



# New Code Of Ethics Submitted Tuesday To Newspapermen

W. M. Clemens, as Chairman of Committee Makes Presentation of Code at Meeting Being Held in Asheville

Many Publishers Are On Committee

Numerous Members of Publishers' Association Are Contributors to The Code

ASHEVILLE, N. C., July 8.—A code of ethics was submitted to the Southern Newspaper Publishers' Association here Monday by W. M. Clemens, managing editor of the Knoxville Journal and chairman of a committee named at the last meeting of the association to prepare such a code.

In submitting the report of the committee, Chairman Clemens suggested that the code, if framed and placed in news, editorial and business offices of members of the association, it would create opportunities for giving the public a better convention of the motives influencing newspapers and have a most beneficial effect.

The committee was composed of C. M. Stanley, Birmingham Age-Herald; Elmer E. Clarke, Little Rock Democrat; Ross A. Reeder, Miami News; James B. Nevin, Atlanta Georgian; Harry Giovannelli, Lexington Leader; James P. Edwards, New Orleans Times-Picayune; Fred Sullens, Jackson, (Mississippi) News; H. G. Braxton, Klugston, (N. C.) Free Press; E. K. Bixby, Muscogee, (Okla.) Phoenix; W. W. Holland, Spartanburg Herald; Merriam Duke, Nashville Banner; G. J. Palmer, Houston Chronicle; J. E. Fishburn, Roanoke Times and World-News; Robert L. Smith, Charlotte, (W. Va.) Gazette; and W. M. Clemens, chairman, Knoxville Journal.

In submitting the report on the code of ethics Mr. Clemens stated that numerous members had accepted the invitation of the committee and had contributed most beneficial suggestions for the code. A referendum on the code of ethics is now being taken by mail. The results will be announced as soon as possible.

The code of ethics submitted follows: "A newspaper's first duty is to print the news honestly and fairly to all, unbiased by any other consideration, even including its own editorial opinion."

"Its second duty is to construe honestly and fairly in its editorial columns happening at home and abroad that the people may realize their full benefit under a republic and require of public officials faithful performance of the duties entrusted to them as servants of the people. It must protect its readers, insofar as may reasonably be possible, from evil influences in public life and from dishonest or misguided persons who through its own advertising columns might seek to mislead or exploit its readers."

"Lastly its duty is to itself, and its stockholders, for unless a fair return on their investment is yielded, the publication must cease and with it, its opportunity to be of any service to the public."

"In furtherance of these duties, we hold these principles to be compatible with both high ideals and sound business conduct of a successful prosperous and useful newspaper."

"Service to the community, the state, our country and to civilization. Our criticisms shall be constructive not destructive."

Our columns, whether editorial, news or advertising, must be governed by the public welfare. No other consideration for the suppression of news is defensible, nor should advertisements detrimental to the public welfare be accepted. "Fairness to its subscribers, its advertisers, its competitors and the public. Recognizing honest differences of opinion exist, we may vigorously maintain our own position without denouncing others as dishonest or unfair. Under no circumstances must we countenance the use of our columns to vent personal spite nor permit innuendo, often more deadly than direct charges. We may be justified sometimes in defying libel laws in the public interest, but unfairness in any cause is an unfavorable sin. We regard it as unwise to underestimate our competitors, unethical to disparage them and dishonest to misrepresent them."

"Decency which should be the guiding star in the printing of news, editorials and advertising and all features or illustrations. Each thought, at times, puerility, morbidity and a desire for sensationalism may seem to be demanded by the reading public, it is a newspaper's duty to keep its own columns decent and thus strive to hold steadily the public mind in the path of right, morality and service to God. 'Is it fit to print and be read by my own brother?' should be the test rather than 'will it sell more papers?' Let us be enterprising without being sensational."

"4.—Consideration for the unfortunate and for the guiltless victims of the faults of others. Since publicity is the greatest deterrent of crime, we must expose fearlessly and without favor the names of lawbreakers, but we should protect the names of members of their families and their associates. No story justifies needless damage to a good reputation nor wanton pain to an innocent."

"5.—Respect and tolerance for those of different religious races, and circumstances of life. Ridicule may bring only pain to them, but its authors cannot escape real injury in loss of the respect in which he is held by the public and himself."

"Honesty in our dealings with readers, advertisers, our employees, our competitors and all with whom we do business; to give a dollar's value for every dollar received and pay a dollar for every dollar's worth of service. We should do no less and should be expected to do no more."

"7.—Truth, first, last, and always to the limit of our ability; to be accurate as human fallibility on the part of others as well as ourselves will permit; to willingly mislead none and to be fair to all. There are two sides of every story. Let us tell the truth and tell both. If we do anyone an injustice, we should correct it at once, whether the injured persons demand it or not."

"Though temporary prosperity may be achieved by violation of some of these ideals we conceive it our duty to hold fast to these principles and believe permanent success will reward their faithful performance."

**MAKES SON ADJUTANT**  
BERLIN, July 8.—Major Oscar Hindenburg, who until his father's election as president of the German Republic, was stationed with the Hanover Cavalry School has been transferred to the Defense Ministry. He has been promoted as the president's personal adjutant.

**REYARD LIFE SAVERS**  
FECAMP, France, July 8.—A Carnegie prize has been awarded to the Pecamp life-saving station and silver and bronze plaques have been given to the captain and the crew of the Pecamp lifeboat.

Last February during a storm the Danish ship Nordstjernen, dismasted and unable to make port, was in a critical situation. The Pecamp lifeboat at great risk put to sea and saved every man on board the Danish ship.

**IN THE CIRCUIT COURT OF THE SEVENTH JUDICIAL CIRCUIT OF FLORIDA, IN AND FOR SEMINOLE COUNTY, IN CHANCERY.**

**MARGARET H. WHITE**, joined by her husband and next friend, L. E. White, Complainant  
vs.  
**JOSEPH M. ARREDONDA, et al.**, Defendants

To J. O. S. P. M. Arredonda, if living and his wife, Arredonda, if living, w/o s/o s/o Christian name is unknown; John C. Thorpe, if living, and wife, Emma T. Thorpe, if living; David P. Graves, if living, and wife, if living, whose Christian name is unknown; and Mary M. Secord, if living, and if either, any or all said parties be dead, to all parties claiming interests under Joseph M. Arredonda, deceased, and J. O. S. P. M. Arredonda, deceased, whose Christian name is unknown; John C. Thorpe, deceased; Emma T. Thorpe, deceased; David P. Graves, deceased; and to all parties claiming interests under Joseph M. Arredonda, deceased; Wm. Travers, deceased; and John Pontus, deceased; or otherwise, in and to the following described lands, situate, lying and being in the City of Sanford, County of Seminole and State of Florida, more particularly described as follows, to-wit:

All of Block One (1), Two (2), Three (3) and Four (4), of Orange Heights, as per plat thereof duly recorded in Public Records, on page 16, of the public records of Seminole County, Florida.

And to any and all other persons whose names are unknown, claiming any right, title or interest in and to the lands hereinabove described, or any part or parcel thereof.

It is hereby ordered that you and each of you be and appear before our said Circuit Court at the Court House at Sanford, Florida, on the 7th day of September, A. D. 1925, and then and there make affidavit to the bill of complaint exhibited against you in this cause. It is further ordered that this order be published in the Sanford Herald, a newspaper published in Sanford, Seminole County, Florida, once each week for eight consecutive weeks.

WITNESS my hand and the seal of the Circuit Court of the Seventh Judicial Circuit of Florida in and for Seminole County, on this 9th day of June, A. D. 1925.

V. E. DOUGLASS,  
Clerk of the Circuit Court of the Seventh Judicial Circuit of Florida in and for Seminole County.

By A. M. WEEKS, D. C.  
(S.E.)  
DeCotten & Spencer,  
Solicitors and of Counsel for the Complainant

## Seaside Inn.

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Daytona Beach

Overlooking the New Pier and Dance Hall

Bathing Fishing  
Delicious Meals Moderate Rates



Finest Dining Room Service on the Beach

## To Merchants

When you first showed me the Diamond Heavy Service Cord and talked so enthusiastically about it, I told you it would have to be a wonderful tire to stand up under the punishment from my trucks, as the service is unusually severe.

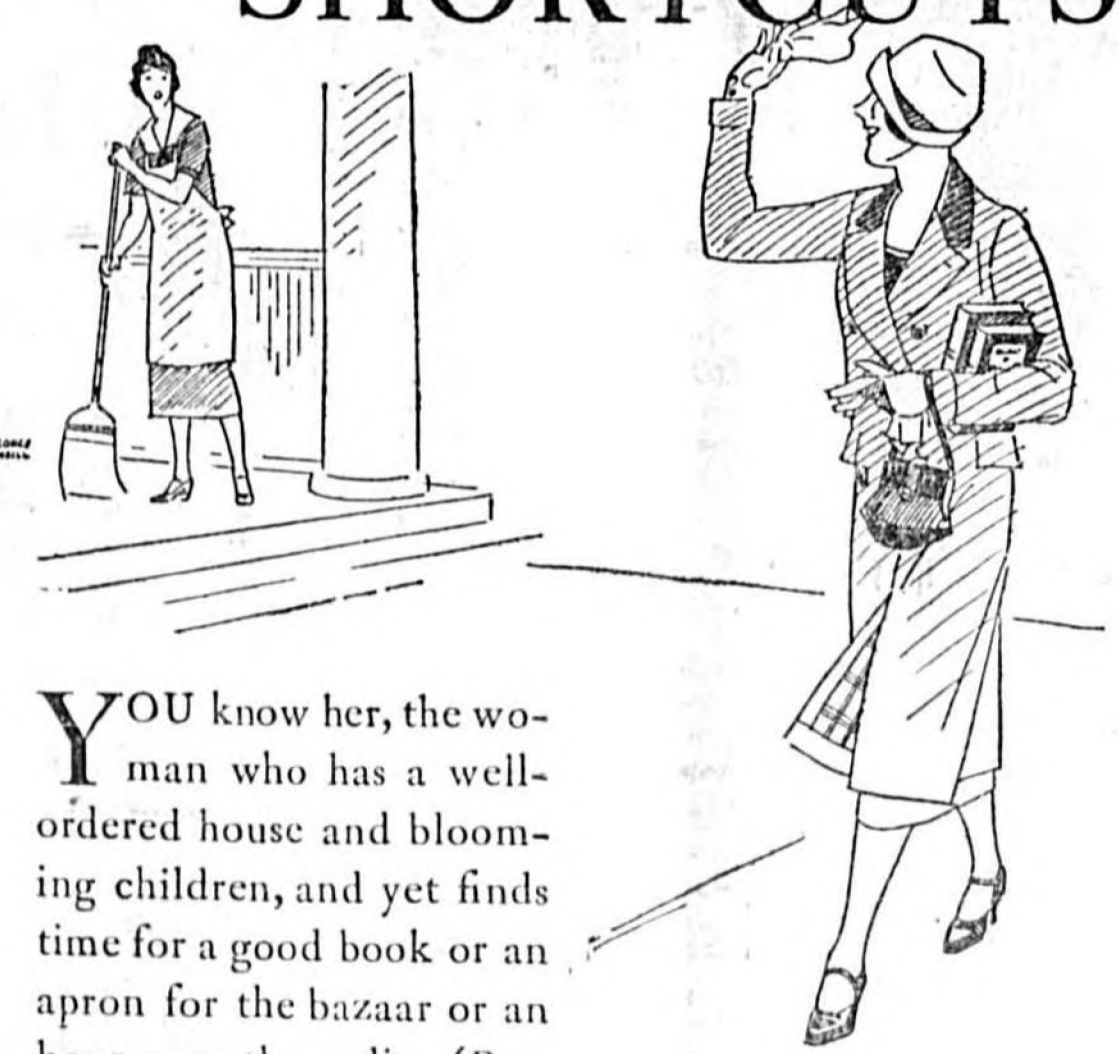
However, I must now confess that I have never found a tire the equal of this Heavy Service Cord. You can say that with my full permission.



Wight Bros. Co.  
Incorporated  
Sanford, Florida

### Diamond Tires

## Using the SHORTCUTS




YOU know her, the woman who has a well-ordered house and blooming children, and yet finds time for a good book or an apron for the bazaar or an hour over the radio. (Perhaps you are that woman.)

She knows the shortcuts—she's found the easiest way to wash dishes or make beds or bake a pie.

Dollars to doughnuts she uses Borden's Evaporated Milk. Take a look at her shelf—you'll find those blue and white cans. Maybe grandmother's dairy with the pans of milk (to set), the big milk cans (to wash), and the churn with its heavy dasher (to turn), was more picturesque—but isn't this new way easy? Not even a bottle to wash.

And you always have safe, rich milk aplenty. For cooking, dilute with an equal part of water and use for soups, vegetables, creamed tuna—dozens of tempting, easy, quick dishes.



Borden's comes in two sizes; tall (16 oz.) and small (6 oz.)  
Order from your grocer by the half-dozen or more cans.

### Champion at Home



Here's the new national open golf champion at home, enjoying a quiet hour with his family. In other words meet Mr. Willie MacFarlane, Mrs. MacFarlane and daughter Elna who acts as her daddy's mascot. The photo was taken on the porch of the family home at Tuckahoe, N.Y.

### MOM'N POP

REPORTS THAT A LADY HAS USED MAGIC MUD TO BEAUTIFY HER VOICE HAS CAUSED MUCH CONCERN AT THE MAGIC MUD COMPANY. A REPORT FROM THEIR CHEMIST DISCLOSES THE FOLLOWING:

CHEMICAL ANALYSIS SHOWS THAT MAGIC MUD USED IN FULL STRENGTH PRODUCES A BEAUTIFUL BASS VOICE AND BY DILUTING IT CAUSES VOICE VARIATIONS SUCH AS TENOR, BARTONE, SOPRANO, ETC.

GREAT—I'D LIKE TO TRY IT OUT

LET'S EACH OF US TRY A DIFFERENT SAMPLE OF MUD AND MAKE UP A QUARTET

GIMME SOME TENOR MUD

BARTONE FOR MINE

LET US SING OF THE DAYS THAT ARE GONE  
MAG-E-E-E-E-E



## WANT ADS

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There is no doubt that, in Sanford or Seminole county there are people who need almost any particular article at all times. If an article is not a general necessity, there are few buyers, but a market can be found every day for anything if the proper effort is made to locate that market.

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