must be measured.

The place where this experimental method was tried was, as we might anticipate, the experimental school of Teachers College, Columbia, called the Lincoln School, which, although a new institution, has already exploded several scholastic fallacies.

### LITTLE INACCURACY FOUND

The School has now another such scalp to its credit, for its director, Otis W. Caldwell, in collaboration with Charles W. Finley, has just reported the results of their statistical study of "Biology in the Public Press," which shows that scientists, in this field at least, have less reason to complain than they thought they had. Fourteen prominent papers in as

many different cities from Boston to Los Angeles were taken for a month and all the articles dealing with biological topics were clipped and classified.

The number of biological articles found during the month was 3,961, and of these only 14 were classed as "fictitious." Four of these appeared in one paper, (San Francisco). Of the others, two at least cannot be regarded as serious and deliberate attempts to deceive. One is a humorous account of a hoodoo black cat on Hallowe'en and the other tells of a rooster who had been named Harding and taught to smoke cigarets. But I have known very strange things to happen on Hallowe'en, even on the campus, and I have been told by a reputable scientist of a rooster that would eat cigarets, and surely chewing tobacco is as hard as smoking it, especially when one is toothless.

### PRESS KEEPS UP TO DATE

Fortunately the fakes are short. There are 25,596 inches in the total and the fictitious matter only measures 48, so that according to space one would have to read on the average 500 inches of newspaper biology before he would strike an inch of fiction. Not of course that the biologists are willing to O. K. in detail all the other 499 inches. But they say that "gross mis-statements of fact were not common" and on many of the dubious points there was room for honest differences of opinion. As for its being antiquated stuff, Messrs. Finley and Caldwell affirm that "newspapers appear to be more up-to-date in things biological than are college and high school texts in the subject," and in conclusion they turn tables on the



teachers by advising them to make use of newspaper articles in classroom instruction in order to show that biology "is meaningful to the student." The professional nature faker is going out of fashion.

### Mr. Brodie on Visit

Edward E. Brodie, publisher of the Oregon City *Enterprise*, will have completed the trip around the world when he returns to his post at Bangkok, where he is United States minister to the court of Siam. He returned by way of the Pacific and is going back across the Atlantic. Mr. Brodie, who has been president both of the Oregon State Editorial Association and the National Editorial Association, is at present at his home in Oregon City, where he occasionally sits back in his old editorial chair in the *Enterprise* office.

Mr. Brodie, who has been away from home since December, 1921, returned, with

Mrs. Brodie, to place their two children in American schools. All members of the family thrived on the salubrious Siamese climate. Mr. Brodie will remain in Oregon long enough to permit his attendance at the annual convention of the Oregon editorial association at Hood River, where he will again meet the men who have been his associates in Oregon journalism for many years.

Dr. Emil Enna, musician and music teacher, is editing a music column in the *Portland News*. Dr. Enna has had wide experience in musical circles, but has only recently turned his talents to journalism. He takes great delight in watching deskmen "handle" his copy, and respects their demands for office style, something unusual for artists with the "temperament." In addition to editing his column, Dr. Enna reviews all the musical attractions in Portland during the season.

## "BRODIE'S RETURN"

[Dean Collins, who puts things rhythmically for the Oregon Voter, welcomed Edward E. Brodie of Oregon City, former president of the Oregon Editorial Association and the National Editorial Association, in an unusually clever poem. While the Voter's subscription list among newspaper people is doubtless large, OREGON EXCHANGES yields to the temptation to reprint the sparkling six-stanzaed tribute, which follows.]

Oh, Oregon City is thrilled with delight  
 And shines like a rose in the sun,  
 And welcomes with all its main and its might  
 Its homecoming Brodiegal son,  
 And cries to the world: "How delighted I am  
 Since Brodie, our Brodie is back from Siam."

"From Bangkok's fair city he brings all the news  
 Of the King of Siam on his throne;  
 And all of Siamese notions and views  
 To us he in time will make known,  
 Till Oregon City itself, if your please  
 Will feel quite in touch with the far Siamese.

"He'll tell of the markets for clothes-pins and  
 pans,  
 For pants and for pickles and prunes,  
 For butter in boxes and peaches in cans,  
 Victrolas and discs with their tunes,  
 For paper and pineapple, turnips and tiles  
 And watches, wagons and finger-nail files.

"He'll tell of the customs society knows,  
 Religions and temples and such,  
 And chances for movies and vaudeville shows  
 That Yankee promoters can clutch,  
 And oh, we will joy as we see it unreal—  
 His view of this new and astonishing field.

"We point with great pride at our Oregon son  
 Who now has been able to bring  
 His views of the way that the Orient's done  
 And how one takes tea with a king,  
 And whether a new-landed traveler begins  
 To find the street crowded with Siamese twins.

"Oh, oh what a treat, what unbounded delight  
 When all has been said and been done  
 To welcome him home with our main and our  
 might  
 Our Edward, our Brodiegal son.  
 You really can't guess how delighted I am—  
 Since Brodie, our Brodie is home from Siam."

# OREGON WRITERS' SECTION

MISS G. LOUISE SLOCOMB, CONDUCTOR

Joseph K. Gill, pioneer founder of the J. K. Gill Co., book store, and John Hotchkiss, his manager, have long dreamed a "Poets' Corner" and a pioneer fireplace in their store for writers and their friends—a nook where they could come, just a little sheltered from the busy work-a-day world, and "browse" around among their favorite books.

So they had built a massive stone fireplace, with a stone mantel and surrounded by long shelves of companionable books by Oregon authors. On either sides are deep cozy seats, and over the mantel hangs a portrait of Hazel Hall, Oregon's shut-in poet. This was painted by an Oregon artist, Lucy Dodd Ramberg.

After completing the fireplace Mr. Gill decided it would be fitting to have the Oregon Writers League conduct the dedication exercises, and asked Edwin Markham, Official Poet Laureate, of Oregon, (by co-incidence the day set was his 71st birthday) to be present.

Just as planned the exercises took place with the exception that Edwin Markham was not able to make the trip from New York, his home, but sent instead a very beautifully written poem:

## OREGON

You had a wonder birth,  
Oregon, Oregon,  
Out of elemental mirth,  
Labor and tears,  
You rose with a will to dare;  
You rose out of power and prayer,  
With a breath of the mystic air,  
For God marched with the pioneers,  
Oregon.  
Yes, He marched with the hero years.  
  
We build on your granite past.  
Oregon, Oregon,  
Build a fortune still more vast,  
Fit for the free.

Here where Mount Hood lifts his head,  
Over the rose-watched graves of the dead,

Let us step with reverent tread;  
Here let a greatening people be,  
Oregon.

Where the great peaks look on the sea.

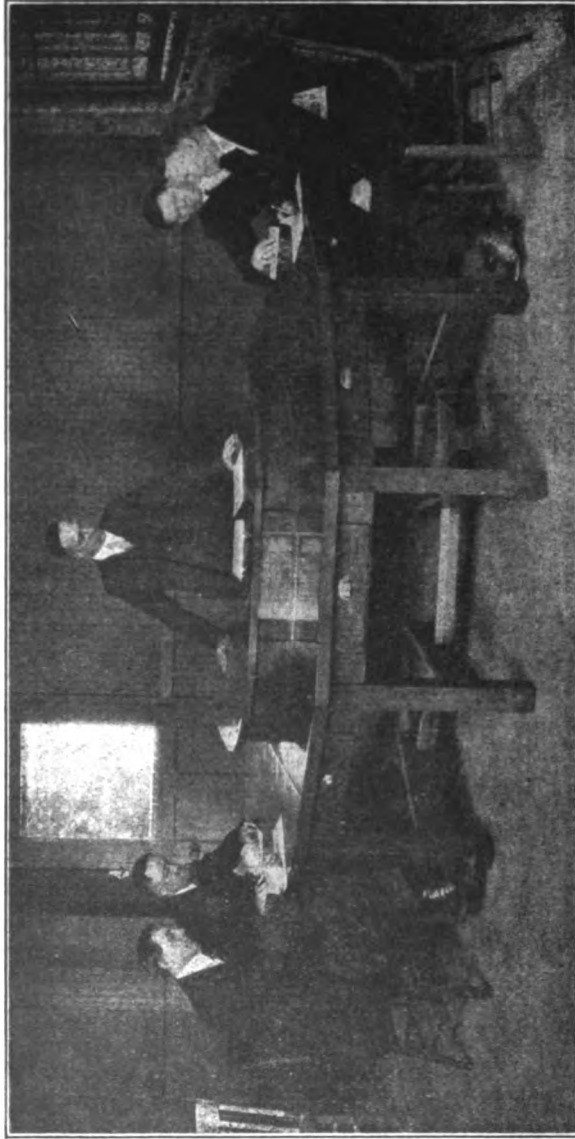
"Walkers," Hazel Hall's latest volume of poems and a companion book to "Curtains," is out on the book shelves. One of the poems, "Walkers at Dusk," received a prize in the Laura Lyric poetry contest.

Anne Shannon Monroe has completed the first 100-page draft of the novel on which she is working. This book when completed will be the first book she has written since "Happy Valley," with which Oregon readers are so familiar.

With Oregon typewriters clicking all over the state, a soft spring calling, heavenly skylines, wonderful rolling hills and scenic panoramas beckoning to all authors, poets and just plain writers—so just let us all pull together to place Oregon—her scenic bits abroad—so that all may appreciate and know this wonderful state.

Miss Dorothy Duniway, formerly a member of the news staff of the *Oregonian*, and a graduate of the University of Oregon school of journalism, has gone to Berkeley, California, where she will assist Eric Allen, dean of the University of Oregon school of Journalism, in journalism instruction at the University of California. For the past year Miss Duniway has served as secretary to Richard Scholz, president of Reed college, and her time in California is merely a vacation from that position, to which she will return in August.

## Copy Desk Presented to School of Journalism by Publishers of Oregon



The new copy desk, presented to the Oregon School of Journalism by nearly seventy newspapers representing prominent members of the Oregon Editorial Association, was started on its career by a cast of Association men before being turned over to the youngsters who are expected to use this splendid piece of furniture with profit for many years. George P. Cheney, publisher of the Enterprise Record Chisfstein and new president of the Oregon Newspaper Conference, is "in the middle" as head of the desk. The "readers," from left to right: Lee D. Drake, Astoria Budget, retiring president of Conference; Elbert Bede, Cottage Grove Sentinel, president of Oregon Editorial Association; Eric W. Allen, dean of School of Journalism; Hal E. Howe, secretary of Oregon Editorial Association.

## WOMAN OUTCLASSES FRIEND HUSBAND AS OPERATOR OF LINOTYPE

**W**HEN Will J. Hayner, editor of the *Sutherland Sun*, purchased a No. 15 Mergenthaler linotype last summer, he did so with the idea that it would not only prove a big labor-saving proposition over hand composition, but would also save time in the preparation of copy, for Mr. Hayner had grabbed hold of the idea that he could sit down at the keyboard and by working his brains and fingers at the same time, grind out stuff at the rate of a column an hour without any "copy" in sight.

But Mr. Hayner had set type so many years at the case that he could not get away from that one-hand motion—picking the type out of their respective boxes by the nape of the neck and aligning them in a "stick." He used only his right hand in manipulating the key-board on the linotype while his left did nothing but occasionally tap the space bar. At the end of two days he had managed to set about a half column.

On the third day Mrs. Hayner came into the office to watch her husband operate the linotype. Aware of her husband's slowness she suggested that he allow her to

set a line, and after a quick astonished look at his wife he complied with her request. Mrs. Hayner, who is an expert on a typewriter, was not long in getting "next" to the keyboard on the linotype, and at the end of an hour Mr. Hayner was astonished to find that his wife had set more lines than he had in three hours. She used both hands on the keyboard, and the machine and work had a fascination for her which she enjoyed. At the end of five hours she had set nearly a column. The next day she was on the job again, and the result was that Mr. Hayner never set another line on the machine. He is still writing his copy as formerly, and Mrs. Hayner is setting it on the machine at the rate of five columns in seven or eight hours; not only this, but she is attending to cleaning the spacebands, straightening the bent mats, oiling the machine, looking after the temperature of metal and handling other matters necessary to keep the machine running smoothly. Hayner remarked the other day that a linotype and a woman who could handle the "critter" were a great help in getting out a newspaper.

## OREGON EXCHANGES BOOK REVIEW

THE W G N, by members of the staff of the *Chicago Tribune*.

**T**HE AUTHORS of "The WGN" have demonstrated their journalistic ability by cramming into one volume more than the average writer could cram into three. In the first part of the book they have given the history of the *Chicago Tribune*, concisely and probably completely, from 1847 until the present

day. In the rest of the book there is an account of every detail of the publication of the paper; every department; and every phase of the entire situation.

Throughout the book there is the same spirit of "Babbittism," exemplified by the adoption of the title "WGN" by the *Chicago Tribune* (World's Greatest Newspaper!). There is very little to indicate that the authors of the book think that

the editors could at any time have been radically wrong on any particular proposition. As it appears to the casual reader, the writers are overawed by the immensity of the *Chicago Tribune*. They see in it greatness, but fail to take into consideration the fact that there may be others equally great or, by more discriminating standards, greater. This has explanation in the fact that the writers are men on the staff—men who have been taught to believe that the *Tribune* is really the world's greatest newspaper.

It would seem that the effect on the reading public would have been better if the book had been written by outsiders. They would have had the advantage of a "perspective," and if they had known the facts, the book would have carried a great deal more weight than that furnished by publishers of the paper. There is always the disadvantage that people are reluctant to read what other people, or newspapers, say about themselves.

The history of the *Chicago Tribune* is excellent reading for the general reader. Of its humble beginnings in 1847, of Chicago during the Civil War, of the Great Fire of 1871, and of the World's Fair, there could be few accounts more concise or apparently more accurate.

The description of the *Chicago Tribune* of the present is too technical and long for the general reader. It is valuable as a description of present-day metropolitan journalism, and is worth reading for those who want to know the mechanics of putting out a number of editions of a city daily. It is good informative matter for journalists. It is interesting in a number of places where it tells of unusual feats, or of important scoops.

The most lasting impression of the book is the character-sketch of Joseph Medill.

It would be beneficial if more papers could give general circulation to books of this nature. Some of the difficulty between the public and the newspapers is that the public fails to understand the problems. The book should set an ethical standard above that of a medium for self-advertising. It should be a medium for letting its readers know the purposes of journalism, the problems of journalism, and the accomplishments of journalism.

The book comes up to this standard to some extent. But it advertises the *Chicago Tribune* a little too profusely; it fails to mention the failures and the mistakes; and it goes into details to such a great extent that many of those to whom it is addressed will fail to be interested.

K. Y.

## FREE AUTOMOBILE PUBLICITY

By A. L. MALLERY, PUBLISHER OAKLAND (OREGON) TRIBUNE

*[Mr. Mallery directs attention to what he believes is a thin spot in the advertising armor of the newspapers of Oregon. He attacks the free reading-notice, and wants to know if men in other lines of business have anything parallel to this abuse to contend with.]*

**D**O SOME of the publishers of weekly newspapers in the smaller towns of Oregon suffer from a weakness in the region of the spine when dealing with publicity material furnished them by Henry Ford and some of the other automobile and tire concerns? One must

judge so from the appearance of a considerable amount of this stuff appearing in prominent positions in exchanges coming to our office. How come? And where do we get off at?

The writer publishes in a town of 600 a paper which covers its field thoroughly

and almost exclusively. It is conceded to be a good advertising medium. Within the last few weeks we have had several requests from local dealers to publish free readers for auto and tire companies in connection with advertising over their names. I take it that similar opportunities to give away space have been presented to other publishers. But our answer has always been the same, "We cannot afford to do it."

#### LIVE COPY FIRST

This is our situation. We have time and room to handle only live local news of personal interest to our readers. We find plenty of local copy so there is no need or place for "fillers."

For reading notices we charge 10c a line, and get it. Now, what about these automobile readers that our advertisers are so anxious for us to use? Are they fresh local stuff of general interest? Hardly. Then we cannot afford to use them in preference to live copy. Are they intended to foster or call attention to some particular business or concern? Possibly. If so we call them advertising and suggest that we make a charge of 10c a line. We treat all advertisers alike, and no hard feelings are caused.

But the dealer becomes suspicious because the big concern's representative tells him that the other papers are using the stuff and there must be something the matter. There must be. When nationally known automobile and tire companies have to be bribed by struggling country publishers to use their columns for a little display advertising, there *must* be something the matter. If they get their bribe in the form of free readers from county seat dailies and neighboring weeklies they can't be blamed much for asking it from me. But they don't get it.

#### HENRY DOESN'T DO IT

Why can't we all give them to understand that they only pay for their display advertising and we are still using our own judgment as to what reading matter is to be used in our papers? Henry

Ford doesn't present the editor with an extra set of tires when he buys a flivver; Goodrich doesn't give us a tube with every tire, nor does the United States Rubber Company. Why should we as publishers follow a practice which does not appeal to their keen business judgment? Let's forget it.

If any big advertiser wants to reach all the people of this territory he must use space in our paper. I do not know any case where display advertising has been withheld because of our policy on publicity material. A threat of that kind is usually a bogey. Giving away space is more likely to lose money for us than refusing to do so. We need to get wise and adopt business principles if we expect to command respect as business men.

..

## Trade Publishers to Meet in Portland

Publishers, editors, managers, and other staff members of Portland trade and class journals will meet at the Portland Chamber of Commerce at noon Saturday, June 23, at the call of the executive committee of the trade and class journalism section of the Oregon Newspaper Conference. A brief program has been arranged by Ernest C. Potts, editor of *Better Fruit*, and Curtis L. Beach, assistant editor of the *Pacific Northwest Hotel News*. A general discussion of matters of interest to those present will be in order. Stephen Hart, manager of the *Commercial Review*, and president of the section, will preside.

"You will not be asked for anything but your good will and the price of your luncheon," reads the announcement of the meeting sent out by George N. Angell, secretary of the section. "Consult the bulletin board at the Chamber of Commerce or ask the desk clerk for the number of the dining room which will be reserved for the gathering. Come out and get acquainted with the brethren."

Officers and directors of the trade and

class journalism section met recently in Portland to discuss the future program of the organization. Plans were discussed for the annual meeting, which will be held in conjunction with the Oregon Newspaper Conference. It was agreed that benefits would follow monthly gatherings of trade and class journalists in the state metropolis. The time for meetings was set on the fourth Saturday of every month.

At the recent Portland session there was a hundred per cent. attendance of the board of directors. The University school of journalism faculty was represented by Dean Eric W. Allen, George S. Turnbull and Ralph D. Casey.

A large attendance of the Portland trade and class journalists is expected at the June 23 meeting.

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Howard E. Wharton, of the *Gold Hill News*, writes: Recently we wrote the EXCHANGES we were selling out for health sake. We thought we were. We were sure of it; knew we desired a change and had gone so far as to locate another and equally lucrative business venture to step right into. We even invested money in the other business and had a lot of plans made including getting all our future printed matter stored ahead before changing. But, the little old "bug" that gets under the printer-man's hide and eats into his very soul came to the surface and when the time came for wishing the other fellow well we broke down and reneged. We are still with the *News* and have just passed the 26th birthday for that paper. Fourteen hundred uninterrupted weekly issues. Instead of selling out we changed our management system permitting myself outside work and turning the office over to Friend Wife and last month broke every record we ever established in the printing game. Seven hundred dollars in 30 days with three people on the job, and 30 per cent of that is "velvet."

Approximately normal conditions of personnel were restored to the *Oregon Journal* staff with the return of ill, injured and other absent members about the middle of May. E. N. Blythe, head of the copy desk, who had been a leave of absence for five or six weeks, and Earl C. Brownlee, dramatic editor, who had a term of confinement in the hospital, returned at the same time and their arrival was attended by the return of Phillip Jackson, associate publisher, and D. J. Sterling, managing editor, who had attended the meeting of the American Publishers' association. Philip Parrish, rewrite man, who had been called East by the serious illness of his father, Randall Parrish, the author, had preceded the general return by a few days. As a result of the restoration of the normal force Fred Bell, who had been sitting in as copy chief, relieved Fred McNeil as copy reader and the latter was assigned to the night copy desk taking the place of Pierce Cumings, who thus was released to City Editor Charles T. Hoge's staff.

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The Pendleton *Tribune*, conducted for the last three years as a daily by Harry L. Kuck, has become a weekly, with W. E. Lowell as editor. Mr. Kuck recently leased the plant to the Franklin Press, which in addition to the paper will conduct a job printing office. Mr. Kuck is expecting soon to engage in the newspaper business in California. Mr. Lowell, who was part owner of the *Tribune* before Mr. Kuck took hold, has lately been president of the Franklin Press. He will have associated with him in the *Tribune* Roy R. McNees, a practical printer of much experience, who has been foreman of the *Tribune* for six years. The new publishers plan to move their job printing equipment upstairs in the *Tribune* building, where they will make some improvements. The paper, Mr. Lowell announces, will be republican in politics.

## ODE TO THE COPY DESK

By BEN HUR LAMPMAN, SPECIAL NEWS AND EDITORIAL WRITER ON OREGONIAN

*[Mr. Lampman, who takes time off his regular work occasionally to dash off a bright bit of rhyme and rhythm for fun, handed this to his friends on the Oregonian copy desk one day. The copy-slathers liked it so well that they showed it to the editor of OREGON EXCHANGES. And here it is.]*

I used to hate all copy readers for their deeds,  
They plucked my choicest phrases and left weeds;  
But my free spirit was full oft contrary,  
And so I sent them to the dictionary.  
I wist not then how sinful was my mind,  
How quite un-Christian and how much unkind,  
That I should curse them by the seven bells  
And relegate their souls to seven hells!

Poor lads, I did not know, I did not guess  
With what fond, patient and indulgent tenderness  
They placed a comma here, and there, perchance,  
Wrote down "his trousers" and scratched out "his pants."  
I did not know, I did not, as I live,  
How oft they nursed the split infinitive,  
Or tearfully above their ardent work  
Sighed to delete "meat-ax" and insert "the dirk,"  
Or sometimes when the midnight chimes rang wild  
Blue-penciled "brat" and made it read "her child."

How was I, far aloof, to guess that they  
Sprang to the atlas when some horn-rimmed jay,  
In casual reference made the town of Bing  
The princely seat and capital of Ping?  
Or when some mad and effervescent wight  
Insisted that tomorrow was tonight.  
How could I know what sorrow thrilled them guys,  
As fervently they muttered "Damn 'is eyes!"?

Poised was the pencil there above the sheet,  
Poised as the wild kite poises o'er his meat—  
If, as it fell, to tear a limb away,  
Some deathless line—then who so sad as they?  
A colum is a colum, none may string  
It farther, and, of course, the head's the thing!  
What heads they gave my stories! I have wept  
To see 'em sparkle over yarns inept!  
Allah was kind to me, he brought the light—  
I almost like the news room gang tonight!



# ALL OVER OREGON

Miss Velma Farnham, junior in the Oregon School of Journalism, has been local reporter for the *Springfield News* for the last few weeks, working in her off hours from the University. At the end of the college year her place is to be taken by Miss Eunice Zimmerman, former student in the School of Journalism, who has at various times done reporting for both Eugene papers.

W. A. Priaux has entered prosperously into the second volume with the *Drain Enterprise*. He is covering his local and tributary territory with increasing thoroughness, and the Drain business men are showing their appreciation with an encouraging volume of advertising.

A handsome new bungalow has just recently been completed by Mr. and Mrs. A. E. Scott, of the *News-Times* at Forest Grove. The bungalow is located on their ranch up Gales creek valley, three miles out of town, and will be used as a summer home and for week-end visits. It is a pretty setting on a hillside overlooking a beautiful valley and will be enjoyed as a rest place after the work of the week. They will retain their home in Forest Grove. The new home is comfortably furnished, has city water and modern conveniences.

Lorin O'Gara, of the *Helix Advocate*, ranks as about the youngest publisher in the state. When he purchased the *Advocate*, nearly two years ago, he was just 18 years old. He installed a job press and set about building up the paper. Readers' appreciation of the quality of the paper resulted in such growth of business that about a year ago he installed an Intertype. "The only rule I follow," says Mr. O'Gara, "taking into consideration the Code of Ethics, is to make each issue just a little bit better than the one before."

H. Elmer Maxey and Floyd C. Westerfield, recently reporter and advertising manager, respectively, on the *Eugene Guard*, have taken over the *Springfield News*, having purchased it from Freeland and Henderson. Though in charge only a month, the new owners have already made evident their policy of a thorough covering of the local field and a promotion of everything that is good for their city. In their salutatory they put their aims in simple, effective language, closing thus: "The new *Springfield News* is the people's servant. May it serve them faithfully and well."

Harry Ely, circulation manager of the *News*, accompanied the Shriners to the national Shrine convention in Washington, D. C.

John K. Standish, who for the last year has been setting type in the office of the *Halsey Enterprise*, when not engaged on his studies in the Halsey high school, was graduated this month. Editor Wheeler comments most favorably on John's cartooning ability.

The *Baker Herald* recently noted editorially its twenty-third birthday anniversary, with a word of cheerful retrospect and optimistic outlook. "The paper," says the management, "is striving to represent the progressive and hopeful elements of our community."

The editor of "The Woman in the Home," new home economics department of the *Oregonian*, is Jeannette Putnam Cramer, graduate of Oregon Agricultural college, where she specialized in home economics work. The department will grow as the demands upon it for service increase. This is Miss Cramer's first venture as a newspaper woman, although she worked on the O. A. C. *Barometer* at college.

Miss Beulah Jewett, with the Roseburg *News-Review*, has been placed in charge of the "Woman's Page," a Saturday feature of the publication. Miss Jewett is assembling a very creditable page which is meeting with the approval of the *News-Review* readers.

Ralph Kletzing, who has been advertising manager on the *Gazette-Times* for the past six months, transferred his affections the first of May to the Eugene *Guard*, where he holds a similar position.

Bert G. Bates, associate editor of the Roseburg *News-Review*, leaves the latter part of June for Chicago, where he will take a complete course in illustrating, designing and cartooning. Mr. Bates is planning to syndicate a column of paragraphs with illustrations.

C. E. Ingalls, editor of the Corvallis *Gazette-Times*, took up his duties as postmaster of Corvallis on the first of June. He is retaining his interest in the paper but will be unable to maintain his previous active interest in politics. Corvallis friends predict that this is going to be so hard on the new postmaster that by the time the next campaign rolls around he will be inclined to throw up his job to enter the turmoil that has been his daily diet for twenty years.

Fred Dodson, of Baker, Oregon, is the latest addition to the *Oregonian* staff. When he parked his typewriter on the local desk about a month ago and began shaking a wicked pencil on general assignments, he made a total of six University of Oregon graduates and former students on the *Oregonian* payroll in the editorial, news and local rooms. Dodson attended the University for three and a half years and worked for two years upon the *Register* at Eugene.

**WANTED**—To buy live western Oregon weekly or interest in paper where general newspaper experience would be valuable. Address, 3, OREGON EXCHANGES.

Conditions among farmers in both the dry farming and irrigated sections of central Oregon were found to be much more favorable than he expected, on a recent 700-mile automobile trip to Bend and "way stations" by George N. Angell of the *Oregon Farmer*. His publication is laying emphasis upon the importance of diversified farming, and it was to obtain material for articles on the subject that Angell drove into the interior. He says livestock are taking their places in the farm scheme everywhere, even in the hard-and-fast wheat belt in Sherman county. A ten-day swing into southwestern Washington, including Lewis, Pacific and Wahkiakum counties, followed close upon his return to Portland.

Glenn Quiett came back to the state of Oregon a week ago, in the role of a publicity director. Quiett was formerly a reporter on the *Oregonian* and later upon the *Astorian*, at Astoria, Oregon. A little more than a year ago he west east to join Tamblyn and Brown,, a publicity concern. John Dierdorff, former U. of O. man and *Telegram* reporter, is in the east in connection with the same concern.

Miss Georgie Coffee, business manager of the Ashland *Tidings*, lost her mother May 16. Death resulted from an operation five weeks before. Mrs. Coffee had made her home in Ashland for the past 15 years.

Clarence McIntosh, formerly with the *Morning Herald* at Modesto, California, has taken charge of the pressroom of the Klamath Falls *Evening Herald*. He succeeds Walter Stronach, who has taken Nate Otterbein's shift on the linotype machine. Otterbein has succumbed to the lure of the fishing season, and will have no more use for printing until he has caught enough 15-pound rainbows to satisfy him. Then he will turn his attention to his own shop. He operates a commercial linotype for the convenience of the job printing trade.

"I'm no longer a cliff dweller; I'm now a home owner," stated F. A. Fessler, city editor of the *News*, one morning recently, with all the joy that only a new home owner can assume. But wait until the taxes, the gas bill, the wood bill, the coal bill, the light bill, the water bill, the telephone bill, the bills for new furniture, the bills for various improvements about the house, and the various other little bills and occasionally a regular he-man William, that have a habit of paying their respects to new-home owners at the first of every month, begin to say howdy to Fessler.

Miss Eleanor Pillsbury, the Cynthia Gray of the *Portland News*, recently joined the party of members of the Federation of Women's clubs who visited the state institutions at Salem.

William Roddy is the new office boy for the *News*. He probably doesn't measure up to the common conception of an office boy because he doesn't read "Diamond Dick" in his spare moments and consume more cigarettes than the entire editorial staff. Instead Roddy writes poetry and practices the writing of news items.

Fred L. Boalt, editor of the *News*; Charles Myers, *News* business manager, and Harry Tracey, Oregon representative of Beebe & Co., took what they termed a "fishing trip de luxe." They journeyed to the McKenzie river in Myers' big Hudson sedan. Their boat was propelled about the river by a sturdy little detachable boat motor. None of the hardships and discomforts that usually mark a conquest of the finny tribe were theirs.

Two members have been added to the reportorial staff of the *Ashland Tidings*—Mrs. Grace E. Andrews, who will have charge of the society department, which will be published three times a week, and Miss Florence Green, who was graduated from the high school this spring. Miss Green gathers railroad news in particular and will also contribute local items of interest.

Thomas E. Shea, editor of the "Kat" column in the *Portland News*, has attended more marble games during the past month than he ever did in his entire boyhood life, he declared. Shea is Marble Editor of the *News* and has scheduled a marble game for every Portland school, numbering more than 42 in all. Shea will send Portland's marble champion to Atlantic City, N. Y., to participate in a national tournament to be conducted there in July.

Since April 1, the *Manufacturer and Industrial News Bureau* enters upon a national circulation, having offices in the Arcade building, Michigan boulevard, Chicago, and the entire top floor of the Atlas building, San Francisco, where one of the firm, L. F. Hofer, has charge and has made his permanent residence. D. W. Greenburg, former field manager with headquarters at Portland, succeeding the late Phil. S. Bates, has been placed in charge of the Chicago office. This publication, monthly, and weekly syndicate service covering the subject of industries, has now a circulation in every one of the 48 states. It was started in Oregon in November, 1912. The monthly edition of the *Manufacturer* of twenty thousand copies is printed on a Babcock Optimus press, recently installed by the N. D. Elliott print shop, with a speed of 2400 an hour. Col. E. Hofer, the founder, is now in his fiftieth year of newspaper work.

Paul Moeckli, former office boy for the *News*, has left. He entered the employ of the *News* before the war and advanced to be a regular news reporter.

Mrs. George F. Rowley, of Amity, Ore., wife of George Rowley, owner of the *Turner Tribune*, met with a painful accident Tuesday, May 8. She stepped into a hole in the sidewalk and twisted her foot, tearing the ligaments making it necessary to place the foot in a cast. It was weeks before she regained the use of the injured member.

Mr. and Mrs. William Murray Laidlaw, editors, publishers and proprietors of the *Crockett Signal*, at Crockett, Cal., were Portland visitors recently. They visited the Beaches, publishers of *North-west Hotel News*, to whom they are related. These folks do all the printing for the California and Hawaiian Sugar Refining Company, the biggest sugar factory in the world. The Laidlaws were taken over the Columbia Scenic Highway and many other attractive drives around Portland, enjoying a well-earned rest. They also visited the Sound cities and Vancouver and Victoria, B. C.

H. J. Richter, editor of the *Amnity Standard*, and wife spent their first wedding anniversary on a fishing trip up the McKenzie river the last of May.

David W. Hazen represented the Portland *Telegram* on the Shriners' excursion to Washington this month.

The Ashland Daily *Tidings* has changed from a 13-em seven-column paper to a 12-em eight-column.

A society department is being published by the Ashland *Tidings*. This appears on Tuesday, Thursday and Saturday.

The Canby *Herald* has been sold to W. C. Culbertson, Portland hotel man, who will continue its publication with Edward Satter, former publisher, in charge. Mr. Culbertson expects to install a linotype and make several other improvements.

A new model 14 linotype has been installed by the Ashland Daily *Tidings*, giving the plant two typesetting machines.

Arne G. Rae, Oregon School of Journalism, 1922, is now holding down the night news desk on the Morning *Enterprise* at Oregon City. He succeeds Leo Rairdan, whose ill health forced him to resign. Rae has been with the *Enterprise* since his graduation, handling a diversity of work in the office.

Did you know that the *Aurora Observer* was once known as the *Aurora Borealis* and again as the *Three Sisters* in old colony days (the three sisters being Aurora, Barlow and Canby)?

Alfred Emerson, formerly compositor and helper of the *Amnity Standard* office, is now employed in a saw mill in Turner.

W. E. Harbaugh, who has for some time been in charge of the *Aurora Observer* shop, has accepted a position as make-up man on the *Oregonian*, taking up his new work about May 7. His successor in the *Observer* office is S. F. Hickman, formerly with the Tillamook *Headlight*.

John W. Kelly, veteran *Oregonian* reporter, has recovered after an illness and a siege in the hospital.

Col. E. Hofer, who founded the *Lariat*, "only western literary monthly," last January, reports the attainment already of a wide circulation. "I expect to put it on a self-sustaining basis, with a national circulation, in two years," he writes.

H. A. Clemons has succeeded J. C. Brooks as foreman of the Stanfield *Standard* office. Brooks has gone to the *Enterprise* at White Salmon, Wash.

Ben Hur Lampman, of the *Oregonian* staff, exhibited that he was working up to form by the delightful manner in which he covered the outstanding features of the Rose Festival. Many Portlanders would rather stay at home and read Ben's stories of the festival than to see the festival itself.

Sherman Graff, linotype operator at the Ashland *Tidings* for the past two years, is now connected with the Yakima *Herald*, specializing on ad work and head setting.

Mrs. Bessie Wilson, former mechanical employe of the Ashland *Tidings*, and her mother have moved to Eugene. The trip was made on horseback.

Mrs. F. R. Soule, wife of the publisher of the *Evening Herald* at Klamath Falls, has succeeded Miss Maybelle Leavitt, who returned to the University of Oregon for the spring term. Miss Leavitt is majoring in journalism. She has been reporter and society editor on the *Herald* since the close of the college term in June, 1922. Before that time she had occupied the same position during vacations.

After a few months at North Portland, the *Goat Journal*, A. C. Gage, publisher, has moved back to its old quarters in the Board of Trade building, Portland.

John M. Lownsdale, veteran market editor of the *Oregonian*, is again at his desk, after having been "laid up" for three weeks with an attack of pneumonia. John, as he is familiarly known on Front street, shares his office with Bill Cuddy, another of the *Oregonian's* old timers. "The principal thing I missed while in bed with the pneumonia was Bill's stories," said John.

C. W. Parker, new manager of the *Marshfield Daily News*, has changed the personnel of the paper within the last few weeks. William H. Perkins, formerly of the *Portland Oregonian and News*, is now news editor. John R. Brooks is advertising manager and P. H. McDonald is circulation manager. The six-page multipress has been improved to take in eight pages, and other progressive changes have been made in the mechanical end of the paper.

There is some hesitancy apparent in the Stewart household about naming the newest arrival. A son was born to Mrs. Roy Stewart, wife of the editor of the farm pages of the *Oregon Journal*, on May 21. The lad, at last reports, hadn't yet been graced with a given name, father meanwhile declaring his willingness to abide by any reasonable decision. The boy is the second son in the Stewart home.

Some friends of Harry Critchlow, financial editor of the *Oregonian*, were surprised recently by the salty tang of some of his remarks. The explanation was easy, however. Bill Mahoney, marine editor, was sick for a few days and the city editor assigned Harry to the beat.

Lair H. Gregory, formerly editor-in-chief of the *Midnight Doughnut*, but now sports editor of the *Oregonian*, will be on hand in Shelby, Montana, a week in advance of the championship battle between Dempsey and Gibbons. His stories of the last training stages and the battle for the belt will appear in his paper.

W. L. Carver, who, after reorganizing the *Marshfield News* last fall, established the *Capital Review* at Salem, reports good success with his new weekly publication. Good support, he says, is being received from advertisers, based on a satisfactory circulation showing.

R. W. Emmons, formerly city news reporter with the *Daily Oregon Statesman* at Salem, has returned to Salem from Northwestern University at Chicago due to ill health, and during the next year will be associated with the *Capital Review* as assistant manager.

Miss Ruth Austin, society editor of the *Salem Capital Journal*, is taking a month's vacation in California. Her work is being done by Mrs. Molly Brunk, well-known Salem newspaper woman.

Now that the *Monmouth Herald* has a linotype, all of the newspapers of Polk county are produced upon the popular device invented by Mr. Mergenthaler. The new machine in the *Herald* office is a Model L, equipped with electric melting pot and motor. Mrs. R. B. Swenson, the editor's wife, who is locally credited with anything good that may be found in the *Herald*, is operator although the editor at times ventures some advice in operative perplexities on the strength of experience acquired when he was general factotum of the *Bandon Recorder*.

Encouraging reports come in from the Pilot Rock *Record*, reorganized last fall by J. T. Arneson after the disappearance of the former publisher. "We have patched together the broken fragments of a rundown business," Mr. Arneson writes, "revised our advertising rates, enrolled in the ever-growing Franklin army, and have built up an enviable subscription list. This in spite of exceptionally tight business conditions locally. Some rearrangement of office and fixtures to make for greater efficiency in the shop has been made, and prospects look good for a successful business year."

The Portland *Advocate* has moved to larger and better quarters in the Macleay building and has installed an entire outfit of new furniture. The *Advocate* has taken over the subscriptions and advertising list of the Mt. Scott *Herald*, Mrs. E. D. Canady, editor, reports.

James D. Olson, Harry B. Critchlow, and Clyde McMonagle of the *Oregonian* staff, were members of the party of 265 Shriners of Al Kader temple who attended the grand conclave of their order in Washington, D. C., June 3, 4, 5, 6 and 7. "Jimmy" was the official representative of the *Oregonian* and spent his time gathering stories of the doings of the nobles from the time they left Portland on their special train until they broke camp in Washington. "Mac" was official photographer for the temple, and his pictures were used by all Portland papers. "Critch," as a member of Al Kader patrol, hiked and perspired through two fatiguing parades. Olson, who was accompanied by Mrs. "Jimmy," remained in the east for several days, but McMonagle and Critchlow returned with little delay.

Miss Ruth Loy has taken a position in the circulation department of the Klamath Falls *Herald*. She has been taking post graduate work at the Klamath county high school, and expects to enter the University of Oregon next year. She will study journalism.

W. K. Brownlow, former newspaper publisher, is now busily engaged as editor of the Brownsville *Times*, one of the oldest and best known weeklies in the state of Oregon. The *Times* was recently purchased by A. L. Bostwick and Glenn W. Loomis of Lebanon. Mr. Bostwick and Mr. Loomis are also publishers of the Lebanon *Criterion*.

Horace Addis, field editor of the *Oregon Farmer*, on his trips around the state is working hand in glove with the state dairymen's association to inaugurate the campaign against filled milk and oleomargarine, which will come to a head in the fall election of 1924. Chambers of commerce, upon hearing him inveigh against the "cocoanut cow," almost invariably pass strong resolutions condemning it. Addis recently became a member of Kiwanis in Portland.

Wilford (Pete) Allen, editor of the Grants Pass *Courier*, has taken up a homestead near his home town.

An illustrated article by George N. Angell of the *Oregon Farmer*, appearing in the May 15 issue of the *Dairy Farmer*, of Waterloo, Ia., gave the dairying industry in Oregon some good national publicity. Angell considers six out of eight possible Jersey world championships, for example, worth bragging about, and that is just a whisper of the story about all the breeds.

Sidney Jenkins, formerly night editor of the Walla Walla *Union*, has taken a position as reporter with The Dalles *Chronicle*. Mr. Jenkins succeeds Harry Houle, who is now doing newspaper work in Missoula, Mont.

Ralph C. Curtis, for two years assistant news editor of the Bend *Bulletin*, has taken over the management of the Madras *Pioneer*. Douglas Mullarky has taken Curtis's desk in the *Bulletin* office until the end of the college year when Philip Brogan, of the Oregon School of Journalism, will join the *Bulletin* staff.

Miss Jean Strachan, the capable society editor of the Pendleton *Tribune*, who left the paper when the daily edition recently suspended, is at present resting at her home in Dufur. She will soon be open for engagement on any paper that wants a reporter with a lot of writing ability.

The Port Orford *Tribune* celebrated its thirty-first anniversary on May 10, and is, in all probability, the oldest paper in southwestern and western Oregon. Walter Sutton, its founder, still resides in Port Orford and is in his seventy-third year. He began learning the trade when twelve years old in the *Times* office at Jacksonville, Oregon, going shortly to Portland, where he spent several years as compositor on the *Oregonian*, when it was a four-page paper, set entirely by hand, which was more than fifty years ago. Mr. Sutton sold the *Tribune* a year ago to Tom and Lilian Fulton, who have replaced the Washington hand press with a cylinder press, and are adding new equipment as the business warrants. Port Orford sees its first direct-to-the-Orient shipping this summer, and the prospects for advancement, hitherto hampered by lack of transportation, are becoming realized with the construction of the Roosevelt Coast highway, and increased shipping facilities.

Jesse Hinman, lately publisher of the Brownsville *Times*, has gone to Los Angeles. He made the trip down by automobile, accompanied by Alton Williams, who had been employed on the paper.

A. C. Gage, editor of the *Angora Journal*, suggests a way in which the newspapers can cooperate with the trade journals. Instead of sending the paper regularly to the trade journal, he suggests that a marked copy be sent when anything of interest to that particular trade paper has been printed. In this way the particular community will get its added publicity for the particular item, and the trade paper will be kept in touch with the news.

H. R. Van Kirk, formerly of the Albany *Herald*, is now reporting on the Eugene *Guard*, succeeding H. Elmer Maxey, who, with Floyd C. Westerfield, is now publishing the *Springfield News*.

Eric W. Allen, dean of the Oregon school of journalism, is again this year at the head of the journalism work in the University of Oregon summer session at Berkeley. At the close of the summer session he and Mrs. Allen will depart for a European tour, expecting to return about Thanksgiving time. The journalism work in the University of Oregon summer session will be handled again this year by George S. Turnbull.

Mr. and Mrs. A. E. Scott, of the Washington County *News-Times* at Forest Grove, are visiting relatives in Illinois. Mr. Scott conducted a newspaper at Astoria, Illinois, for sixteen years before coming to Oregon, and at Lewistown, Illinois, for three years previous to that time. He learned his trade as a printer in the *Record* office at Fairfield, Illinois, and they are enjoying a delightful visit with old-time friends as well as relatives in that section of the country. During their absence Rev. W. Walter Blair, pastor of the First Congregational church at Forest Grove, has charge of the paper.

James W. Young, former foreman for the Ashland *Tidings*, is now connected with the Medford *Mail Tribune*.

Herman F. Edwards, who has been on the copy desk of the *Oregonian* since December, 1922, has resigned his position and will leave June 26 for the Bohemia mountain section near Cottage Grove, Oregon, where he will spend the summer. Mr. Edwards left the University in 1920. He first entered the University in 1916 and enlisted in the army the following year, spending two years in the service. Soon after leaving Oregon he married Lila Chingren, whom he met while at Oregon. Mrs. Edwards was a student at Oregon for one year, 1920. She will accompany her husband this summer.

Dave Sullivan, who formerly directed the local affairs of the Consolidated Press association in the *Oregon Journal* office as its operator, has returned from San Francisco as operator for the United Press. Sullivan was promoted by Consolidated and sent to San Francisco, but his love for Oregon speedily brought him back. C. S. Sterling, who came to Oregon via Vancouver, B. C., and Seattle, is in charge of the Consolidated wire in Portland.

Phil O'Toole, who shares credit with W. S. Wharton for the *Oregon Journal's* automotive section, has acquired a brilliant new Durant automobile. Other important acquisitions credited to members of the *Journal* family include the new Laurelhurst home just being finished for Fred Lockley, "the *Journal* man abroad."

Clarence Anderson, nephew of Mrs. C. L. Ireland, who has been working in the Sherman County *Observer* office at Moro for the past few months, has terminated his connection with this office to accept the position of editor and manager of the Wasco *News-Enterprise*. Residents of Wasco and vicinity purchased the *News-Enterprise* plant following the death of C. M. Snider, editor, and will organize a company to continue its publication. Mr. Anderson will also become interested in the publishing company.

Though he has been replacing divots less than a year, Fred S. Young, business manager in Portland of the Northwest Farm Trio of publications, played well up in the annual tournament on the municipal links at Eastmoreland. He was defeated in the trials for the semi-finals by H. K. Price, who played like another Dr. Willing.

Editor Boyd of the Polk County *Itemizer* is reflecting business prosperity by acquiring a Star automobile. His efforts in learning to drive it have as yet not been followed by any casualties although it is said that he does not follow in anybody's dust.

H. J. Richter, editor of the *Amnity Standard*, has been out on several fishing trips over in the Coast Range mountains and each time succeeded in bringing home a fine mess of the beauties. This kind of work is one of the editor's favorite pastimes.

H. E. Swisher, transferred to Portland from San Francisco, is now Northwest manager for the United Press, with offices in the *Oregon Journal* editorial rooms. Swisher takes the place of Frank Clarvoe, popular U. P. Bureau manager, who has been promoted and sent into the San Francisco bureau as manager. Clarvoe has already sent several signed articles to U. P. clients in the northwest. Swisher was occupied for three months before coming to Portland covering the sessions of the California legislature for the United Press.

A. E. Voorhies, publisher of the Grants *Pass Courier*, recently made an extensive motor trip to southern Oregon, visiting many newspaper offices en route.

During the absence of Earl R. Goodwin, assistant sports editor of the *Oregon Journal*, who accompanied the Shriners of Portland on their pilgrimage to Washington, D. C., Lawrence Smyth, heretofore night police reporter, was temporarily installed as assistant to George Bertz, sports editor. Smyth's place on the night side was taken by H. S. McNutt, called from day police, to which George O'Neal was transferred from the courthouse beat, which was covered by Philip Parish, rewrite man. Thus was solved another puzzle.

His interest in the Oregon Writers' league has brought about the discovery that B. F. Irvine, editor of the *Oregon Journal*, is a poet of some repute at home. According to John B. Horner, secretary of the league, Mr. Irvine is author of two poems, "A Mast Ashore," and "The Four-Year Old," which still are being used as school room declamations in Oregon.



So far as known, construction records were broken in providing the new home to which the Hillsboro *Independent* moved April 20. The building which has housed the plant for more than 30 years was sold in March, and being caught without a lease the *Independent* man was ordered to get out. A deal was made immediately with the owner of a lot across the street from the old building, and the following day a large force was put to work on a new building. Four weeks later the keys were handed over, and by the end of the week the plant had been moved to the new location. The move was made easier by the installation of a new Lee two-revolution press which was substituted for a drum cylinder and pony utilized in the old location. The new building is of concrete, 22x70 feet, and as far as limited building time permitted was planned for the purpose it will be used for. As a coincidence the *Independent* passed its 50th birthday with the edition printed before it moved to its new home.

Miss Edna Haverland is learning to set type in the office of the Halsey *Enterprise* and is expected to supplement the work of Editor William H. Wheeler in composition during the summer months.

George Turina, foreman of the make-up department of the Corvallis *Gazette-Times*, spends his week-ends in Astoria, and it is rumored around the *Gazette-Times* office that on one of these week-end trips he will bring back with him a bride to share the joys and sorrows of the printer's life.

Carlton K. Logan, for the last nine months editor of the Ashland *Tidings*, now telegraph editor of the Salem *Statesman*, married Miss Ann Forberg in Ashland, May 26, and with his bride left immediately for their new home. Mrs. Logan is a Minnesota girl who spent one year teaching in Ashland. She is a graduate of Moorhead college. C. K., as he is known to his friends, is a graduate of the Oregon School of Journalism, class of 1921. He is a member of Sigma Delta Chi, national journalism fraternity. During the war he participated in three major offensives overseas. In campus journalism at the University he was the first night editor of the first Daily *Emerald*.

Morgan D. O'Connell is the editor of a new paper, the *News*, at Garibaldi. The *News* is a bright, six-column eight-page newspaper, with abundance of local news and plenty of local advertising.

Mrs. Eugene Keller, formerly proof-reader on the Corvallis *Gazette-Times*, returned to the city recently from California, accompanied by twin babies, a boy and a girl. Mrs. Keller is the daughter of G. L. Hurd, business manager of the *Gazette-Times*, who is now known around the office at Grandpa. Both Mr. and Mrs. Keller are graduates of O. A. C., and Mr. Keller is engaged in the creamery business in California.

Anyone interested in buying a printing business in one of the most thriving of the larger cities of Oregon, is asked to communicate with 4 OREGON EXCHANGES. Price \$5,000. Half cash.

# Oregon Exchanges

For the Newspaper Men of the State of Oregon

Vol. 6

EUGENE, OREGON, AUGUST, 1923

No. 7

## SOME OF THE THINGS SAID AND DONE AT HOOD RIVER CONVENTION

**I**T WAS not all recreation at the Hood River convention. The Oregon State Editorial association managed to crowd a good bit of business into the sessions held downtown and six thousand feet up the slope of Mount Hood.

*Appointment of a committee to look into the matter of forming a state organization to obtain foreign advertising was authorized. The Country Newspapers, Inc., plan of handling foreign advertising was endorsed.*

*A committee was appointed to work out a plan for cooperative buying of supplies by members of the association.*

*The association, by resolution, proffered its assistance to the state in any publicity campaign decided upon to keep before the people the observance of safety measures to reduce the toll of death in traffic accidents.*

*Abolition of the Voter's Pamphlet was urged.*

*The association went on record for the construction by the federal government of the Mount Hood loop road, for the purpose of making Oregon's scenic attraction more easily accessible.*

*OREGON EXCHANGES was made the official organ of the association.*

The Friday business program opened with the debate between George K. Aiken, publisher of the Ontario *Argus*, and A. E. Koen, publisher of the Dallas *Observer*, on the question of the advisability of adherence to the Country Newspapers, Inc., plan of handling foreign advertising. Mr. Koen had taken the negative out of the goodness of his heart, feeling, as a member of the program committee, that it would not do to let the debate go by default. At the conclusion he voted with all the others making it the unanimous judgment of the association that the plan of Country Newspapers, Inc., be endorsed.

Mr. Aiken, whose paper has not arrived for publication in this number, made a strong plea for independence of the eastern representative and for a reduction of the overhead cost of getting advertising in the east. Mr. Koen's paper is published in another part of this issue.

### COMPARED WITH A. P. A.

G. Lansing Hurd of the Corvallis *Gazette-Times* gave his opinion that the Country Newspapers, Inc., is not a particle different in system from the A. P. A. "except that we may get the dividends." He asked to know how any benefit was expected when the A. P. A. was not able to make any money on a 15 per cent commission basis.

President Bede explained: "There is this difference—the newspaper itself will

be the one that places the business, and our association therefore will have the thirty per cent to work on."

Bert R. Greer of Ashland expressed the opinion that a separate organization of the publishers would bring the papers in closer touch with foreign advertising agencies.

To the query what would be the publishers' liability in case of a deficit in the Country Newspapers, Inc., President Bede replied there was no liability.

R. G. Paullin of the American Newspaper association, in several snappy and picturesque talks, carried the theme that his concern had always paid its bills and was innocent of things charged against such organizations, also reminding the publishers that expenses were high in handling advertising accounts. "Our losses in bad accounts," he said, "reach twelve per cent of the total accounts; to get a man to solicit advertising costs us ten per cent. We can't solicit advertising for 15 per cent." The day has come, he said, when it would be necessary to put in service departments. "When you come to put in a service department," he said, "it's expensive." He cited an instance in which his concern, in gathering information covering the Northwest for an advertiser, had spent \$1,000 and received \$400 from the account.

#### COUNTRY PAPER BEST MEDIUM

Mr. Paullin had a good word to say for the country newspaper. He believed it was the only advertising field that is not being ridden to death.

Mr. Paullin finally offered to bet each member of the association \$5 that it would cost the editorial association not 30 per cent but 50 per cent to handle the foreign advertising accounts. This was not taken seriously.

On motion of Fred Soule of the Klamath Falls *Herald* it was voted to appoint a committee to see if it is possible to form a state association to handle advertising. This was in line with a suggestion earlier made by Bert R. Greer of Ashland.

Helmuth Fischer of the Pacific Overseas Corporation informed the members that they were paying too much for their news print. He made an offer of Norwegian paper at a price of \$3.85 on rolls and \$4.15 on sheets for orders of 100 tons on contract, delivered on the wharf at Portland; for 50-ton lots, \$3.90 on rolls and \$4.20 on sheets; for 25-ton orders, \$4 on rolls and \$4.35 on sheets. For more than 100 tons, he could go below those figures, as against \$5.00 to \$5.15 now paid, as he contended, by many of the publishers.

The time required to make deliveries from Norway, Mr. Fischer said, is 40 to 45 days, with no payment required until the paper is here and found satisfactory.

#### MOTION TO ACT LOST

Mr. Greer moved that the secretary be instructed to communicate with the members of the association and find out their needs, then go into the market for bids. "If this goes through," he said, "I will put in a bid now for ten tons at whatever price is the cheapest." The motion, however, was lost on close vote.

George K. Aiken called attention to a differential in the price of Oregon paper in favor of California points and against Oregon. Idaho territory, Mr. Aiken said, gets a 10 per cent lower price. "If the manufacturers in Oregon want us to buy Oregon products," he said, "they should treat us fairly."

Mr. Greer called attention to the selling expense involved in the use of traveling men to solicit orders. A pool, he said, would save the buyer 20 per cent. He could see no reason why there should not be valid competition in paper.

On motion of E. A. Koen, the president was directed to appoint a committee of three, to be known as a purchasing committee, to work out a scheme of purchasing for the association members. This, he explained, was not to be limited to paper, but to other supplies.

Regarding the tie-up with national advertisers, A. L. Mallery, publisher of the

Oakland *Tribune*, suggested that the best way is to get into communication with the people who send the advertising out. "In *Editor and Publisher* every week," he said, "are listed the new accounts sent out by the agencies. We get in touch with these. We also watch the exchanges for the advertisements we have not and then write for them. In some cases by doing this I have landed ads I would not have obtained in any other way.

"The Country Newspaper organization is actually sending out accounts now to those who have signed up. I don't object to paying the 30 per cent commission if I get the business and get paid for it. It seems to me we are more likely to get the business through Country Newspapers."

The question of the value of a stereotyping outfit in increasing business was brought up by A. E. Voorhies, publisher of the Grants Pass *Courier*. It was Mr. Voorhies' opinion that it does materially increase business, and he wanted others' experience. S. Sumpter Smith of the Medford *Mail Tribune* was sure that the stereotyping outfit increased business. "Even on a country paper I'd have a casting box," he said in reply to a query.

CUT SERVICE SELLS SPACE

"The cut service has the same effect on a weekly as on a daily," said E. A. Koen of the Dallas *Observer*. "The sales possibility of advertising is quadrupled at least. By making the layout and selling the merchant the idea you can make the cut service very valuable, particularly on special editions."

J. T. Beamish of the Baker *Herald* gave it as his opinion that the cut service made it possible to sell more space and thus pays for itself.

The question of cooperation with foreign advertisers came up and A. E. Scott, publisher of the Forest Grove *News-Times*, said:

"On receiving an advertisement from the agency we should write the advertiser telling him we are going to give him good service and send him a copy of our pa-

per. The advertiser himself likes to know what the ad is going to do for him," and he urged that all papers write their advertisers, contending that they would profit from this service.

Mr. Koen: "It's hard to get cooperation from local business men in getting special display on the goods while the national advertisement is being run." The call of the day, he said, was for better newspapers, better written, more condensed. "We should rewrite," he said, "and get our stuff in better shape."

DIRECT CHARGE FOR MATS FOUGHT

The discussion regarding the matter of charging or not charging local advertisers for mat and cut service came up, and S. Sumpter Smith of Medford counseled against making a direct charge. His discussion of the subject is found in another part of this number.

G. Lansing Hurd, manager of the Corvallis *Gazette-Times*, contended for making a composition charge for foreign advertising. "The experience of the *Gazette-Times*," he said, "is that it can be done. We are doing it. We have found many papers charging five cents an inch for composition. Why charge five cents an inch for composition? Anyone knows you can't set type for that." He cited one example of a large foreign advertiser who would pay only for the small amount of type actually set under the cut; relating that the rate was changed to add 5 cents an inch for the whole ad when there was any composition to be done. "We get it," he said.

WAY TO INCREASE IS TO INCREASE

Commenting on the address made by W. F. G. Thacher, professor of advertising in the Oregon School of Journalism, (published in another part of this issue), in which Mr. Thacher reported the judgment of advertising authorities at the recent Spokane meeting that a period of rising rates is approaching, Mr. Hurd said:

"How can advertising rates be increased? Simply by increasing them. This may result in smaller space. . . . I

am here to urge you to raise your rates. The advertiser wants more and more service. We have got to give it. We must charge for it. Instead of 'all the traffic will bear,' I would suggest as a basis of charge, 'the value of the service.'

"We should charge for the advertising, not what it costs to put it in type; that has nothing to do with it, except to save our own lives. Mr. Thacher's idea of 'all the traffic will bear' really coincides with mine of the value of the service. . . . If you make a composition charge on the whole advertisement, you can do it for five cents an inch; if only on the actual composition, five cents will not cover it.

"We should cooperate with the foreign advertiser, but not more than with the local advertiser. One patron is entitled to as much service as another."

#### CHARGE FOR SURVEYS

The papers, Mr. Hurd pointed out, are now making a charge for information surveys requested by advertisers. "I know of no reason why they should not," he continued. "I believe that the manufacturer, broker or jobber would rather pay for the survey and feel that he was entitled to it and not imposing on the paper, and would have more confidence in the value of the survey if a charge were made for it."

Mr. Hurd illustrated the general situation by a reference to Corvallis. "I checked up on each advertiser in Corvallis," he said. "I had thought we'd reached the point of diminishing returns; but I found that the reason we don't do more advertising in Corvallis is because we don't sell it. The more I studied things, the wider the field of opportunity looked, at Corvallis. . . . The amount of advertising that can be carried in Oregon is limited only by the value of that advertising. . . . There is no limit to the amount of advertising you

can run in your town, because there is no limit to the usefulness of advertising."

A show of hands here indicated that most of the publishers present were charging for composition in foreign advertising.

General sentiment was expressed in favor of the publication of the material supplied by the state market master, C. E. Spence.

Elbert Bede: "If we can provide the farmer with a better market, we don't need to fear the Non-Partisan League or anything of the sort. The Spence letters are news letters, worthy of publication—not only because they are news but because they help develop the farmer's business."

H. L. St.Clair of Gresham *Outlook*: "I believe we could use parts of them. We always cut our stuff, write new leads for it and apply it to local conditions. I am in favor of making use of the material."

Mr. St.Clair directed attention to the publicity matter that comes in connection with advertising. "To what extent ought the papers to use this? he asked. "It looks as if some are asking a good deal. I read this material over and try to get a paragraph of something that calls attention to the advertisement, and let it go at that. I do this for the local advertiser. A good bit of this material has a local end. . . . When we run an ad for an auto, we go to our local dealer and get him to say something that connects up with the advertising. We give it a local application and make it of advantage to the local dealer."

R. L. Swenson of the *Monmouth Herald* suggested that Mr. Spence was too wordy with his stuff and believed that if it were more condensed it would have a better chance of publication. W. W. Woodbeck of the *Oregon City Banner-Courier* believed the editors ought to be able to do boiling down themselves.

## COLUMBIA GORGE BANQUET PROVES TO BE AN ALL-AROUND FEAST

THE Hood River hosts omitted nothing that could have made the banquet at the Columbia Gorge hotel, one of the beautiful hotels of the West, more enjoyable. The program alone was worth the long trip that many of the editors had taken to be present, and what warm things the speakers did say about the country press! The cockles of the editorial heart surely were beautifully toasted.

Verbal posies tossed to the men were matched by the artistic little corsage bouquets of Hood River blossoms given to all the women of the party by the Woman's club of Hood River.

J. Adam Bede was a revelation to those who had never heard this gifted father of the Oregon association president. Elbert Bede, who introduced the eloquent Minnesotan, reported his pleasure in having read an Oregon paper a few days ago before that identified J. Adam Bede as father of Elbert Bede, since he, Elbert, had come away from Minnesota in the first place to avoid being always referred to as J. Adam's son. His address, fairly peppered with witty stories that sharpened the points made by the speaker, had for its theme "The Pursuit of Happiness," and rang with warning that the American people should return to the old homely virtues that had been their strength in former years, to the end that the white race should continue to dominate the world. J. Adam told more good stories in the space of a few minutes than many of his hearers had heard in years.

Edward E. Brodie, United States minister to Siam, who has been president of both the Oregon State Editorial association and the National Editorial association, told how it felt to be 12,000 miles away from Oregon, where his own newspaper, the Oregon City *Enterprise*,

reached him six weeks late. Mr. Brodie rapidly surveyed newspaper conditions in Bangkok, which with a population of one million, has eleven newspapers but no linotype machine. Friendly attitude toward America and Americans characterizes the Siamese press, reported the minister. The one time, Mr. Brodie said, when he was thoroughly reconciled to being 12,000 miles away from Oregon was during the last campaign when religion played so prominent a part in the battle. The most interesting feature of the Oregon papers to him while in Bangkok, he said, was the "Those Who Come and Go" column in the *Oregonian*, (the hotel column), partly, he believed, because it had the human touch in its treatment.

Congressman Sinnott eulogized the country press. "I like to read the criticism of my course in congress," he said, "and the course of my party, even though the press may assail me bitterly. . . . I think I speak for the majority of the members of congress when I say that when we get the views and the opinions of the country editors, we are getting the views and opinion that come from personal contact with our constituents."

Judge Fred W. Wilson of Hood River and Wasco counties was another who had warm words for the press. He specially commended the papers of his district for refraining from trying the cases in the papers before anyone had held up his hand and sworn to tell the truth.

George R. Wilbur, state commander of the American Legion, in charge of the Mount Hood climb, and Claude E. Ingalls, of the Corvallis *Gazette-Times*, now postmaster at Corvallis, were among those who spoke briefly. Mr. Ingalls regretfully cut his carefully-worked-out three-hour oration, he gravely informed his hearers, on account of the lateness of the

(Continued on page 29)

## CONVENTION NOTES

**T**HIRTY-SEVEN of the editorial party were among those who gazed out over Oregon from the summit of Mount Hood on the afternoon of July 14.

The climb, for those who came prepared for it, was not hard; but it was an all-day job. Out of camp at 5 o'clock in the morning; back more than twelve hours later.

At Cooper's Spur the camouflage squad opened its beauty-parlor, with Merle Chessman of the *Astoria Budget* and Clyde M. McKay of the *Bend Press* as decorators-in-chief. Some weird effects were wrought on editorial countenances, and busy photographers were on the spot to see that these works of art were not lost to posterity. Take for instance—but probably it would be better not to become personal.

Two or three who ambled to the top of the peak in their shirt-sleeves discovered that there are more balmy spots in Oregon than the rugged crest of old Mount Hood. They kept themselves warm by exercising their teeth.

A man who slid into a crevasse 25 feet deep on the way back and was promptly fished out with ropes expressed more concern lest his nervous wife should find out about his adventure than on any other point. The newspaper boys were good scouts, and nobody used the name.

George Aiken and George Turnbull, who last year at Newport missed the boat out over the bar because they were too busy fanning over old times and old friends, repeated the stunt this year at Hood River, missing all the early busses for Mile-High Camp while they discussed the general situation, at breakfast in the hotel.

Max Viotor of the *Portland Telegram* was one of the relatively few Portland men among the editors who made the ascent. He proved himself a regular mountaineer and returned to Portland vowing he was going to climb up there again next year.

Many tributes were paid to the thoughtful arrangements made by George R. Wilbur, Kent Shoemaker of the American Legion, and Messrs. Thomison, Ball, Sonnichsen, Moe, and the other Hood River men and women who did so much for the enjoyment of the editorial visitors to their city and their great scenic asset.

Most of the climbers returned enthusiastic over their experience.

And after it was all over, Kent Shoemaker wrote President Hoss in praise of the way the editorial party handled themselves at the camp. "The climb committee," he wrote, "is tickled pink with the way the editors and others seemed to enjoy our camp. They were the finest bunch of fellows I ever met, and my only regret is, that time in camp did not allow me to meet more of them personally. There were a few little things that did not go just as we planned, but we did the best we could and will have to let it go with that."

Edwin T. Reed of the O. A. C. contributed to the pleasure of the party by writing a flock of songs which were sung with enthusiasm at the Columbia Gorge banquet.

Something in that mountain air! Some of those who had found it impossible to get to sleep in the open that Saturday night were fresh as daisies the next day and galloped up the slope and upon the top of the snowy old peak like regular mountaineers.

Many of the old-timers had no particular trouble with the climb of the mountain. The prowess of A. E. Voorhies is noted in another article, while Albert Tozier, veteran publisher, was among those who found the going easy. S. F. Blythe, the octogenarian who a few days later celebrated his golden wedding, did a good bit of climbing with the boys.

The historic rabbit's foot presented by Albert Tozier to President Bede of the association broke the spell of Friday the Thirteenth, and nothing but the best of luck befell the scribes.

Some of those who stayed back at the camp reported that the sight of that long queue of nearly 200 roped together, going up the slope of Hood, was as interesting a sight as anything could have been that was seen from the top.

Those lemons and oranges supplied to the climbers by their hosts were as invaluable as the alpenstocks.

Nearly half of the climbing party were women, and for the most part they had no difficulty, even the one who hiked along in her high-heeled Oxfords.

Albert Tozier, veteran Oregon newspaper man, who was among those present at the Hood River convention, was one of those who organized the National Editorial association in New Orleans in 1885. Mr. Tozier is said to be the last survivor.

Editor Frank W. Beach of the *Pacific Northwest Hotel News*, Portland, inveigled W. C. Culbertson, proprietor of the Seward and Cornelius hotels in Portland, who has lately come into possession of the Canby paper, to attend the editorial convention at Hood River. He and Mrs. Culbertson discovered the heat early in the day of the opening, and yielded to the importunities of Host C. A. Bell of the Mt. Hood hotel, slipped over to the Little White Salmon for a cool breath. Saturday, Beach and the Culbertsons made the mountain as far as Mt. Hood Lodge.

The committee that handled the climb so capably for the American Legion was headed by Kent Shoemaker, George E. Wilbur, Harold Hershner, R. L. Foust, Edward W. Van Horn.

The Hood River Chamber of Commerce's hard working committee in charge of the reception of the editors was made up of H. G. Ball, C. A. Bell, C. J. Calkins, C. C. Crew, Earl Franz, J. H. Fredricy, A. S. Kolstad, S. J. Moore, R. B. Perigo, James Stranahan, Joe D. Thomison, C. H. Vaughan, Earl Webber.

George H. Himes, secretary of the Oregon State Historical Society, wrote after his name on the register at the convention: "On Mt. Hood top, August 2, 1867," That's 66 years ago, making him undoubtedly the first man of the editorial convention crowd to reach the summit of Hood. He and S. F. Blythe, friends and co-workers of the early days, were the two oldest men at the convention. Both of them are close to the four-score mark, a little more or a little less—and neither of them looks it.

## Hoss Made President; Other Officers

HAL E. HOSS, for the last two years secretary of the Oregon State Editorial Association, was rewarded for his efficient hard work in that position by being elevated to the presidency for 1923-24 at the Hood River convention. Other wheelhorses of the association who were elected to the various offices follow:

Fred R. Soule, Klamath Falls *Herald*, vice-president.

G. Lansing Hurd, Corvallis *Gazette-Times*, secretary.

A. E. Scott, Forest Grove *News-Times*, member executive committee, succeeding W. C. DePew of Lebanon. The hold-over members of the executive committee are Bert W. Bates, Roseburg *News-Review*; Joe D. Thomison, Hood River *Glacier*; Clyde M. McKay, Bend *Press*.



## 1923 REGISTRATION

- George K. Aiken, *Argus*, Ontario.  
 Clyde W. McKay, *Press*, Bend.  
 M. R. Chessman, *Budget*, Astoria.  
 R. H. Joas, *Central Oregonian*, Prineville.  
 Paul Robinson, *Eagle*, Vernonia.  
 A. E. Veatch, *Review*, Rainier.  
 Mrs. A. E. Veatch, *Review*, Rainier.  
 Miss Anna Jerzyk, *Review*, Rainier.  
 Arthur M. Geary, attorney for Northern  
 Publishers' Syndicate, Portland.  
 J. T. Beamish, *Herald*, Baker.  
 Will H. Evans, *Democrat*, Baker.  
 Velma R. Farnham, Sheridan, (U. of O.  
 Theta Sigma Phi delegate).  
 Freda Goodrich, Portland, (U. of O. Theta  
 Sigma Phi delegate).  
 Horace Addes, *Oregon Farmer*, Portland.  
 H. B. Robinson, West Coast Engraving Co.,  
 Portland.  
 Margaret Morrison, Hood River.  
 W. L. Jackson, *Democrat*, Albany.  
 Frank W. Beach, *Pacific Northwest Hotel*  
*News*, Portland.  
 Harold M. Readan, Hicks-Chatten, Portland.  
 Henry Waldo Coe, *Medical Sentinel*, Port-  
 land.  
 Henry N. Fowler, *Bulletin*, Bend.  
 Hugh G. Ball, *News*, Hood River.  
 C. P. Sonnichsen, *News*, Hood River.  
 E. A. Sonnichsen, *News*, Hood River.  
 James B. Johnson and wife, *Enterprise*,  
 Oregon City.  
 Alene Phillips, *Enterprise*, Oregon City.  
 Lindsey H. Spight, O. A. C., Corvallis.  
 Susie Lynn, *Glacier*, Hood River.  
 C. E. Ingalls, Corvallis.  
 E. A. Koen, *Observer*, Dallas.  
 Edward P. Koen, *Observer*, Dallas.  
 Myron K. Myers, *Gazette-Times*, Corvallis.  
 G. Lansing Hurd, *Gazette-Times*, Corvallis.  
 A. C. Jackson, Advertising Agent Union  
 Pacific, Portland.  
 Mr. and Mrs. E. E. Beard, *Sun*, Vancouver,  
 Washington.  
 J. Adam Bede, Pine City, Minnesota.  
 Mr. and Mrs. Elbert Bede, *Sentinel*, Cot-  
 tage Grove.  
 Hal E. Hoes, *Enterprise*, Oregon City.  
 Mr. and Mrs. Harold Hamstreet, *Sun*, Sher-  
 idan.  
 Mr. and Mrs. Wm. Matthews, *News*, New-  
 port  
 Roger W. Moe, *Glacier*, Hood River.  
 Mark E. Moe, *Glacier*, Hood River.  
 E. B. Kottek and wife, *Tribune*, Silverton.  
 John T. Hoblitt and wife, *Appeal*, Silverton.  
 C. J. McIntosh, O. A. C., Corvallis.  
 Mrs. C. J. McIntosh, O. A. C., Corvallis.  
 Mr. and Mrs. A. E. Frost, *Benton County*  
*Courier*, Corvallis.  
 Albert Toxier, Portland.  
 S. F. Blythe, Hood River.  
 George H. Flagg, *Optimist*, The Dalles.  
 A. L. Mallery, *Tribune*, Oakland.  
 Mrs. A. L. Mallery, *Tribune*, Oakland.  
 George Turnbull, University of Oregon,  
 Eugene.  
 W. W. Woodbeck, *Banner Courier*, Oregon  
 City.  
 George A. McArthur, *Review*, Milwaukie.  
 W. F. G. Thacher, University of Oregon,  
 Eugene.  
 M. D. Miley, Western Newspaper Union,  
 Portland.  
 Mrs. E. A. Albrecht, Portland.  
 Dorothy H. Rice, Evanston, Illinois.  
 George H. Himes, Portland.  
 Mr. and Mrs. A. E. Scott, *News-Times*,  
 Forest Grove.  
 Arthur W. Prioux, *Enterprise*, Drain.  
 W. Arthur Steele, *Chief*, Clatskanie.  
 H. L. St. Clair, *Outlook*, Gresham.  
 C. O. Wilson, Intertype Corp. Visitor, Port-  
 land.  
 A. W. McComb, *Herald*, Tillamook.  
 S. Sumpter Smith, *Mail-Tribune*, Medford.  
 B. T. DeLosh, *Sun*, Medford.  
 A. M. Carr and wife, Mergenthaler Lino-  
 type Co., San Francisco.  
 L. F. Schnack, Mergenthaler Linotype Co.,  
 San Francisco.  
 W. C. Culbertson, *Herald*, Canby.  
 Mrs. W. C. Culbertson, Canby.  
 Helmuth Fischer, Portland.  
 E. T. Reed, College editor, O. A. C., Cor-  
 vallis.  
 Mrs. E. T. Reed, Corvallis.  
 Esther Hutchinson, River Lake, Wisconsin.  
 Frank L. Snow, Industrial Journalism, O.  
 A. C., Corvallis.  
 Mrs. Frank L. Snow, Corvallis.  
 E. B. Aldrich, *East Oregonian*, Pendleton.

T. C. Anderson, Portland  
 Ben R. Litfin, *Chronicle*, The Dalles.  
 Ned Baldwin, The Dalles.  
 M. W. Manly, Botsford Constantine Co.,  
 Portland.  
 R. B. Swenson and wife, *Herald*, Monmouth.  
 Eric Irving Swenson, *Herald*, Monmouth.  
 Jennie B. Perkins, Trade journalism, Port-  
 land.  
 Henry J. Simmons, *Journal*, Fossil.  
 Bert R. Greer, *Tidings*, Ashland.

Mrs. Bert R. Greer, *Tidings*, Ashland.  
 Miss Geogia Coffee, *Tidings*, Ashland.  
 F. R. Soule and wife, *Herald*, Klamath  
 Falls.  
 Colin V. Dymont, University of Oregon,  
 Eugene.  
 Mrs. Colin V. Dymont, Eugene.  
 Addison Bennett, *Oregonian*, Portland.  
 Maxwell Victor, *Telegram*, Portland.  
 Clarence Anderson, *News-Enterprise*, Wasco.  
 Lucile F. Saunders McDonald, Portland.

## WHAT THE NEWSPAPER READER EXPECTS FROM HIS NEWSPAPER

**P**RESIDENT Levi T. Pennington of Pacific College was the first speaker Saturday afternoon at the Mile-High Camp. His subject was "The Newspapers of Oregon From the Reader's Standpoint," and Mr. Pennington dealt with it especially from the angle of what the reader has a right to expect from the newspapers.

President Pennington insisted that the reader has a right to expect:

First, that the newspapers tell the truth. No newspaper can tell all the truth, and there are things that are true that ought not to be told, some things that are not fit to be told; but whatever is included in the news should be truly told, not twisted to satisfy the whims or even the convictions of an editor. The chronicle of the times should be true to the facts.

Second, that the newspapers present things in just proportion. Admitting that it is the unusual which is news, and that it is the unusual that will naturally be chronicled, it is still possible so to play up the business of the bootlegger and the moonshiner, for instance, as to give the impression that more liquor is being consumed under prohibition than under the open saloon, whereas statistics prove that the consumption of liquor and the amount of intoxication has been greatly decreased. The newspapers should

not give false impression by false emphasis.

Third, that the newspapers support law and order. Any newspaper which condones or shuts its eyes to the defiance of the constitution and the laws of the state or nation is inviting the enemies of the constitution to seek its overthrow. President Pennington paid his compliments in no uncertain terms to the man who talks of one hundred per cent Americanism while he defies the 18th amendment, whether that man be a bootlegger or his aristocratic and supposedly patriotic patron.

Fourth, that the newspapers seek to promote human brotherhood within our own country, and not to stir up strife, animosity, distrust, ill will and hatred among the various peoples who constitute the citizenship of the United States. Differences in religion, politics, economic ideas, etc., should not be so presented as to cause a tendency toward disunity and possible disintegration.

Fifth, that the newspapers promote world brotherhood. The world is sick of war; but if the old way of suspicion, ill will, revenge and hate continue, a next war more terrible than the one just past is not far ahead. President Pennington urged that the newspapers of the state do their utmost for the promotion of world brotherhood and the coming of permanent peace.

## "THE OREGON STYLE" OF JOURNALISM FIFTY YEARS AGO

MY ACQUAINTANCE with Oregon editors and writers began in 1870. Ben Holladay, then in the hey-day of his business and political activities in Oregon, imagined he needed a newspaper to further his aims in politics as well as business. He could not purchase the *Oregonian*, then owned exclusively by H. L. Pittock, nor could he purchase its influence. He therefore decided to start a paper of his own. James O'Meara, a forceful writer of the old school of journalism in Oregon—known as the "Oregon style" for its vituperative qualities—was sent to San Francisco to purchase a plant for the new paper. The *Times*, a morning paper, after an existence of about two years, had ceased publication and the plant was for sale. Mr. O'Meara made the purchase and shipped the plant to Portland. He also selected a printer for foreman and the foreman was instructed to select a force of compositors, of which I happened to be one. Even a city editor was engaged in San Francisco, a bright fellow named Ames. Years afterward he became mayor of Minneapolis. We were all given free passage on one of Ben Holladay's steamers, the old *California*, and arrived in Portland July 5, 1870.

In one week after arrival the *Bulletin*, morning and evening, made its appearance and was issued six days in the week. And right here began the split in the Republican party that lasted for years and which gave the Democrats an occasional United States senator or a governor of the state.

The new paper made a fine appearance printed from broad-gauge type, in striking contrast with the lean type and dingy appearance of the *Oregonian* of those days. There were then three daily papers in Portland, all publishing the Associated Press dispatches. The

*Herald* was Democratic. Its editor, about the time of the starting of the *Bulletin*, was Sylvester Pennoyer. W. Lair Hill was editor of the *Oregonian*. In him O'Meara found an adversary worthy of his vitriolic pen. Attack upon the *Oregonian* was launched immediately upon the appearance of the new paper. Names of contemporary newspapers in those days were always italicized, and the compositor, finding the name of the *Oregonian* occurring so frequently in Mr. O'Meara's writings, "made fat" by placing the word set up in type in tiers in what one of the printers called the "unexplored regions" of his upper case. It saved time to have the word set up in type instead of having to cross the room to the italic case, which he might find occupied.

The Willamette locks at Oregon City were then in process of construction. O'Meara was bitter in his attacks upon everyone connected with their building. The locks might have been considered by Mr. Holladay as an infringement upon his rights to monopolize the hauling of freight up and down the Willamette valley. His railroad, the Oregon & California, was then completed as far as Salem. The locks were always mentioned by O'Meara as the Lock and Dam swindle.

### OTHER OLD TIMERS RECALLED

The *Bulletin* lasted five years, during which time it changed editors and business managers many times. Among its different editors and writers, besides O'Meara, I remember Joseph Gaston, A. W. Waters, Calvin B. McDonald, a Mr. Crocker from California, John Boltimore, Frank Hodgkin, Joe Leveridge, Billy Boone, Charles Newell, and for the last year of the life of the paper H. W. Scott was its chief editor. While

Mr. Holladay had the money to lavish upon the *Bulletin* it flourished, and every one that got on its payroll flourished also, but when the boss' sack got low and the paper was thrown upon its own resources it soon succumbed to the inevitable. What hurried its demise was the move made by W. Lair Hill. He slipped off to Chicago and secured the exclusive right to publish the Associated Press dispatches in the *Oregonian*. Mr. Pittock assumed the payments that had been divided among the three daily papers for the dispatches. The *Herald* suspended at once. The *Bulletin*, after a lingering existence of a few months, followed the *Herald*, and the *Oregonian* was safe against opposition for years to come. Publishing a daily paper without the news dispatches was out of the question. Someone on the *Bulletin* conceived the idea of "swiping" the news from the *Oregonian* after it came out every morning. The compositors were instructed to work only at night, to come to the office in the evenings, distribute their cases and take copy along about midnight. At daybreak, or as early as the *Oregonian* carriers got out to distribute papers to subscribers, scouts were sent out to buy or steal a copy. As soon as a copy could be procured the compositors were again at work, and in about an hour later the *Bulletin* would come out with full Associated Press dispatches. But the game couldn't last. The *Oregonian* was kept from the streets until too late for an opposition paper to come out with the dispatches. A change was then made to an evening paper, but the *Bulletin* had lost its prestige and gave up the fight. At that date, September, 1875, there were no other means than the Associated Press of getting news over the telegraph wires.

W. Lair Hill's act killed all opposition and saved the *Oregonian*, but had there not been an abler head, a business head, controlling the destinies of the *Oregonian* it might have succumbed before the thought came to Mr. Hill to move as he

did. H. L. Pittock was the foreman of the composing room of his own paper. He it was who made up the *Weekly Oregonian* and saw that only the best and most important matter was saved from the pages of the daily to make up a weekly that was second to none among the weekly papers of the Pacific coast.

The Sacramento *Weekly Union* was the great paper in the mining districts of the Pacific coast, while the farmers and the people of the small towns of the Pacific Northwest read the *Weekly Oregonian*. It had a large circulation, and at \$3 a year brought in sufficient to save the life of the *Daily Oregonian* when Ben Holladay's paper was cutting down its income. In those days farmers and country people generally did not read daily papers. The big weeklies gotten out by the dailies gave them the news. Rural free delivery changed this, and today the daily paper is brought to the farmer's door. The country weekly still holds its place, but the city weekly published in connection with a daily is doomed.

Mr. Scott, after the demise of the *Bulletin*, at once resumed his place on the *Oregonian* — and was its editor-in-chief up to the time of his death.

#### BRIGHT VERMONTNER SEES OPENING

The death of the *Bulletin* threw a lot of printers out of employment. About this time a young man from Vermont, a bright Yankee named Don Harding Stearns, made his appearance in Portland. He had had some experience in newspaper work on the *Omaha Bee*. The *Oregonian* then had the newspaper field to itself except an evening paper published by A. Bushwiler. It was the *Evening Journal* and later became the *Evening Telegram* and was purchased by the *Oregonian*. James O'Meara was its editor at the time of which I write. Stearns, after looking over the field, saw an opening for another paper. He immediately set to work and organized a publishing company of printers, with George H. Himes and his large and

complete job printing office in which to get out the paper. I was one of the unfortunates who fell for the scheme. The new paper was named the *Bee*. It came out as an independent evening paper, delivered by carriers in the city at 12½ cents a week. A weekly was gotten out at the price of \$1 a year. These low prices were unheard of in Oregon before that time. Stearns was an indefatigable worker, a great success in soliciting and writing ads. The independent *Bee* flourished for a while and it seemed the venture would prove a success. To give the paper a moral tone Stearns joined the Y. M. C. A., gave considerable church news in the columns of the *Bee*, and had General Howard to contribute editorials. Gen. O. O. Howard, it will be remembered, was the Christian soldier who commanded a corps of the Army of the Potomac; a good Christian like Stonewall Jackson, but unlike Stonewall, he generally got licked. General Howard was then in command of the department of the North Pacific with headquarters in Portland. He took deep interest in work of the Y. M. C. A.

#### ALFRED HOLMAN'S START

Alfred Holman began his career as a writer on the *Bee*. Stearns had him for office boy, liked him and saw there was something in him. He had the young fellow walk the streets and pick up news items. Stearns would help him prepare his copy for the compositors.

Every Saturday evening the members of the publishing company would hold a meeting to talk matters over and figure out where we "were at." At one of the meetings Stearns said that the paper needed to start something that would get the people to talking about it. He thought if the paper could make some enemies among the prominent citizens it would have the desired effect; that no great paper was ever built up without making enemies, and he proposed looking up the records of some people and giving them writeups. No opposition was offered him by the members of the

company. A few days later he began the work of making enemies by writing up the past history of James O'Meara. It wasn't long before Mr. O'Meara called upon Mr. Stearns. I was working at the case some distance from the office door one day when I happened to turn and look across the big room. I saw Mr. O'Meara standing in the doorway of Stearns' den. I immediately walked over to where O'Meara was standing, feeling of course there was going to be trouble. O'Meara stood with a deringer pointed at Stearns' head while the latter was trying to write. I have seen men shake with the regular old-fashioned fever ague; I have seen soldiers tremble while standing in line expecting immediate orders to go into action as the roar of battle got nearer and nearer (in fact I have experienced both kinds of shake), but never did I witness a spell of buck ague such as Stearns exhibited as he tried to write.

"Hello, Blythe, are you one of this bunch?" O'Meara asked as I approached.

"Yes," I answered. "What's the trouble?"

"Nothin'. I'm just dictating a little piece for your editor."

If the retraction was ever published I never saw it. This episode kind o' put a damper on any further attempts to make enemies for the paper. Stearns could now realize he was not a successful follower of the "Oregon Style" of journalism.

The independent *Bee* went through the winter of 1875-6 with all hands staying with it. The wages of each man of the company was \$25 a week. Saturdays, after all claims against the paper were paid, if there was not enough left to pay our \$25, we would divide what there was and let the balance go on stock. If there was anything over our wages it was divided pro rata.

The independent *Bee* was paying its way. We lived up to our motto: How doth the little busy *Bee* improve each shining hour." All hands were content,

believing that we were building up a business that would some day bring each of us an income sufficient to make us independent of asking employment of others. I said all hands were content, but it seems Stearns was not. We were not getting along fast enough to suit him. He thought we could do better by going into politics. He said that he didn't care which political party he worked for, he was ready to come out for the party that paid the biggest sum for the paper's influence. We took a vote on his proposition. It carried by but two dissenting. The Hayes and Tilden campaign was then on, and in a few days the *Bee* came out with the Republican ticket at the head of its editorial column. If there was any sum paid for our political influence none but Stearns ever saw it.

The printers kept dropping out of the company soon after going into politics and Stearns bought our stock by giving his note. Later he sold the *Bee* to W. S. Chapman. Mr. Chapman made a sensational paper, going back to the good old "Oregon Style." He went after the gamblers and the degraded men of the underworld and made it hot for them. From the composing room I saw two gamblers come into his sanctum and, approaching him from behind, belabor him over the head with a horsewhip. Instantly Chapman was on his feet. He faced the two men, got possession of the whip and drove them from the room and down a stairway to the street.

TRAGEDY KILLS BEE

Later Mr. Stearns again got possession of the *Bee*. In the campaign of 1880 he espoused the cause of General Hancock and supported the democratic ticket. The business manager of the *Bee* got into an altercation on the street with the business manager of the *Evening Telegram*. The *Telegram* man was shot dead. Public sentiment sided with the man who

got killed and the *Bee* soon after died.

Portland was prolific of newspapers in the old days but all went down before the progressive march of the *Oregonian*. But few were published in the state outside of Portland 50 years ago. A. Bush started and was publishing the *Salem Statesman*; Harrison R. Kincaid, the *Oregon State Journal* at Eugene; Mart Brown, the *State's Rights Democrat* at Albany; A. Noltner, the *Oregon City Enterprise*, and the *Bedrock Democrat* was started at Baker City about this time. D. C. Ireland started the *Astorian* in 1875. W. L. Adams, one of the brightest minds that ever edited a paper in Oregon, proficient in the use of the "Oregon Style," published a Union paper in Oregon City during the civil war. He took delight in grilling the enemies of the Union. For 35 years he was my neighbor here in Hood River. It was a delight to hear him tell of the political battles fought and won in the long ago and give his estimate of the men who figured on the stage of action in those days. With a wonderful memory he could recite passages from the Bible, quote Shakespeare and recite speeches he had heard 70 years before.

PAPER EASY TO START

It was an easy matter to start a paper 50 years ago. A man once got in the habit of starting newspapers in every little community where he could find progressive citizens to put up a bonus. His motto, placed at the head of the editorial columns of every new venture, was: "We are here to stay." He was dying and when his friends gathered at his bedside and asked him if there was anything they could do to comfort him, he shook his head but finally brightened up and said: "Yes, there is one thing I will ask of you. Please see that on my tombstone are placed the words 'We are here to stay.'"

## THE RESULT OF QUESTIONNAIRING SUBSCRIBERS

**S**INCERE criticism, whether favorable or unfavorable, is of tremendous value to the newspaper. It is something, moreover, which is rarely given unless the newspaper makes a conscious effort to secure it. The subscriber is not vocal. He either reads what is offered him with sufficient interest to keep him on the subscription list, or—he stops the paper.

Why does the subscriber keep on subscribing; or why, maybe, cease to be a subscriber? In other words, to what extent, and in what way is the paper meeting the requirements in its own particular field; or, if it is falling down in any respect, what is this lack which, once recognized, may be made good?

It was to answer these questions that the Bend *Bulletin*, as one of its first steps after moving into new quarters and increasing the number of its columns, decided to make just such a conscious effort as I have alluded to.

The written questionnaire was used in preference to oral questioning as the quickest and easiest means of obtaining criticism which might be classified and tabulated under uniform headings.

### PAPER'S FEATURES LISTED

Classification was made automatic by the listing, on return postal cards sent to subscribers, of the main divisions of matter handled in the *Bulletin*. These, as they appeared on the cards, were hotels, church news and notices, classified advertisements, colored comic supplement, country correspondence, editorial, general local news, local news items, movies, pioneer stories (a series of biographies and reminiscences from the lives of Central Oregon pioneers), regular advertisements, school page, serial story, society news, United Press news, and Walt Mason's "Rippling Rhymes."

Prefacing the list was the instruction: "Please indicate by numbers 1 to 16 your preference for the various departments that go to make up your daily *Bulletin*."

At the end of the list we asked: "What can we do to improve the *Bulletin*?" and provided blank lines for the answer.

These cards were mailed out to 200 of our subscribers, especial care being taken to make sure that the list was not "hand picked." From each of our city carrier routes our circulation man drew names at random until the 200 had been completed.

The results were gratifying, for out of the 200 we had 49 replies, a greater percentage than may ordinarily be expected from the general run of questionnaires, I believe.

### LOCAL NEWS LIKED BEST

The answers when tabulated showed definitely that the policy we had been working under for years, that of stressing local news, was absolutely sound. General local news led for first place with nine votes, and for second place with 10, while local items or personals scored next with seven each in the first and second divisions. The two classifications of local information tied in third place with five each, and continued the tie in fourth place with three each.

United Press and editorials were next in importance, we learned, each having six votes in first place. In second place United Press had six and editorial one, in third place editorial had seven and United Press two, and in fourth place editorial had two and United Press six. Other departments had scattering votes throughout the tabulation, only five of the remaining ones, however, registering in first place. Two preferred church news above all things, one picked comics, two were for advertisements, and one

each voted for the school page and for Walt Mason. Hotels and country correspondence failed to score until after the second division was passed, and movies and the serial story were unappreciated until the fifth division, and then by only one vote each.

A number of subscribers, evidently with their last election ballots in mind, merely placed a cross after the departments which met with their approval, and others would write "O. K." across the fact of the card. I mention this in explanation of the fact that the vote capable of tabulation is smaller than the actual number of cards returned.

#### PEOPLE'S COOPERATION NEEDED

Under suggestions for improving the *Bulletin*, it was gratifying to receive such comments as these: "You have a very good paper; all you need is the cooperation of the people," "I like it just as it is now. The *Bulletin* is hard to beat as a small town paper."

As a sidelight on the rapid growth of Bend and the city's need for more housing facilities, came this one: "Very good small town paper. We would like more 'For Rent' news." One card brought in favorable comment from both husband and wife, although their votes on the various departments by no means agreed. The head of the house voted in black ink; her husband in red.

Some of the criticisms were very apparently based on prejudice against the paper or against some member of the staff, but on the whole they were what we had asked for—sincere suggestions given in the spirit of helpful cooperation. From the few who read a paper in the hope of finding something to disagree with, we had these suggestions: "Get some news in the paper before everybody else in town knows it." "Local news would go as number 1 if reporters had some pep and 'go git' to them," "Above

all, be a George Washington 365 days in every year."

Then there was the man who wanted free publicity and who counseled "better cooperation with advertisers," and the garage man who wanted "a feature of good roads and automobile news." We were already handling good roads rather thoroughly, and considered that he could take care of the automobile end of it in his advertising.

Several asked for more local news, one suggested a series of outdoor playground articles, one urged less politics, and another asked for all school and church news available. One subscriber told us that the *Bulletin* was the only paper he subscribed to, and asked for as much United Press news as possible.

The prohibition question came in, too. "Advocate a \$50 bounty on bootleggers," an ardent "dry" wrote, and another card bore the request: "Publish all the moonshine news." Whether or not this subscriber was a consumer we had no way of finding out.

Several asked for a daily report on building permits issued and on real estate transfers. We took their advice, and have found these additions well received. Another suggestion which we heartily approved of was: "Get more advertising." We have been doing it ever since.

Some of the answers afforded inspiration for editorials, one which I especially recall being on the bootlegger bounty.

#### QUESTIONNAIRE HELD USEFUL

All in all, the results of the questionnaires were highly satisfactory. We learned that our news, editorial, and advertising policies were, in the main, well adapted to our field, we received suggestions from which we have derived real benefit, and we demonstrated the practicability of the use of the questionnaire in establishing a closer contact between the *Bulletin* and the people it serves.



# ADVERTISING MEN SEE HEAVY BUSINESS, HIGHER PRICES IN OFFING

By W. F. G. THACHER, PROFESSOR OF ADVERTISING IN THE  
UNIVERSITY OF OREGON

[This article is an address given by Mr. Thacher at the recent convention of the Oregon Editorial Association at Hood River.]

A FEW weeks ago it was my privilege to attend the annual convention of the Pacific Coast Advertising Clubs association held at Spokane. The convention impressed me as being a great deal like other conventions (always excepting that of the Oregon Editorial Association, of course), with some eloquence, some hokum, and a modicum of good sense. Out of the expressions that seemed to me to come under the latter head, I gathered some predictions that might well be embodied in the subject assigned to me: the outlook for advertising. These predictions were made by shrewd, keen-visioned men, who are well able to analyze present tendencies and, from them, to foretell, with reasonable certainty, what is going to take place in the immediate future.

The first of these predictions is one that I am sure will be welcome to my auditors: a steady increase in the volume of newspaper advertising. Advertising has won its battle. It is recognized as a necessary and economical method of effecting distribution and selling goods. And the newspaper as an advertising medium, because of its immediate availability, its flexibility, and its high efficiency, will receive a larger and larger share of the aggregate of all advertising.

#### RATE INCREASE EXPECTED

The second prediction will be no less welcome: a substantial increase in advertising rates. This is an outcome of the first prophecy. Increased demand always justifies higher prices. A speaker at the Spokane convention quoted one of

the largest newspaper publishers in the United States as saying: "No one knows what white space in our paper is really worth. It would not surprise me to see an increase of fifty per cent over the prevailing rates of today."

The third prediction is this: a gradual shifting of the burden of advertising from the local to the national field. This means more "national" advertising, and, possibly, less local advertising. This tunes in with the great modern developments in business. It is the result of larger and larger combinations, fewer competing commodities, mass production and distribution. I do not mean that local advertising is to be done away with. Not at all. But retailers are steadily coming to look to the producer to help them sell through the assistance of advertising campaigns. As a matter of fact, the shrewd retailer will refuse to stock a new commodity unless he is assured that the producer will support the line by advertising.

The fourth prediction is that the average size of space used will decrease. This again is a result of the tendency observed in the three previous prophecies. Space that is costing more and more will be purchased more sparingly and used more efficiently. Readers of our great metropolitan papers are objecting to the huge bulk that has been brought about by the development of advertising. There will be more advertisers, but smaller individual advertisements.

And the meaning of all this to the Ore-

gon publisher is that he should prepare to go after the national business. There is only one way to do this effectively. That is through organization. That, as most of you know, is my pet idea—an organization of the newspapers outside of Portland for the purpose of getting more national advertising. The purpose of such an organization should be to sell

Oregon as a great trading territory. We all believe that this state is just entering a period of substantial development. To share in its benefits in an advertising way, we must organize in order to make an impression on the great Eastern advertisers and the space buyers in the agencies that will decide where this business will be placed.

## TRADE AND CLASS JOURNALISTS HOLD TWO SUMMER MEETINGS

**J.** A. DAVIDSON, manager of the merchandising and service department of the *Oregonian*, was the speaker at the meeting of the Trade and Class Journalism section of the Newspaper Conference, held in the Portland Chamber of Commerce, June 23. The similarities and dissimilarities of the daily press and the trade journal was the theme of Mr. Davidson's address. Stephen Hart, president of the section, presided.

The newspaper must necessarily publish the news of the day, regardless of its character, he said. Readers of the daily press look to it to tell what is going on generally in the world. News in the trade journal, on the other hand, is read by the trade because it has a specific and particular appeal.

"The trade journal gives a selected part of the population the particular news in which it is interested," Mr. Davidson declared. "The news of the trade is more completely analyzed and appears in a more digested form than it can be presented in a daily paper. The trade journal tells its reader how he may utilize events and make them of advantage to himself. To make its readers better and more successful doers in their particular vocation is an important mission of the trade journal, and in this respect it is more truly a teacher than the daily press."

Continuing, Mr. Davidson said that both the daily press and the trade journal must have an economic reason for existence. He discussed the duties of both the newspaper and the trade journal in the economical distribution of merchandise.

The meeting was enthusiastic and well attended. Possible subjects for future meetings of the section suggested by members included the following: What the advertiser expects from a trade paper; ad getting by correspondence; the relation of the trade press to the advertising agency; a single print shop for a group of trade journals; the work of the postal service in the delivery of the trade journal.

Those who attended the meeting were: Ernest C. Potts, *Better Fruit*; C. L. Beach, *Pacific Northwest Hotel News*; C. S. Whitmore, *Breeder & Fancier*; Louis Sondheim, *Northwest Insurance News*; G. J. McPherson, *Oregon Merchants Magazine*; W. C. Kaley, *Oregon Voter*; John P. O'Hara, *Catholic Sentinel*; George N. Angell, *Oregon Farmer*; Stephen Hart, *Commercial Review*; J. A. Davidson, *Oregonian*; Ivan W. Elder, *Pacific Banker*; C. J. Owen, *Pacific Legion*; A. C. Gage, *Angora Journal*; Jennie B. Perkins, *Western Adv.*, and others; Ariel Dunn, *Western Truck Owner*, and others; Ralph D. Casey, University of Oregon.

C. C. Chapman, publisher of the *Oregon Voter*, discussed his methods and policy on that publication, and Ivan W. Elder, manager of the *Pacific Banker*, answered queries of his fellow publishers regarding his paper, at the regular monthly luncheon of the trade journalists' section of the Oregon Newspaper Conference, in the Portland Chamber of Commerce, Saturday, July 28.

Present at the meeting, whose attendance was thinned out by summer-vacation weather and absences from the city, were Louis Sondheim, publisher of the *Northwest Insurance News*; John P. O'Hara, *Catholic Sentinel*; Ernest C. Potts, *Better Fruit*; Jerrold Owen, *Pacific Legion*; George Turnbull, School of Journalism; W. C. Kaley, manager *Oregon Voter*; Mr. Elder, Mr. and Mrs. Chapman.

Mr. Chapman, though he refused to reveal the identity of the author of the *Jerryscope*, did answer other questions freely regarding the method, scope and policy of his publication. One of his principal activities, he explained, is framing statistics regarding public affairs in attractive and understandable form. Cen-

sus reports, statistics used in other publications in undigested form, and originally-worked-up statistics of Oregon taxation and public finance, are the material from which the *Voter* is made up each week.

The editor of the *Voter*, Mr. Chapman explained, is constantly reading for material to present to Oregon readers, and rearranging complicated tabular material into simple form. He does not, as someone suggested, actually edit his paper with an adding-machine; but he has taken a good bit of the wear and tear off his mind by installing machines with which he makes computations he formerly made by mental process. Mr. Chapman did not, however, concede any greater accuracy to the machine—merely said it was easier and involved less headache. The idea originally, he said, was suggested to him by Mrs. Chapman.

Mr. Elder explained how the *Banker* is made to appeal especially to the bankers of the Pacific Northwest.

At the meeting to be held the fourth Saturday in August Mr. Sondheim will analyze the *Insurance News*. Other details of the program are yet to be worked out.

## OREGONIAN'S COMPLETE HARDING EXTRA RESULT OF KELTY'S FORESIGHT

**P**RESIDENT HARDING died at 7:30 Thursday, August 2. At 7:53 the Associated Press operator in the office of the Portland *Oregonian* received the flash "President Harding dead," and at 8:17 the *Oregonian* extra was off the press. Twenty-four minutes! And in two more minutes the extra, marked 8:30 p. m., was in the hands of the newsboys who were darting in all direction while they barked the news that threw their city, with the rest of the nation, into mourning.

Now all this might strike a layman as startling speed. To the trained news-

paperman, however, the remarkable point is yet to be stated: The edition which appeared on the street within 26 minutes of the receipt of the flash carried 22½ columns of Harding material, with four-column pictures of Harding and Coolidge and a six-column layout of pictures taken of the President, Mrs. Harding and party during their recent visit to Portland.

This showing is another tribute to the unerring news judgment and uncanny foresight of Paul R. Kelty, news editor of the *Oregonian*. On previous occasions, notably in the exciting times around the entry of the United States into the

World War, Mr. Kelty had shown the prescience that raises a news man from the commonplace. Never, however, were the results more striking than in the extra of the evening of Thursday, August 2. Mr. Kelty was away on his vacation when the news broke, and George Prichard, his assistant, and the rest of the gang in the office did their full share in getting the news to the people with the greatest possible speed. But the speed, largely, had been made days before, through the foresight of the news editor.

When President Harding passed through Portland ill on the night of July 27, Mr. Kelty was among those who, while hoping for the best, feared the worst. A quiet word to a number of the members of the staff, and the preparations which made possible the splendid service on the evening of the big news

were under way. Days before the end the *Oregonian* had in type, with the heads written, all ready for the fatal flash should it come, three full pages of matter covering the story from the most interesting angles. Everything was ready except the 50 words from San Francisco and the column of tributes by prominent Portlanders obtained by Horace E. Thomas's local staff within the few minutes available. Sketches, reviews of the careers of Harding and Coolidge, high-light boxes, pictures, character sketches—all ready for the dread emergency—a tribute to the work of a man who looked ahead.

And the *Oregonian*, further, broke its long-standing rule against banner headlines with an eight-column line on page one with plenty of "kick" on the big news story of the year. This ran through all editions.

## FOR HOME-MADE EDITORIALS

**M**AIL-ORDER editorials and boiler plate insides are destroying country journalism. It is one more instance of growing control by the industrial metropolis over America's countryside. "Canned and stolen editorials are responsible for the decadence of the editorial page," said A. L. Bowen of the *Illinois State Journal* in a recent address before the Illinois Press association.

The community editor is a busy man. In larger country towns his public functions are many. In smaller ones he must cover his job from soliciting advertising, reading copy, reporting, to setting type. He is rushed for time and every press association besieges him with editorial copy. They offer their material cheap. They are persistent. And the editor, wishing to have big town stuff, often falls.

With one hand he writes a fiery editorial urging his readers to abjure the seductive mail-order catalogue and to buy from neighborhood dealers. With the other hand too often he inserts a suave

and peppy editorial from another mail-order association more to his interest. For he is a busy man; it takes time to think and to write well; and the dollar editorial from the mail-order house is professionally graceful and impressive.

This will not advance communities or community papers. In the smaller papers editorial writing has perhaps its greatest future. Good work has been done there. Better work is possible. Home-grown editorials, like home-grown vegetables and home cooking, will serve the nation best.—L.V.F.C.

The foregoing article by La Verne F. Champe of the Medill School of Journalism, Northwestern University, is an apt expression of a growing conviction that too much "canned goods" are ruining the editorial digestion of the American newspaper. Resolutions passed by the Oregon State Editorial association advise strongly for editorial independence. Lack of individuality is serious for a newspaper, as for a man.

# Oregon Exchanges

Published by the School of Journalism, University of Oregon.

Issued monthly. Entered as second-class matter at the postoffice at Eugene, Oregon.

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

Free to Oregon Newspapermen; to all others, \$1.00 a year.

GEORGE S. TURNBULL, Editor.

Endorsement of the foreign-business-getting plan of the Country Newspapers, Inc., by the Oregon State Editorial association came a few days before a semi-Editorial association at its Saratoga Springs convention. Apparently newspapers are to find out by experience whether national business can be obtained for less than 30 per cent commission.

The offer made by the members of the Oregon State Editorial association, by unanimous vote of those present at the Hood River convention, to carry, free, publicity material for a highway-safety campaign designed to reduce the toll of automobile accidents, is along the line of service that differentiates the newspaper profession from the purely commercial line of activity. The newspaper that does not handle this life-saving material will suffer no direct business loss—unless one of its big advertisers happens to be killed in a preventable accident. The newspaper is really giving something away—its valuable space—for public benefit; without direct financial gain. Most newspapers are now run on the theory that they are servants of the whole community—not of the advertisers; not even exclusively of the paid subscribers, but everyone who may be reached by the paper's message, even if he read it in a public library. They are making this policy pay and at the same time basing their ethics on a solid rock.

Thinking newspapermen are beginning to point out weakness in the "rewrite" system. Charles Edward Russell, formerly city editor of the *New York World*, who regretfully accepts blame for originating the institution a score of years or so ago, believes it responsible for much inaccuracy charged against the newspapers. Others of lesser fame have made complaints of the same tenor. It is obvious that there will always have to be a certain amount of second-hand writing in case of news telephoned into the office just before press-time by reporters who have no time to write their findings for that particular edition. But the practice of having clever rewriters dress up the stories that the ordinary reporters have gathered in an invitation to colored and subtle inaccuracy. The answer is to develop journalists, or newspapermen, who can write, and then let them write. No one should be content to remain merely a "watcher" or a "leg-man."

Oregon editors showed their appreciation of Hood River's warm welcome by the prompt passage of a resolution urging the building of the Cooper's Spur road, to make Oregon's scenic peak more easily accessible. The editors, in the resolution, promised to begin a campaign of this needed lateral road whenever the people of Hood River county deem the time propitious. In the meantime, Hood River and the mountain are receiving columns of most favorable publicity from delighted editors.

## How's this One?

A man had ordered 100 cards printed with his business and address, consisting of "organizer of Sunday schools, young people's meetings and boys' and girls' clubs." About a month after they were printed he came in to get them. He asked the price and when informed it was \$1.75, he said, "Give me 50 cents worth today and I'll come in and get the rest in a day or two."—A. W. M.

# THE STATE ASSOCIATION'S OWN DEPARTMENT

[With the designation of *OREGON EXCHANGES* as official publication of the Oregon State Editorial Association, part of its space will be devoted when desired to such official communications between the officers of the association and the membership as may conveniently be made in this way.—Editor.]

## “FOR THE GOOD OF THE ORDER”

By HAL E. HOSS, PRESIDENT OREGON STATE  
EDITORIAL ASSOCIATION

**T**O the newspaper men and women of Oregon, allow me to express my appreciation of the honor just conferred in my election to the presidency of the Oregon State Editorial Association. I accept my responsibilities seriously, and through the cooperation of the newspapers of this state hope that we can build up our association until it occupies the place among semi-public organizations that it deserves.

Ours should be the best known, the most influential, the broadest in scope, of any organization in the state, because we have that something, the power of the press, without which no group can successfully render service to its community. And to render such a service, to fulfill the obligations to our state and nation, should be fundamentally the purpose of this, or any other non-commercial organization.

I believe that the associated newspapers of Oregon owe more to their constituency than the mere recital of news, more than the expression of ideas through their editorial columns. It is my belief that it is our duty to assist in the development of worth-while projects, where the common good of all the people is at stake. During the war, it was the place and the province of the newspapers to rally to the call for aid in floating various financial drives. It was their duty to assist the Red Cross and the Y.

M. C. A. and allied humanitarian organizations. And the newspapers did rally to the call and in no small measure can the success of the work at home be attributed to the press of the nation.

### FOR COOPERATIVE ACTIVITY

In my belief, while we have not the contingencies of war to spur us on to concentrated and cooperative effort toward the development of any certain project, there is much to do. By the right application of our combined influence, we stand available to render such a service to our commonwealth unequalled by any organization. Never has there been any attempt in the history of the state to organize cooperatively to put across any specific project, but I shall consider it one of the functions of my office to promote such activity. In line with this decision, which I trust will have the solid backing of the newspapers of Oregon, I framed and presented a resolution at our recent convention which authorizes the executive committee to work out a plan of state publicity on motor vehicle rules and road regulations. In cooperation with the traffic department of the State of Oregon, it is my desire to see the press of the state spread broadcast the gospel of “stop, look and listen” in all its ramifications and application to motoring, that the appalling list of fatalities may be lessened.

It is my firm belief that through our unified efforts the death toll from automobile accidents in the state may be reduced by half, and is that not a worth while objective? And what better demonstration of the "power of the press" could there be than a fruitful publicity campaign resulting in the saving of many lives?

There are other things for the newspapers of Oregon to do. While their duty to their state and nation is manifest, they first, however, owe a duty to themselves, and that is to be successful, to be financially independent, and to be influence in their own community. In no other way can they help the other fellow. Thus our first job is to analyze ourselves from within, and if we are not up to standard, take those steps which are necessary to remedy the situation.

Projects that we should develop among ourselves, with the foregoing object in view, would include the following: sufficient advertising rates; selling price for printing based on the Franklin Printing

Price List; efficiency in organization; cooperative buying of stock and material; the employment of a field secretary; know your costs; secure needed legislation.

The officers of this association are on the job the year around. While their activity comes to the surface perhaps only once or twice a year, I wish to invite those who have not made use of them to get on the band-wagon. Send in your inquiries; shoot your troubles at us. As secretary it was my pleasure to serve a great many of the members of this association throughout the past two years on a great variety of subjects, and as president I shall endeavor to continue on the line of action. In Mr. Hurd we have a live-wire secretary who will do his share and a little more to keep things moving, and I believe sincerely that I speak for him and the members of the executive committee when I say that if the members will do their part the officers will go them one better for the "good of the order."

## ANNUAL REPORT OF THE SECRETARY FOR THE YEAR 1923-23

**T**HERE were 101 Oregon newspapers holding membership in the association in 1922, and up until July 1st, this year, there were 75 papers represented on the paid-up list. During this convention, however, there will be dues paid by enough more to exceed last year's membership.

The cash report for the calander year 1922 shows:

### RECEIPTS

Jan. 1st	
Cash on hand .....	\$ 88.54
Received from C. E. Ingalls, bal. of old legislative fund ....	33.35
Franklin list sales .....	120.00
Dues for the year .....	507.50
Miscellaneous .....	9.00
Total Receipts .....	\$758.39

### DISBURSEMENTS

Postage .....	\$ 16.00
Printing .....	141.00
Telephone and Telegraph .....	12.10
Secretary salary for year .....	50.00
Franklin Lists .....	120.00
Miscellaneous .....	8.00
Cash on hand, Dec. 31, 1922..	\$411.29
To Balance .....	\$758.39

Among the activities of the office during the past year have been the following:

*School of Journalism Desk Presentation:* Where the newspapers of the state to the number of 59 contributed a total of \$312.50 in sums ranging from \$1.00 to \$25.00 to build a suitable copy desk for the use of the students at the School of Journalism, in appreciation of

the courtesies shown the state newspapers by the University. This sum was expended for the various items entering into the construction of the desk with the exception of \$6.25, which was put into the general fund of the association. The desk, as presented and dedicated in March, has been said to be one of the finest copy desks in America, and our newspapers should be very proud of the fine spirit it has engendered at the University of Oregon.

*Legal Rate Law Interpretation:* This office has had numerous requests for the correct status of the present Oregon law on legal rates, and we have found many newspapers not familiar with the provisions of the enactment of the 1921 legislature. The law covering the rate to be charged for legal notices is found in the 1921 session laws, chapter 75, page 104, and should be studied by every publisher.

*Credit Rating on Foreign Advertising:* We have handled several requests for information on foreign advertising. Unknown agencies or advertisers, sending in copy for unknown products, should be watched, and this office will be glad to check up on any advertising agency requested. Through affiliation with the A. A. A. A. we are able to get immediate action, and a good deal of money can be saved publishers if they watch this phase of their business. How many lost money on the Boston people who advertised army shoes by mail?

*Standard Rate Cards:* We have urged whenever possible, that publishers standardize their rate cards, and believe that some progress has been made in the state.

*Legislative Program:* Your secretary was a member of the legislative committee, and the office handled the correspondence in connection with the effort to put over the voters' pamphlet legislation.

*The Annual Conference:* We also collaborated with the University of Oregon on the occasion of their annual con-

ference at Eugene in March, and we had a good attendance, with a splendid program. Oregon newspaper men should attend these conferences religiously.

*Bulletins:* Besides a great number of individual letters, this office has issued a few regular bulletins, and it is a work that we endorse as being conducive to a better organization. The matter of adopting OREGON EXCHANGES as our official organ, with a department maintained by the association, is one of extreme importance, and much good should result.

*Franklin Lists:* The secretary is one of the state agents for the Porte Publishing company, who issue the Franklin Printing Price Lists, and we urge every printer to avail himself of the service. Please be sure to send subscriptions and renewals through the office of the secretary. The little commission helps.

*Homer Davenport Memorial:* This matter has not yet been closed. If any newspaper man wishes to contribute to the fund being raised to erect a monument to the memory of Homer Davenport, cartoonist, at Silverton, they can communicate with the secretary or either of the Silverton newspapermen, who are also on the committee.

*Free Publicity:* The secretary has taken every opportunity to combat the free publicity evil, and urges our members to do the same. I would like to see a plan worked out where a committee could be appointed to draw up regulations under which certain publicity might be admitted to our columns, with a strict adherence to its conclusions by the newspapers of the state, and all other propaganda religiously excluded. A form card could be furnished each newspaper, to fill out and return to the sender of the matter, with a request that its name be removed from their mailing list. As the Porte people so aptly put it recently: "Swat the Free Publicity Fly—he is after your bread and butter!"

*The Thacher Trip:* We have a complete report on file of the trip made last



summer to eastern advertising fields by Prof. W. F. G. Thacher of the School of Journalism, and anyone interested is invited to discuss the matter with us.

*District or County Organizations:* There has been some attempt, how successful I do not know, on the part of some publishers to organize their counties or districts for the purpose of better promoting their mutual welfare. One of the largest organizations so far perfected is the Willamette Valley Ben Franklin club, to which newspaper men who conduct printing establishments are invited. The counties of Lane; Linn, Marion, Yamhill, Washington, Clackamas, Benton and Polk are included in the

club's territory. I believe that much good would result from this group organization, and would like to see a good strong county or district organization in every section of the state.

*The Matter of a Field Secretary:* This is an important step, and one in which I heartily believe. The expense of maintaining this sort of an office would not be great, provided the right man was secured and the proper results received. There are a great many states taking on field secretaries, and the time is coming when we will not be properly organized without one.

HAL E. HOSS, Secretary.  
Oregon City, Oregon, July 10, 1923.

## RESOLUTIONS ADOPTED BY ASSOCIATION AT HOOD RIVER CONVENTION

**T**HE OREGON State Editorial Association, in session in Hood River in its sixteenth annual convention, wishes to express its thanks and appreciation to the Hood River Chamber of Commerce for the invitation extended to visit this beautiful valley and charming town for the purpose of holding its annual convention; we would especially extend our thanks to the Hood River Chamber of Commerce and the American Legion and the Woman's Club for the splendid efforts they have put forth to make our stay here both enjoyable and profitable.

We congratulate these organizations on the splendid success of their enterprise, and assure them that our visit to Hood River and its environs is one that will be long remembered with pleasure and profit.

Realizing as we do that the success of a convention of this kind depends to a very large extent on the program offered and the efforts of the officers of the association to encourage as large an attendance as possible, therefore

*Be It Resolved:* That we go on record as expressing our appreciation to President Elbert Bede and Secretary Hal Hoss, and the program committee for the time and effort put forth by them to make this meeting a success.

*Whereas:* The State Editorial Association in the past five years has been going through one of the most severe crises in the history of the profession, both because of the high price of print paper and other supplies and the high cost of labor, and,

*Whereas:* We recognize that the cost of both these commodities is very largely controlled by the law of supply and demand, and,

*Whereas:* We recognize the vast importance of plentiful supply of skilled craftsmen, therefore,

*Be It Resolved:* That we urge upon all newspapers in Oregon the necessity of training as large a supply of apprentices as possible.

*Whereas:* We believe it should be the function and province of the Oregon State Editorial Association to promote such activities as tend toward the betterment of the community and state, and,

*Whereas:* There now exists a great need of a vigorous and statewide campaign against carelessness in the operation of motor vehicles and violations of traffic laws, whereby the people of this state might be made acquainted with the seriousness of the situation, and,

*Whereas:* A properly applied publicity campaign covering the state traffic laws and regulations, and calling to the attention of the motorist the ever-present need of the greatest caution in operating his vehicle, would reflect in the lessening of fatalities and accidents, therefore,

*Be It Resolved:* That the Oregon State Editorial Association hereby proffers its assistance to the State of Oregon in any such publicity campaign as it might care to prepare and submit in plate form, consistent with the sense and tenor of this resolution, that our members accept and run in good position such publicity matter as shall be submitted along these aforesaid lines, and without charge to the State of Oregon; and,

*Be It Resolved:* That the executive committee of this association be, and hereby is, empowered to make this offer to the State of Oregon traffic department, and cooperate with the said department in the preparation of matter and its distribution to the newspapers of the state, in the manner which to them appears the best, it being especially understood and made a part of these resolutions, that no expense of composition shall attach to any publication participating in this campaign.

*Whereas:* The State of Oregon is now spending thousands of dollars uselessly in printing and mailing a so-called Voters' Pamphlet; and,

*Whereas:* The information contained in said pamphlet is widely disseminated in every campaign through the newspapers of the state; and,

*Whereas:* We believe that the said pamphlet is read only by a very small percentage of the people who receive it, and that it is therefore a useless piece of political paternalism, therefore,

*Be It Resolved:* That in the interest of economy it should be abolished.

*Whereas:* The legislature of the State of Oregon has adopted a legal rate bill which is fair and equitable in all its divisions, and,

*Whereas:* The jellyfish and unbusinesslike attitude of some publishers is making it more difficult for legitimate publishers to maintain the legal rate, therefore,

*Be It Resolved:* That we urge all members of this association to give strict adherence to the statutory rates to be paid for the publication of all legal notices,

*Whereas:* The finest mountain scenery in the world is to be found in the environs of Mt. Hood and,

*Whereas:* These delightful beauties of nature would be known to millions of people in the United States were it possible to reach the base summer snow line by auto, and,

*Whereas:* A road making such a feat possible would be comparatively inexpensive and bring many people to one of the country's most delightful pieces of scenery, and,

*Whereas:* Such a road would go through the government forest reserve; therefore,

*Be It Resolved:* That this Oregon State Editorial Association go on record as urging our senators and representatives in Congress to use all possible ef-

forts to induce the federal government to construct such a road from a point on the Mt. Hood Loop road to the base of Cooper's Spur at the earliest possible moment.

*Whereas:* The only safeguard to the perpetuity of a democracy is a well and truthfully informed electorate, and,

*Whereas:* This information can best be conveyed through the medium of a press that is uncontrolled and unafraid, therefore,

*Be It Resolved:* That this association urge upon its members that they maintain a fearless and independent attitude upon all public questions, exposing political quackery and fake reformers upon all occasions, regardless of the policy of the business office, whose attitude the press is often so justly accused of reflecting, to the end that American institutions may be maintained and the American republic survive.

C. E. INGALLS, Chairman  
 HENRY N. FOWLER  
 A. E. SCOTT  
 GEORGE TURNBULL  
 PAUL ROBINSON  
 Committee of Resolutions.

A resolution introduced by C. E. Ingalls and presented separately at the Mile-High Camp section of the recent convention makes OREGON EXCHANGES the official publication of the Oregon State Editorial Association. As unanimously passed the resolution reads:

*Whereas:* The need of the Oregon State Editorial Association is for a medium of communication between the members and the officers for the purpose of maintaining closer relationship and for the dissemination of information and discussion of the problems affecting the publishers of Oregon, and,

*Whereas:* There is issued bi-monthly or more often at the School of Journalism, University of Oregon, Eugene, a publication devoted to the newspaper interests of the state;

*Therefore Be It Resolved,* That the Oregon State Editorial Association adopt this said publication. "OREGON EXCHANGES," as the official publication of the association, and that we request the publishers thereof to cooperate with us in maintaining a department of official editorial association activities, and be it further

*Resolved,* That we endorse the purpose of OREGON EXCHANGES and express to the University our appreciation of their splendid efforts to give the newspapermen of Oregon the news concerning their profession.

## Committee on Newsprint Paper Appointed

*To the Members:* The Hood River convention went on record with a motion authorizing the president to appoint a committee of three to "investigate the news print situation, and to report to the members the best prices that can be obtained from local manufacturers and from importers of foreign print."

I have appointed on this committee Elbert Bede, Cottage Grove *Sentinel*; Lee Drake, Astoria *Budget*; and S. S. Smith, Medford *Mail-Tribune*. Plans are under way for a conference with the manufacturers, and with the next issue of EXCHANGES we trust that a comprehensive report of the situation will be available.

HAL E. HOSS,  
 President.

Oregon City, Oregon, July 26, 1923.

## E. A. KOEN CHANGES SIDES IN DEBATE ON COUNTRY NEWSPAPERS' PLAN

**A**FTER a careful study of this subject the conclusion has been reached that there is no negative to the question. In other words, every newspaper in Oregon should affiliate with the associated publishers, and by so doing make it possible for them to get their full share of so-called foreign advertising.

At the meeting of the program committee, impelled by past experience with select lists and the like, I did offer to make an argument against the proposal that the Oregon newspapers should join this organization. An investigation has been pursued right up to the present time, with the result that the *Polk County Observer*, which I publish at Dallas, has signed up. This investigation was first directed to establish the reliability or otherwise of the men promoting this co-operative association of country newspapers. Without exception it was found that they are men who have long devoted themselves to the betterment of country publishers, and who themselves will reap no financial reward from the success of the venture.

### COLLECTION FOUND HARD

It was further found that if the country newspapers are to receive their share of advertising, it is necessary that some such plan of getting business be adopted. All efforts to have this work done by private parties have proven abortive. My experience has been that it is impossible to collect in full for service when it has been given. Excuses are given from month to month that the regular advertising agencies have not remitted. This always sounded fishy, because it is easily possible to collect from individual agencies. Furthermore the largest of these private enterprises designed to get advertising for country publishers has developed so little new business that it is not worthy of notice.

From the standpoint of the regular advertising agencies their position is that when they receive a given appropriation to spend for advertising they cannot afford to put it out to small publications because of the prohibitive cost involved. Their contention is that it costs them several times as much to spend \$10,000 with a large number of country publications as it does to allot the entire amount to large dailies or magazines. Many of them say they desire to get into the country field, but insist that the publishers select one medium through which they can deal. Almost without exception these agencies hold that advertising in the country papers will be greatly increased if practically all agree to affiliate with this co-operative movement.

### COST PROVES PROHIBITIVE

It is within the speaker's knowledge that the publishers have apparently lost money on every such arrangement in the past. Select list promoters have often made a showing that the cost of getting the business has been greater than the amount received from the advertising. But it is my opinion that better and even satisfactory results will be received by all those who join in the cooperative movement under consideration. Already much new business has been developed—more, it is said, than has ever been secured by country newspapers in the past. So far the organization has paid with reasonable promptness, showing that it is out to make good, and that the men in control are really working to bring business to the country newspapers.

As to the extra cost of getting this business, it can be easily met by raising the advertising rates. It is my opinion that all the Oregon newspapers could double their advertising rate per inch and retain their present volume of business. The demand today is for better printed

and newsier newspapers. This means that all items must be condensed and every happening of local interest chronicled. The publishing of such newspapers will cost far more than do the present issues, but it is my firm opinion that the advertisers are willing to pay for the superior article.

#### MERCHANTS FOR SMALLER PAPERS

This is indicated by powerful moves in New York City and Philadelphia by the merchants, who are insisting that they will not longer advertise in newspapers larger than 16 pages. These merchants insist upon a condensation of the news, a costly operation, the doubling of advertising rates and the limitation of the amount of space that any one firm can use in any one issue. If this course is good for the large cities it is still more applicable to smaller towns. Many of the Oregon publications are twice the size they should be to yield a commensurate financial return.

In other words: It is my firm opinion that we should join the cooperative association, that we should publish far better and more costly newspapers and that we should at least double our advertising rates.

## Drastic Measures Urged Against Fakers

**P**UBLISHERS frequently receive orders for advertising from unreliable firms—concerns without any financial standing, or even any moral intention of paying for the publicity. In fact, such business is placed with the idea in mind of getting something for nothing. But newspapermen being long on news and short on business acumen usually charge the experience to profit and loss, making no effort to enforce collection, other than perhaps sending the claim to a collection agency which in turn does not over-exert itself. The result is that these nondescript outfits manage to secure thousands of dollars of advertising

from publishers throughout the country without investing a dollar.

Now, did it ever occur to the publisher that as this business was placed through the medium of the United States mails, it is within the province of the postal inspectors to investigate and issue fraud orders restraining future operations of these bunk artists? If an organization like the Oregon State Editorial association would file the proper and specific complaint with the postal authorities, results would no doubt be satisfactory, particularly in cases where the advertiser guarantees to return to purchasers the purchase price if they are not satisfied with the goods.

We have in mind a specific instance, where the New York shoe brokers sent orders for advertising to publishers in all sections of the country with a "money-back" guarantee in the ad copy. However, attempts to collect payment were futile, as the firm could not be located in New York. So anyone purchasing shoes and desiring to obtain the return of the purchase price would be "stung" the same as the publisher who accepted the business. Thus it appears to be a clear case for the postal inspectors to handle.—*Northwest Insurance News.*

## Hofer Advises Writers

Col. E. Hofer, editor of the *Manufacturer* and the *Lariat*, the latter ambitious to raise literary standards of journalism, offers this suggestion to writers: "Write with the consciousness that you shall ultimately produce literature. The mastery of a vocabulary, by never passing a word without knowing its meaning, spelling, origin and history, would give any young person command of almost classical English. Have you got your technique? is very important for the musician to ask himself or herself. But how much more vital to the writer?"

"Then read intelligently and for equipment, not for pleasure. Bury yourself

in the Elizabethans, or in the best modern writers, like Galsworthy, Conrad, Emerson. Note any word you are not perfectly familiar with, write it down, look up its meaning. I am ambitious to read through the new Webster's International Dictionary. It contains a university education for anyone who will master it. There is not a country paper in Oregon but affords an opportunity to become a writer of literature if you have the impulse.

"Nine-tenths of the literary products of our country and of the entire modern school of writers came out of journalism and will continue to come. The quality of that literature will depend on the trained mind of the writer—trained on high ideals, fed on good wholesome literary provender—or fed on trash and indifferent to such homely details as spelling, capitalization, definitions, punctuation, good usage,—these technical equipments take time and labor and make all the difference in the world as to where you will take your place in the world of letters."

## Columbia Gorge Banquet All-Around Feast

(Continued from page 5)

hour. Andrew Jackson Derby, Hood River attorney, was toastmaster.

A splendid musical program was presented under the direction of Mrs. C. H. Sletton of Hood River. Soloists were Mark E. Moe, W. H. Collier, and Mrs. Sletton, with Miss Sara Howes as accompanist. All were well received.

During the last weeks of July and the first weeks of August Edward P. Koen, 19 years old, was put in complete charge of his father's newspaper, the Polk County *Observer*. "Eddie," as he is known to his friends and to most of the editors of the state, having attended the last several summer and winter meetings,

is a student in the School of Journalism at the University of Oregon. He has grown up in the newspaper office, and is already capable of directing a weekly newspaper that publishes from 10 to 16 pages weekly. In Polk county he is known as the "young man hereof," while E. A. Koen, the dad, is the "old man hereof." They have always been great pals, but the "old man hereof" backed up when it came to following the young man over the top at Mt. Hood. It is almost needless to say that while the young man is in charge at Dallas the old man will be spending his time in the tall timber, having prepared to catch the limit of fish, crabs, etc., in the neighborhood of Newport and Waldport, and along the coast for a hundred miles or so. Friends of the Dallas editor have sent word that they have a huge black bear treed for him and he will take along his high-powered rifle, the ink knife sharpened to a razor edge, the office mallet and a few other weapons.

On a recent visit of Bishop Walter Taylor Sumner to the capital of the state the first hymn chosen by chance was "Light's abode, celestial Salem." But a sad-laced listener smiled when the lines rang out "There no night brings rest from labor, for unknown are toil and care." He was enforcing prohibition.

Starting a newspaper career at the age of ten years on the San Francisco *Examiner*, and later abandoning the idea when he lost a portion of one finger in a press, O. J. Leffingwell has returned to his first love and is holding down a position as bookkeeper and advertising man at the Benton County *Courier* office in Corvallis. "Lefly" was for a long time cashier in the auto license department at the state house in Salem.

# CAN WE CHARGE LOCAL ADVERTISERS FOR MAT OR CUT SERVICE

By S. SUMPTER SMITH, MANAGER MEDFORD MAIL TRIBUNE  
AND SUNDAY SUN

[This is a short talk made by Mr. Smith at the recent convention of the Oregon State Editorial Association at Hood River.]

**O**F COURSE, we can, but I emphatically say I don't do it directly. I thoroughly believe it would be just as big a mistake as it would be for the druggist to charge directly for the bottle in selling you Castoria, for the grower to charge you directly for the can that contains Folger's coffee, or for Bull Durham to charge you for the picture of the "gentleman cow" on the package. Of course these are all paid for indirectly and so are the mats or cuts but they properly belong to and are a part of your overhead and should be so charged.

Service and efficiency are just as necessary with the successful up-to-the-minute newspaper of today as with any business or professional man.

Furnishing mats or cuts free is necessary in rendering service to your advertisers.

I would not think for one moment of sending a solicitor for the *Medford Mail Tribune* or *Sunday Sun* out to sell advertising and tell him to charge for the mats or cuts. The solicitor would not have his whole soul in the work, which is necessary for success. The solicitor must be thoroughly sold to the proposition and believe in giving the advertiser a service and a square deal before he can expect to sell advertising.

Our solicitors are convinced that illustrations in the ads are one of the strongest talking points they have in selling space and during the past few years have increased our advertising immensely with their use.

They also find the non-advertiser is much easier convinced when the copy they show contains illustrations judiciously arranged.

We therefore take the mat service we

receive every week, clip the illustrations from the proof sheets, paste them on well-prepared copy and show to the advertiser and it gets results.

We never mention cost in connection with the illustrations.

We also urge the merchants who prepare their own copy to use our mat service and they appreciate it and use them.

We do not use the same cuts more than once or twice as it would give the public, as well as the merchant, the idea that our paper is not a live wire.

I know a merchant who sent a bill to a customer and when he called to pay the account the merchant charged him for the stamp he put on the letter. The customer paid for the stamp all right and said little but you know what he did when he purchased goods in that line again.

Most national advertisers, who spend thousands and millions of dollars for newspaper space, pay particular attention to the illustrating their ads. If it is necessary for national advertisers, it is equally important or more so for local advertisers and it's up to the progressive newspaper to supply this demand if it expects to increase business.

Some newspapers whine and abuse the merchants because they advertise in their competitors paper. Don't be a whiner, be a go-getter. Run a paper according to modern methods, print the news and thereby secure circulation, keep the paper's face clean and bright, its dress in style, let your competitor run his own business, set the ads neatly and artistically, give your advertisers the best service to be had and you will have no trouble in getting your share of the advertising and possibly a little more.

# CLASSIFIED ADVERTISING IN THE COUNTRY PAPERS—HOW TO INCREASE IT

By H. L. ST. CLAIR, EDITOR TWICE-A-WEEK  
GRESHAM OUTLOOK

**T**HE building up of a classified ad department in a country newspaper requires the same careful study of conditions and attention to the needs of a given field as are required in any successful salesmanship. There has been a steady increase in this class of advertising during recent years. Still there are probably few country papers that could not, by systematic effort, double their income from this source.

Where a reasonable demand does not exist an effort should be made to create it. In fact, a constant effort should be made to increase it. This can be done by any good means of calling attention to the department, its convenience, cheapness and certainty of results. The telephone can be used to great advantage. Often an interesting news item can be made calling attention to a want ad, and a brief mention of results obtained in case of quick and profitable returns will bring more readers and more ads.

Those who have a cut service will find it an advantage to use an attractor at the head of the department or, preferably, elsewhere with a snappy paragraph calling attention to the department on such a page, or to some feature of it.

To increase the number of want ads or classified ads requires alertness, study, persistence and a reasonable measure of cooperation with the advertiser. Attention must constantly be invited to this department as a bargain counter where exchanges are quickly made, where needs are quickly and cheaply supplied and where a few cents invested bring often many dollars' worth in saving and convenience.

Popularize the want department, advertise it, make it conspicuous, believe in it, make it pay—and it will grow.

Let me urge that it be made a real department of the paper and that the ads be classified as to subjects—livestock, poultry, real estate, rentals, loans, automobiles, farm machinery, seeds and plants, lost and found, employment and, lastly, miscellaneous for such as do not come under these or similar heads.

This method is found most profitable by the city dailies. Why not adopt it? Why not do away with the antiquated and unbusiness-like method of mixing want ads with the local news items? Paid readers can be run under a heading of Personals, City Briefs, or scattered as fillers throughout the paper.

Someone has said there is a good, a better and a best way to do everything. What one finds best may not be best for another under different circumstances. The writer has found the above method the best in handling an increasing want ad business in his twice-a-week newspaper.

In this connection I would like to ask my fellow publishers, why cumber the want ads and readers with an outlandish method of designating when the expire? 7-18-23-2! which probably means that the ad was first inserted in the issue of July 18, 1923, runs two times and was paid for in advance. Such a method shows a lack of adequate checking of want ads in the front office. It would seem that if any key to expiration was needed with the ad itself, the use of the number of the issue of the paper in parentheses would be least conspicuous and most sure.

The Ben Franklin club of the Willamette valley, which includes many of the country newspaper fraternity, held a family picnic at Silverton on July 28.



# ALL OVER OREGON

After wrestling with mountains of figures for several days, O. W. Briggs of the *Southwestern Oregon Daily News* got together a shipping story which revealed that Coos Bay had almost equaled the Columbia river in lumber exports during the first six months of the present year. His signed story, which revealed the importance of Coos Bay as a lumber port, received wide comment from the state press and drew from the *Portland Telegram* an editorial urging the people of Oregon to visit Coos Bay and see that fast-growing district for themselves.

J. M. Bledsoe attended the meeting of the Spanish War Veterans at Albany the second week in July. Mr. Bledsoe publishes the *American* at Myrtle Point.

H. J. Richter, publisher of the *Amity Standard*, expresses his vacation ideas thus:

Business is low and slack,  
Weather makes us roast;  
Our tonic is for a smack  
Of fish and breeze along the coast

Miss Lois Bynon, society editor of the *Daily News* at Marshfield, gave up vacation plans at the close of the school year and filled in on the news staff, in addition to editing the society section. She not only covers the North Bend news for her newspaper, but likewise manages to dig up an average of at least one feature story a week. At the opening of the fall term of school, Miss Bynon will be a senior in the North Bend high school.

Clark Leiter, managing editor of the *Portland Telegram*, swung back into the writing end long enough to cover President Harding's visit to Seattle and to accompany the President's train through Oregon on its way to San Francisco.

The Polk County *Observer* at Dallas completed its fourth year under the ownership and management of E. A. Koen on July 1. Mr. Koen came to Oregon from Minnesota, and on July 1, 1919, took charge of the *Observer*, which he purchased from Lew A. Cates. The anniversary was celebrated by the issuance of a 16-page newspaper, in which the Dallas merchants carried to exceed 1,600 inches of advertising. A survey of the business of the *Observer* shows that for the fiscal year it averaged better than 900 inches of advertising for each issue, and word has been passed out to the office force that the next fiscal year must show an average of better than 1,200 inches per week. This means an average of 12 pages each week. During Mr. Koen's ownership the advertising rate has been increased just 150 per cent.

One of Harrisburg's pioneer printers recently walked back into the town, having come on foot nearly all the way from Texas. This printer, C. D. Johnson, was the apprentice, or "devil," on the old *Nucleus*, first paper established in Harrisburg, working on that paper from 1876 to 1879. Mr. Johnson has been a member of the Typographical union for forty years.

P. McGovern, city editor of the *Monroe News*, suffered a nervous breakdown and went to the coast to spend two or three weeks recuperating.

J. M. Bledsoe, editor of the *Southern Coos County American*, announces that the suit which he brought against W. R. Smith, former editor of the *American*, has been settled out of court. The final papers have been passed and the case dismissed. The settlement was made on a satisfactory basis for both parties.

Ralph Moore, a printer-editor, is the new publisher of the newspaper at Florence. He has rechristened it the *Suislaw News* and is making a real effort to make the paper truly fit the name. He is injecting some life into his newswriting, to meet the popular demand for something more than a bare chronicling of facts.

Edwin C. Pentland of Santa Barbara, Cal., has purchased an interest in the Houlton *Columbian*, recently started by E. H. Flagg. Houlton is in Columbia county.

The Rev. John D. Rice, editor of the *Oregon Churchman*, was formerly in newspaper work, and his experience is reflected in the admirable articles that carry the news of Oregon all over the country. The story of the woodpecker who tried to make a nest in a veteran's wooden limb has gone all over the Church territory. When last heard from, the red-headed league member was hammering on the metal dome of a church.

The *Grand Ronde News*, an interesting little five-column folio, is now issued twice a month from the office of the *Willamina Times* for the thriving Grand Ronde community. George M. Cole is editor of both papers. A recent issue had forty-five local news items, seventeen of them played up on the first page, which was exclusively devoted to local. Advertising patronage, which is liberal, is almost entirely from Grand Ronde. It is hoped that in two or three months the support will be sufficient to justify publishing weekly. More than 600 copies are printed. The *Times* office has installed a Simplex typesetting machine and increased its supply of display type to make it possible to handle the extra work.

The *Catholic Sentinel*, John P. O'Hara, editor, put off a most creditable special number in July to celebrate the 25th anniversary of the elevation to the episcopacy of the Most Rev. A. Christie, D.D., archbishop of Oregon City.

Leon S. and Mrs. Jackson are building a home in Westmoreland, Portland. Mr. Jackson is with the *Commercial Review*.

Word has been received at Dallas of the death on May 31, at San Diego, Cal., of H. W. Brune, formerly publisher of the Polk County *Observer*, of that city. Mr. Brune disposed of the *Observer* in 1917 and entered the first officers' training camp at the Presidio of San Francisco. There he received a commission in the artillery, but did not remain in the service long, owing to failing health. He is survived by his widow and two children.

John W. Lethaby, manager of the *Oregon Churchman*, is a traveler and scribe. His book of short stories, "Rubber Romances," based on his experience in Brazil and Africa, enjoyed a large sale. At present he is writing articles on astronomy, and one on the audibility of the aurora has caused considerable discussion in the Journal of the Royal Astronomical Society. Have you heard the aurora?

E. C. Lloyd, linotype operator for the Condon *Globe-Times*, has almost fully recovered the use of an arm, broken by slipping on a wet sidewalk at Canyon City last month while attending a celebration of the "Days of '62."

The *Wheeler Reporter* has recently installed a new linotype. Since the installation of the machine the *Reporter* has one of the best equipped small newspaper plants in the state.

The *Monroe News* has passed its first milestone, being one year old July 20. Launching the *News* seemed like foolhardiness to many, as so many papers in that town had failed. It has, however, been a success. The *News* is printed in the Junction City *Times* office by the same publishers. This seems to be the only way it could have been made a success.

R. E. Sheriff, who for the last year has been the editor of *Poultry Life*, published in Portland with the west coast as its field, spent eight years in practical poultry-raising before tackling the job of advising the other fellows how to do it. He laid the foundation of his journalistic career at the University of Illinois, where he was on the *Daily Illini* staff for two years (1906-'08).

J. Adam Bede, of Minnesota, was a guest for a day of his son, Elbert Bede, of the Cottage Grove *Sentinel*. Many former Minnesota newspaper men will remember the old Duluth *Paragrapher*, one of the first newspapers to be edited by the elder Bede. Son Elbert got his first newspaper experience upon this paper and reminded his father of the first week's work, seven sticks of pi, for which the embryo journalist demanded one plunk per stick but compromised upon a dollar for the week's work, to be expended in the purchase of hats for himself and brother.

Captain and Mrs. Samuel Gibson Stewart passed through Portland on their way to Tacoma, Wash., where they spent the summer. Mrs. Stewart will be remembered as Peggy Driver, one time member of the *Oregonian* staff. Peggy went to Washington, D. C., with borrowed car fare in her pocket, landed a job on *The Nation's Business* and worked there nearly a year. She finally earned \$50 writing a prospectus for a cemetery and with this amassed fortune went to New York to hunt a job. She spent half of the \$50 on a taxicab while she delivered her letters of introduction. At the end of the first day she had encountered Frank Crowninshield, editor of *Vanity Fair*, who found her a place on the editorial staff of *Asia* and eventually she landed on *Vogue*. After two years she acquired a husband from Fort Riley, Kansas, and this summer they visited Portland. Captain and Mrs. Stewart will be stationed at Huachuca, Arizona this year.

Few weekly newspapers in Oregon are so situated that they are able to send a special representative to Norway to look into the newsprint situation, but that is what the Cottage Grove *Sentinel* is going to do. Miss Dorris Sikes, who has been in the employ of the *Sentinel* for more than a year, will be the special representative. She will be accompanied by a newly-acquired husband (her first one, in fact) and they will make the trip a honeymoon affair. The man in the case is Georg Bjorset, with whose parents the young people will visit. The *Sentinel* will not pay for the service until its special representative has demonstrated that she paid more attention to newsprint than to Georg. Miss Ruth Bede will take Miss Sikes' place on the *Sentinel*.

The Rainier *Review* has changed its column width to 12 ems, and the paper has been enlarged from a six- to a seven-column quarto. The change has added materially to the improved appearance of the paper and the publisher, A. E. Veatch, is well pleased with the change. There was very little expense or labor in makin the "turn."

Miss Ruth Elizabeth Sheldon, a reporter on The Dalles *Chronicle*, attended the national convention of the Business and Professional Women's clubs in Portland while on her annual summer vacation. While at the convention she acted as a delegate from The Dalles.

Lyle Kelling, telegraph editor of the *Morning Astorian*, left recently to take up newspaper work in the state of Washington. His place has been taken by Miss Victoria Case, former University of Oregon journalism student.

Earl E. Voorhies is the new news editor of the Eugene *Guard*, succeeding Raymond Lawrence, who took a position on the copy desk of the *Oregonian*. Both are School of Journalism graduates, Lawrence of the '22 vintage and Voorhies '23.

Miss Lillian Schassen, circulation manager of The Dalles *Chronicle*, in company with her sister Minna and several other local girls, left recently for Alaska. They expected to be gone two weeks. Passage was booked on the steamship Queen, a historic vessel in coastwise passenger trade.

E. B. Aldrich, editor of the Pendleton *East Oregonian*, has been appointed a member of the Board of Regents of the Oregon Agricultural College, of which he is a graduate. He succeeded another newspaper man, N. R. Moore, formerly city editor of the *Gazette-Times* at Corvallis, who is removing to California. Mr. Aldrich, who was graduated from O. A. C. in 1900, has been engaged in newspaper work in Pendleton almost continuously since that time.

The Rainier *Review* has bought a new six-column quarto Potter news press to take the place of the seven-column Brower which has done valiant service in that office. The new press will be installed about August 1. The *Review* has made many improvements during the ownership of Editor Veatch and is keeping pace with the growth of Rainier, which at this time is enjoying its full share of prosperity.

Bert G. Bates, associate editor of the Roseburg *News-Review*, who spent a week at Shelby, Montana, where he witnessed the Dempsey-Gibbons bout, is now at Los Angeles taking a special course in cartooning under the direction of F. G. Cooper, the noted cartoonist. After he completes his course he will return to his duties on the *News-Review*.

John K. Standish, who, in spare hours while going through the Halsey high school, was compositor on the *Enterprise*, is on the *Sun* at Wenatchee, Washington, where he is foreman of presses, sets ads and jobs, does stereotyping and designs an occasional cartoon for the paper.

The *Morning Astorian* has under preparation a "50th Anniversary" edition. Featured in the edition, which will be composed of five fourteen-page sections, will be a facsimile of the first issue of the *Morning Astorian*, published on July 1, 1873, by D. C. Ireland. The sections will each have a profusely illustrated book paper cover. It is hoped to have the edition off the press about August 15. It was originally intended to issue this special on July 1, coincident with the date of the first issue, but changes occasioned by the Astoria disaster of December 8, 1922, made a later date imperative.

Barry Scobee, who launched a fiction ship about two years ago after about a decade of construction, was a recent visitor in The Dalles and Hood River. Mr. Scobee writes stories for *Adventure*, *Child Life*, *Sunset*, and several other magazines, and several short stories under his name have appeared in British publications. He was impressed with this section of the country and arranged details of several plots of western adventure while here. He is now a resident of Bellingham, Washington, and was a member of the Bellingham *Herald* reporter staff until two years ago.

Glenn W. Loomis, who with A. L. Bostwick has been publishing the Brownsville *Times*, has purchased Mr. Bostwick's interest and become sole owner of the publication. The Lebanon *Criterion*, which also was owned by Loomis and Bostwick, is now the sole property of Mr. Bostwick. W. K. Brownlow is continuing as editor of the *Times*.

The Gresham *Outlok* was represented by five members of its force at the State Editorial convention and the American Legion Mount Hood climb. H. L. St. Clair, Miss Beatrice Jackson and Miss Evelyn Metzger went "over the top." Mrs. St. Clair and Miss Emma Johnson turned back at tie-in rock.

During the absence of A. E. Scott, editor and publisher of the *Forest Grove News-Times*, on a six weeks' vacation in the east, he left his newspaper in the charge of the Reverend W. Walter Blair. On his return, Mr. Scott was so pleased with the minister's work that he ran a three hundred word signed appreciation on the first page. Mr. Scott also took occasion to give public thanks to his "splendid office force" made up of J. F. Collins, foreman, Miss Vesta Greer and Mrs. Hazel Carmack, linotypers. "No better force anywhere," was Mr. Scott's tribute.

Carl Smith, for a number of years Washington correspondent for the *Oregon Journal*, came west on the late President Harding's special train and deserted his distinguished companions here. He spent a fine vacation period in the old home town by working as hard as ever and when the president's special carried him through Oregon on the first lap of the homeward trip, Smith was up to his ears in a story forecasting the political drama about to open. He will return to Washington soon.

Jay T. Arneson, editor of the *Pilot Rock Record*, who is a first lieutenant in the United States army reserve corps, spent fifteen days of July at Camp Lewis in active army training. During his absence the *Record* was conducted by Mrs. Arneson, who handled both business and editorial departments. Lieutenant Arneson is a graduate of the third officers' training camp and was commissioned early in 1918.

Earl W. Murphy, who has done the courthouse beats and a number of other runs for the *Portland Telegram*, is a new member of the *Oregon Journal* staff. Murphy will do federal courts and assignments for City Editor Charles T. Hoge. He is well known to Oregon newspapermen, having been with the *Oregon City Enterprise* and also editor of the *Southwestern Oregon News* at Marshfield.

When Helen Manning's vacation time came she hastened to Seaview, Wash., and there encountered Joe Knowles, who attempted to conquer Oregon's wilderness a few years ago. Miss Manning discovered Knowles the artist, however, and sent back to the *Oregon Journal* a highly interesting story of the nature man's art.

Albert Hawkins, editorial writer on the *Oregonian*, is expecting to spend his vacation this month hiking down the Rogue river to the coast and down the coast to the California border—or even farther. About two hundred miles is what he expects to cover on foot in about two weeks. On successive vacations Mr. Hawkins has now covered most of the Oregon coast line on foot. While away he will attend the California pharmacists' annual meeting at Eureka, covering it for the *Pacific Drug Review*, of which he is editor.

J. R. Brooks, advertising manager of the *Southwestern Oregon Daily News* at Marshfield, has just purchased a pretty little bungalow on South Tenth street, Marshfield.

A. W. McComb and F. T. Mellinger have purchased the *Tillamook Herald*. The plant of the *Dayton Tribune*, formerly published by Mr. Mellinger, has been moved to Tillamook and added to the *Herald* plant. Meanwhile the business men's organization at Dayton is looking for a printer who will issue the *Tribune* and attend to the local printing.

The Outlook Publishing company, publishing the twice-a-week *Gresham Outlook*, has adopted the 44-hour week during July and August, closing the plant at noon on Saturdays. This is believed to be good policy and will likely be followed in the future.

J. L. Brady, publisher of the *Daily Union* of Salina, Kansas, and Mrs. Brady were recent tourists through western Oregon. They went as far south as Grants Pass.

The *Oregon Grange Bulletin*, a 16-page paper, edited by C. H. Bailey, of Roseburg, and published monthly at the office of the Roseburg *News-Review*, has a solicitor in the field for local advertising. Each county in the state will be visited by the paper's representative with the view of securing one page of advertising matter. The page is made up of one inch single column advertisements with the view of encouraging grange members to patronize their local merchants in preference to the mail-order house. Good success is being met in the undertaking and it is quite likely that the size of the publication will be greatly increased within the next few months. The paper has a circulation of over 7,000 copies, going into the home of every granger.

W. H. Crary, of the *Echo News*, has become a second Izaak Walton, gaining great proficiency as an angler by stealing away every evening to the government feed canal and hooking the gamy trout as it comes up the ditch. He has become so enamored of the sport that he is planning to take two or three weeks off this summer and do nothing but rest and fish somewhere in the mountains.

Wallace S. Wharton, automobile editor of the *Oregon Journal*, narrowly avoided fatal injury on Sunday, July 29, when a motorcycle which had thrown its rider crashed into him. He was seriously cut and bruised. The accident occurred in connection with the annual *Journal* motorcycle hill climb which Wharton was covering for his paper. Wharton will leave the *Journal* staff late in August to become private secretary to Congressman Elton Watkins. Mr. and Mrs. Wharton will remove to Washington before the next session of congress.

Miss Anna Jerzyk, who completed her junior year in journalism at the University of Oregon, in June, has resumed her position on the *Rainier Review* and is a factor in making that excellent publication.

Ernest Peterson, who has been doing federal courts and assignments since he was called in from the day police beat on which he so long and well served the *Oregon Journal*, is to be automobile editor of the *Journal* when Wallace S. Wharton retires to become Congressman Watkins' private secretary.

Members of the *Oregon Journal* staff were shocked into attention when Helen Hutchison whispered that the lure of New York had overwhelmed her and that she will leave Portland for the big city about August 20. Miss Hutchison was society editor of the *Journal* before she was called from that desk to do assignments. Her work since that time has been very general and highly colorful, making her one of the best known newspaper women in the state. Her experience on the *Journal* and other northwest newspapers will be used to all possible advantage in her invasion of New York.

Henrietta McKaughan, who used to be a member of the *Oregon Journal* staff, visited in Portland for several days recently while on her way to a summer outing in the Mount Rainier country. Miss McKaughan has not been in newspaper work since she left Portland, but has been making her home in San Francisco and has turned her writing ability to splendid uses, as magazines, especially of the outing variety, testify.

W. H. Warren, assistant city editor of the *Oregonian*, had in the Sunday issue of August 5 a graphic story of what was one of President Harding's last bits of work on a newspaper when he made up a page of the *Oregonian* on the night of July 4, also correcting an error in the story about his own appearance at Multnomah field that day. The story was full of color, showing the genial, human side of the President and Mrs. Harding as well as their joy in getting into a regular newspaper atmosphere once more.

Wallowa county editors are interested in the growing of head lettuce, a new industry which has been introduced in the county this season. Editor O. C. Crawford of the *Joseph Herald* is interested with others in a 40-acre tract, while Editor Geo. P. Cheney, of the *Enterprise Record Chieftain*, is one of the owners of the Enterprise Gardens, a large tract on Alder Slope. Expectations that the revenue from the lettuce venture will eventually make them independent are reported from Wallowa county.

A. L. Bostwick, on coming into full ownership of the *Lebanon Criterion*, announced abandonment of the twice-a-week publication established within the last year and a return to the weekly paper. "Our better judgement tells us," said Mr. Bostwick editorially, "that the *Criterion* should never have been a semi-weekly paper to start with. But we had nothing to do with that, and it was our desire to give it a fair trial, and really see if the people wanted it that way. It is our conclusion after considerable investigation that it is immaterial to the majority of the readers, and that the weekly is highly preferable to the advertisers."

R. C. Cooke has taken over the editorship and management of the *Western Clackamas Review* from W. E. Hassler, who has been editor of this paper since it was started two years ago. Mr. Cooke has been associate editor since the first issue. Mr. Hassler disposed of his interest in the *Review* May 15 and is now editor of the *Gold Beach Reporter*. Within three weeks of the date of taking hold Mr. Cooke increased the *Review* from a five- to a six-column paper.

W. L. Flower, advertising man of the *Enterprise Record Chieftain*, recently completed a two weeks' vacation, which was spent chiefly in his Ford making trips between Enterprise and Hot Lake, where his mother-in-law is very ill.

Lloyd Riches, publisher of the *Malheur Enterprise*, was elected secretary-treasurer of the Federation of Oregon Commercial Bodies, organized at Eugene a few weeks ago.

The *Oregon Repeater*, an employees' monthly publication of the Pacific Telephone and Telegraph company, Oregon division, has just closed a very successful Courteous Public Relations Slogan contest, in which \$25.00 was offered as a prize for the best slogan. Several thousand slogans were received from employees and their families. The winner when chosen will be adopted for the entire Pacific company and displayed on company-owned vehicles. It is expected that this contest will enliven the interest and quicken the desire for a greater and better service to the public.

To join her mother in California, Hazel Handy, society editor of the *Oregon Journal*, has resigned her position and will leave Portland soon after August 5. Miss Mildred Weeks, formerly cashier in the *Journal* business office and a former student in the University of Oregon school of journalism, has been called up to the mezzanine floor to take over the society desk and has made a flying start in her new tasks.

The *Jefferson Review* sprung something different in headings in its issue of August 3. The death of B. F. Looney, Oregon pioneer, was carried on page one under the double-column line "Eighty Years in Oregon," and under this line a two-column halftone with uneven mortise showing Mr. Looney on the left, and to the right a small picture of a log cabin in Missouri, while above this is a party of immigrants moving westward in a covered wagon, oxen-drawn. In the upper righthand corner is the date 1843 in outline, while the date of birth is etched into the layout with the log-cabin view. The matter is set to fit around the cut, and much life is added to the page.

Two members of the *Oregon Journal* family who have recently entered the matrimonial contest are Roy Norr, staff photographer, and Fred McNeil, a member of the night copy desk staff. Norr claimed as his bride Miss Iris Brock, and McNeil changed the name of Beatrice deLacy, recently from Montana.

L. R. Swayze of the *Oregon Journal* staff has recently removed with his family to a pretty plot at Garden Home and is as near a commuter as Portland folk get. He declares the two youngsters of the Swayze household are overjoyed at the change of environment.

L. F. Otto, foreman of the *Oregon Journal* engraving room and grand scribe of the Knights of Kolodian, a *Journal* organization, has heard so much automobile talk about the lunch table that he has acquired a Ford sedan. The new car completely mystified him the first night out by serenely taking a curb and parking without scratching a wheel.

The Hunt children almost had a dog menagerie. When they lost their collie pup a few weeks ago their father, H. E. Hunt, northwest editor of the *Oregon Journal*, put a little sob story in the paper. That night dogs of all sizes and descriptions, colors and breeds were brought to the Hunt home by folks who sympathized with the youngsters in their loss.

Glen E. Odle tore himself away from his work as foreman and linotype operator and machinist of the *Record Chief-tain*, at Enterprise, and from his seven months' old baby daughter, Elizabeth, long enough to attend the session of Masonic grand lodge in Portland in June. He is master of the lodge at Enterprise.

Lou M. Kennedy, sporting editor of the *Portland Telegram*, went to the Dempsey-Gibbons fight at Shelby and took his vacation the second half of July. Some young reporters think a sporting editor's life is a continuous vacation.

Bill Perkins, Jr., 9-year-old son of the editor of the *Southwestern Oregon Daily News* at Marshfield, spent a few evenings at his dad's typewriter and wrote a story about a police dog. Then he talked the foreman of the job department into putting it into book form for him. A few weeks later, much to his surprise, he read a review of his story in the *Oregonian's* Sunday book review. The youngster sold his first "story" to the *Portland News* last December.

Miss Dottie Crummett, of the University Press at Eugene, is helping out in the news department of the *Malheur Enterprise* while on her vacation at Vale.

The *Oregon Journal* has entered upon a promising career as a producer of motion pictures and will present throughout the state, in cooperation with the Liberty theatre of Portland, a home-grown reel of motion picture news. The first reel, photographed by Jess G. Sill and titled by the popular "Zack Mosby," was shown at the Liberty for the first time on Saturday, August 4. Earl C. Brownlee, dramatic editor of the *Journal*, is directing the news searches of the cameraman.

The *Peninsula Herald*, M. C. Athey, manager; E. L. Merritt, editor, is striving to function as a community paper in the Peninsula district of the city of Portland. It presents many problems to do this properly as the district is really a group of districts and comprises nearly one-third the entire city population. The publishers report they are serving about fifteen thousand and will "gradually extend until the field is being handled right. The keynote of *Herald* effort is service to the Peninsula and its people. More than this, though, we strive to awaken the minds of those we reach so they may be of more use to themselves and those about them. We are hammering away on truth and honesty as the basis for all proper development and are getting it across."



Miss Margaret Scott, who was graduated last month from the School of Journalism, is now a member of the staff of the *Richmond Banner*, a district weekly newspaper published in San Francisco. Miss Scott's work consists in taking care of the advertising and assisting with the news.

Bert R. Greer, publisher of the *Ashland Tidings*, was the first member of the Oregon State Editorial association to reach Hood River for the annual convention. He was accompanied by Mrs. Greer, Miss Elberta Green, and Miss Georgia Coffee. Miss Coffee is business manager of the *Tidings*.

George F. Gilmore, who recently left a position on the *Idaho Free Press* at Nampa, was a recent visitor for more than a week in Salem. He is now at La Pine, Oregon, where he has a homestead. He is looking for another newspaper position. In past years he has been with the *Salem Statesman*, the *Pendleton East Oregonian* and the *Pendleton Tribune*.

Colonel Carle Abrams, editor of the *Pacific Homestead*, spent fifteen days at Camp Lewis in training with the reserve corps.

Andy Irvine, formerly Albany correspondent for the *Oregon Repeater*, has been transferred to Portland and became assistant to Editor Layton E. Meadows. The *Oregon Repeater* is a monthly publication, published for and by the Pacific telephone employes of the Oregon division.

Charles J. Lisle of the *Oregon Statesman* staff accompanied the Oregon public service commission party on the automobile tour through central Oregon. The trip was for the purpose of gathering data to be presented at the interstate commerce commission's hearing in Portland August 10 on the subject of railroad development in central Oregon.

John Kelly, official guardian of the *Oregonian's* political rain barrel, leaves this week on his vacation. Mr. Kelly is to spend two weeks at the Tillamook beaches, where his family has been enjoying the summer.

OREGON EXCHANGES is in receipt of a letter whose signature serves as a reminder that this publication was scooped on an interesting wedding story. The *Long Creek Ranger* was long edited by Miss Grace Porter, but this letter comes signed Grace Porter Tanler, editor *Long Creek Ranger*. Mrs. Tanler reports that the *Ranger* weathered a terrific hail- and wind-storm July 15, which knocked holes in the roof of the printing office, but had no depressing effect on news, circulation or advertising.

A. E. Voorhies, publisher of the *Grants Pass Courier*, is credited with probably the best descriptive writeup of the Mount Hood climb in which members of the Oregon State Editorial association participated. Mr. Voorhies was one of the most enthusiastic of the climbers as well as the most helpful to the weaker ones. On the trip down he was out of the rope half the time looking after one or another who needed help and encouragement.

C. A. Lucas, formerly employed by Salem and Portland newspapers, has established a public service bureau in Salem and serves a number of large corporations or any others wishing his services.

Lucile Saunders McDonald is again occasionally seen perched upon a table or desk in the local rooms of the *Oregonian*. Mrs. McDonald recently returned from an extended South American trip where she represented a number of American magazines. In New York she worked for the *United Press* and the *World*. On her way back from New York, Lucile decided on Portland as the terminus of her trip. She was formerly on the staff of the *Oregonian*.

Myron K. Myers, of Portland, has purchased the interest of N. B. Moore in the *Corvallis Gazette-Times*. Mr. Myers has taken over the city editorship of the paper. He was formerly connected with the business staff of the *Portland Oregonian*. Mr. Moore, who has gone to California, was mayor of Corvallis and is an enthusiastic golfer.

Homer Roberts, last year's editor of the *O. A. C. Barometer*, sat in as city editor of the *Corvallis Gazette-Times* during the absence of the regular staff at the Hood River convention.

The *Vernonia Eagle* has just celebrated its first birthday. Paul Robinson is getting more and more news and more and more advertising. As *Vernonia* grows, the *Eagle* is spreading its news and advertising wings. Two weeks ago it put on another reporter and added a cut service.

Fred B. Michelson, School of Journalism student, is spending the summer on the news staff of the *Albany Herald*.

The *Albany Democrat* has made great progress during the last year and has continued to expand. Increased office and mechanical forces and additional equipment have made necessary the building of balconies in the front and back offices. The *Democrat* set a record for cities in Oregon outside of Portland when it carried on July 6 an eight-page advertising section for Hamilton's store. Mr. Hamilton is a strong believer in newspaper advertising and has built up one of the largest retail establishments in the valley through the use of publicity.

A. L. Lindbeck, Salem correspondent of the *Oregon Journal*, and family will leave August 1 for a motor trip to southern California points. They will be gone three weeks. Paul Farrington of the *Capital Journal* will be Lindbeck's substitute.

W. A. Pettit, Salem correspondent for the *Oregonian*, has returned to work after a vacation of two weeks, during which his place in the press room at the state house was filled by Fred Dodson of the *Oregonian's* Portland staff. Pettit and Mrs. Pettit spent the two weeks motoring about Western Oregon in their new automobile.

The *Oregon City Enterprise* employees held their annual picnic recently on the banks of the Pudding river, near Aurora. Everybody was out, from E. E. Brodie and Hal E. Hoss to the office boy and the printer's "devil," and with a well-arranged program the high standard of previous picnics for enjoyment was fully maintained.

L. H. Gregory, sports editor of the *Oregonian*, is so busy figuring Beaver batting averages and finding excuses for the recent phenomenal run of the home team that Shelby is forgotten. But the stuff which "Greg" wrote under the Montana date line is not. Numerous letters from local editors and newspaper men throughout the east and middle west, have been received complimenting Gregory for the excellent yarns he produced on the Dempsey-Gibbons battle. "Greg" was hobnobbing with the leading lights in the newspaper sport field and his easy-flowing human stories about fighters and the little sagebrush town have been declared among the best productions during those uncertain July days.

The *Salem Capital Journal* recently published a page of "brickbats" solicited from readers who had fault to find with the paper. A prize of \$5 was awarded for the best of these. The page was interesting. The publisher, however, made it clear in an editorial that the paper would continue to formulate its own policy, "print the news and print it first," and interpret it editorially in as clear-cut and forceful a fashion for the right as it is given it to see the right."

Two University of Oregon men made their appearance on the staff of the *Albany Democrat* on July 1. Kenneth Youel, editor, and Lyle Janz, manager, of the 1922-23 *Emerald*, have taken positions in the news and advertising departments respectively. This makes four Oregon men, past and present, connected with the *Democrat*, all members of Sigma Delta Chi. Besides Youel and Janz, Wallace C. Eakin, '14, city editor, and Ralph R. Cronise, '11, co-publisher, received training at the "U." Everett Earle Stanard, '14, is a regular contributor to the *Sunday Democrat*.

C. C. Chapman, editor of the *Oregon Voter*, was absent from his desk for most of July while serving as executive secretary of the drive to raise \$300,000 in Portland for state development. During his absence, F. H. Young, associate editor, was in editorial charge of the paper.

The copy desk of the *Oregonian*, Portland, presents a somewhat familiar aspect to University of Oregon students who call at the office. Two graduates of the School of Journalism have joined the copy readers' staff during the past two months. They are Raymond ("Curly") Lawrence and E. P. Hoyt.

S. K. Bowman, recently of the *Winnipeg Tribune*, is on the local staff of the *Oregonian*. Mr. Bowman came down to the states on his vacation and decided to locate in Portland. Mrs. Bowman joined him in Portland about three weeks ago.

Miss Velma Rupert has succeeded Miss Lyle Bryson as society and club editor of the *Eugene Guard*. Miss Rupert has been connected with the advertising department of the paper for almost a year. Miss Bryson is leaving soon to do advanced work in Columbia University, New York. Both young women are graduates of the Oregon School of Journalism.

Bob Cronin, well known a few years ago as sporting editor of the *Oregon Journal*, has been back around the *Journal* office for a week or so on his way to California. Cronin has recently left the staff of the *Seattle Times*, where he has been since he left Portland.

The editor of the *Powers Patriot*, J. M. Bledsoe, desires to state that the publication of that paper has ceased. This paper was part of the recent suit against Mr. Smith, former publisher of the *Patriot*. The subscription list was so small it was an expense upon the editor instead of otherwise, says Mr. Bledsoe.

W. C. Kaley, formerly in the circulation department of the *Portland Telegram*, has been made business manager of the *Oregon Voter*.

Clifford Wilson is now cub reporter and devil with the *Enterprise Record Chieftain*. Clifford spent a little time in the U. of O. and expects when he completes his work with the *Record Chieftain* to take a post-graduate course in the school of journalism at the state university.

Harry N. Crain, news editor of the *Salem Capital Journal*, spent part of his vacation at Bandon, his old home.

Layton E. Meadows, editor of the *Oregon Repeater*, has written and has ready for press a 32-page booklet entitled "Ain't It the Truth." The little booklet is filled with amusing anecdotes, snappy aphorisms and bits of helpful philosophy. It will be distributed principally among telephone people, though its pages have a general appeal.

H. E. Thomas, city editor of the *Oregonian*, was one of a party of Oregon newspapermen who attended the ceremonies at the opening of the Banff-Windermere highway. Mr. and Mrs. Thomas left here June 26 and went to the Canadian resorts by train, motoring over the new national parks thoroughfare.

When the *Oregonian* decided to probe the commonwealth for the best looking and most attractive girl to represent Portland at the Atlantic City pageant, there was considerable search for someone to handle the contest. Jay C. Allen, Jr., bachelor and good judge of pulchritude, fell heir to the job. Jay used to go to the University of Oregon, and later did police for the *Oregonian*.

The *Crane American* was established in 1916 at Crane, Oregon, upon the completion of the railroad west from Ontario to Harney county, a distance of 127 miles. Although Harney county is one of the largest counties in the United States there were only three newspapers published in this vast domain, and the *Crane American* made the fourth paper. As a newspaper field the population of the county does not warrant a large circulation for any one of the papers published, but from the first issue the *Crane American* has enjoyed a lucrative business in its circulation, advertising and job printing. The town of Crane has a population of only about 300. The publisher of the *American*, Geo. E. Carter, was one of the state printers of South Dakota; in partnership with his brother, A. L. Carter, from 1890 to 1898. Geo. E. Carter, however, preferred the "simple life" and after helping grow an orchard for seven years in the State of Washington drifted over to Crane and established a newspaper where he would not be compelled to "jump side-ways."

Maxwell Viotor represented the Portland *Telegram* on the editors' Mount Hood climb.

Eric W. Allen, dean of the Oregon School of Journalism, is on his way to Europe, accompanied by Mrs. Allen. They will be absent until about December 1, touring among points of interest and gathering information and inspiration. This is Dean Allen's first absence from the University during regular session since he came to Oregon in 1912.

Sheldon Sackett of Sheridan, who formerly did newspaper work in Salem, is filling in during vacation on the *Eugene Register*. He employed his few spare moments taking a history course in the University of Oregon summer session.

Editor Harold Hamstreet, who is associated with his father in the publication of the *Sheridan Sun*, recently enjoyed an outing in Wallowa county. He was accompanied by his wife and baby.

Interesting bits of Oregon newspaper history have been appearing from time to time in Fred Loekley's column in the *Oregon Journal*.

Mr. and Mrs. A. S. Coutant of the Grants Pass *Observer* returned recently from a 3300-mile trip through California. Mr. Coutant reports elevations of 5,000 feet made on high gear over paved roads.

Roy L. Twiford and Ralph S. Wolverton announce themselves as the new publishers of the *Milton Eagle*, succeeding Bernard Mainwaring, who for more than a year conducted the publication. The change was made July 1.

The *Maupin Times* has lately rearranged the rooms of its building in such a way as to add several feet of floor space to the office. An extra congestion of job work made this move imperative.

Fred Guyon, reporter on the *Eugene Register*, took a month vacation and made a visit to his old home in Rochester, New York.

William H. Wheeler is running the *Halsey Enterprise* alone, with the help of linotype work done by the *Lebanon Criterion*. He even feeds and runs the Diamond press "all by his lonely."

Miss Verna McNeal, all-around worker on the *Aumsville Record*, was laid up a few days with ptomaine poisoning, contracted in Salem.

Bert Hayes, pressman on *The Dalles Chronicle* for the past three years, slipped a scoop over on the editorial staff early in July, when he and Miss Peggy Leonard of this city were married in Stevenson, Washington. Somebody told on him.

William R. Hearst is among the contributors to the fund for the memorial at Silverton to Homer Davenport, Oregon man whose cartooning skill gave him national fame.

Phil Newill, of Stanford, is taking a whirl at the copy desk on the *Portland Telegram*.

Hobert Gove, known in Corvallis as "Red," has declared his intention of becoming a benedict, and is anxiously waiting for the first tap of the wedding bells.

Miss Jessie Thompson, recent University of Oregon graduate, did some special work for the *Portland Telegram* during the Business and Professional Women's national convention.

Miss Edna Haverland, as soon as she had mastered the typo art enough so she could fill John Standish's place as compositor when he left the *Halsey Enterprise*, married a young farmer and went to live at Silteoos lake.













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