

Press Conference Moves Into Final Session With Talks, Luncheon

Jay Allen Talk Scheduled for Lunch Today

Conference, Speeches Slated for Final Day of News Meet; Bandon Editor to Speak

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Harry Fredericks and R. M. Hayden. For publishing successfully a major story under the most difficult conditions during the past year, Louis D. Felsheim was cited. Mr. Felsheim's Bandon Western World reported the burning of Bandon in late summer, although the shop was almost completely destroyed.

Bladine Opens Friday

The Friday morning session of the conference was opened by Conference President Lars E. Bladine, who outlined the program for the day.

With the announcement that Harry Fredericks of the Lebanon Express had been added to the staff of the Oregon publisher, Hugh McGilvra of the Forest Grove News Times, opened the business of the conference and named appointees on committees.

The round table discussion, second on the morning program, was opened by Henry N. Fowler, Bend Bulletin. Progress of the last year in photoengraving, offset printing, and with the news camera was the subject of this year's debate. Taking part were Mr. Fowler, John Anderson of the Eugene News, Phil Sinnott of the NEA coast bureau in San Francisco, A. E. Voorhies of the Grants Pass Courier, Frank Jenkins of the Klamath Falls News and Herald. Mr. Jenkins brought the first "vest pocket" photoengraving outfit into Oregon more than a year ago.

Fredericks Closes Session

Closing the morning session was Harry W. Fredericks' story of how as co-publisher of the Lebanon Express he helped to revamp his paper. Mr. Fredericks illustrated his speech with a chart showing the relation of values of departments of a newsstaff and how they helped to lift a "hick paper out of the rut and make it into an interesting and substantial newspaper."

With Lars Bladine acting as toastmaster, newsmen lunched in the Anchorage, followed by a talk from Dean Eric W. Allen.

Dean Tells of Nazis

Dean Allen placed before the newsmen frank facts concerning the Nazi newspaper censorship, stated that the thing for democratic countries to do in the next few years will be to hold their patience and await the fall of such corrupt and empty forms of government existent in several European countries.

Dean Allen told of the suppression by the government, censorship so strict as to force the editors to publish what they are told, or face loss of business or imprisonment. Racial superiority is the theme song of the regime. Nazi propaganda is the order of the day. Criticism is "out," he said.

Pointing out the effects of public opinion, editorial bias, advertising, religion, and political affairs on "Internal Freedom of the Press," Charles A. Sprague, opened the first talk of the afternoon session.

Hoyt On Color

F. Palmer Hoyt, managing editor of the Oregonian, in a speech "What Color is Your News," discussed the nature of news and the reasons for printing it. He made clear methods used in the recent presidential campaigns in shading political news to conform with the newspaper's political view. He proved that it is possible to give each side an even break in political news without losing prestige or circulation.

Indicating the changes that will come in the next decade's advertising, John Benson, president of the American Association of Advertising Agencies, pointed out that public reaction will rebel at the present blatant methods and will seek more quality in their advertising. Mr. Benson cited the necessity of directness, urging admen to employ to-the-point copy.

Frank Jenkins closed the afternoon session with a talk that showed the desire of the public to know the reasons and results of news. The mere facts are not quite enough, editors must give readers a glimpse behind the scenes.

Press Conference Schedule

- 8:00 a.m.—Group breakfasts, West-Holiday-Mogensen company, parlor, second floor, Eugene hotel.
- 9:45 a.m.—General session, room 105 journalism building. Talks and discussions. Business meeting of Oregon Newspaper Publishers' association.
- 11:45 a.m.—Adjournment for luncheon.
- 12:00 noon—Inspection of University's new physical education building.
- 12:30 p.m.—No host luncheon, John Straub memorial building.

Paul Smith

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to prove that I was a communist." Then shipping interests tried to hit the Chronicle through its pocket book. After all, the newspaper was a business venture, he said, and by taking slaps at the "boy editor" (next to three or four cubs, Mr. Smith, the executive editor, is the youngest man on the staff) as a "communist," and threatening a boycott, they hoped to throttle the sheet's circulation and advertising.

But, no! The next morning the Chronicle came out with the huge banner telling about the employers' plans, "Shipowners discuss plans to boycott Chronicle."

This big spread was all very good advertising for the paper, Mr. Smith smiled. "The shipowners called off the boycott," Mr. Smith casually remarked, "and the advertising stayed in our paper." Mr. Smith doesn't claim to be in favor of strikes and the like but he does want the strikers to get a square deal.

"You can't write stories of the maritime strike without stepping on some toes," he said. "Unfortunately, most of the press services must by necessity write stories that will offend no one."

Although he refused to comment on the strike of the Seattle Post Intelligencer, Mr. Smith expressed his recognition of the

Newspaper Guild as a unit of organized labor.

"I don't see anything revolutionary about the Newspaper Guild and I don't see any threat in it to the freedom of the press," he said. He smoked awhile, his head of red hair lying idly over his shoulder.

"Mr. Smith, what do you think of Hearst as a newspaperman?"

Mr. Smith flicked the ashes off his cigarette. "You haven't enough asbestos in newsprint to print what I have to say about Hearst," he declared.

"I'd like to assume that each fellow on the staff has just as much to say as I have," Mr. Smith said.

The newspaper, he continued, has to have personality. "A newspaper with a great personality would have to be greater than the personality of all members, it must have an intellectual capacity greater than that of any one member on its staff, in fact it must be the aggregate of the personality of its employees. But," he continued, "it needs a personality to coordinate the work."

Mr. Smith opposes mass production in newspaper work. He would eliminate rewrite men entirely.

"Most of the star reporters that have come out of the schools have had to have their ears beaten back somewhat," he warned. "We would probably first give them jobs as copy boys."

Sells Newspapers



H. R. Failing, of the Oregon Journal, who speaks in the morning session of the press conference today on "A Few Points on Selling a Newspaper's Market."

"Newspaperdom is trying almost vainly at the moment for a lot of reporters who understand the significance of what they are writing," he sighed.

Since this young editor took over the reins of the San Francisco Chronicle, the circulation has jumped from 80,000 to 130,000. A strong tribute to his valiant attempt to publish the truth and nothing but the truth.

YW Group Will Hear Mrs. Schwering Talk

Mrs. Hazel P. Schwering, dean of women, will speak informally at the Sunday evening tea given by the YWCA Social Etiquette group at the home of Mrs. John Stark Evans, YWCA executive secretary.

Press Meeting Closes Today With Luncheon

Round Table and Talks By Felsheim, Failing, And Cheney Features Of Last Morning

Today's program will close the press conference. The morning session will open at 9:45 with Lars E. Bladine presiding. The first talk, "A Few Points on Selling a Newspaper's Market," will be given by H. R. Failing of the Oregon Journal.

Mr. Failing's talk will be followed by a round table discussion of advertising problems. The discussion will be headed by Herb G. Grey of the Medford Mail-Tribune and president of the Oregon Newspaper Publishers' association advertising managers.

George P. Cheney, Enterprise Record-Chief, will give a speech entitled "Are Country Newspapers Prepared for Recovery?" The next talk will be presented by Louis D. Felsheim, Bandon Western World, on the subject of "When Fire Destroyed My Town."

A semi-annual business meeting of the Oregon Newspaper Publishers' association, which will be presided over by Hugh McGilvra, will close the morning session.

Delegates of the press conference will inspect the University's new physical education building from 12 o'clock until the 12:30 luncheon to be held in the John Straub memorial building. The main speaker at the luncheon will be Jay Allen Jr., correspondent for the Chicago Tribune and London News-Chronicle. Mr. Bladine will act as toastmaster at the luncheon which will close with the election of conference officers.

Cause for Crater Lake New Article by Smith

"Mount Mazama: Explosion Versus Collapse" is an article in the December issue of the bulletin of the Geological Society of America, by Warren D. Smith, head and professor of the geology department, and Carl R. Swartzlow of the University of Missouri.

The article is an attempt to prove that Mount Mazama, now Crater lake, was due to explosion and not to collapse as is generally believed.

State Newsman

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here with Ben Jr. . . . H. W. Fredericks, publisher of the Lebanon Express, enjoying his first conference as a newspaper proprietor . . . telegram from Merle Chessman, Astorian-Budget, and Steen M. Johnson, formerly of Sheridan Sun, lamenting having to be in Washington helping inaugurate the president and everything instead of being here to mingle with the conference gang . . . Fred M. Shideler over from Oregon State hobnobbing with the scribes . . . Palmer Hoyt and Ed Miller, former side-kicks on the Emerald, now big shots on the Oregonian, enjoying their smoke up in the front row . . . John E. Black, old Oregon student back to the conference as the representative of the Independence Enterprise, read the paper of his father-in-law, Z. C. Kimball, on the afternoon program . . . Charles Porter, editor of the Eugene High School News, signing the register first . . . Vinton H. Hall, editor of the Oregon Motorist, at home on his old stamping-grounds where he edited the Emerald in '30-'31 . . . Howard M. Young, another Oregon man, here from the La Grande Observer, busy grinding out a resolution as a member of a special committee.

A story that's several months old but never told before. When Joe C. and Mary Brown returned home to Redmond after winning the prize for publishing the best weekly in the state in a town of less than a thousand population, they thought they had done something for Redmond. What they discovered when they returned home was, that the loyal citizenry were not pleased: the chamber of commerce estimate of the population of their fair city is 1,400, and what did the spokesman publishers mean by this less-than-a-thousand stuff?

Execution

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boos those fellows Moran and Waley were. If they had done it as I am going to . . ."

The fact that the ransom asked for was the odd number \$28,000 was considered an important sign of insanity, Taylor said. Psychologically, according to him, the figure had no logic, but was significant to the kidnaper himself, and might prove a clue in identifying him.

Possibility that the murderer was a pervert is also shown, Taylor pointed out, by the brutal manner in which the boy was beaten. This suggests a sadistic tendency that accompanies perversion.

Lawmakers Lack Judgment. Dr. Taylor said that attempts to make the kidnap laws severe showed lack of judgment; for if death is the inevitable punishment for kidnaping, the criminal is going to value the life of his victim very lowly if it interferes with his escape.

Although wreaking vengeance on the criminal is childish, Dr. Taylor believes that society has every reason to execute such a person because he is dangerous. However, there is no point in doing it except in the most humane manner possible.

Furthermore, he explains, if people are going impulsively to commit crimes of kidnaping, they may

Quiz of Week ANSWERS

ANSWERS

- | | |
|------|-------|
| 1. d | 6. d |
| 2. a | 7. a |
| 3. c | 8. d |
| 4. b | 9. a |
| 5. c | 10. b |

have a return of good judgment. This is thwarted when the penalty is death. He proposes that the penalty be made lighter if the victim is returned, approves mandatory death sentence if he is harmed.

Crime Can Be Corrected. The psychologist remarked that the crime was a good example of conditions which the expert psychiatrist can correct.

"It's going to take a lot of money," he lamented, "to recognize that these people are just as dangerous as those ill with typhoid; and that we have got to locate them before they get desperate, hospitalize them, and institutionalize them."

The criminal, according to Dr. Taylor, is very seldom a normal person. He is most often of the paranoid type, who imagines persecutions of individuals and environment and attempts vengeance on them.

Although many people have these tendencies, it takes an expert psychiatrist to discriminate between the dangerous and the merely sullen, he explained. The former are to be treated as sick persons, and the latter by adjustment of fixations and complexes through psychiatric aid, can be returned to normal life.

"It is expecting a lot of human beings to endure some of the strains that are thrown on them as a result of the way our civilization works," Dr. Taylor said in conclusion.

Room for the gang, TAYLOR'S, ad

NAY NAY LAD
YE CANNA GIE ME THOSE
I'LL BUY MY OWN KIND
I KEN WHAT THEY DO...

They Satisfy

When smokers find out the good things that Chesterfields give them *nothing else will do*

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