

# LOCKLEY TALKS TO JOURNALISTS

SUBJECT IS, "KEEPING THE PUBLIC FRIENDLY TO NEWSPAPERS"

SPEAKER A SELF-MADE MAN

Advices Consistency in News Policy. Publications With Low Character or Ideals, He Says, Cannot Survive.

Speaking from practical experience, Fred Lockley gave a talk to the combined journalism classes in McClure Hall Friday afternoon on the subject of "Keeping the Public Friendly Toward the Newspaper."

Mr. Lockley is a self-made man, having begun as an apprentice in a printing shop and working up to the high position he now holds as special writer on the Portland Journal.

In generalizing on his subject he gave several personal anecdotes, experiences in the lives of others in their climb upward, and helpful advice concerning the newspaper game.

"To keep the public friendly," he said, "there must be consistency on the part of a newspaper, i. e., if it preaches virtues in its news columns it must clean up its advertising columns. Then, too, each person holding a position on a newspaper is responsible in part for the attitude of the general public toward the paper. A paper is judged by its character and a paper with low ideals cannot by the kind of work he or she does survive. Thus it must have reputable people around it. Each individual must be reliable, kindly, just, honest, accurate, fearless and write the 'stuff' that interests. He must have a consideration for others, for with this a news instinct can be cultivated; but above all he must be personally straight."

He concluded: "You are all preparing for some profession for your future life, and you have a chance, a splendid chance. It is your duty to improve it in this school of journalism given you and supported by the state."

## EDITORIAL ASS'N SENDS

Continued from page one)

Journalistic class of the Supreme Critique Allen of the U. of O. Saturday morning at 8:30 you will be hailed to appear at the Union Station and with the judges, plaintiff, witnesses and other supernumeraries taken on board a solid steel train and carried on a tour of inspection of the Portland harbor and its manufacturing districts. This is the case of the People against the Deepening of the River and 40 Feet on the Bar. A special venire in this case has been called, consisting of the O. W. R. & N. Co., Portland Flouring Mills Co., Portland Woolen Mills, Peninsular Industrial Co., Portland Union Stockyards Co., and the Union Meat Co. These witnesses have volunteered to pay all expenses, which is a suspicious circumstance and worthy of all consideration. On Saturday afternoon the findings of the jury on resolutions will be made, as well as selections of court officials for the ensuing year and court adjourned subject to the call of the supreme judge. In the evening at the Portland Commercial Club the defendant will be met by 200 members of the Manufacturers Association of Portland and will there and then tickle their palates with epicurean delights to the full extent of the law. Beds of ease decorated with the Royal Flower of Portland, the Caroline Testout Rose, have been prepared by Mine Host Phil Metschan of the Imperial Hotel, where all defendants are expected to make their headquarters. Of the hereig take due notice and govern yourself accordingly.

GIVEN under my hand and seal this 10th day of the month of October, 1913.

PHILIP S. BATES,  
Secretary State Editorial Association.

Don't fail to get your receipt for fare. Must have same to obtain one and one-third fare round trip.

# OREGANA TO SELL FOR \$3

MANAGER BEN DORRIS HAS BOOSTED PROCE FOR YEAR BOOK

STAFF MEETING IS CALLED

Editor Lee Hendricks to Make Final Appointment and Outline Work at Consultation With Assistants.

Editor Leland Hendricks of the 1915 Oregana, announces his first staff meeting for next Wednesday evening.

"I want every member of the staff to be present," said Hendricks today. "At this time I will outline the work for each department. The place of meeting will be announced in Tuesday evening's Emerald."

"The staff is not yet complete, for two of the most important positions have been vacated. Kenneth Reed, who was given charge of the feature department, did not return to college, and Clarence Ash, who was head of the athletics department, has affiliated himself with the senior class. I am still looking over the field to find the two best available writers to take these places."

"In Tuesday's Emerald I hope to announce the final lineup."

Manager Ben Dorris also reports a desertion in his ranks. Russell Brooks, who was appointed subscription manager, is attending the Willamette Law School. His place is open to the man demonstrating the best business qualifications.

Dorris has taken a bold step which, it is said, accounts for his late registration in college. He has added fifty cents to the former price of the book. This year the cost for those making a partial advance payment will be \$2.50, while the buyers who wait until the Oregana is issued will be set back three dollars.

"The increase is necessary to insure a good book," explains Dorris. "Heretofore the price has been too low. Even with the raise, Oregon students are not paying as much as students of other colleges putting out the same class of book."

Because of an increase of 200 students over last year's enrollment, it has become necessary to organize two new cadet companies at the University of Washington. Two more may be added next semester making three battalions.

Cecil Miller, who has been visiting at the Chi Omega House since the beginning of college, returned to her home in Portland on Friday.

## FOOTBALL CONFERENCE SCHEDULE 1913.

**Oregon.**  
Oct. 25—Idaho at Eugene.  
Nov. 1—W. S. C. at Pullman.  
Nov. 8—O. A. C. at Albany.  
Nov. 15—Washington at Portland.

**Washington.**  
Oct. 25—O. A. C. at Seattle.  
Nov. 1—Whitman at Seattle.  
Nov. 15—Oregon at Portland.  
Nov. 27—W. S. C. at Seattle.

**Whitman.**  
Oct. 18—O. A. C. at Walla Walla.  
Nov. 1—Washington at Seattle.  
Nov. 8—W. S. C. at Spokane or Pullman.  
Nov. 15—Idaho at Moscow.

**O. A. C.**  
Oct. 18—Whitman at Walla Walla.  
Nov. 8—Oregon at Albany.  
Nov. 15—W. S. C. at Corvallis.  
Nov. 27—Idaho at Corvallis.

**W. S. C.**  
Oct. 17—Idaho at Moscow.  
Nov. 1—Oregon at Pullman.  
Nov. 8—Whitman at Pullman.  
Nov. 15—O. A. C. at Corvallis.  
Nov. 27—Washington at Seattle.

**Idaho.**  
Oct. 17—W. S. C. at Moscow.  
Oct. 25—Oregon at Eugene.  
Nov. 15—Whitman at Moscow.  
Nov. 27—O. A. C. at Corvallis.

Mrs. Rader is visiting at the Kappa Alpha Theta House.

For the blues get a Massage at Marx' Barber Shop.

## SAVOY THEATRE

TODAY'S PROGRAM Always Ten Cents.

VAUDEVILLE—The Claytons.  
PATHE WEEKLY.  
WHEEL OF DEATH—Kalem.  
MASTER PAINTER—Vita-graph.  
CORNWALL, ENGLISH REVIERE—Edison.  
COMEDIAN'S DOWNFALL.

Monday's Program.  
NEW VAUDEVILLE.  
THE AWAKENING OF MAN  
A superb two-reel Edison feature.  
HIS CONSCIENCE—Lubin.  
MR. DIPPY DIPPED—Essanay.

The University of Washington baseball team which is on a tour of Japan, defeated the Waseda University team for the second time last Saturday by a score of 6 to 2.

Coach Archie Hahn of Whitman College believes he has a championship football team this year.

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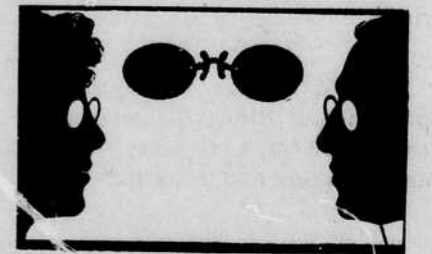
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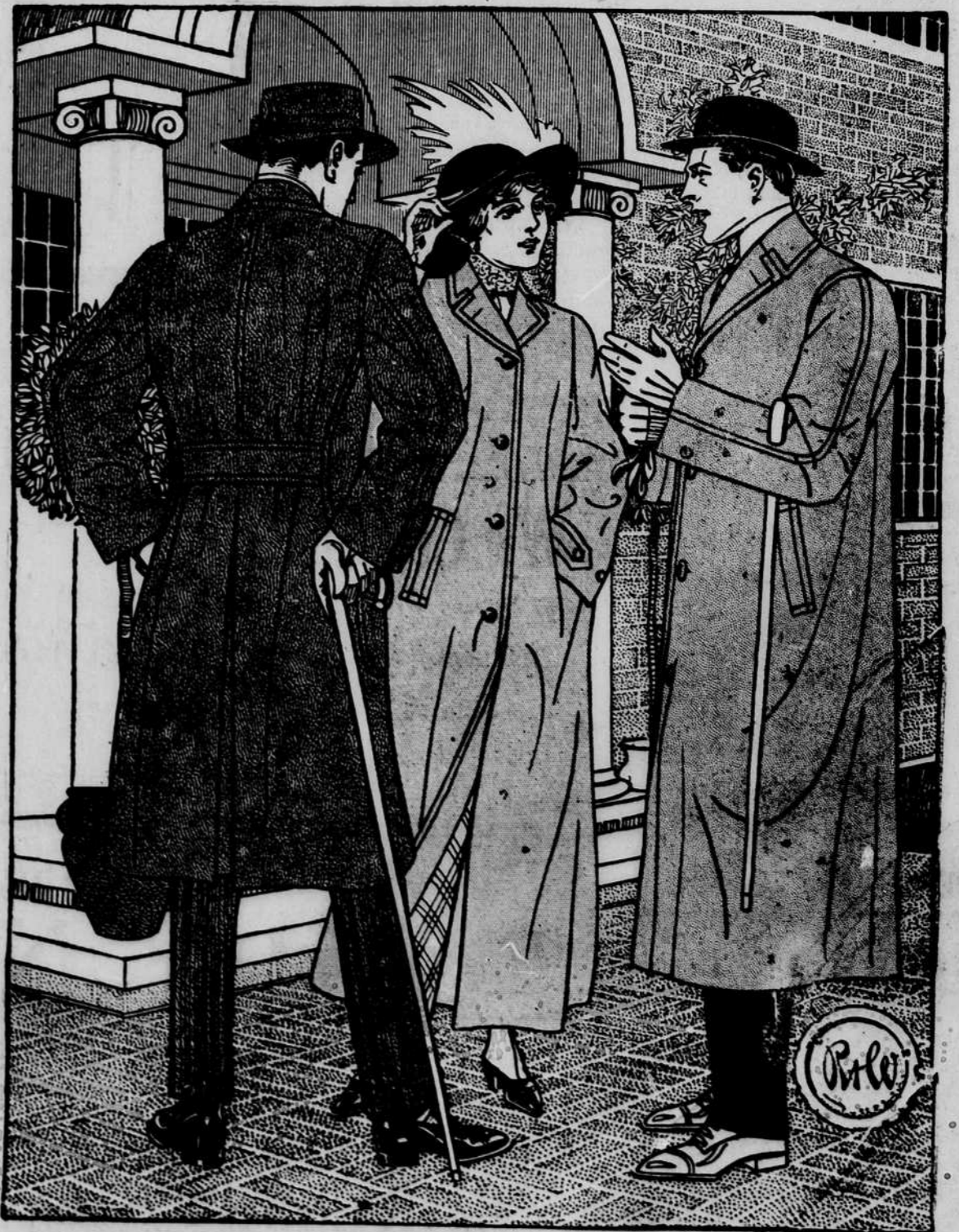
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