

Newspapers Market Place of U. S. New York Bank Conducts Analysis

The accompanying article reproduces in part an analysis of the newspaper's contribution to the economic life of the nation which is contained in *News and Progress*, a booklet issued by the Bank of the Manhattan company as one of its series of popular economic studies. "While much has been written upon the historical, educational, political, moral and other phases of the subject," says the booklet's foreword of the American newspaper, "strangely little attention has been given to its economic aspects."

The newspaper is in itself a remarkable example of voluntary cooperation. Not only it is a complex fabric woven of the labors and abilities of hundreds within its plant and of thousands on the outside, but it usually is a part of one of those great associations of newspapers through which the news of the world is daily gathered, exchanged and made available.

Not less significant and quiet as important is the triangular cooperation between publisher, advertiser and public. Once it ceases, publishing, merchandising and buying all languish and the wheels of progress stop.

When it is considered that there are 45,000,000 copies of each issue of 12,400 newspapers entering every home, office and workshop of the land, we begin to realize the vastness of this cooperation. We begin also to sense the extent of the constantly renewed influence which brings our millions of people into continuous conscious touch with each other.

Creates Modern Conditions
If it be true that modern conditions of life have created the modern newspaper, it is no less true that the newspaper has played a leading role in creating modern conditions of life. This has been the case as to habits of thought, political developments and matters of religion, science and culture, but it has been true in even greater degree in the field of material progress.

When a carrier takes a paper on a doorstep, it may not occur to him that he is playing a part in the economic life of his town, but so it is, for to each individual subscriber he is really delivering the market place of the community.

Follow a newspaper into any home. Here are gathered the members of the family circle—father, mother, and children. Within a few hours each will read it and for each there must be that which he is most interested in reading. **All Family Responds**
To this wealth of information each member of the family will respond and each in his peculiar way. Only to one part of the newspaper will there be any degree of common response because that part has a universal appeal. That part is the advertising columns. In these, could the editor view the reception of the paper, he would find that others—the advertisers—were supplementing his labors by providing for tastes and needs outside his province.

There is another important aspect of the newspaper as the market place of the community which is often overlooked; that is, the saving of time. Instead of trudging from store to store in search of clothing, shoes or any of the numerous other articles of modern commerce, the consumer turns instinctively to the advertising columns of the newspaper for information to guide him by the most direct route to the desired product. Thus wasted time is eliminated.

As the market place of the community the advertising columns of the newspaper yield even greater values which, while ultimately social in their outcome, are founded upon a firm economic basis.

For example, if America has become a nation of home owners, it is due in large measure to the persistence with which the desire for home ownership has been stimulated through newspaper advertising.

A man with property to sell might rub elbows with several possible customers in the course of 10 minutes' walk, but he could not buttonhole them one after another, for busy modern life does not permit it. But finally the real estate merchant—the realtor, as he is now called—awakened to the fact that all these unlabeled passers-by were alike in one important respect—they were newspaper readers.

Similarly, in the field of banking and in the promotion of individual thrift, the advertising and news columns of the American news-

paper have worked a magic transformation. Compare the atmosphere of the average bank today with that of a quarter of a century ago, before the banker had come to realize that the newspaper was a market place.

The public utility field offers still another striking example of how the newspaper as the market place of the community has been utilized not only to sell goods and service but to promote popular understanding and good will. It has been estimated that newspaper advertising has shortened by one-half the process of selling the services of such utilities.

Enemies Now Partners
As in the case of banks there has come a complete transformation in the attitude of the public utilities toward the public and in that of the public toward them. The old-time suspicious and antagonistic now rapidly disappearing have been replaced by a spirit of mutual friendliness and cooperation. This new spirit has found expression in many ways, not least among them being the widespread and rapid growth of the customer ownership movement.

The American newspaper is, by its very nature, a local institution, its own community's mirror, voice, market place and leader. But, just as America is a national community, composed of thousands of local centers, so the American press as a whole is a unit formed by nearly 14,000 local papers which reflect the national life.

In this capacity newspapers together perform a nation-wide economic service comparable to that performed by each for its own community. Connected up for the transmission and exchange of news they form a national market place in which knowledge of the goods of any locality may be found.

Aids Distribution of Goods
How prodigious is the volume of newspaper advertising in facilitating this process is disclosed by the fact that of the \$750,000,000 used in such advertising in 1925, nearly one-third was paid by producers of goods which are distributed throughout the nation.

Visit where he will, the traveler will find in the show windows of almost any town the same makes of safety razors, toilet powders, cold remedies, hand cameras, an important piece of news, of in-

OUT OUR WAY

By Williams



THE AWAKENING.

J. R. WILLIAMS
© 1926 BY NEA SERVICE, INC.

men's hats and clothing, women's wear, shoes and other commodities with which he was familiar in his home town. Indeed, it may be hard for him to realize, in the face of such display, that he actually has traveled at all.

Just as our newspapers have unified our thoughts, aims and ambitions, so have they made possible the distribution and the sale of our national merchandise.

In much the same manner that

rest at all, is, in a single day, broadcast to every corner of the land, so can the message of a product be distributed by the advertiser. And it is now an accepted fact that this message also is "news."

Creates Desire For News

The numerous departmental sections of the newspaper which are now devoted to such subjects as

real estate, finance, automobiles, books, theaters and moving pictures, radio and many others demonstrate in a striking way the fact that newspaper advertising not only is news but that it makes news; that through arousing a widespread interest in any given subject, a public desire is created for more news which the editor is quick to sense and to satisfy through the news and editorial

columns of his paper. The significance of news varies with the character of the reader. A housekeeper, a broker, a laborer, a schoolmaster, even a social idler, each has a particular interest.

In this larger sense the American newspaper constitutes the nerves of our entire social system. The news that shoots through these nerves in every direction contributes to a national consciousness that transcends each one of us from the limitations of a narrow provincialism.

So much we know, yet we do not fail to recognize that the contribution of the American newspaper is civic, educational, moral and inspirational as well as economic. Moreover, it is the great force that binds America together. In its columns—news, editorial, advertising—may be discovered its essential function—to integrate the 117,000,000 Americans into one American people.

Voluntary cooperation is the American plan and the American newspaper is its chief instrument.

By the way, who is the king of Rumania?



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HARDER—
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Quilted lined all wool in one of the latest styles. See this value at

\$19.85

Dress Hats
For Fall Wear
Pearl, tan and grey with fancy bands, snap brims. Compare these!!
\$2.95

Dress Shirts
New fabric in collar-attached shirts at a price that will demand your comparison—
3 for \$4.00

Hi-Top Shoes
Aviator style. Strapped top in 12 and 16-inch oil stock pacs—
\$8.95 and \$9.95

Wool Shirts
All wool in fancy and plain patterns
\$3.95 and \$4.95

Flannel Shirts
Two pocket, brown flannel, wool mixed—an exceptional value—
\$1.69

Underwear
Medium heavy cotton ribbed union suit,
\$1.39

Part wool ribbed union. Compare this value—
\$1.95

See our windows, compare our Values! It will pay you to trade here.

Men's Wear

Money-Saving Cash Store For Men
Corner Adams and Elm
La Grande

Dress Hose
Novelty patterns in fall weights
25c

Dress Shoes
Oxfords and Shoes in heavier fall weights,
\$3.95 and \$4.95

Blazers
Fancy patterns in imported and domestic patterns. See these values!!
\$2.95 to \$4.95

Leather Vests
All horsehide wool lined; cuffs and inside knit wrist—
\$9.95

Stag Shirts
Fancy patterns, double shoulders and sleeves. Compare this.
\$5.95

Wool Hose
In white and grey, medium weight—
39c
3 for \$1.00

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Our new overall called "Men's Wear," full cut, 220 weight denim, reinforced at all points of strain, at our new low price,
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Fresh and delicate
as a rose—
not a blatant flash
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[from the rarest vanilla beans]

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THIS WEEK ONLY
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Dish Pans

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Stew Kettles

3 Nested Stew Pans
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Three 2-Quart
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A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and 35 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 94% air and 6% common kerosene (cost only). The inventor, V. M. Johnson, 161 North Union Ave., Portland, Ore., is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

—Adv.

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and Note that Tru-Bake Shape

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Originators of Tru-Blu Honey-Sweetened Grahams and "Cup Custard" Cookie Cakes

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