

EDITORS NEVER SAW THE EQUAL



S. L. MOORHEAD,
Retiring President of the Oregon Press Association and Editor of the Junction City Times.

Hood River made a great hit in entertaining the editors of the state. The people treated them well here and the newspaper men appreciated it. They had their fill of apples and were given a drive through the valley, the like of which they declare they never saw before. The apple show was to them a revelation. They were at a loss to find the fitting superlatives for a proper description of the mammoth exhibit.

Following is a report of Friday's business session:

The business session of the Oregon Press association convened in the Commercial club rooms. President Moorhead presided, with Albert Tozier as secretary.

The following names were added to the list of membership of the Oregon Press association:

A. C. Gage, editor and publisher Lane County Leader, Cottage Grove.

J. R. Grogg, editor and publisher The Democrat, Ontario, Ore.

J. W. McArthur, editor Oregon Monthly, Eugene, Ore.

Al. T. Kinney, editor Herald, Joseph.

J. P. Kidd, editor Forward, Ontario.

D. Bath, editor Independent, Hillsboro.

Geo. L. Alexander, Express, Lebanon.

C. L. Starr, editor School News, Dallas.

E. H. Flagg, editor Oregon Mist, St. Helens.

A. D. Moe, editor Hood River Glacier, Hood River.

V. P. Fiske, editor Woodman, Eden.

John E. Lathrop, editor Pacific Northwest, Portland.

J. A. Burleigh, editor Democrat, Eugene.

Ralph Bacon, Oregon Monthly, Eugene.

J. P. Wager, Daily Journal, Portland.

The attendance was rather small, owing to the circumstances, but there appeared to be a spirit of enthusiasm manifested on all sides, and determination to secure the passage of several legislative measures of particular interest to the newspapers of the state.

Letters of regret were read from Ex-President Harder and T. T. Geer, former governor of Oregon, but now editor of the Salem Statesman.

The president reported to the association an invitation from the Lewis and Clark fair grounds.

William J. Clark, who represented the association at St. Louis, gave the association an instructive and very interesting talk concerning his extremely pleasant and profitable trip.

The open meeting of the Oregon Press association in the fair pavilion Friday night was largely attended. The program was somewhat extended, owing to the omission of the morning session to admit of the editors taking the drive into the country. There were many able and very interesting addresses by the men and women of Oregon journalism.

One of the best speeches of the evening was W. J. Arthur's response to Mr. Smith's address of welcome. Mr. McArthur is editor of the University of Oregon Monthly, and while one of the youngest members of the Oregon Press association, he gives evidence of a bright record in the years to come. The young man is a member of the junior class at the state university.

Mrs. Smith welcomed the visiting newspaper men, behalf of the people of Hood River, making it out that Hood River was the original Garden of Eden.

Although far along in the program, Mrs. Abigail Scott Dunaway arose to deliver her address on "Woman's Work in Journalism," the leader of woman suffrage in Oregon, was greeted with tremendous applause. Owing to the lateness of the hour, Mrs. Dunaway put aside her set speech and spoke extemporaneously. She was warmly applauded throughout her address.

Historian Himes also cut short his report. G. Y. Harry, in the absence of Secretary Reed of Lewis and Clark fair, told of the scope and purpose of the 1905 fair.

President Moorhead made a strong plea for the enactment of legislation for the protection of the newspaper men. He said in part:

"It is an idle waste of time and a dissipation of hard-earned money to appear before the legislature asking for the enactment of certain laws relative to the association, unless we are united and organized. The legislature is not to blame, although that body is accused of all the irregularities of the constitution and the Ten Commandments. The editor alone is responsible for the fact that our profession is the only one within the borders of the state protected by statute. The printer and the baker, the sexton and the undertaker, have laws that will enable them to collect their accounts to the last farthing, but the publisher must depend upon the honesty of his 'constituency.'"

Secretary Tozier's report was read as follows:

Hood River, Or., Oct. 14, 1904.—To the officers and members of the Oregon Press Association: In obedience to the rules of this organization the secretary submits his abbreviated annual report.

NEWSPEPERS OF OREGON.

As has been customary in past years your secretary has classified the publications in Oregon admitted to the mails as second class from Sept. 1, 1903, to each year. Where an office issues two publications, such as a daily and a weekly, they are counted as two papers. There are on September 30, 1904, in Oregon, 179 weeklies, 31 monthlies, 23 dailies, 7 semi-weeklies, 1 semi-monthly, and 1 quarterly, or a total of 242 publications admitted to the United States mails as second class matter. These 242 publications were lined up politically, religiously, fraternally, consistently and otherwise as follows: Republicans, 129; independent, 32; democratic, 31; religious, 10; fraternal, 6; agricultural, 4; students, 4; commercial and shipping, 2; mining, 2; hope 2; prohibition, 1; drugs, 1; expositions, 1; Oregon history, 1; Japanese, 1; Hebrew, 1; Greek, 1; Indian, 1; timber, 1; tea, 1; poultry, 1; German, 1; Colored race, 1; trades unions, 1; Norwegian, 1; Scandinavian, 1; schools, 1; Pacific love, 1; retail trade, 1; law, 1; and equal rights to all, special privileges to none, 1.

Omitting the number of correspondents required to furnish these papers with the class of matter required by the reading public, there are 917 persons actually employed every day in order that the papers may reach their subscribers on time. This is a conservatively low estimate. In July last I secured one copy of every publication that had appeared in this state during the year, and made an estimate on the number of ems brevier type set up in one week in Oregon in order to produce one copy of each paper. The result of this estimate was 28,075,000 ems brevier, after deducting matter that had been used in more than one publication belonging to the same management. This type at 30 cents per 1000 ems amounts to \$8,421.90. But the actual cost of composition and handling type on the Oregonian, Evening Telegram and Evening Journal is nearer 60 cents than 30 cents, and my opinion is that no country paper can figure its composition below 30 cents per thousand brevier ems. In my calculation I have not

estimated on the number of ems of ready print matter appearing in many of the papers. If the publisher could only realize it he will learn that this matter costs him as much as does the matter put up at home.

LITTLE STUFF.

Only two little suits have come to the notice of the secretary since our last convention. In both cases the officer of this association is involved. The officers of Salem are differing as to the proper wording of a personal that appeared in the Daily Capitol Journal, and today the chairman of our committee on legislation is detained at the capital city that he may explain to the court how a well behaved canine should meet its death, while down in the mining district of Josephine our esteemed past president and master at arms, who conducts the oldest mining publication in the Northwest, got some writing from persons in the mining camps, and a jury down there that believes that mining feuds should appear in such a class of publication, has charged for matter that really belonged elsewhere. Immediately upon the announcement of the verdict a new paper is said to have sprung into existence having been demonstrated within the past twelve month that Grants Pass can and does produce wealthy newspaper men.

OUR FRIEND THE TOURIST.

It is a little remarkable that the introduction of the line casting and type setting machines has decreased the number of tourists who interested the country offices twenty years ago. A better class of citizens it has been claimed has followed the introduction of the machines. The price of machine composition has increased and the scale of hand work not lessened.

THE ADVERTISING COLUMNS.

A noted improvement in the wording of advertisements appearing in the columns of the Oregon papers is noticed. Advertising is a class of information that interests the general public, and the public will read an advertisement if put into the paper in an attractive manner. Who does not read carefully the advertisements appearing in our magazines? The same interest will be taken in the advertising columns of the Oregon papers. We will always be a good market for a column of papers that continue to put horse sense into the reading of these columns. Advertising promotes business in a community. It helps to build up a good paper, and a good paper is as essential in this age as is the school or church. It seems to me that there are some people who hope to buy the Lord off by going to church every Sunday and singing songs, yet they never help to improve a community in which he may wend his way to church. Let us all endeavor to make our advertising columns more readable and more attractive.

AUGUST DIFFERENCES.

The employer and his duty to law and order should ever be kept in mind. Trouble may arise at any time in our larger offices between employer and employee. We are fortunate during the past decade, and no doubt have come to this office in late years any difference that all have not been able to settle in the best of feeling. Let all be moderate, reasonable, cool headed and without anger discuss and endeavor to adjust any differences that may arise.

THE 1903 PROCEEDING.

The thanks of the association are due to State Printer J. R. Whitney, for having printed gratis the proceedings of the convention at Salem in 1903, copies of which have been mailed to every publication in the Northwest. The work was done by the Albany Herald and is a credit to any office in the state. The committee on resolutions will certainly remember State Printer Whitney when it makes its report at the close of this session.

DEATHS OF NOTED PRINTER FRIENDS.

We note the death of Henry O. Shepard, president of the Inland Printer Company, since our last convention. Henry Shepard was known wherever typography is practiced. Mr. Shepard's publication of the People's Bible History will cause the name of Shepard to be mentioned ages hence.

During the past year Warren Barnhart, head of the great independent supply house of Barnhart Bros. and Spindler, gave up the care of competing with the trust, closed his accounts with the market, and now all that was made of this great fortune rests in a beautiful Chicago cemetery.

Among those nearest home who have died since last we met was the good friend of this association, Edward N. Fuller, the George H. Himes of the State of Washington. I can imagine I hear our old friend say, "George, I beat you home. Please to put my name among your lists of friends."

SELECTION OF THE NEXT PLACE OF MEETING.

The selection of the next place of meeting will come up for your consideration. While a majority may wish to meet in the exposition city, let me advise you first to find out what the transportation lines will do for the members in the interior. The size of the attendance of these meetings depends upon the limit placed on the amount of transportation issued by the lines over which our delegates must travel in order to attend our meetings. Transportation charge, and we cannot hope to always have an automobile, A. H. W. Baxter, a cousin of A. D. Chilton, a general engineer W. H. Hulbert, an eye-throated C. H. Markham or a prime of good fellows, W. E. Coman. Whenever a railroad management changes, somehow the interior editor loses a friend. It is difficult to a man schooled in the freight department of a railroad to look at the country editor other than dead weight. It is cold business and none can blame him. Let us ask the management of the fair that has been helped so much by the country press to take up the matter with the transportation companies and endeavor to have every editor in the state at our next annual convention, should we decide to meet in the metropolis of the great and growing Northwest.

THE FUTURE OF THE JOB PRINTER.

Where are our future job printers to come from? Do our members realize it

is more difficult today to secure a good all around printer than it was twenty years ago? It is a well known fact that the very best all around workman originated in the country office. From the day the future artistic job printer on the metropolitan work entered the country office he began learning every detail from how to keep an office neat, to the manufacturing of rollers or fancy job type. Specializing of work has become the order of the day in the city offices. Commercial interests demand a class of work that keeps ahead of inventive ingenuity, and the machines cannot be expected to work at a task that pleases the trade at all times. To the editor it seems that in the class more attention should be paid to the apprentice system as in days gone by. Too much time is lost by having apprentices working hour after hour straightening up the lead rack. Give the apprentice an opportunity to learn the trade. Proving galleys will not make a printer. Machinery and metropolitan push are reaching out in the country and lessening the job business of the country printer and therefore he cannot as in times past supply the future job printers for the city offices. And right along in the last ten years the proofer has become a prooferreader. From whence come our prooferreaders? Not from the university, except in a small degree, but from the composing room. The best prooferreader was at one time an apprentice in the country office. Step into our metropolitan daily offices today and ask the gray haired prooferreader where he learned to read proof and he will reply, "In the country office." The prooferreader must be an intelligent human being with a complete knowledge of the printing business. Occasionally a come cranks is found, who should have passed away early in life, but invariably he learned only part of the trade. He was kept busy straightening up the slug rack or proving galleys.

WHEN LAST IN WASCO COUNTY.

Two weeks ago October 4th this association met at the Dalles. The representatives of this association were brought to Wasco county and shown about the town. There were here and told them of their columns what Wasco county can produce. We told the readers of what had been seen. The attention of outsiders was brought to this fertile Hood River valley, and from that memorable October day when the Oregon Press Association visited the Cascade Locks through the courtesy of the D. P. & A. Co., a demand was made for the completion of the Cascade Locks and we kept hammering at it until the metropolis of this prosperous county virtually has an open river unobstructed to the sea, and from that day Hood River began to grow as it never grew before and now she is not compelled to go to the main 300 miles to seek a market for her fruits. The buyers are here on the ground early as your secretary was told in the commission house of Frederick C. Howe & Bro., Boston, last winter. I mention this to show the value of a visit of this association to any section of the state. Of the committee of five, D. C. Ireland, chairman; B. F. Laughlin, W. C. Allgood, John Michell and Geo. P. Morgan, who had charge of the reception to the Oregon Press Association twelve years ago, I believe that all save George P. Morgan are living in this county and can testify to the benefits of our visit.

The family of Hood River has gone almost to Missoula this fall. Professor Henderson a steer that could beat my old school teacher, John L. Henderson in a swimming race from here to the Dalles. Those of us who knew Professor Henderson 30 years ago believe him. And now, dear members having partly complied with the law governing this office I sign myself

ALBERT TOZIER,

Secretary Oregon Press Association.

Take a Ride Through the Valley.

At 8 o'clock Saturday morning the editorial party left in wagons for a ride through the valley. The road to the first line in the last bus was thin-spaced to a rather tight justification by O. B. Ball, of the American Type Founders Co., and aside from Tozier being slightly "off his feet," the form lifted without piping.

The weather was fine, outside a little cloudiness that obscured Mt. Adams, but the clouds drifted away in an hour until Mt. Hood was visible for the balance of the day.

Reaching Beulah Land about ten o'clock, a stop was made, and Mine Host Vanderbilt brought out an abundance of every kind of fruit in season, which was thoroughly enjoyed. Fresh cider, apples, grapes, peaches, pears and what not were served in cups of ice. To say that the visitors were delighted is mild, and several of the millionaires in the party were overheard trying to buy the place. We understand, however, that the place is not for sale.

From there the party were driven by the fine east side orchards, stopping briefly at Sears & Porter's wonderful orchard, where they were packing for the Eastern market, and every box looked as fine as any in the fruit fair. A walk through the orchard capped the climax, and no stories of the wonders of the valley that have been told are now believed to be false.

The party got back in time for dinner, after which they proceeded to the convention hall for business.

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THE Oregon Lumber Co. are offering EXCEPTIONAL VALUES in Workingmen's Goods.

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