

STATE EDITORS CLOSE SESSION ON LAKE SHORE

DECLARE CONVENTION BIG SUCCESS

OUTING PLEASES MANY

Trout Served To Nearly a Hundred
Banqueters—T-N-T Blast Wakens
Camp In Morning—Lumber
Company Entertains Visitors.

The convention of the Oregon Editorial association just ended in Bend stands unequalled in the annals of the organization with the exception of the \$10,000 entertainment provided for the editors at Pendleton. This was the declaration of delegates who returned by auto Sunday afternoon from the Elk lake outing, and who started Sunday night or Monday morning for their homes.

Nearly 100 people—editors, their families, and citizens of Bend who furnished motor transportation—enjoyed the banquet Saturday night on the shores of the lake. Tables were arranged in three sides of a square, with a huge bonfire in the center lighting the scene. Music from boating parties floated in off the lake to the banqueters.

Home Products Used
Fried cutthroat trout, caught the same day at Horse lake, were the chief delicacy on the menu, which was made up entirely of home products. Donors of food for the three meals served on the outing were the United Warehouse company of Bend, the Central Oregon Potato Growers, the Lake-Rite and American bakeries of Bend, the Central Oregon Farmers' creamery, the Knight Packing company of Portland, King's Food Products company, Dwight Edwards company, the Carnation Milk Products company, Wasco Warehouse Milling company, Pacific Coast Syrup company, Redmond Commercial club, Clouset & Deyers, and Oregon Dairy council. Culinary arrangements were in charge of John R. Jones, steward at the Emblem club.

A Whisnant as toastmaster, introduced a series of speakers, beginning with C. E. Ingalls of Corvallis, who made his official farewell as president to the association, and ending with a quartet of Central Oregon editors whose idiosyncrasies were sketched by the toastmaster for the amusement of the banqueters.

First Wire News Recalled
Elbert Bede, president-elect of the editorial association, promised the best administration in his power, and urged all editors in the state to help by taking an even keener interest in the affairs of the association.

The toastmaster, who was also chairman of the entertainment committee of the Commercial club, disclaimed responsibility for the successful affair at the lake, declaring that this was due to the work of L. Antles, in introducing the secretary of the club as a speaker.

O. C. Leiter, of the Portland Telegram, told of having sent the first wire news from Bend. The occasion was at the time of the driving of the golden spike by James J. Hill in 1911, when Mr. Hill's strong intimation of railroad connection through Central Oregon with California was made.

T-N-T Wakens Camp

H. L. Plumb, forest supervisor of the Deschutes National forest, C. L. "Farmer" Smith of the O-W. R. & N., Claude Smith of The Bulletin, Clyde M. McKay, and Rev. J. Edgar Purdy, specially praised by the toastmaster for his work in preparing for the outing, were among other speakers. Miss Henrietta McCaughan, of the Oregon Journal, who is making the trip along the skyline trail, registered a special plea for clean camp grounds.

Informal discussion on national road legislation was followed by assurance on the part of the editors that substitute measures, rather than the Townsend bill, which makes no provision for state or forest roads, would be supported.

Some of the delegates and their hosts slept Saturday night. Others waited until Sunday morning, but no one remained asleep when a double handful of T-N-T exploded by the forest supervisor, shook the camp at 5:30 o'clock. No breakfast bell was needed.

Many Hotcakes Vanish

It took hundreds of hotcakes and more than an hour to satisfy the morning appetites of the campers.

A few delegates started for home immediately after breakfast. Others fished and fished, one party going to the top of Elk mountain with Rev. J. Edgar Purdy and returning just after noon. A satisfying luncheon was served cafeteria style, and within two hours after, the last car was on its way from the lake, and the editorial convention was a matter of history.

On the way to the lake early Saturday afternoon, the visitors stopped at Brooks-Scanlon logging camp No. 1, where they were welcomed by S. A. Blakely, logging superintendent. An elaborate luncheon was served in the camp dining car.

With newspaper men from every section of the state in attendance, the annual convention of the Oregon Editorial association opened Friday morning at the Elks hall with an address of welcome by Mayor E. D. Gilson in which he presented to President C. E. Ingalls, a huge key to the city, wrought of Central Oregon yellow pine. That the key might fit the locks of some of the cellars in the city was intimated by Mr. Ingalls in his response.

A code of ethics, based on adherence to the principles of truth in news, editorial, advertising, and circulation, and paralleling closely the code now followed in Missouri, is earnestly desired by Oregon newspaper men, it developed after Colin V. Dymont of the state university read a logically written paper on the subject, "Should Oregon Newspapers adopt a Code of Ethics?" General discussion was expected to follow, but instead, Mr. Dymont's closing suggestion was turned into a motion on the request of E. E. Brodie, president of the National Editorial association, and the motion passed without question. Mr. Dymont's motion provides for a committee to draft and present a code at the meeting of the winter newspaper institute at the university.

Journalism on Up Grade

Mr. Dymont pointed out that practically all other professions are governed by ethical codes, and declared that they should have been led, instead of being followed by the newspapers. He urged a socialized code which will recognize that the newspaper is partly a public institution, belonging not alone to its owner. He favored a code rigid enough to exclude those from the profession who do not recognize this principle.

That journalism is ready to adopt standards of the high type outlined, he affirmed when he declared that the profession is constantly on the up grade. "It is true that the publisher in the main stands for what he believes is right," Mr. Dymont declared. "It is also true that he gives prodigally in space to socialized movements, and therefore is the instrument of much social progress. It is true that thousands of business offices are throwing out crooked ads, and that even the circulation manager is diminishing the degree of his inaccuracy. The reporter is doing a better grade of thinking than in the days when he cashed his Saturday night check at the nearest saloon. Those who, as Upton Sinclair, condemn the American press in a wholesale way, write in absurdities. Journalism is trending upward just as engineering, pedagogy, medicine, and other professions."

Committees Named

From nine to 10 o'clock this morning, delegates registered with Secretary Lloyd Riches, and following the addresses by the mayor and the president of the association, the three standing committees were announced as follows: Resolutions, Elbert Bede of Cottage Grove, George Aiken of Ontario, and A. Whisnant of Bend; nominations, E. E. Brodie of Oregon City, R. W. Sawyer of Bend, and A. E. Scott of Forest Grove; Necrology, Colin V. Dymont of the University of Oregon, C. J. McIntosh of the Oregon Agricultural college, Addison Bennett of the Oregonian.

Townpeople are extended a cordial invitation to be present at sessions of the convention. President Ingalls emphasized this morning preceding the opening of business. Mr. Ingalls stated also that a feature of the program will be an address by Robert Fry Clark, president of Pacific University, whose acceptance came too late to be used by the printer. Clark will speak on "The Newspaper as an Educator."

Contests Unpopular

Subscription contests of the usual type, with an imported contest manager, who is paid a commission, and big prizes in merchandise, were quite generally condemned by the editors. George Huntington Curry, editor of the Baker Herald, who spoke on this subject, said that under ideal conditions, where circulation was badly needed and a scrupulous manager in charge, the contest might be a success.

"I once found that my partners had signed up for one of these contests. I offered to forfeit \$250 to cancel the contract," said President Ingalls. George Aiken of the Ontario Argus told of a campaign of

personal solicitation by letter, which made circulation a revenue producer for his paper.

60 Per Cent Normal

Foreign advertising is benefited by a big circulation, but not local advertising, Lloyd Riches of the Vale Enterprise and A. Whisnant of Bend agreed. "Normal, steady circulation pays best," said Colin Dymont, of U. of O. "The Seattle Times is actually trying to reduce circulation. Stabilize and improve the quality is the right program. Sixty per cent of the homes in your field is about normal." O. C. Leiter and A. E. Scott told of their experiences in conducting contests.

Miss Margaret Thompson sang two songs, accompanied by Mrs. M. H. Horton.

The dining room at the Elks club was filled at noon today with newspapermen and their wives, who enjoyed the luncheon of sandwiches, near beer, bologna, ice cream and cookies, served by the Bend editors in their shirt sleeves.

Joe D. Thomlinson, of the Hood River Glacier, which recently won the O. A. C. contest for weekly publications, spoke this afternoon on "The Value of Rural News, and How to Get It." Rural news, he asserted, is primarily the field of the rural newspaper. The publication which disregards politics, and endeavors instead to socialize farm life, is fulfilling its mission, he contended. He told how the Glacier has brought many settlers to the Hood River country.

Special emphasis was laid by Mr. Thomlinson on the value of the short news item. Every one of them makes a friend for the paper, he assured the delegates.

Among those in attendance at the morning session were: N. J. Van Skike, of the Milton Eagle; C. L. "Farmer" Smith, O-W. R. & N. Agriculturalist; O. C. Leiter, of the Portland Evening Telegram; J. C. Dinn, Commercial Printer of Portland; C. J. McIntosh, O. A. C. agricultural writer; Frank L. Snow, head of the department of industrial journalism of the Oregon Agricultural College; A. E. Scott, of the News-Times, Forest Grove; Alfred Powers, University of Oregon editor; Hal E. Hoss, of the Oregon City Enterprise; George Huntington Curry of the Baker Herald; Colin V. Dymont, dean of the college of literature, science and the arts, at the University of Oregon; George H. Aiken, of the Ontario Argus; C. E. Ingalls, of the Corvallis Gazette-Times; Lloyd Riches, of the Vale Enterprise; R. E. Morton, Mergenthaler representative; M. C. Atthey, of the Hermiston Herald, and Robert Fry Clark, president of Pacific University. George T. Pearce of the Madras Pioneer, Douglas Mullarky of the Redmond Spokesman, W. F. Arnold of the La Pine Inter-Mountain, Harry Crain, of the Salem Capital Journal, Joe D. Thomlinson of the Hood River Glacier, H. J. Symons of the Household Journal, H. C. Jackson of the Pacific Semaphore, and F. A. Fessler of the Prineville Central Oregonian.

Elbert Bede, of the Cottage Grove Sentinel, won without contest the presidency of the Oregon Editorial association for the coming year at elections held in the closing business session Saturday noon. The election came in the form of endorsement of the report of the nominating committee, which also carried the names of Lloyd Riches of the Vale Enterprise, as vice-president, Hal E. Hoss, of the Oregon City Enterprise, secretary-treasurer, Douglas Mullarky of the Redmond Spokesman member of the executive committee.

Resolutions of thanks to the city of Bend for its hospitality, to the Bend Elks for the use of their club room, to Mrs. H. K. Brooks, Mrs. R. W. Sawyer, Mrs. A. Whisnant, in

their effort to make the stay of the women of the party a delightful memory, were passed. Thanks were also given to Dr. Robert Fry Clark and Walter Prichard Eaton, for their addresses.

President's Term Shortened

The term of the president is changed from two years to one, without barring his reelection, by another resolution.

Other resolutions are:

Increasing the dues of the organization to \$5 a year; extending the cooperation of the association to W. P. Hawley of Oregon City in his revival of the movement to erect a fitting monument to Homer Davenport, Oregon newspaper artist; renewing affiliation with the national editorial association; reaffirming the attitude of the association as favorable to the principal of the zone system for second class mail matter; urging the typographical union to relax its rules regulating the number of apprentices; recommending the disallowance of special representative commissions for advertising.

Four Towns Want Convention

The necrology committee reported the death of David F. Morrison of the Portland Telegram and Don Carlos Boyd of the Junction Times, and further requested that reports of obituaries of newspaper men be sent to the secretary of the association.

Four Oregon cities—Cottage Grove, Hood River, Corvallis, and Tillamook—sought the honor of being named as the next convention town. A decision on this question was left in the hands of the executive committee.

Promptly at noon, the editors gathered at the Pilot Butte Inn, where autos furnished by Bend citizens were waiting to take the delegates to Elk lake where the annual banquet of the association is to be held tonight.

Uncolored News Asked

A strong plea for uncolored news was made by Hon. E. W. Hardy in the address of the morning on the subject, "The Press and the government." The people of America must have the facts if they are to govern themselves, Mr. Hardy said, declaring that this responsibility rests with the newspapers and the magazines. "Propaganda must be eliminated if we are to be a free, self-governing people," he declared.

The day of the great editors has passed because the people through education are becoming more and more fitted to do their thinking for themselves, the speaker said, pointing out that because of this fact the editors have been deprived of their audiences. He regretted that colored news is too often used in the papers, particularly of the larger cities, to influence public opinion.

Wilson Learned Lesson

"The people are becoming increasingly impatient with any one who tries to do their thinking for them," he said. "We don't dare to get too far ahead of public opinion. Perhaps no one realizes this as does Woodrow Wilson. Right or wrong, he lost out because he distanced the opinion of the great majority of the people."

Because of colored news, Mr. Hardy said that he had as yet been unable to form a clear opinion as to the situation in Russia where what he characterized as "the greatest experiment" in government is going on.

"We must have the facts," he said. "We are helpless otherwise. The newspapers can perform an immense service by keeping policy out of the news columns, and by having more trained observers."

"The newspaper is the fundamental medium of advertising," said D. M. Botsford, of Botsford & Constantine, advertising agency which uses all mediums, including magazines

and billboards. Later he said that the country newspaper is the best advertising medium. He urged the support of reputable advertising agencies, which create advertising business.

Editors Views Clash

Two sharply contrasting views on the subject of a People's column in the newspaper were advanced by B. F. Irvine, editor of the Portland Journal, and O. C. Leiter, northwest editor of the Telegram. Mr. Irvine was not present, his paper being read by A. Whisnant.

"A 'Letters from the People' column, a tribune where all may have a hearing, affords a safety valve to men who think they have a grievance, and makes them feel as if they were living in a free country," was Mr. Irvine's thought.

"If the writer is in error, he will be opposed. If he has a grievance, in providing an outlet the newspaper is rendering a high service. Any reasonable utterance should be admitted. The Newspaper columns should be open to all, that the charges of the 'Brass Check' may be disproven."

No Danger in Red

"There is no real danger in the mouthings of the Red. He cannot lead thinking men away. I would say print his communication, to give the lie to the theory of the 'kept press.'"

"A people's column impartially conducted makes the paper popular. It is one of the most widely read departments of the paper. The editor himself should keep in touch with it. It gives the reader a feeling of partnership."

Warning in regard to the use of the People's column was sounded by Mr. Leiter, who insisted that every communication should be genuine, and signed by the actual contributor. No letter should be printed anonymously.

"The paper is responsible for the communication printed, unless in the same issue it disclaims it editorially," said Mr. Leiter. "I do not believe in making the newspaper a safety-valve for semi-radical or semi-anarchistic utterances, nor that it should be so conducted as to capitalize social discontent."

Hypocrisy Scored

"Our code of ethics should oppose the hypocritical basis for securing public support often used, of adver-

tising that a certain newspaper is the only friend of the people. It should be made unethical for a paper to attack its competitors with the charge that it is the tool of certain interests. I am glad to say I have seen no such tendency on the part of the smaller newspapers."

Mr. Leiter indicated that he would refuse to print letters which he considered dangerous.

A. E. Koen, of the Polk County Observer, showed that the normal cost of advertising to the weekly paper of 1000 circulation is never less than 20 cents, and stated that 30 cents should be the minimum charge.

Speaking informally for the dailies, President Ingalls stated that he had found 28 cents an average cost, and that 35 cents is the minimum charge for a column inch.

Guy LaFollette, of the Central Oregonian spoke of "Special Editions, their Value and How to Publish One," telling of his experiences and discoveries in connection with the publication of the big edition he got out this spring.

Resolutions condemning the practices of the American Press association, which acts as a go-between for the advertising agencies and the small newspapers, with a 15 per cent commission, and recommending that small daily newspapers shall not employ special advertising representatives, were authorized by the editorial association in Friday afternoon's session. The motion was made by E. E. Brodie of the Oregon City Enterprise.

Many of the editors stated that they had already severed connection with the press association, and found they could deal advantageously with the individual advertiser or with the agencies. The association robs both the advertiser and the publisher, several of the speakers declared.

"Why advertising mat service does not pay on the average country newspaper" was discussed by George H. Aiken of the Ontario Argus. Such a system was declared a nuisance in a small shop, on account of the work involved in preparing to cast four or five mats a week. The merchants cannot be educated to take advantage of mats, and the pictures are seldom representative of the goods, he declared. The mat service does pay at Christmas or Easter, he conceded.

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The price is right. The quality is the best.

We make all our own adjustments here.

We are here 14 hours a day to keep your tires inflated and look after them, so that you will get maximum mileage out of each tire.

Notwithstanding the price and quality, we will give a **TUBE FREE** for the balance of this month with each casing purchased from us. Come in and look over the best Tire buy in town.

M. & C. Tire and Service Station

FEDERAL TIRES

These men are discriminate buyers and when they spend their money, it is with the assurance that they are getting 100% value; experience has taught them that the cheaper article is just what its price implies "Cheap."

They figure cost per mile in buying tires just the same as you figure cost per pound when you buy sugar at your grocery, and they would not buy "Federal" if they were not getting more miles per dollar, because if there was any tire built that would give more miles per dollar investment that is what they would have. The "Federal" will give you more miles, more life and more comfort than any other tire in the world, therefore it is economy to equip your car with "Federal."

Ask any of the following, why they prefer "Federal"—they use them and they know.

A. M. Pringle, T. A. McCann, J. H. Meister, C. P. Newcomer, W. P. Myers, V. R. Many, Jas. Ketchum, Bert Baeden, A. P. Scott, T. O. Grinstead, T. W. Ripley, C. H. Durham, J. B. Miner, Mike Angland, Wm. Pattison, I. M. King, H. Barnes, Roy Wilson, R. S. Linton, Andrew Jacquet, Wm. McCormack, Bend Hauling Co., Deschutes County, Tumaio School District, Wm. F. Baker, Dr. E. Ros Norris, T. W. Hudson, Chas. Oreweller, Thos. Hutchinson, D. E. Verge, J. A. Bots, B. F. Grinstead, Bend Furniture Co., W. M. Grinstead, E. J. Abrahamson, Jas. O'Connor, Ralph Lucas, Henry Whitsett, John M. Payne, Roscoe Saunders, J. F. Denison, Jos. Tazzer, U. S. Forest Service, Harvey Martin, Thos. Bucholtz, F. M. Van Matre, R. H. Loop, Rollin C. Miller, D. W. Van Matre, Geo. A. Parkins, D. G. McPherson, Don H. Peoples, Mike Angland, Loyal Brown, H. K. Brooks, Rollin C. Miller, Chas. Boyd, W. D. Kirby, Samuel W. Moore, Horace Richards, W. H. Hudson, E. C. Landingham, John Peterson, A. Amnah, Lloyd Craven, H. E. Beach, E. N. Montgomery, J. M. White, T. H. Foley, J. O. Gibson, Wm. Clark

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Lumber, Lath, Shingles,
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Dried Flooring and all kinds of Finish

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