

Cottage Grove Sentinel

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Why editorials are written—

Why newspapers have editorial pages was explained in a recent issue of the Myrtle Creek Mail. We were pleased to have the explanations because we have often wondered why some newspapers had such pages.

The Mail declares that its own editorials are written to fill space. That is the poorest explanation we have yet seen, and we doubt whether the editor is truthful in making such an explanation.

If he is honest in that explanation, he should refrain from writing editorials on economy.

It takes a lot of time to write editorials that are worth reading, while editorial copy—good editorial copy—can be secured at about 25 cents a week from various syndicates, or may be secured in plate form ready to go into the paper at 30 cents the inch. Such editorials are not recommended but they do far more than fill space.

The Mail says some editorials are written to afford an avenue of escape for thought. If that thought expresses the opinion of the person doing the writing, the editorials are doing far more than fill space, they are directing public opinion.

Another reason for editorials, according to the Mail, is to display the editor's knowledge. All editorials show to an extent indicate the editor's knowledge, but we have never seen any that were written for that express purpose, and we believe we have read more editorials than an editor who writes them to fill space.

Some are written, according to the Mail, because the opposing newspaper has them. That would indicate the value of competition. Some are written, according to the Mail, by professional critics, protestors and fault finders and by "palaverers" with well defined purpose to deceive.

It is sadly true that there are editorials of the last named varieties. The larger proportion of such editorials appear in big daily papers.

It is claimed that William Randolph Hearst wrote editorials, supported by news stories, that brought on the Spanish-American war, and he wrote those editorials and ordered the news stories written for no other purpose than to increase circulation of his New York newspaper.

An editor who so perverts the purpose of a newspaper is a traitor to journalism and a dangerous person.

We have seen the example of big daily newspapers in this state writing rabble-rousing editorials for no other purpose than to gain circulation over a newspaper that would not so pervert its own columns or make moral perverts out of its editorial and news writers.

Some of the best editorial writers have been instructed by the editor-in-chief or the business office to write editorials in a vein to which the writers could not subscribe. But the weekly pay check depended upon their doing so. Besides there could not be an editorial policy for every writer on a newspaper. Honest direction of what editorial writers shall write is fully justifiable.

It is odd that millions of persons never discover the utter insincerity of some editorial policies, conducted without regard to facts that should be known to the millions that are misled by such an editorial policy.



The whole town whispered . . . but they didn't know the deep dark secret of . . .

"The Woman Who Cheated!"

But one night when she was playing bridge with a handsome bridge champion . . . something happened that wrong from a stricken husband the secret he had hoped he'd never tell!

From Station KORE Saturday at 8:00 P. M.

You will be confronted with this amazing real-life problem! WHAT WOULD YOU DO?

Editorial writers on such papers are seldom known intimately by those for whom they write, so their work is impersonal.

But on the small daily, and particularly on the small weekly, editorials are written by the editors themselves for persons whom they know intimately and meet daily.

Such an editorial writer writes that in which he honestly believes. He does not wish to be known as a hypocrite to those whom he has to look in the eye daily.

Such persons often write editorials that injure their business. Such persons often know that such editorials will injure their business, but they could not be honest with themselves, nor with their readers, and write otherwise.

Other newspapers take advantage of a popular movement to support it because it means business for them, although they know they are deceiving.

Such newspapers are able to get away with that kind of editorial policy because there are too many who prefer to have that in which they believe insincerely supported than to see that in which they believe honestly opposed, because there are too many who do not believe that in which they believe can be honestly opposed.

The most sincere, and many of the best written, editorials are found in the so-called country press, because the editor has at heart the interest of every person in his community, because he is a part of everything in his community, because he is not easily led away by false doctrines, because he will not, even for business reasons, say editorially what he does not believe personally, because he would rather be unsuccessful financially than to gain wealth by hypocrisy and deceit.

Such editors, and there are many of them, are the backbone of the nation, and they do not write editorials to fill space.

Girls brightest, but few lead—

Here is something odd: Why do students of the feminine gender lead in scholastic attainments and why do few of such feminine persons become leaders in after life?

Read commencement programs and it will be noted that girls, much more often than boys, are valedictorians and salutatorians.

In the Cottage Grove schools seldom is there a boy valedictorian or salutatorian.

In the reports of those who make highest grades the girls lead. Recollect if you can when Cottage Grove has had a boy valedictorian or salutatorian.

You probably can't recollect a one, but it is not difficult to remember girls who have had that honor.

Three of them are employed in one office in the city, and not one of the three was selected because of her scholastic honors. She was selected because of her ability to fill the job for which she was employed.

But who are the leaders in Cottage Grove, or in any small community?

Very rarely does the number include one who has been a valedictorian or salutatorian.

Among the leaders are many whose education must have been slighted, who could not have won high scholastic honors.

Many men who have won high places in business life, especially in the small community, have not had even a grade school education. The number is legion of those who have not had a high school education.

But they are successful in business, even if they can't write a good business letter.

Some of them are smart enough to have girls who have won scholastic honors do their letter writing for them.

Of course, one reason that more

girls do not become leaders is because they prefer to boss husbands who are leaders in the community.

The success of many men may be traced to the good advice of these wives.

But why do not more of those women with high scholastic records behind them, even when they enter business, become outstanding in business?

Of course, men always have been the leaders in business and political life. Men who murder the queen's English are preferred for office over intellectual women.

Things are changing. Woman is taking a more prominent place than she did 25 years ago.

She may refuse to be dictated to by man, but she seldom attains a place where she would be the overlord of man.

Why is this?

We ask the question, but we can't answer it fully.

Possibly some woman reader would like to give the reason.

Last No Money Auction Saturday.

Printing Prices Are Low in Cottage Grove.

Last No Money Auction Saturday.

Mattresses, new and fumigated—nice line of Rugs and Floor Covering—dandy Gas Engine—plenty of other bargains.

Short's Bargain Store

Sulphur Found in the Sun

Sulphur has been discovered in the sun in sufficient quantity to register its presence in twenty spectral lines.

Last No Money Auction Saturday.

THE NEW

Rex Cafe

offers you the finest in foods at the lowest possible prices.

Full fountain service.

Dine at the Rex and keep cool

WHERE THE THRIFTY THRIVE AT

IRISH-SWARTZ

Company, Inc.

TASTY-FOODS

WHERE SMILING SERVICE WELCOMES YOU

Phone 53

Free City Delivery

There's sure to be big values at your Irish-Swartz Store every day in the week. But here are some exceptional values for Friday and Saturday

MILK

Oregon or Golden Key

can 5½c

SALMON

Lindy Peas

Pork & Beans

Each 10c Can 10c Each 5c

Diamond A Corn

Whole Kernel--New Pack

2 cans 25c

LIGHTHOUSE

White King

Corn Starch

2 cans 5c 27c 2 pkgs. 15c

Royal Club Coffee

3-lb. can 75c

Puff'd Wheat

H-D PUNCH

RAISINS

3 pkgs. 25c Pkg. 5c 4-lb. pkg. 25c

Irish-Swartz Coffee

1-lb. Jar 29c

2-lb. Jar 57c

VALLEY ROSE

Delicious Flour

Shredded Wheat

49-lb. bag \$1.29 49-lb. bag \$1.59 Lge. pkg. 10c

Watermelons

per lb. 1¼c

WE PAY HIGHEST CASH PRICES FOR EGGS

MEAT DEPARTMENT

Fresh Ground Beef lb. 15c

Beef Boil lb. 8c

Baby Beef Steak lb. 17c

Shortening 4 lbs. 49c

Beef Roast lb. 12½c-13½c

Dill Pickles quart 10c

AT THE ARCADE

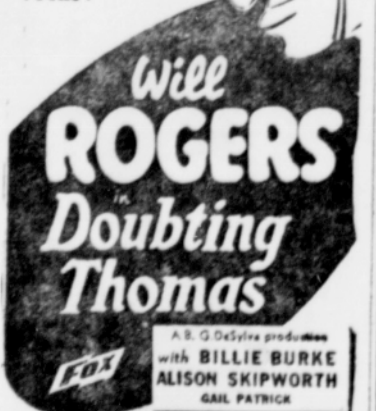
Friday, August 16
"I SELL ANYTHING"
Pat O'Brien Ann Dvorak
Claire Dodd
AMATEUR NIGHT

Saturday, August 17
"TOMBSTONE TERROR"
Bob Steele

SUN., MON., AUGUST 18-19

Laugh your fill at Will!

Watch him try to cure his stage-struck wife and save his home from going on the rocks!



Tues., Wed., August 20-21
"STAR OF MIDNIGHT"
William Powell Ginger Rogers

Thursday, August 22
"The Girl From 10th Avenue"
Bette Davis Ina Hunter