

Hillsboro Argus

With Which is Combined the Hillsboro Independent
Hillsboro Argus estab. 1894 Hillsboro Independent estab. 1873
McKINNEY & McKINNEY, Publishers
Published Thursday. Entered as second-class matter in the
postoffice at Hillsboro, Oregon

W. VERNER McKINNEY Editor
MRS. E. C. McKINNEY Associate Editor

OFFICIAL NEWSPAPER OF WASHINGTON COUNTY
Selected as Oregon's Best Weekly Newspaper, 1935
Named on All-American Weekly Newspaper Eleven, 1935
Honorable Mention National Editorial Association Newspaper
Production Contest, 1934-35, and General Excellence, 1935

Subscription Rates Strictly Cash in Advance
Within Washington County Outside Washington County
Per year \$1.50 \$2.00
Six months .75 1.00
Foreign countries \$2.50

MEMBER—Oregon State Editorial Association and National Editorial Association.

First Audited Paper, Largest ABC Weekly Circulation in West.

A Day of Memorial

Everyone, young and old, should be encouraged to attend the patriotic observance here Saturday. It is valuable to citizenship to have the sacrifices of the nation's hero recalled and to have the benefits and duties of citizenship told to them.

The stores will be closed and all the patriotic organizations of the community have been invited and will co-operate in the parade, the program at the theatre and the exercises at the cemetery. The graves of America's soldier and sailor dead will be decorated with wreaths and flags.

People here and elsewhere will visit the graves of loved ones, gone but not forgotten. It is little enough to set aside this one day to pay tribute to the memory of our loved ones and of the nation's heroic dead.

Remember, Saturday is a day of Memorial and not set aside for celebrations, games, picnics, etc.

Booms Started for Legislative Heads

(By A. L. Lindbeck)

SALEM—Even before the votes cast in the primary election have been canvassed and with yet another hurdle to be cleared, the fall elections boom is jumping. The fall elections boom is jumping. The fall elections boom is jumping.

Prison authorities of today are not so much concerned with ways and means of keeping men inside the walls as they are with keeping them outside, according to James P. Davis of the new federal board on prison industries. Davis was in Salem this week to confer with Governor Martin and prison officials on prison problems. The federal government is now sending only one of every ten first offenders to prison, Davis said. The other nine are released under parole or on probation. Many states are also inclining toward this policy. Some states are providing large farms on which prisoners are employed under an honor system. Oregon's prison industries problem is not nearly so serious as that in many states, Davis said. A thorough study of the situation here will be made this year before any recommendations are made for new industries.

Many of the larger Oregon employers are paying their contributions toward the unemployment compensation fund and are not far, however, none has refused to pay nor to attack the act in the courts. Publication of amounts being paid by some of the larger contributors was protested as a violation of the provisions of the act for secrecy regarding reports and information filed by contributors.

A ruling by Attorney General VanWinkle to the effect that the board of control can allow no more than a five per cent differential in throwing state business to Oregon concerns may interfere with the board's desire to protect local industries from outside competition for state requirements.

Sherman county was first in with official election returns this year. Canvassing of the primary vote will not be completed before June 13, according to Secretary of State Snell.

Circulation of books by Oregon libraries—not including the state library—during 1935 totaled 5,342,357 volumes, according to a compilation just completed by Miss Harriett C. Long, state librarian. That means an average of five books for every resident of the state. On the other hand, with only 1,181,735 volumes in the libraries of the state, it means that each book was borrowed an average of five times during the year.

Nine of the 47 agricultural instructors employed in the high schools of Hawaii came from Oregon, according to W. Beers, supervisor of agricultural education in the territory, who was a Salem visitor this week. Many Oregon men who have gone to the islands to take teaching positions have graduated from better paying jobs with large industrial concerns, Beers said.

Life insurance companies wrote 48,134 new policies in Oregon last year, representing \$61,041,252 in new insurance, according to the annual report of Hugh H. Earle, insurance commissioner. Insurance force in this state at the end of 1935, the report shows, aggregated \$615,859,503.

Twenty-three traffic fatalities in Oregon during April boosted the year's score to a total of 77 or two more than for the same period in 1935. The majority of the victims were pedestrians. By a strange coincidence the number of injuries during April, totaling 434, was identical the same as that for April, 1935.

Of the 958 men and women in the Oregon penitentiary 131 are termers, records at the prison show. One of these, Calvin Judy of Douglas county has been in the prison for nearly 42 years, being received in 1893. Most of the "lifers" are doing time for murder. Eleven of them were sentenced as habitual criminals, five of these being sent up from Clackamas county.

More than 22,000 requests have been received by the new travel bureau of the state highway department for information on the state trips within the state. Eight thousand of the requests came from motorists who visited the state last year. The rest came from "foreigners" in other states who are planning their first visit to Oregon.

One of the entries in the state capital design contest was insured for \$20,000. The average cost of preparing the designs for the contest is said to be well above \$1000. At that it was not sufficient to attract the attention of a secondarily fortune hunter such as her father had been.

Here the child, Deborah, grew up with only her grandparents and the servants for her companions. In the early years, when she was yet a small child, she went infrequently with her grandparents over the rough mountain roads to the little country town, or she was perhaps allowed to accompany old Gary, their servant, on a marketing expedition; but as she grew older, and her mother's beauty became more and more closely guarded at home, she was often guests at the great house when Deborah was a child, but they were grave elderly people like her grandparents, so that she grew up completely cut off from companions of her own age and generation. There were quite a few full of books, and three people entirely devoted to her welfare.

It must be admitted that of the three, Grandfather, Grandmother and Gary, it was Gary who taught her the most interesting things. Grandfather taught her history, and science, and geography, and political economy. Grandmother taught her needlework, and a number of things that made them both blush and over which they skipped as hastily as possible. But Gary—Gary told her stories of people.

Yes, there was Gary. Grandfather and Grandmother kept the

The Great American Home



Honeymoon Mountain

(By Frances Shelley Wees)

CHAPTER I—Bryn James Bryndillon III, a tall bronzed young man of wealth, and his aunt, Tully Forbes, are discussing Bryn's coming marriage. Tully believes it a scheme to get Bryn's wealth from him. Should the girl, Deborah, whom Bryn has met the office, be his attorney, Ted Holworthy, marry Stuart Graham before her twenty-first birthday, the young man's vast fortune would be inherited by Deborah, who refuses to marry him, posing as an unemployed engineer, offers to marry Deborah, and Stuart for \$50,000, they do not live as the bride and groom.

Twenty-three years previously, Anne Whittaker Larned had eloped, on the morning of the day of her wedding to Courtney Graham, and had married a young man who had been a woman, would never have been received in the society in which the Larneds moved. The consequences were disastrous. The young man had no money, but he had expected to have a great deal when the Larneds rented and forgave their only daughter. However, he encountered unexpected difficulties with the money. For when she discovered why he had married her, she crept away from him, her heart as nearly broken as a physical organ can be broken by human unhappiness, and when her daughter, Anne, was only a few days old, she died. Fortunately, the young man, who never knew that it was his father—who was kicked in a vital spot by a horse, and died before he could strengthen the belief of a number of people in the vengeance and justice of God.

The aged and broken grandparents took their daughter's child and also the blame for their daughter's unhappiness. If, they told themselves, miserably, they had guarded this child, she would never have met this handsome young man, and all would have been as they had planned. She would have married Courtney Graham, scion of an old and spotless family, and all her ways would have been the ways of only a companion. Paths would have been paths of peace.

The Gramhams were among the first people of Boston. Nowhere on their escutcheon could be found a blot, and even the erasure marks were so carefully done as to leave no trace. A perfect young man, it would have been. But their daughter was dead, and their bitter regret was in vain. However, they still had the child, and over the months of her grave they vowed to themselves a solemn oath to protect this girl's life. They dedicated their remaining years to her. It seemed to them that they must creep out of the world with her, hide her, and find for her a sanctuary.

They had sold the historic mansion in Boston, and with their beautiful old household goods, had gone west as far as they could go, out to the Oregon wilderness. There, in the most glorious natural surroundings, they had built a huge stone house. They were miles from the nearest town, and cut off from all easy contact with civilization.

Here the child, Deborah, grew up with only her grandparents and the servants for her companions. In the early years, when she was yet a small child, she went infrequently with her grandparents over the rough mountain roads to the little country town, or she was perhaps allowed to accompany old Gary, their servant, on a marketing expedition; but as she grew older, and her mother's beauty became more and more closely guarded at home, she was often guests at the great house when Deborah was a child, but they were grave elderly people like her grandparents, so that she grew up completely cut off from companions of her own age and generation. There were quite a few full of books, and three people entirely devoted to her welfare.

It must be admitted that of the three, Grandfather, Grandmother and Gary, it was Gary who taught her the most interesting things. Grandfather taught her history, and science, and geography, and political economy. Grandmother taught her needlework, and a number of things that made them both blush and over which they skipped as hastily as possible. But Gary—Gary told her stories of people.

Yes, there was Gary. Grandfather and Grandmother kept the

Knot Hole Views And Interviews

(By Leon B. Davis)

The proposed establishment of a utility district to include Washington county came into a conversation the other day with a determined housewife, who lives on a new development near one of the smaller towns of the county. She might have declared that times were looking up. That within a short while Bonneville power would be delivered to her home without cost, or at least not much cost, and the PEP company would be carrying on. Surrounding her family lies hundreds of acres of farm lands and small homes whose owners have signed petitions to be left out of the proposed district on the assumption that the Multnomah power and light rate would be a great deal cheaper than the rate which then would apply to Washington county. Cheaper, they say, because of the larger population adjacent and within the limits of Portland and the small population of rural Washington county.

The jumping frog contests of California might find some good material in Washington county, or some one from this county might find some good material entering Washington county. Frogs in the contests. At any rate Mrs. R. E. Baldwin on Sunset road, east of Beaverton, is authority for this one: One night recently she and her neighbors were walking along a narrow road when he met a large something or other coming toward him in prodigious leaps. He jumped the fence and then the other way. The something or other was a huge frog. The frog, Mrs. Baldwin explained, was one from the Baldwin frog farm which had escaped a year or more ago. The Baldwin raises frogs and glamorous water lilies.

Stimulation of real estate sales is found all along the eastern boundary of Washington county, where Portlanders are buying homes and paying fair prices for them. The real estate sales are on contract, but it serves to illustrate the fact that there must be a degree of recovery, particularly in employment and wages. There comes to mind one particular sale which involved an acre of land on the Canyon road about a half-mile out of Beaverton. This tract brought something more than \$900. Another sale nearby of about an acre and three-quarters with a fair house and garage, brought the owner \$4000 in cash.

To those who want shivers down their backs, there is a haunted house along the Canyon road. It stands alone, withdrawn from other homes, like a hermit in his retreat. Across the windows are scattered boards, while rank grass and weeds choke the yard, untrampled by human feet. Strange things happen here, the neighbors say, and unexplained sounds are heard when the winter rains clatter on the steeply angled roof, and stormy winds sigh and moan through the bending trees. Perhaps the place is haunted, but the place is the couple who began its construction and failed to consummate their plans, leaving the uncompleted shell to be a plaything of the weather.

The car was a large one and loaded with family and baggage. The driver obviously was a farmer by occupation. A license proclaimed the equipment to be from Montana. Said the driver, as he waded through waist high weeds and oats to talk to the man in the field: "You must have had a lot of rain here. Now take where I came from in eastern Montana we ain't had any rain to speak of for the last few years. And so he had come to the end of his journey, nearly 2500 miles across plain and mountain to see where it rained and to escape from burning winds and cloudless dawn upon cloudless days, which proclaimed just another day of heat and dryness until the soil is sick and the vitality to be an individualist gone.

More Clean-Up Needed

In going about our daily business we are prone to overlook the unsightly spots which the stranger within our gates will notice at a glance, and this week-end will see many strangers, or rather former residents of Hillsboro, who will take note of all these things while visiting here.

For instance, within less than a block of the main business section of the town we see grass on the parkings and vacant lots which is almost waist-deep. Occupants of cars parked at the curbs cannot alight without getting grass, dew if in the morning, and often spittle-bugs on their clothing. We still have several days in which to have these unsightly lots and parkings mowed before the high school alumni members return for the jubilee celebration program at the high school, and before others arrive to decorate graves of relatives and friends.

Right in the center of town is a most unsightly spot, which is overlooked by those who pass every day, but nevertheless detracts from the beauty of the town. Signs on either side draw attention of visitors.

Another place where pedestrians cannot pass without getting their clothes covered with all that hangs to tall grass is on Baseline street between First and Second avenues.

Civic pride is our greatest need, so let us take today and tomorrow to look around and get dressed up before our visitors arrive.

What Other Editors Say

Portland Better Business Bureau is out with a protest against glory sheets, which have no paid circulation, post office entry or recognized standing as periodicals. The bureau says, "They capitalize on pride and vanity and sell puffs at a profit. Many Oregon citizens have thoughtlessly 'approved' publication of flattering articles about themselves and have placed orders for quantities of the so-called magazines, only to find they have been duped into purchasing worthless publicity."

In preparation for the state centennial, citizens of Dallas, Texas, have begun a clean-up. In June their 20 million dollar exposition opens. Discussing the handbill nuisance, the Fort Worth Star-Telegram says: "Citizens of Dallas, aroused in a campaign to clean up the city's streets in preparation for the central Centennial exposition, are taking pot shots at the handbill nuisance. An ordinance to prohibit the distribution of this form of advertising is proposed."

"Experience of various cities which have resorted to law to end this nuisance has supplied a very definite formula for what can be done and what can not be done by law. Various ordinances on the subject have been knocked out by the courts, but others have been sustained. The main point seems to be that the ordinance must so obnoxious in favor of certain classes of handbills if it is to stand up in the courts."

"There is no doubt in the mind of any urban householder about the nuisance character of handbills. They litter a cue from sidewalks, gutters and streets. The distributors trample on shrubbery and flower beds. The practice is so obnoxious to the average housewife as to destroy entirely its usefulness to those who pay the bills for printing and distributing. It is not good business on the part of a merchant to solicit business in a form which antagonizes the prospective customer."

"The litter produced by discarded handbills on the streets is not, of course, the only clean-up problem of a city. But it is an aggravation of a problem which exists at all seasons. Texas cities which wish to present a pleasing appearance to Centennial visitors have a big job ahead, one part of which is curbing the unwelcome handbill."—Oregon Spectator.

Handbill Nuisance

Portland Better Business Bureau is out with a protest against glory sheets, which have no paid circulation, post office entry or recognized standing as periodicals. The bureau says, "They capitalize on pride and vanity and sell puffs at a profit. Many Oregon citizens have thoughtlessly 'approved' publication of flattering articles about themselves and have placed orders for quantities of the so-called magazines, only to find they have been duped into purchasing worthless publicity."

In preparation for the state centennial, citizens of Dallas, Texas, have begun a clean-up. In June their 20 million dollar exposition opens. Discussing the handbill nuisance, the Fort Worth Star-Telegram says: "Citizens of Dallas, aroused in a campaign to clean up the city's streets in preparation for the central Centennial exposition, are taking pot shots at the handbill nuisance. An ordinance to prohibit the distribution of this form of advertising is proposed."

"Experience of various cities which have resorted to law to end this nuisance has supplied a very definite formula for what can be done and what can not be done by law. Various ordinances on the subject have been knocked out by the courts, but others have been sustained. The main point seems to be that the ordinance must so obnoxious in favor of certain classes of handbills if it is to stand up in the courts."

"There is no doubt in the mind of any urban householder about the nuisance character of handbills. They litter a cue from sidewalks, gutters and streets. The distributors trample on shrubbery and flower beds. The practice is so obnoxious to the average housewife as to destroy entirely its usefulness to those who pay the bills for printing and distributing. It is not good business on the part of a merchant to solicit business in a form which antagonizes the prospective customer."

"The litter produced by discarded handbills on the streets is not, of course, the only clean-up problem of a city. But it is an aggravation of a problem which exists at all seasons. Texas cities which wish to present a pleasing appearance to Centennial visitors have a big job ahead, one part of which is curbing the unwelcome handbill."—Oregon Spectator.

Prise at a Price Is Current Racket

(By Portland Better Business Bureau, Inc.)

Ever hear of "prise at a price"? Well, you can buy it. Not only that, but a shrewd group of promoters have been busy advertising space, for sale, to gullible Oregonians during the past few months, the Portland Better Business Bureau states.

The medium these promoters use is a publication called a "puff" or "glory" sheet, because of the uniformly sugar-coated and flowery write-ups which are their stock in trade. They capitalize on pride and vanity and sell puffs at a profit.

Aside from advertising space, which invariably resemble some nationally known magazine or trade journal, these "puff sheets" have nothing in common with a bona fide publication. They derive next to nothing from advertising space, for advertisers will not patronize them. Their columns are devoted to overstuffed stories about Tom, Dick and Harry. They enjoy no regularity of issue, but are gotten out only when enough orders have been received to justify printing and their uncertain circulation, of course, is made up almost entirely of copies sold to "puffees."

The Better Business Bureau repeatedly has advised Oregon citizens thoughtlessly "approved" publication of flattering articles about themselves and have placed orders for quantities of the so-called magazines only to find they have been duped into purchasing worthless publicity.

So live, that when you come to die even the undertaker will be sorry!—Mark Twain.

City Traffic

Comments made to the Argus indicate that a lot of people, living in and outside of Hillsboro, agree with us that the traffic situation in the city needs serious study and observation on the part of local officials. Several have expressed a "Thanks" to the editor for which we give thanks, as too often people when they agree with you do not say anything, but when something goes wrong they let you know quickly enough and with emphasis.

In deference to our customers and visitors parking space should not be taken up for advertising purposes. There is a place for everything. Several months ago we recall a case where on a busy Saturday a car was parked all day on Main street between Second and Third for demonstration purposes.

Cutting the School Bill

States and communities suffering from small, badly equipped, and poorly staffed rural schools might well take a cue from Michigan.

Dr. Eugene B. Elliott, superintendent of public instruction there, is seriously considering a plan to reduce the number of Michigan rural schools from 6700 to 700 or 800. He charges that the present system is extravagant and a disgrace to education.

Michigan, along with other states, he points out, pays its teachers as low as \$30 a month in the poorer rural districts, and often they are forced to collect part of this pittance by boarding around with the farmers, as backwoods schoolmasters did in pioneer days.

The new plan would unite seven or eight of these districts and construct a central school to which children living at a distance might be transported. Competent teachers then could be employed at reasonable salaries, and modern equipment installed at a total expense not greater than present costs.

If the proposal is adopted and works in Michigan, it is a new deal for rural children that no state can afford to pass up.—Guthrie (Okla) Leader.

Our Yesterdays

Fifteen Years Ago
Argus, May 26, 1921—Bill Zeigler has chapter of mishaps. Narrowly escapes blow-up of auto gasoline tank. Then takes wild ride. Went so fast flame couldn't catch him.

L. C. Lomax takes position as manager for the Otto Erickson Co. at Hillsboro office.

Badly crippled Hillsboro team loses to Kirkpatrick 7 to 4.

Clerk Kurall reports 13,428 registered voters in county.

Mrs. Rebecca A. Naught dies here May 22.

O. Phelps named as manager of the Fourth of July.

Thirty Years Ago
Argus, May 24, 1906—Mary Ramsey Wood celebrates her 119th birthday here May 20. She was born in Knoxville, Tenn., in 1787. She crossed the plains on horseback in 1852.

Mrs. F. C. Paul died here May 21 in her sleep.

Miss Sadie Smith of southeast of Hillsboro died May 18.

J. M. Greear to start construction of brick building north of Second street lively stable.

P. R. & N. railway reaches Banks with rails Monday. First train out to Hillsboro carried A. A. Mead of Buxton and Ben Dooley of Banks.

Export Bounty Disciples Ready for Battle—This Time in AAA

(By Special Correspondent)

WASHINGTON.—The never-dead export bounty plan for disposing of farm surpluses abroad is due to pop up in a new fight next year—this time within the AAA instead of in Congress.

Reason is the obscure section of the farm act which authorizes the secretary of agriculture to use one-third of the nation's customs revenues for diversion of surplus crops into relief channels or for subsidy of exports.

Already, certain farm lobbyists and congressmen favorable to the idea are preparing for a drive on the \$100,000,000 involved. They are boasting that the way has been cleared by abolition of the export-import section of AAA, whose heads were opposed to export subsidies, and its subsequent revival with new personnel more favorable to their plans.

Elimination of its three top men is being compared here to the celebrated "purge" in which Jerome Frank, Fred Howe, Victor Christgau, and other officials lost their jobs and their fight for consumer protection within the AAA.

SECRETARY WALLACE has been reluctant to use export bounties, agreeing with economists of the export-import section and other foreign trade specialists that:

Export subsidies would lead to endless dissipation of public funds; the subsidizing, in effect, of the foreign consumer at the expense of the American taxpayer; the dumping of farm products on nations that don't want them; retaliation against the United States in the form of higher duties abroad; and general disruption of our com-

Export Bounty Disciples Ready for Battle—This Time in AAA

mercial relations with foreign countries.

The plan won't work, they say, because you can't export surpluses to a country which won't take them.

The whole idea attacks the State Department's reciprocal trade agreement program, which aims to stimulate export of American farm products.

The question is whether Secretary Wallace can hold out against elements in the AAA favorable to the export plan, which has been backed by George Peek, Administrator Davis, Chairman Marvin Jones of the House Agriculture Committee, and Representative Harry Coffey of Nebraska.

THUS far Wallace has been fairly successful in resisting the groups of producers who came forward with plans to use a balance of \$35,000,000 which was available for subsidizing exports up to July 1.

The only victories went to California groups. Walnut growers, who for years have sold nuts at one price in the United States and at a lower price abroad, organized sufficient pressure to win, and prune growers arranged for export subsidies on substandard prunes to keep up the price of standard prunes at home.

Citrus fruit growers, however, didn't have much success, chiefly because of opposition from the inter-departmental commercial policy committee.

Whether Wallace, faced by strong pressure from producing groups, will be able to continue his policy of Secretary of State Cordell Hull in opposition to export bounties, remains to be seen.

Our Yesterdays

Fifteen Years Ago
Argus, May 26, 1921—Bill Zeigler has chapter of mishaps. Narrowly escapes blow-up of auto gasoline tank. Then takes wild ride. Went so fast flame couldn't catch him.

L. C. Lomax takes position as manager for the Otto Erickson Co. at Hillsboro office.

Badly crippled Hillsboro team loses to Kirkpatrick 7 to 4.

Clerk Kurall reports 13,428 registered voters in county.

Mrs. Rebecca A. Naught dies here May 22.

O. Phelps named as manager of the Fourth of July.

Thirty Years Ago
Argus, May 24, 1906—Mary Ramsey Wood celebrates her 119th birthday here May 20. She was born in Knoxville, Tenn., in 1787. She crossed the plains on horseback in 1852.

Mrs. F. C. Paul died here May 21 in her sleep.

Miss Sadie Smith of southeast of Hillsboro died May 18.

J. M. Greear to start construction of brick building north of Second street lively stable.

P. R. & N. railway reaches Banks with rails Monday. First train out to Hillsboro carried A. A. Mead of Buxton and Ben Dooley of Banks.

A Master Publisher

A Master Publisher of a country weekly recognizes that his newspaper is his community's greatest public utility institution; that he serves his paper best who serves his community best; who seeks first the favor of his constituency through service and then justly expects that all other needful things will be added unto him; who aims to gather all the news that is fit to print in every field of activity in the community, placing special emphasis on constructive farm news and school activities; who aims every week to cultivate every possible source of news and to produce a paper teeming with news stories that are prepared with care and packed with human interest; who is fair, tolerant, impartial; who produces a paper so attractive in its typographical appearance that it is a credit to its community; who renders genuine service to retail merchants as their advertising counsel and agent; who nurses an insatiable desire to see his subscription list grow; who maintains a cash-in-advance subscription policy; who appreciates his obligation to his brother publishers and maintains profitable rates, is ethical in his observance of all rules and customs of the industry of which he is a part, and is a member of state and national press associations.—HERMAN ROE, Field Director, National Editorial Association.

A Master Publisher

A Master Publisher of a country weekly recognizes that his newspaper is his community's greatest public utility institution; that he serves his paper best who serves his community best; who seeks first the favor of his constituency through service and then justly expects that all other needful things will be added unto him; who aims to gather all the news that is fit to print in every field of activity in the community, placing special emphasis on constructive farm news and school activities; who aims every week to cultivate every possible source of news and to produce a paper teeming with news stories that are prepared with care and packed with human interest; who is fair, tolerant, impartial; who produces a paper so attractive in its typographical appearance that it is a credit to its community; who renders genuine service to retail merchants as their advertising counsel and agent; who nurses an insatiable desire to see his subscription list grow; who maintains a cash-in-advance subscription policy; who appreciates his obligation to his brother publishers and maintains profitable rates, is ethical in his observance of all rules and customs of the industry of which he is a part, and is a member of state and national press associations.—HERMAN ROE, Field Director, National Editorial Association.

A Master Publisher

A Master Publisher of a country weekly recognizes that his newspaper is his community's greatest public utility institution; that he serves his paper best who serves his community best; who seeks first the favor of his constituency through service and then justly expects that all other needful things will be added unto him; who aims to gather all the news that is fit to print in every field of activity in the community, placing special emphasis on constructive farm news and school activities; who aims every week to cultivate every possible source of news and to produce a paper teeming with news stories that are prepared with care and packed with human interest; who is fair, tolerant, impartial; who produces a paper so attractive in its typographical appearance that it is a credit to its community; who renders genuine service to retail merchants as their advertising counsel and agent; who nurses an insatiable desire to see his subscription list grow; who maintains a cash-in-advance subscription policy; who appreciates his obligation to his brother publishers and maintains profitable rates, is ethical in his observance of all rules and customs of the industry of which he is a part, and is a member of state and national press associations.—HERMAN ROE, Field Director, National Editorial Association.

A Master Publisher

A Master Publisher of a country weekly recognizes that his newspaper is his community's greatest public utility institution; that he serves his paper best who serves his community best; who seeks first the favor of his constituency through service and then justly expects that all other needful things will be added unto him; who aims to gather all the news that is fit to print in every field of activity in the community, placing special emphasis on constructive farm news and school activities; who aims every week to cultivate every possible source of news and to produce a paper teeming with news stories that are prepared with care and packed with human interest; who is fair, tolerant, impartial; who produces a paper so attractive in its typographical appearance that it is a credit to its community; who renders genuine service to retail merchants as their advertising counsel and agent; who nurses an insatiable desire to see his subscription list grow; who maintains a cash-in-advance subscription policy; who appreciates his obligation to his brother publishers and maintains profitable rates, is ethical in his observance of all rules and customs of the industry of which he is a part, and is a member of state and national press associations.—HERMAN ROE, Field Director, National Editorial Association.