

SINCERITY, TRUTH, RULES FOR EDITORS

L. D. Drake of Astoria Is Elected President.

FINAL SESSION IS HELD

A. E. Scott of Forest Grove Is Chosen Vice-President and George Turnbull Secretary.

UNIVERSITY OF OREGON, Eugene, Or., Jan. 14.—(Special).—A conference of ethics for Oregon newspaper men, prepared by Colin V. Dymond, dean of the college of literature, science and arts and ex-journalist, at the request of the State Editorial association was adjourned unanimously by a special meeting of the association held here today in connection with the editors' conference.

Corvallis Wins Session. Corvallis was selected as the meeting place of the State Editorial association convention on July 21 and 22.

"Of all agencies the printed word is the most widely diffused and most powerful. The printed word is the single instrument of the profession we represent, and the extent to which it is shaping the thoughts and conduct of peoples is measureless. We, therefore, pronounce the ethical responsibility and we desire to accept our responsibility now and hereafter to the utmost extent that is right and reasonable in our respective circumstances," said Mr. Dymond in introducing the Oregon code of ethics for journalism.

The first section of the code treats with sincerity and truth. "The foundation of ethical journalism is sincerity. It is naturally not possible that all writing can be without error, but it can always be without deliberate error. There is no place in journalism for the flatterer; the distorter, the propagator, the suppressor, or the dishonest thinker.

"We will advocate in our respective communities the cause of thoroughness and preparation and pride of craft that we ourselves desire in ourselves, our employes and our associates. We are according to the active enemies of superficiality and pretense," is the statement of the section covering care, competency, and thoroughness. "Inaccuracy in journalism is commonly due more to lack of mental equipment than to wilfulness of attitude and we regard journalism with a precise and learned profession."

In considering moderation, conservatism, and proportion the code reads: "We will not over-play news or editorials for the sake of effect when such procedure may lead to false deductions in readers' minds. We will endeavor to publish our writings and our publishing endeavors to observe moderation and steadiness. We will regard accuracy in our statements as more vital than our being the first to print."

Kindliness Is Advised. Mercy, kindness and justice were important canons in the code. "It shall be one of our canons that mercy and kindness are legitimate considerations in any phase of journalism, and that in the public or social interest seems to be best conserved by suppression, we may suppress; but the motive in the public or social interest always be the public or social interest and not the personal or commercial interest."

In dealing with partisanship and propaganda, the code calls upon the newspapers to resist outside control and to remain independent. "Partisanship, except so far as it is sincerely believed in, Mr. Dymond characterized the section dealing with public relations as the most important of the most important. "We will keep our writings and our publications free from unrefined, except so far as we may sincerely believe publication of sordid details to be for the social good.

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

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

Truth in Advertising Urged. "We believe it an essential part of this policy that we should not be respectful of persons. "We reiterate the principle of 'letting the buyers 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."

This is the ethical code which the Oregon editors unanimously adopted. Mr. Thatcher, head of the advertising department of the school of journalism, was commissioned to represent the leading dailies in the state while on a trip he is to take east in the near future. He will present the opportunities of advertising in Oregon papers before the leading advertising agencies of the country and before the convention of advertising clubs of the world which meets in Milwaukee, Wis. Fourteen dailies have already enlisted in the organization being made by a committee composed of Elbert Bede of Cottage Grove, Carl Abrams of Salem, G. Lansing Hurd of Corvallis and H. L. St. Clair of Oresham.

Field Man Is Suggested. The plan of having a field man to work among the Oregon papers and get them better organized was suggested by Mrs. W. Allen, dean of the university school of journalism. It will be considered at the July meeting in Corvallis.

Resolutions adopted by the conference called for a general movement to restrict the amount of scandal and salacious details in newspapers; and thanked the university, the school of journalism, and Sigma Delta Chi for the successful conduct of the conference, and the Eugene chamber of commerce for the banquet given the editors last night.

sacrificing the profits derived from the job work department. Herbert J. Campbell, publisher of the Vancouver Columbian, told the conference what a close state and district organization can accomplish and how.

\$80,000 DEFICIT FACED CLACKAMAS COUNTY FINDS SELF IN PREDICAMENT.

Tangle in Provision of New Budget Law Blamed—Funds on Hand Are Deducted.

OREGON CITY, Or., Jan. 14.—(Special).—Clackamas county will be \$80,000 short next year if the assessment is based upon the budget which was officially approved by the county court Saturday and filed in the office of the clerk. Due to a tangle over the provisions of the new budget law, both the school fund and the general county fund will face large deficits in 1922, unless provision is made by retrenchment in other departments.

The budget as prepared by the court and approved by the taxpayers' meeting provides for the deduction from amounts to be raised to meet contemplated expenditures, any funds in the treasurer's hands December 1, 1921. In doing this, the county court followed the exact letter of the new budget law and has refused to make any change.

The assessor and the treasurer pointed out that the balance on hand were to meet expenses already contracted. Under the present system the taxes are not collected until April, and funds on hand must be used to carry the county over until that time. Under the 1922 budget, these would be used to meet new expenses. This not only cuts out the fund which must be used to pay warrants, in many cases at present outstanding, but reduces the amount which will be raised by taxes this year.

This leaves the county in a peculiar position financially. In the general fund December 1, 1921, there was a \$9,000 balance. This was deducted from the proposed expenditures to get the amount to be raised by taxation. But the treasurer pointed out that the general fund expenses are about \$12,000 monthly. Thus by April 1, when the taxes start coming in, this fund will be depleted.

Alder Logs Hamper Farmers.

TOLEDO, Or., Jan. 14.—(Special).—The farmers of the lower Siletz river and on the Alsea and Yaquina rivers are at a loss to know what to do with the millions of feet of high-class alder logs which they have on their bottom lands. At the present time there is only one small mill, located at Toledo, which handles alder logs. The farmers are particularly interested in getting rid of the alder so that they may use the bottom lands for dairy purposes. A large quantity of these logs, some of them 3 feet in diameter and from 30 to 90 feet long, have been sawed down and burned. It appears that some method of handling this lumber might be found whereby it could be cut into cants and shipped to the present logging centers where it could be utilized.

Columbia Office Makes Money.

ST. HELENS, Or., Jan. 14.—(Special).—During 1921 the Columbia office of the county clerk showed a profit to the county, according to a statement prepared by J. W. Hunt, clerk. The carry forward from the previous year was \$786 and the fees collected amounted to \$589.57. The net expense of operating the office was \$248.90, leaving a profit of \$137.67. The dock tax collected amount to \$469 and same fees collected and reported to the state treasurer amounted to \$933.37.

Veterans Called Slackers.

DALLAS, Or., Jan. 14.—(Special).—Among the eight names appearing on Polk county's list of draft evaders is the name of Leroy Stalaker. Stalaker served as a volunteer soldier overseas for more than a year, and earned an honorable discharge. Efforts were made several months ago by the American Legion post of independence to have Stalaker's name removed from the official list of slackers but the war department seems unable to unwind the red tape surrounding the matter.

Dallas Mill Closes.

DALLAS, Or., Jan. 14.—(Special).—The big mill of the Falls City Lumber company, owned by the Cobb-Mitchell interests, suspended operations permanently today. The company gave as its reason for the shutdown the prohibitive cost of transporting logs from its logging camps in the Siletz basin.

Independence Newspaper Sold.

DALLAS, Or., Jan. 14.—(Special).—The plant of the Independence newspaper, which suspended publication a few weeks ago, has been purchased by B. A. Shaver, who has moved it to West Salem, where he expects to begin publication of a new weekly newspaper.

Machine Gun Company Organized.

COTTAGE GROVE, Or., Jan. 14.—(Special).—Cottage Grove's machine-gun infantry was organized Thursday night at maximum strength, with the following officers: Captain, C. C. Cruson; first lieutenant, G. A. Proctor; second lieutenant, C. E. O'Neil; sergeant, H. W. Lombard.

The Book of Knowledge

Complete in 20 vols., fine condition, our price..... \$50.00 Encyclopedia Britannica, 29 vols., latest edition..... 80.00 The Far East and the New America, 6 vols., fine..... 25.00 Balzac, 18 vols., Library edition..... 25.00 Modern Eloquence, 10 vols., 1/2 leather, illustrated..... 30.00 Scott, the Waverley Novels, 12 vols., 1/2 leather..... 15.00 Carlyle, 10 vols., Sterling edition, cloth..... 10.00 Sever, Great Monarchs—Rawlinson, 3 vols., (rare)..... 10.00 De Maupassant Works, 10 vols., cloth..... 8.00 Cooper's Sea Tales, 5 vols., cloth..... 2.00

STATE PUBLISHES AUTO STAGE RULES

Running in Rush Season Alone Barred by Regulations.

BONDS ASKED OF DRIVERS

New Orders to Be Effective as Soon as Blanks Can Be Sent to Operators.

SALEM, Or., Jan. 14.—(Special).—So-called "fly-by-night" and irresponsible operators of automobile stage and truck lines who infest the roads during the favorable seasons of the year when business is brisk and deprive the "year-round" operator from his just dues, will be prevented from "wild catting" under a good faith bond to be required by the Oregon public service commission under a new law enacted at the recent special session of the legislature.

This law places the operation of commercial automobile stage and truck lines under the jurisdiction of the public service commission, and is one of three laws enacted at the special session of the legislature for the conservation of the highways and to afford adequate protection to the traveling public.

Rules Are Completed. The public service commission today completed its safety rules and regulations governing the operation of these automobile and truck lines, and the same will be put in effect as soon as the proper blanks can be forwarded to the motor transportation companies now operating. Among the more important rules are the following: Every motor vehicle shall be maintained in a safe and sanitary condition at all times and shall be at all times subject to inspection of the commission and its authorized representatives. Every motor vehicle shall be equipped with a standard speedometer, which shall be maintained in good working order. Every motor vehicle used in the transportation of passengers and having a covered top or top up, shall maintain a light or lights of not less than two candle power each within the vehicle and raised so as to light up the whole of the interior of the vehicle and such light shall be kept constantly lighted between the hours of sunset and sunrise at all times when vehicle is occupied by passengers.

Every motor vehicle used in the transportation of passengers shall, when either motor vehicle, be equipped with at least one (1) extra serviceable tire. Every motor vehicle shall be equipped with satisfactory brakes and such brakes shall at all times be maintained in good condition and with a braking power sufficient to lock the rear wheels of said vehicle when at a speed of ten miles per hour.

Drivers' Age Regulated. Drivers of vehicles shall be at least 21 years of age, of good moral character, and shall be licensed to operate the vehicles under their charge and shall hold chauffeur licenses from the state motor vehicle department. No driver or operator of any motor vehicle carrying passengers shall smoke any cigar, cigarette, tobacco or other substance in such vehicle during the time he is operating the same.

No transportation company owning, controlling, operating or managing any motor vehicle used in the transportation of passengers or property as a common carrier for hire shall carry or allow any driver or operator of such motor vehicle to work as a driver or operator for more than ten driving hours in any 24-hour period.

No driver or operator of any motor vehicle for passenger transportation shall refuse to carry any person offering him a place for carriage, and who tenders regular fare to any regular stopping place or to the nearest point where repair facilities are available, if any. Accidents arising from or in connection with the operation of any motor vehicle subject to the automotive transportation act shall immediately be reported to the public service commission, or motor vehicle used in the transportation of passengers shall be operated or driven with any trailer or other vehicle attached thereto, except in case a vehicle becomes disabled while in use, and is unable to run by its own power, such disabled car may be towed to the nearest point where repair facilities are available.

Use of Trailer Regulated. Except when specially authorized by the public service commission, no motor vehicle used in the transportation of passengers shall be operated or driven with any trailer or other vehicle attached thereto, except in case a vehicle becomes disabled while in use, and is unable to run by its own power, such disabled car may be towed to the nearest point where repair facilities are available.

Change to Be Allowed. The above rules and regulations are for general application only, and are subject to such changes and modifications as the commission, from time to time, may deem advisable, and also subject to such exceptions as may be considered just and reasonable in individual cases.

Blanks for new orders will be sent to operators of motor vehicles to comply with these rules and regulations, and the requirements of the automotive transportation act of 1921, will be sufficient cause for the commission, in its discretion, to require the suspension or revocation of the permit of operation.

4 COMPANIES CHARTERED

Silver Mining Corporation Has \$375,000 Capital Stock.

OLYMPIA, Wash., Jan. 14.—(Special).—Articles of incorporation filed today with the state secretary of state included the following: Glacier Creek Silver Mines company, Ltd.; Spokane; capital stock, \$275,000; R. L. Lower, Frank H. Strike and B. D. Lower, Jr.; Buttermilk Products company, Seattle; capital stock, \$100,000; H. E. Turner, A. W. Pratt, J. E. Dietrich, E. B. Parsons and Leo C. Bradner; Yogurt Sanitariums, Inc., Bellingham; Harry R. Fickelmaier and Henry M. White, Seattle; capital stock, \$50,000; Bernard D. Shafter, George L. Butterfield and Frank Kapan.

Joint Installation Held.

WHITE SALMON, Wash., Jan. 14.—(Special).—White Salmon lodge No. 1163, Masonic, held a joint installation with the local chapter of the

Announcing the Greatest OVERCOAT SALE IN YEARS. Entire stock sacrificed unparalleled in the tremendous reductions offered. Men---your unrestricted choice of 214 Kuppenheimer and others, this season's finest coats. Below are plain facts and figures. 14 O'Coats sold at \$75, 29 O'Coats sold at \$65, 27 O'Coats sold at \$60, 39 O'Coats sold at \$55, 48 O'Coats sold at \$50, 57 O'Coats sold at \$45. Now \$32. None on approval, no C. O. D., no exchanges, every sale final, all sizes to start sale; plan to be here early. Lion Clothing Co. Portland's Best Clothes Shop Morrison at Fourth St. See Eight Big Window Displays.

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Chiropractic College Opens.

Pacific Chiropractic college, now located at 125 Grand avenue, was opened with public ceremonies last Thursday night. More than 1200 persons inspected the new building and many were unable to gain entrance. There was a programme of musical and literary numbers, including an address by E. W. Mulkey and O. W. Elliott, the latter president of the college. Many floral pieces and cut flowers were sent by friends and were used for decorating purposes. A picture of the graduating class of 1921 was presented to the college.

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WHITE SALMON, Wash., Jan. 14.—(Special).—White Salmon lodge No. 1163, Masonic, held a joint installation with the local chapter of the

Eastern Star, followed by a dinner

in the Oddfellows' hall. The following officers were installed: Wade H. Dean, worshipful master; Charles N. Ackley, senior warden; Orson A. Stillman, junior warden; Avery R. Hayes, secretary; Guy G. Crow, treasurer; Wenzel Olson, senior deacon; Kenneth H. Putney, junior deacon; Harry Clutbos, senior steward; John Ripper, junior steward; Roy Heaman, Tyler. Officers of the Eastern Star follow: Ann Dickey, worthy matron; Clara Putney, associate matron; Ira Wade, worthy patron; Kate Boyd, secretary; George Read, treasurer.

St. Helens Banks Elect.

ST. HELENS, Or., Jan. 14.—(Special).—Both the local banks elected officers and directors this week, and no changes made in the directorates. Officers elected at the Columbia County bank were: Sherman Miles, president; Martin White, vice-president; J. E. Hutchinson, cashier, and Mrs. Maude Beaver and Mrs. K. C. Conroy, assistant cashiers. Officers of the First National bank are: Charles Graham, president; Sherman Miles, vice-president; H. A. Childs, cashier, and Gordon Thompson, assistant cashier. Both banks declared the usual 8 per cent dividend.

Bank Franchise Extended.

THE OREGONIAN NEWS BUREAU, Washington, D. C., Jan. 14.—The cor-

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BROWNSVILLE, Or., Jan. 14.—(Special).—Vitz J. Ramsdall, vice-commander of the local post of the American Legion, is in an Albany hospital as the result of cutting through the bone of his left foot with a sharp ax. The implement struck a twig, and glancing, buried itself in the ex-cribler's instep. Whether it will cripple the young man permanently cannot yet be told. He was in France with the 1st division during the world war.

Lodges Install Officers.

ILWACO, Wash., Jan. 14.—(Special).—The local Rebekah lodge met last Tuesday evening and installed the fol-

lowing officers: Mildred Graham, noble grand; Mary Becken, vice-grand; Lillian Heckman, secretary; Margaret Donpe, treasurer; Naomi Morden, chaplain. Three initiations occurred. Refreshments and a social hour followed the session. Wednesday evening installation of officers for the Oddfellows occurred, followed by a dinner to which the Rebekahs were invited. The officers installed were: Ervin Sarti, noble grand; Clark Stoddard, vice-grand; L. D. Williams, secretary; J. H. Doupe, treasurer; Walter Jennings, chaplain, and the appointed officers.

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porate existence of the First National bank of Pendleton, Or., was extended today by the controller of the currency to January 15, 1922.

The Day of Better Dentistry And Lower Prices Is Here. Thanks to Honest Advertising! Here is Glorious News to All Good People Interested in Dentistry! BE SURE TO READ THIS: From the Atlantic to the Pacific, Ethical Dental Societies and Ethical Magazines and Journals are talking about the injustice of continuing high prices, admitting that code of ethics is sadly out of date—unfair and un-American and needs modernizing. They even admit now that the Advertising Dentist is human—perhaps their equal—and that advertising of itself is NOT WRONG. One dentist mentioned by Dr. Sexton stated he made \$25 per working hour. If he worked ten hours a day—that is \$250 a day—\$7500 a month, \$90,000 a year. Do you think he EARNED IT? Do you wonder the profession that puts the dollar sign ahead of the golden rule objects to the Advertising Dentist's giving the public low prices? I have made it possible for the working man, the shop girl and the family in average circumstances to secure the necessary Dental Service without sacrificing self-respect. All dental work performed by myself or any member of my staff is guaranteed. The material is guaranteed exactly as represented. The workmanship, fit and wearing qualities are guaranteed superior to any work of like nature turned out by any competitive concern at double my prices. OPEN EVENINGS "Every patient must be absolutely satisfied." Flesh-Colored Plates from.....\$10.00 Porcelain Crowns from..... 5.00 22-K Gold Crowns from..... 5.00 22-K Gold Bridge-work from..... 5.00 Electro Painless Dentists IN THE TWO-STORY BUILDING Corner Sixth and Washington Sts. Portland, Oregon

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now's the time to buy a Diamond! Our ordinary prices are lowest. Think what an investment is yours at the reduced prices for which we are selling diamonds this month. If you want to see diamonds, come to Aronson's! All Leather Goods, All Beaded Bags, All Parisian Ivory, All Table Lamps, All Umbrellas. —ONE HALF OFF! All Cut Glass, All Sheffield Hollowware, All Sterling Novelties. —ONE THIRD OFF! All Watches, All Wrist Watches, All Clocks. —ONE FOURTH OFF!

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