

one is free if it is news. Official action by the board of directors on any subject would come under this classification.

Mr. French suggested the appointment of a publicity committee might be in order.

Mr. O'Neil said he believed the timing of publicity was most important.

Mr. Stewart said the publicity should be directed to the public and not the state officials.

Mr. Ericksen mentioned that the article in the newspaper by State Treasurer Scott had people wondering why, with the big surplus, the employees could not get the requested increase.

Mr. O'Neil said he believed publicity should be kept impartial, that all the points should be made, but names mentioned only when gain could be made thereby. He said he was learning that the objective must be sold by appeal to the emotions as much as by appeal to brains.

Mr. Morelock agreed and said he believed there never was a better time for the Association to take off the gloves and swing.

Mr. R. M. Smith stated that with reference to the subject of publicity he felt whoever had been giving the articles to the papers deserved a vote of thanks as the Association had been receiving more publicity the last month than ever before. Credit was given to Mr. O'Neil and Mr. Stewart. It was mentioned that the press in general had been very sympathetic toward the employees' cause.

Mr. Chidsey asked that when publicity was given out it be ready for the first edition, then the upstate papers could copy it. At the time of the General Council meeting the Salem paper carried a full column, but when he returned to his home there was nothing at all in his home paper.

President White asked about the acceptance of funds from local chapters for the publicity campaign and Mr. O'Neil said the Association should be willing to accept such funds. Mr. Chid-

sey was not in favor of paid ads in the papers as he believed it branded the publicity propaganda right away.

It was Mr. Stewart's suggestion that the district directors from upstate see that properly printed news appears in upstate papers. Mr. O'Neil suggested that if the papers distorted the news and did not print it straight then resort should be made to paid ads. Mr. Smith thought that paid ads might hurt the campaign, that if one paper received such ads, then the other papers might feel they should also have paid ads.

Mr. R. M. Smith also expressed the thought that possibly it would do no harm to pass a resolution to call a special meeting of the board to consider the problem of salaries, in case of an adverse report from the state officials.

#### **Legislative Matters to Be Worked Up In Advance**

Resolution from Civil Service Committee with respect to initiative petition to amend the Oregon constitution by making civil service law a part thereof.

Mr. R. M. Smith said he believed action on this resolution should be deferred until the next meeting of the board inasmuch as there was plenty of time and at present the Association should not complicate its program by starting anything new that would detract from present activities.

Mr. Morelock said he believed that all of the things which should be taken up at the next legislative session should be referred to the laws and legislation committee so they could be set up in a program to present at the next or second or third board meeting. Mr. Leo Smith added that legislative matters should be referred to the proper committees immediately. For example, the wage matter. There is no use talking about wages effectively after the legislative session starts. The time to talk is before the money is put in the budgets and it takes a lot of work and a lot of time and the earlier work is started the better the opportunity for success.