

THE SECULAR PRESS SUBJECT OF BISHOP

Right Rev. Bishop Scadding Speaks in Spokane, Before Episcopal Council, on Press as a Missionary Agency.

"The Secular Press as a Missionary Agency" was the subject of an address given by the Right Rev. Charles Scadding, bishop of Oregon, at the missionary council of the eighth department of the Episcopal church held in Spokane, Wash., on Friday, April 30. He said, in part:

The successful secular newspaper of today may not be above criticism from a moral or religious standpoint, but it cannot be denied that it stands close, very close to the people. No merchant studies the community in which he seeks patronage more closely than does the newspaper publisher. There is no business requiring greater tact on a greater scale than is there anywhere a mistake in judgment attended with consequences more disastrous to the blunderer.

The newspaper is a vast business enterprise; a fortune is invested in it. It must be made to pay dividends, and to do this it must have the greatest possible circulation, and to attain this it must give the people what they want to read. It is necessary for the merchant to know the wants of the people, and the newspaper must correspond to the shelves in every goods store; that it can afford to put into its columns reading matter which will not sell than can the merchant afford to put unsalable wares on his shelves.

News Thoroughly Sifted. It must also be borne in mind that the newspaper, even though it has twenty-four pages, has not a single line to waste. It pays thousands of dollars for matters it does not print, and it is safe to say that no newspaper keeps the matter which is poured in upon it by the press associations, its special correspondents and the public generally. The great bulk of this news matter is bought and paid for, though never destined to see daylight, not because it is not news, but because matters which the trained sense of the editor pronounce more important than news crowd it out.

Those same trained editorial senses are constantly on the alert for the important news item, often carefully selected in a mass of matter otherwise of not the slightest importance or interest to the reader. Just mention in the midst of three columns of really important church reports the mere incidental fact that Rev. John Doe sent in his resignation and that it was accepted, and you prepared to turn out of bed at night and explain to half a dozen reporters, all about the affair.

The next morning the line of resignation may appear as three columns, while the three columns of really important church news will scarcely more than fill that many lines. The editor knew that only three lines in your article would help the sale of his paper.

It is not a confession of weakness that the people do not demand the news we wish to give them; the newspapers are largely what the people make them, are not the people in almost the same proportion what the church allows, and with us of the clergy to attempt to create a demand for a different class of news, a demand, I believe, which will be promptly met by the secular press.

We must admit that we cannot control the secular press, and we are more liberal than we were, and must not find fault if the secular press is yet more liberal. In the broadest sense we are working with the newspapers as a common cause, and they are doing their part nobly. Some of them are fighting for a higher standard of public morals, the purification of politics, the abolition of gambling and other vices, the betterment of men's morals and the closer brotherhood of man. If they will here and there leave us to continue the work of bringing men still closer to God, we must admit that they are guiding their readers in the right direction, and we, if we are not extremists, will recognize the fact that they are our valuable allies.

But note the methods by which they have achieved what measure of success is theirs. Not by threats or denunciations, but by persuasion. They do not serve public sentiment, but by a finesse which points a moral without seeming to do so. When the public is

AUNTIES
They Belong to the Whole Neighborhood
That dear old neighbor we know as "Auntie" and who lived down the street with no relation, of course, except that her tender old heart made her "Auntie" to all the young people. And how she did love the young folks! One who remembers her says: "We could always depend on 'Auntie' for good sound advice. She was particularly well informed on food and what to use for certain troubles. After having taught in the public schools for many years, she had become a fine housewife, and I suffered frequently from indigestion. After my marriage I had indigestion so badly it became chronic. Owing to my condition my little baby did not get proper nourishment and was a year and a half in coming. I had decided to put her on artificial food altogether when the advice of dear old 'Auntie' put baby and I on the right track. She insisted upon my trying Grape-Nuts food, declaring that it would help and give baby more nourishment, so I please her I did, trying it for breakfast. The result was so marked and so quick that I ate it for luncheon too. All I must say the change has been wonderful. I have good health now and baby is a strong active child. My mother says that Grape-Nuts helps her more and keeps her more cheerful and happy than anything else she has ever done. Truly pure, scientific food has great power." There's a Reason.
Read "The Road to Wellville," in press. Hear read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

down years ago demanded three columns of space for his editorial. How do you account for that today the better newspapers dispose of such affairs with a column or two of news? We can assume a different attitude to the newspapers, can treat them as things which do not concern them. We can take a generous view of existing conditions, accept the newspapers as having a right to "express" and show them that we are in sympathy with them. We can take them to comradeship in the work we are doing, and by treating them as allies instead of enemies and spies secure their confidence, good will and cooperation in our missionary efforts.

As to Sermons Reports.
In most places it is quite possible to give brief abstracts of sermons. This can be done without self-advertising, which we all rightly abhor. There is no necessity to say anything about "the crowded congregations" or the "interesting and instructive discourses," or things of that kind; they are horrible. But if we have said something out of the fervent heat of our own thoughts, and if the sermon is good for the community or the parish, it can reach a wide audience by printing it, and an impression that this is a newspaper not unprofessional, but is demanded by the times.

Then, again, I am assured that the average pastor would welcome an intelligent abstract of the proceedings of conventions—not a mere list of the names of those present, but a summary of the discussion, showing how they touch questions of everyday life. Such accounts, brief and sketchy, will always be welcome, but we will have to furnish these things ourselves, and not wait for the papers to send reports. In fact, the whole strength of the Trinity church will be directed toward seeking out sinners and preaching the gospel in the streets and in the most humble parts of the city. He said:

"It has been asserted that the congregation of Trinity church today is able to support that church, and to carry on its work without the help of the endowments of the parish. I am compelled to say that anyone making such a statement betrays either a complete ignorance of the facts or a decided willful misrepresentation."

Communicants Nearly All Poor.
"Of the 1300 communicants on the list at Trinity church, the very great majority are poor people."

"The work of St. John's has been carried on many years at a most extravagant cost. We are planning to apply the \$30,000 which has been hitherto spent yearly upon St. John's alone in a way that will bring benefit to a vastly larger number of people in that district."

"Our plan of work for the region is a threefold one and includes the following distinct branches:—
"The first part of our plan is the consolidation of the ordinary parochial work of the two chapels at St. Luke's, which is now and has for many years been the proper center for this work and where we believe it can be carried on far more strongly and effectively than it has been heretofore from both centers."

"As will be shown later, St. John's and St. Luke's chapels are not both needed for this work. The people now attending St. John's are all of them attending St. Luke's, and very many of them live much nearer to St. Luke's than to St. John's."

"The second part of our plan is the taking up of work among other than English-speaking people at a different point within the district, for which we hope to arrange after this parochial work at St. Luke's is well under way."

"The third part of our plan is the carrying on of evangelistic services at St. John's chapel and also of certain branches of welfare work, which we believe will minister to a real need in that neighborhood."

Hood River Sales
Devlin & Firebaugh report the following recent sales in the Hood River valley: Twenty-two acres of unimproved land from the Kemp Brothers to E. J. Phillips, consideration \$2500; 11 acres of raw land from Nettie Crocker to Hall Nesbit of Hood River for \$550; 6 acres, mostly planted to 4 year old apple orchard from Tony Frohn to L. W. Bishop, consideration \$4200.

TRINITY RISES TO HUMAN NEED

America's Richest Church to Go Out Into the Highways and Hedges.

New York, May 1.—Declaring that the Trinity church corporation was much misunderstood, the Rev. Dr. William T. Manning devoted an entire sermon to a defense of the church body. He told what had been done in the past by Trinity and he outlined the plans for the future, especially in regard to St. John's chapel, which the corporation has insisted on closing, despite all protest.

Trinity will take up as a regular and definite part of its work evangelistic services and street preaching. This is a starting departure for the traditions of the richest church body in the United States. The Rev. Mr. Wilkinson has been engaged to conduct the evangelistic work. He will devote his entire time to it.

Dr. Manning also said that he will take part in the street preaching. In fact, the whole strength of the Trinity church will be directed toward seeking out sinners and preaching the gospel in the streets and in the most humble parts of the city. He said:

"It has been asserted that the congregation of Trinity church today is able to support that church, and to carry on its work without the help of the endowments of the parish. I am compelled to say that anyone making such a statement betrays either a complete ignorance of the facts or a decided willful misrepresentation."

Notices Badly Written.
I am told that week after week and year after year notices pour into the office carelessly written, often in almost undecipherable cursive, with no regard for the style of the paper in which they are written, frequently written on odds and ends of paper and often on both sides and thrown together in a haphazard manner.

The task of preparing these several hundred notices has become the most detested work in the newspaper office, and every Friday night out-civilizing influence on the working staff is in a large measure undone. It is only due to the newspapers that we have any news, even in this small matter and take pains to secure uniformity and clearness and to present well dressed and carefully prepared "copy."

We clergy must not forget that the relation of writer and reader is quite different from that of the speaker and the listener. The reader can, to use a telephone phrase, "ring off" whenever he likes. The listener, on the other hand, is cornered and must take what the preacher gives him or indulge in one of two uncomplimentary alternatives—leave the church or go to sleep.

In comparing matter for the press observe newspaper rules of composition. Tell your story in the first three lines—then expand and elaborate afterwards. Then the reader cannot "ring off" before you have told him the gist of what you have to say.

Carries Out New Plan.
In a small way I am carrying out in Oregon a plan which I venture to recommend to the Eight department. It is practical recognition of the great missionary value of the secular press. I have a list of all the managing editors of the dailies and weeklies established in the state, and I have some message to give, some definite teaching which I wish widely circulated, some missionary information which I wish to get into the homes of many people who do not attend service. I write it as briefly and directly as I can, and I try to put it in an attractive readable manner and have some 75 advance proofs made of it. I then send one copy with a personal letter to the managing editors, asking them to give it space on a certain date.

So far I have not been refused space, and from every town and village in Oregon there goes forth to far away homes on farms and ranches the message which I desire to get to. It is a pleasure here and now to make public acknowledgment of the secular press of the state of Oregon as a missionary agency and to thank these many papers for the courtesies I have received.

It may be well to remind ourselves that there is no such thing as an over-crowd of the secular press. It is a sad fact that the churches sponge more free advertising from the secular press than all other people combined are able to do. I do not mean in notices of church services, but in gratuitous advertising of churchly activities that are innocent enough in themselves, but which, as they are conducted solely from a pecuniary motive, tend to give the gratuitous notice the business of the butcher and baker.

"Don't Abuse Courtesy."
The local editor is expected to make a contribution of the common commodity he has to sell, "publicity," every time the church dips into business. Accordingly, the question is, how can we best use the local press. I would say, "Use it right; don't ride a free horse too hard."

Let us then use the secular press by all means—use very means we have to advance the church and her missionary work, but in doing so, let us not first look abroad for bridges to cross when we have the yawning moat at our own doorstep.

CARELESS MAMMA DELAYS WEDDING
Mamma's consent to the marriage of her son is not enough when he is under age, unless mamma signs her name in full. That is the reason wedding bells could not ring last night for Ivan Hoss of 1810 Tindall street and Miss Graf. Mr. Hoss lacks two months of being 21 years of age, so he was told that a license could not be issued when he and Miss Graf appeared at the county clerk's office yesterday afternoon. He had been expecting that, and he produced a letter from his mother at Seattle, in which she expressed her willingness that he should marry. But the signature to the letter was only "mamma," and the hard-hearted clerk said that would not do. Mr. Hoss and Miss Graf will have to wait for another letter from Seattle, properly signed by Mrs. Hoss.

WILL BUILD BRICK BLOCK ON JEFFERSON
L. Shanahan and associates have purchased through the agency of B. P. Bryan a fractional lot on Jefferson street between Fifth and Sixth, paying for the parcel \$6500. The purchasers have already begun preparations for building a three-story brick structure on the lot.

Mr. P. Swope reports the sale of the Sigler quarter section adjoining West Portland Heights on the Taylor Ferry road, near the Portland Acme company, for \$10,000.

Frank N. Gilbert has purchased from the estate of Charles H. Gilbert, of Cedar Hill, for which he paid \$8000. During the outbreak of Apthosis fever in 1894, the residence was inspected by a veterinary authority and inspected \$3,900.

By refusing to attend the investiture of Lord Pirrie.

The price paid by Lord Pirrie, who is the head of the great shipbuilding and engineering firm of Harland and Wolff, is said to have been the price of redemption of the Irish crown jewels, which were held for a large sum, though the fact is semi-officially denied, they are now said to be safely deposited in the safe from which they were mysteriously removed more than a year ago. It is freely reported that the agreement between the powers that be and Lord Pirrie goes even farther than the knight-hood of St. Patrick, and that he has been promised the first call on the Lord Lieutenantancy of Ireland when Lord Aberdeen retires.

COLLARLESS COAT
American Gentleman Tailors First to Bring This Novelty to the Coast.
The latest innovation in smart clothes for gentlemen is the collarless coat now being introduced, for the first time in Portland, by the American Gentleman Tailors. This coat is made without a collar and lapel, something similar to the collarless vest which has been fashionable for the past few years. The collarless coat is used in the east mostly for business. It is also used as an outing suit. Mr. Barkhurst, the manager for the American Gentleman Tailors, says it will only be a short time before these coats become as common as any other kind of coat. Mr. Barkhurst, the cutter for the American Gentleman Tailors, is the first man in this city to wear one of these new garments.

Alcohol Unhinges Mind.
William Darlind, a man who is supposed to be demented, was arrested last night by Officer Porter on a charge of drunkenness. He is said to have acted strangely in the lodging house at Tenth and Burnside, and will be examined as to his sanity. He has been drinking heavily.

HITCH IN NEW HONORS FOR LORD

Popularity of Pirrie Is Expected to Result in Regrettable Occurrences.

From a Staff Correspondent.
Dublin, April 13.—It is the general opinion here, even among the castle people, that the coming installation of Lord Granard, who married Beatrice Mills, as knight of St. Patrick, will not be accomplished without some regrettable occurrence. It will be remembered that Lord Castletown's installation in the same honor had to be postponed because of the theft of the Irish crown jewels, and Lord Pirrie's installation was boycotted by the other knights of the famous order.

The expected trouble in connection with the honor to be bestowed upon Lord Granard has really nothing to do with the earl. Personally, he is extremely popular not only among the people, but among the aristocracy. The predictions of unpleasant incidents have their foundation in the circumstance that as junior knight of the order Lord Pirrie will take a prominent part in the investiture. The unpopularity of Lord Pirrie is due to the quite open and barefaced way in which he is said to have bought his decoration. Aside from the Order of the Garter, that of St. Patrick is the highest honor at the disposal of King Edward. To an Irishman it undoubtedly takes precedence over the Garter. Of late years there has been a tendency in high places to dispose of this premier Irish decoration for cash, and to this practice the holders registered their opposition.

Screen Sale
No. 359—Cretone filled, golden oak frames, 5 feet high; \$1.75 value—\$1.39
No. 360—Mission Screens, burly filled, 3 panels, 5 ft. 6 in. high; \$5 value, for \$3.40
No. 360—4-panel; \$6.50 value—\$4.95

Two Cents a Week Does the Washing



We ask you to read carefully what we have to say about the Coffield Power Washing Machine. This machine lifts from the shoulders of women a burden they have borne for centuries. We offer to demonstrate at your home, free of cost to you, the wonderful work this machine can do.

The Coffield Washer

This machine does away with the work and worry of wash day. If you have a water meter the cost will be less than two cents a week; if you have no meter the cost is nothing.

How to Use It

Put hot suds in machine with your clothes, attach a hose to your cold water faucet, turn on the water and your washing is done in ten minutes. It washes faster than you can rinse and hang out.

Seeing Is Believing

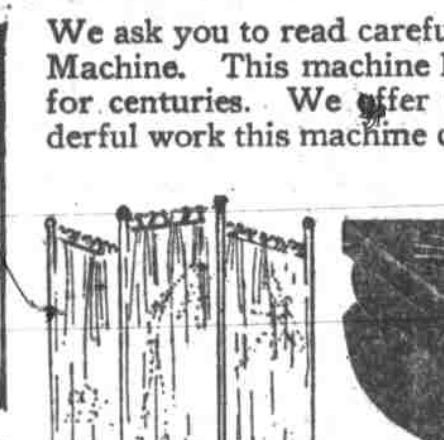
Just because our claims seem to be too good to be true we go the limit to prove them. Any responsible person can have a free trial—just by asking for it.

PRICES

Reciprocating Washer \$18.00
Springless, Gearless \$24.00
Cylinder Machine \$33.00

Terms, \$1.00 a week, or ten per cent discount for cash.

Write or phone and we will mail booklet giving full description.



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Monarch

5\$ Down \$1 a Week
Your Credit Is Good

We sell merchandise, not hot air. We sell on easy payments and publish our prices, so you can see what they are before you come. Do not be misled by advertising fakery who shout loudly in full page ads "we sell the cheapest" and talk about rents and everything they can think of except the actual prices of the actual goods.

Compare the Monarch Range with any you can find and see where is the value.

Prices \$57 up to \$139

TEN PER CENT DISCOUNT FOR CASH



LAST SEASON'S PATTERNS AT YOUR OWN PRICE

The unusual demand for rugs has caused our sales of carpets to be less than we expected. We have on hand a lot of last season's goods to close out at cost.

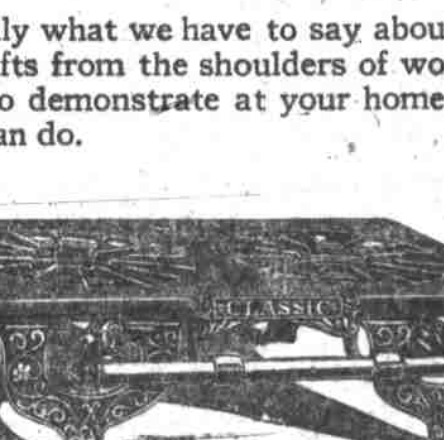
SOME PRICES

Axminster \$1.00 Body Brussels \$1.29
Velvets \$1.00 Ex. Axminster \$1.10

Do not expect to get the newest, prettiest patterns at these prices. Bring in measure of your room if possible.

Sewing Machines

\$25, \$35, \$45
\$1 Down, 50c a Week



Popular Priced Gas Plates

Ideal Black, 2 burners \$1.58
Ideal Nickel, 2 burners \$2.25
Ideal Nickel, 3 burners \$2.95
Common Sense, 2 burners \$2.70
Common Sense, 3 burners \$3.85



Monarch

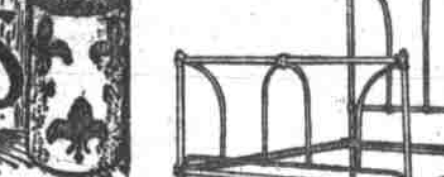
5\$ Down \$1 a Week
Your Credit Is Good

We sell merchandise, not hot air. We sell on easy payments and publish our prices, so you can see what they are before you come. Do not be misled by advertising fakery who shout loudly in full page ads "we sell the cheapest" and talk about rents and everything they can think of except the actual prices of the actual goods.

Compare the Monarch Range with any you can find and see where is the value.

Prices \$57 up to \$139

TEN PER CENT DISCOUNT FOR CASH



IRON BEDS, \$5.00

A CLEAN-UP SALE
No. 194 was \$6.00
No. 1200 was \$7.00
No. 195 was \$7.00
No. 221 was \$8.00
No. 577 was \$8.50
No. 670 was \$7.50
Your choice while they last \$5.00



Go-Cart \$3.15

Reclining back, adjustable foot, best steel gear, 10-inch rubber-tire wheels. It is a bargain.



Badger Refrigerators

All except No. 700 white enamel lined, all hardware, beautiful finish; insulation, charcoal sheathing and air space. Removable flues.

No. 700—25 lbs. capacity, for \$9.00
No. 701—16x25x39, 35 lbs., for \$13.50
No. 702—17x27x42, 50 lbs., for \$18.50
No. 703—18x30x44, 75 lbs., for \$22.50

GAS GOODS

Take a little time to look over our stock. We show 18 styles. Model Gas Stove, 3 burners, oven and broiler \$10.50
No. 8-12—New Process style, with 2 top burners and large 18-inch oven \$12.50
No. 9-29—Full size, 4-burner top, 18-inch oven, new process burners \$22.50

Wisconsin Peerless

No better are made; hardwood, seven wall insulation, all white enamel lined, mineral wool filled, cleanable flue wall, sanitary, ice racks, peerless drain cup.

No. 2E—17x27x42, 50 lbs., for \$19.50
No. 3E—18x30x44, 75 lbs., for \$25.00
No. 4E—20x32x46, 90 lbs., for \$28.50
10 per cent cash discount on all except No. B.

\$15 Morris Chair Like Cut, \$11

Absolutely high-grade polished quartered oak, velour cushions.

Others as Low as \$7.50



Gasoline and Oil Stoves

These are a specialty with us and this year we have lines from two factories.
2-burner gasoline \$3.25
2-burner oil, Blue Flame \$5.50
10 per cent discount for cash. YOUR CREDIT IS GOOD

SOLID OAK TABLES

Do not buy a fir table when you can get an oak one for this price; the one shown is 6-foot oak extension top 30x40; \$7.50 value, price \$5.60
YOUR CREDIT IS GOOD

185 191 FIRST ST. EDWARDS HOUSE FURNISHERS

A GOOD PLACE TO TRADE