

GRESHAM OUTLOOK

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NEWSPAPER ETHICS.

Attention is called to the article in this issue on Newspaper Ethics by Dean Colin Dymont.

To be enduring any great movement or development or achievement must have an ulterior aim and purpose that looks toward the realization of some good for the benefit of the human race.

The ancient philosophers had the conception and talked about the "sumum bonum," the highest good. Certain things endure because they are found to add to the growth and happiness of the race.

Education, art, music, literature, science, are of this class.

Mere business, which is for temporary or local, or individual advantage, is not in the same class as the others.

There is a business code of ethics in almost every line of business or profession. There is a higher code of moral ethics that applies to the arts and sciences that are recognized as of greater and more permanent aid to human well being.

When Colin Dymont, of the University of Oregon, was asked by the Oregon State Editorial association to prepare a code of ethics for the newspaper profession he prepared not a business code but an ethical code which applies to the science and art of publishing universally and thereby lifted what sometimes is regarded as a mere business up to a high plane of an aid to human betterment.

This code was presented to the members of the Editorial association at their recent conference at Eugene. It was adopted unanimously and was recognized as one of the great Philipics of the profession. The Oregonian has denoted a whole page, with artistic designing, to its publication. All editors agreed that they would publish it as the best exposition ever written of the highest and truest conception and aims of newspaper ideals.

The Outlook has always believed that editing and publishing a newspaper was more than a mere business. It is a vocation. It calls forth the highest conceptions of truth, virtue, humanitarianism and moral and spiritual uplift.

The editors of Oregon are to be commended on having recognized and adopted so high an expression of the newspaper ideal as that prepared by Mr. Dymont. The University of Oregon, with its efficient school of journalism, under Dean Eric Allen, is to be congratulated on having held before its students and teachers this clear conception of the objects and ideals of the newspaper profession. It will have a lasting and helpful influence on the coming generation of writers, editors and publishers.

At the editorial convention the editor of the Outlook read a paper in which he expressed his ideals, in part, in the following words:

Much depends upon the publisher, his ideals and breadth of vision. It requires a high conception of the objects and purposes of a newspaper, and a clear insight into the needs and possibilities of a given locality, in order to set a standard for a publication which can be maintained and at the same time be made to yield a profit in a business way.

Back of every newspaper which is a credit to the community in which it is published is an editor devoted to his work.

One sometimes hears a publisher say he is in the newspaper game. The statement suggests a superficial view of one of the most attractive and influential professions of the day. The attitude is unworthy a successor of the long line of conscientious and high-minded men who have dignified the newspaper fraternity in the past.

The newspaper man who is conscientious and a hard worker—and most of them are—is to be compared with the statesman, the educator, the author. Not seeking preferment, or distinction, or applauds of men, he is fulfilling a high calling, working out an ideal, leaving the impress of his clear thinking upon the minds of old and young often throughout the life of a generation.

Tax-Exemption Loophole.

As it becomes increasingly difficult for private industry to finance itself due to the vast amounts of money that are being absorbed by tax-exempt bonds of the government, states, counties and cities, public demand is more insistent that the tax-exemption privileges be repealed.

Not only does industry suffer but the government is losing millions in taxes which should be paid on income derived from such bonds.

What justice is there in a wealthy man paying \$100,000 worth of tax-exempt bonds and thus escape all taxes from the income he receives, when the man who puts \$100,000 into an industry which employs many people and involves large risks, must pay every known form of taxation that can be invented.

Government securities are the safest in the world and this fact alone is sufficient inducement for capital to invest, without removing all tax features to the great detriment of the

THE OREGON CODE OF ETHICS FOR JOURNALISM

Written by Colin Dymont, University of Oregon, at the request of the State Editorial Association.

"Not only all arts and sciences but all actions directed by choice aim at some good."—Aristotle, Nichomachean Ethics, I. 1.

We believe in the teaching of the great ethicists that a general state of happiness and well-being is attainable throughout the world; and that this state is the chief end-in-view of society.

We recognize an instinct in every good man that his utterances and his deeds should make a reasonable and continuous contribution toward this ultimate state, in the possibility of which we reiterate our belief, however remote it may now seem.

We believe that men collectively should also follow the principles of practice that guide the ethical individual. For whatever purpose men are associated, we believe they should endeavor to make the reasonable and continuous contribution that distinguishes the ethical man. And all the agencies and instrumentalities employed by men, singly or collectively, should be based upon the best ethical practice of the time, so that the end-in-view of society may thereby be hastened.

Of all these agencies the printed word is 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 the conduct of peoples is measureless. We therefore pronounce the ethical responsibility of journalism the greatest of the professional responsibilities, and we desire to accept our responsibility, now and hereafter, to the utmost extent that is right and reasonable in our respective circumstances.

Accordingly we adopt for our guidance the following code, which shall be known as the Oregon Code of Ethics for Journalism.

I. SINCERITY; TRUTH.

The foundation of ethical journalism is sincerity. The sincere journalist will be honest alike in his purposes and in his writings. To the best of his capacity to ascertain truth, he will always be truthful. It is his attitude toward truth that distinguishes the ethical from the unethical writer. 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 dissemler; the distorter; the prevaricator; the suppressor; or the dishonest thinker.

The first section of this code therefore provides that we shall be continuously sincere in professional practice; and sincerity as journalists means, for example, that:

We will put accuracy above all other considerations in the written word, whether editorial, advertisement, article, or news story.

We will interpret accuracy not merely as the absence of actual misstatement, but as the presence of whatever is necessary to prevent the reader from making a false deduction.

In an ethical attitude toward truth, we will be open at all times to conviction, for the sincere journalist, while fearless and firm, will never be stubborn; therefore we will never decline to hear and consider new evidence.

If new evidence forces a change of opinion, we will be as free in the acknowledgement of the new opinion as in the utterance of the old.

We will promote a similar attitude in others toward truth, not asking or permitting employes to write things which as sincere journalists we would not ourselves write.

II.

CARE; COMPETENCY; THOROUGHNESS.

Inaccuracy in journalism is commonly due more to lack of mental equipment than to wilfulness of attitude. The ill-equipped man cannot be more competent as a journalist than he can as a doctor or engineer. Given an ethical attitude, the contribution that each journalist makes to his community and to society is nearly in ratio to his competency. We regard journalism as a precise and a learned profession, and it is therefore the second part of this code that:

By study and inquiry and observation, we will constantly aim to improve ourselves, so that our writings may be more authentic, and of greater perspective, and more conducive to the social good. We will consider it an essential in those we employ that they not merely be of ethical attitude, but reasonably equipped to carry out their ideals.

We will consider it an essential in those we employ that they not merely be of fact and in the utterance of opinion.

We will advocate in our respective communities the same thoroughness, sound preparation and pride of craft, that we ourselves desire in ourselves, our employes, and our associates.

We are accordingly the active enemies of superficiality and pretense.

III.

JUSTICE; MERCY; KINDLINESS.

Liberty of the press is, by constitution, statute, and custom, greater in the United States than anywhere else in the world. This liberty exists for our press so that the liberty of the whole people may thereby be guarded. It so happens that at times the liberty of the whole people may thereby be guarded. It so happens that at times the liberty of the press is exercised as license to infringe upon the rights of groups and of individuals; because custom and law have brought about certain immunities, it happens that in haste or zeal or malice or indifference, persons are unjustly dealt by. Yet the freedom of the press should at all times be exercised as the makers of the constitution and of the statutes, and the people themselves through their tolerance, have intended it. The reputations of men and women are sacred in nature and not to be torn down lightly. We therefore pronounce it appropriate to include in this code that:

We will not make "privileged utterance" a cloak for unjust attack, or spiteful venting, or carelessness in investigation, in the cases of parties or persons.

We will aim to protect, within reason, the rights of individuals mentioned in public documents, regardless of the effect on "good stories" or upon editorial policy.

We will deal by all persons alike so far as is humanly possible, not varying from the procedure of any part of this code because of the wealth, influence, or personal situation of the persons concerned; except as hereinafter provided.

It shall be one of our canons that mercy and kindness are legitimate considerations in any phase of journalism; and that if the public or social interest seems to be best conserved by suppression of the news and an editorial interest, and not the personal or commercial interest.

We will try to conduct our publication; or to direct our writing, that justice, kindness, and mercy, will characterize our work.

IV.

MODERATION; CONSERVATISM; PROPORTION.

Since the public takes from the journalist so great a proportion of the evidence upon which it forms its opinions, obviously that evidence should be of high type. The writer who makes his appeal to the passions rather than to the intellect is too often invalid as a purveyor of evidence because his facts are out of perspective. By improper emphasis, by skillful arrangement, or by devices of typography or rhetoric, he causes the formation in his reader's mind of unsound opinion. This practice is quite as improper and frequently is more harmful than actual prevarication. Through this code we desire to take a position against so-called sensational practice by acceptance of the following canons:

We will endeavor to avoid the injustice that springs from hasty conclusion in editorial or reportorial or interpretative practice.

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 regard accuracy and completeness as more vital than our being the first to print.

We will try to observe due proportion in the display of news to end that inconsequential matter may not seem to take precedence in social importance over news of public significance.

We will in all respects in our writing and our publishing endeavor to observe moderation and steadiness.

Recognizing that the kaleidoscopic changes in news tend to keep the public processes of mind at a superficial level, we will try to maintain a news and an editorial policy that will be less ephemeral in its influence upon social thought.

V.

PARTISANSHIP; PROPAGANDA.

We believe that the public has confidence in the printed word of journalism in proportion as it is able to believe in the competency of journalists and have trust in their motives. Lack of trust in our motives may arise from the suspicion that we shape our writings to suit non-social interests, or that we open our columns to propaganda, or both. Accordingly we adopt the following professional canons:

Continued on page 3

CLASSIFIED, BUSINESS AND PROFESSIONAL ADS.

USE WANT ADS. An ad in the Want columns will reach thousands of people in a few hours.

Bargain Sale MUST SELL on account of sickness, the following articles: One ring, good as new, \$6; Maytag washing machine, good as new, \$15; 4 chairs, each, 75c; good table, \$3; bed springs, mattress, \$5; new tool chest, \$5; good Mound City range, 6 hole, \$10; good rabbit hutch, 12 feet long, five rooms almost new, \$10; four dogs, worth \$1.50 each, all bred; also 1 young buck, \$3; rabbits and hutch all for \$18; almost a bale of hay for 80c; baby bed and new mattress, \$9; adjustable dress form, \$8. Carl Alder, one block east of Mt. Hood depot on left side of road.

MUST SELL ALL LIVE STOCK. Horses, cattle, hogs, brood sows to farrow in March. Also young stock. Farm for rent. R. F. Walters, Gresham, Oregon.

LIVESTOCK HORSES TEAM FOR SALE at a bargain. T. E. Mercer, Gresham, phone 506. FOR SALE—A good heavy team. John Brown, phone 2501.

COWS FOUR COWS FOR SALE—Two Holsteins, 1 Jersey, 1 brindle, two are fresh, 2 coming inside of one week. 1 1/2 mile south Linneman Sta., 1 1/4 mile east of Linneman road. Peter Furst, R. 4, Bx. 149, Gresham. tf

LOST—2-year-old Holstein heifer. Reward. Also have good pump for sale. Ulrich Zenger, Lents, Oregon, Rt. 3, Box 831.

FOR SALE—Four No. 1 milk cows that will be fresh between now and February 10. Phone 71x5 or call at Cottrell store. tf

FOR SALE—Five Jersey cows. These are good young stock. Three have been fresh 2 1/2 months, two will freshen February 1. 4 1/2 miles east of Gresham on Bull Run road. Eugene Chiodo, Gresham, phone 45x2. tf

FOR SALE—Because of lack of feed, 1 high grade Jersey cow, \$50. Walter Ramser, Boring, Oregon, on Wilson Corners, NE of Damascus. tf

SEVERAL GOOD FRESH COWS for sale. E. Baumann, Gresham, phone 2441.

POULTRY FOR SALE—Six O. A. C. cockerels, \$2.50. Nels Rodun, Gresham, R. 4.

A THOROUGHbred White Leghorn cockerel for sale. Mrs. Chas. Carothers, phone 335.

140-EGG INCUBATORS for sale, Petaluma and Banta. In good condition. W. L. Gorsage, Gresham, phone 1673.

FOR SALE—R. I. Red cock, O. A. C. S. C. White Leghorn cockerel. E. J. Gradin, phone 524.

300 WHITE LEGHORN hens for sale. Fine stock. No culls, \$300 takes the lot. Mrs. C. N. Taylor, Gresham, phone 8x.

WHITE LEGHORN BABY CHIX for sale. Limited number hatching egg \$8 per 100. Hollywood and Tancred stock. First booked, first served. L. J. Walters & Son, 1/4 mile south of Orient grange hall. tf

WHITE PEKIN DUCK EGGS for sale. From thoroughbreds, \$1.50 a dozen. R. T. Smith, Gresham, Oregon. tf

FOR SALE BY OWNER—Five-acre desirable home site, well cleared and level. Ten acres fine berry and farm land, partly cleared. Both near Gresham. Forty acres near school, store, Mt. Hood Loop highway. Has good house, fair barn. Fourteen acres cleared, balance fine timber. Reasonable prices, terms. E. J. Gradin, Gresham, phone 524. tf

MISCELLANEOUS FARM WAGON wanted. Send description to J. M., care Gresham Outlook.

FOR SALE—Good 3-inch farm wagon with light box, heavy steel axles, \$40. Walter Ramser, Boring, Oregon.

Employment. EXPERIENCED COOK and house-keeper wants a position of house-work in a family of two or three adults. Phone 518.

LOST—Pair of glasses in case, near Free Methodist church. Call Outlook. Reward.

FIRST AND SECOND GROWTH wood for sale. Also fence rails in stove length, \$3.50 a load, delivered. Call A. W. Metzger & Co., 1451.

WOOD FOR SALE. E. S. Palmquist, R. 4, Gresham, near Welche's spur.

FOR SALE—Three-burner gas cook stove; also three gas lamps, all in good condition. W. A. Rowen, phone 246.

FRUIT TREES and nursery stock of all kinds. E. M. Stone, resident agent Russellville Nursery, phone 456.

FOR SALE—Collie-Airedale puppies. R. F. Walters phone 1731.

PLAIN SEWING done reasonably. Phone 101. Mrs. Thos. McKinney, Cleveland avenue, Gresham.

FOR SALE—Good Monarch stump puller with new 3/4-inch red strand cable, heavy root hook, and power pulley for \$75. Extra 3/4-inch cable if desired. Also old 1-inch cable, about 75 feet, at your own price. Walter Ramser, Boring, Oregon. tf

MIXED HAY AND CLOVER for sale. Baled. E. Dunn, Rt. 4, Gresham, phone 93. tf

FOR SALE—A-1 baled oat and vetch hay. I. H. Phipps, Boring, Oregon.

SAND AND GRAVEL for sale from Bell pit. Call M. E. Williams, phone 121x4.

CEDAR FENCE POSTS and berry posts for sale. V. J. Hillyard, phone Gresham 95x2. tf

FOR SALE—Dry No. 1 old growth wood. Good dead wood, delivered. L. E. Craswell, phone Gresham 363. tf

WANTED—A share of stock of Multnomah & Clackamas Co. Mutual Tel. Co. Box 98, Gresham.

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