

## The Oregonian Newspaper

The Field It Covers; Its Standing as a Great Paper. By E. G. Jones.

Pittock and H. W. Scott. The monument finest and best-appointed buildings occupied by any paper in the United States. The monument that will stand for all time to commemorate the consummation of the efforts of the builders of The Oregonian property will be a place in the annals of the prominent factors that have contributed the most to the growth and the development of the promising part of the United States that has been the seat of their enterprise.

The carry distory of The Oregonian is a record of intensity of struggle, and a story of inadequacy of compensation. From the nucleus of a modest beginning of the smallest of weekly newspaper plants. The Orogonian has stendily grown until today it commands a prominence even beyond the claims of the city in which it is published. It is here that is found the keynote to The Oregonian's The paper at every stage of its career has been kept abreast of the times; indeed, at all times its progress has been in advance of the progress of mmunity in which it is published Muhy cities of half a million population or more do not support a paper of the extent and range of The Oregonian. Papers published in cities of the East, of the population and commercial prominence of Portland, are provincial in their makeup, and they attain to no promi-nence outside of the immediate fields in which they circulate. The Oregonian is etropolitan in appearance, its influence is felt over the entire field in which it is read, a country that today contains a utterances are of National importance so far that its opinions are made the subject of regular comment by the greatest papers of the country. Among the best judges of newspaper properties The Oregonian occupies a place among the first 20 of the leading papers of America.

All greatness is approximate, just as all ess never reaches beyond the bounds of approximate virtue. The limitations of human endeavor do not crown the efforts of man, or the institutions founded by man, with more than an ap proach to the ideal. It is not claimed for the men who have builded The Oregonian that their course in the conduct of The Oregonian's affairs has been entirely free from error. The people of Portland. however, who are most familiar with the causes which have made the prominence of The Oregonian's position today, will admit without protest that the co of The Oregonian's management, looking to the greatest benefit of the community whose interests the paper has so ably served, has been consistently for the right.

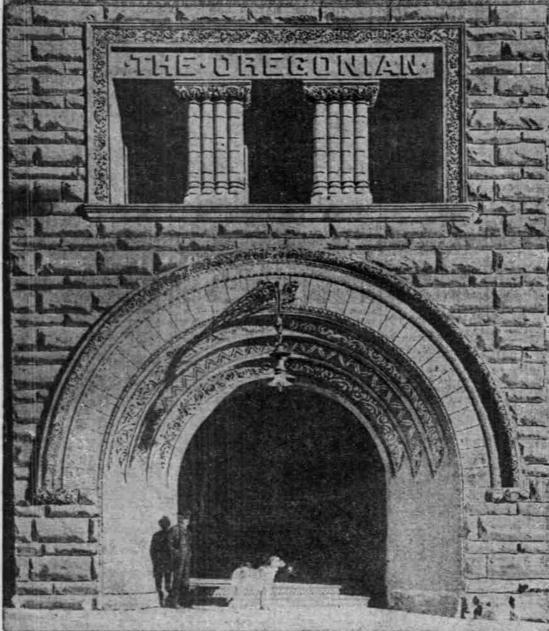
The Oregonian's course has not always been free from popular criticism. It may be well in this connection to reflect that detraction semetimes not only offers an incentive for continued effort in right lines of thought or action, but unwittingtion of right effort in the face of bias of individual adverse opinion. In no field of endeavor does this apply with greater force than it does to the criticism of the policy of a great newspaper. Adverse criticism is often founded on motives of prejudice or on the promptings of selfinterest. Occupying as it does a position foremost in the public's attention, no leading paper may hope to escape the annoyance and incidental worry of frequent popular criticism. And yet the issue of every fight made by The Orenian on matters of vital importance to the public's welfare must have convinced the readers of this paper that the utter ances of The Oregonian are dictated by the policy of right and justice. People of Portland generally recognize that The Oregonian under its present management will remain a mainetay for the higher intellectual development of the country which has been the seat of the paper's

popularity.

The readers of The Oregonian will dis tinctly recall the memorable events preseding the first election of McKthier as

HE OREGONIAN was established | President of the United States. It was a December 4, 1650. The success the time when men's minds were vexed by paper has since attained is cred- the perplexing issues that had brought the ited to the efforts of two men, H. L. entire country to the verge of financial disaster and ruin. In seeking a remedy of contemporary times to this success is for conditions that were unbearable, the The Oregonian as it is today, and the people, whose passions were fed into modern Oregonian building, one of the flame by the exhortations of charlatans and political fakers generally, arese practically en masse, with the demand that our monetary standards be readjusted on the basis of free and unlimited coinage of silver, all silver coins by statutory enactment to be on a par with gold coins of the same stamped value. It was at this point that, single-handed among the editors of the Pacific Coast, H. W. Scott, of The Oregonian, took up the memo rable fight against free silver, a fight that made the name of Mr. Scott and The Oregonian famous throughout the United States. And people do not ask today, What was the result of this fight? The resuit is a matter of record, not only in the history of Oregon journalism, but in the history of journalism of America. And this result was an honorable one, just as the result of every great fight of The Oregonian on National issues has paved the way for the higher advancement of the people whose interests the paper has served during the more than half-century of its exister

So much may be said for the course of The Oregonian that is a matter of public record. In the conduct of its affairs as a business institution and it must not be forgotten that primarily every great newspaper plant is a business enterprise-the ost signal ability has been shown by the management in forecasting results that have contributed directly, not only to the success of the paper itself, but equally in as direct a manner to the benefit of the people of the Pacific Northwest, who have looked to The Oregonian for an efficient population in excess of 1,900,000, and its and a full news service of the world's events. The management has recognized the wisdom of the aphorism that the interests of the buyer and seller are at all times founded on a reciprocal basis. No business is lasting that rests on any other corner-stone than the one of reciprocal benefits. It is the problem of efficient service to the readers of The Oregonian



MAIN ENTRANCE OREGONIAN BUILDING.

given the most serious consideration. I remember distinctly discussing with Mr. Scott and with Mr. Pittock at a time mmediately following the panic of 1893 the issue that confronted the paper in the threatened loss of advertising. The advertising patronage of The Oregonian during the latter part of 1880 and all of 1894 fell off more than one-half from the volume of advertising carried during the prosperous year of 1892, and during the early part of 1883. The advisability of reducing rates, of cutting down the size of the paper and of other expedients were discussed freely by Mr. Pittock and Mr. Scott. In the end the management decided neither to reduce rates nor to cut down the size of the paper. As Mr. Scott put it forcibly: "I consider the space of The Oregonian at this crisis worth more The Oregonian at this crais worth more for news than I consider this space worth for advertising." At a time when The Oregonian was on the verge of financial ing appropriation is shown by the state for news than I consider this space worth for advertising." At a time when The

that the management of the paper has tion that the greatest skill of the ancient possibly did not show the strictest adherbusiness methods are analyzed today. A giance at The Oregonian's advertising columns in any current issue will attest the truth that the bulk of advertising now carried by representative papers is of articles of staple consumption and of

legitimate use Among the people who today are making heavy appropriations for newspaper advertising are the Remington Typewriter Company, of New York; the Singer Sewing Machine Company, the leading East-ern magazines, the great railroad com-panies, manufacturers of food products of the highest quality, and manufacturers generally. A recent convert to the efficacy of newspaper advertising is the Hamilton-Brown Shoe Company, of St.

## Estimated Population of The Oregonian's Field,

			Ja	กบ	ary	64	, 1	20	3							
OREGON	*	-									÷		*		525,000	
WASHING	TON					-		*							780,000	
IDAHO	+	-	-			20					-				240,000	
WESTERN										*				*	200,000	
BRITISH (	COLL	JM	BIA		-		-								225,000	
	Total											-	25	ı	1,970.000	

prominent and reliable business houses of the country were in deep water, the news page advertisement. of the paper was practically vice of the Associated Press, The Oregonian added the full service of the United Press Association. The results of this wise policy did not show themselves clearly for three or four years following. In the meantime, however, the fortunes of The Oregonian steadily mended. With the commencement of 1897 the business of the paper was once more on a firm footing, and the advancement of The Oregonian since that time has been so rapid that he

who runs may read the story. The principal commodity that a news paper has to sell to the public is its advertising space. The growth of modern advertising is covered by the history of advertising-during the past 15 years. Advertising never savored of the illegitimate in business, and yet certain abuses of advertising methods prior to a period of, say, 20 years ago, warrant the asser-

extremity, just as many of the most | ment that the company recently placed an order with The Oregonian for a full-

> The growth and development of departwhen the circulation and the wideepread influence of the great papers of the country made it possible to reach the public effectively through newspaper advertising. No woman in Portland today will question the good faith of any statement made in the advertising columns of The Orein the advertising columns of The Oregonian by the management of either of
> the three big stores of Portland, the
> Meier & Frank Company; Olds, Wortman,
> & King, and Lipman, Wolfe & Co. It
> may be added here that legitimate methods are the only methods adopted by
> advertising men of experience in their
> efforts to claim the recognition of the
> buying public. ouying public.
>
> It is the axiom among advertisers gen-

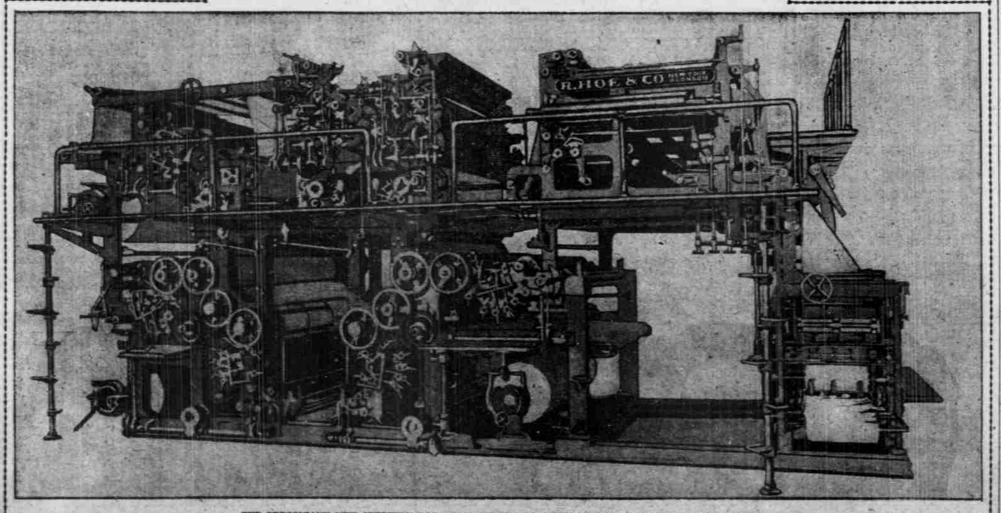
erally that the cheapest modium is the fullest and best paper. In fixing rates for advertising space the publisher has to take many different things into account. The problem in some respects in as difficult as the arrangement of a satisfactory railroad schedule. There is not factory railroad schedule. There is perhaps no field in the United States of equal commercial importance, and of such prom-tee for future rapid development, where so much can be accomplished by the use of a single paper, as advertisers have found they can accomplish in the field of the Pacific Northwest, through The Oregonian. And yet, with its widespread influence the rates of The Oregonian, as all experienced advertising men know, are

exceedingly low.

In every field where competition between newspapers is strong, advertising rates steadily advance. The one cause for this heavy advance in rates is found in the large deficit publishers in these fields are called upon to meet in the circulation of papers. In many cases where compe-tition between papers is strong advertis-ing rates ultimately reach a point where they are virtually prohibitive to the gen-eral advertiser. No advertiser in the eral advertiser. No advertiser in the United States today, for instance, attempts to cover New York City. Another instance of an intensity of rivalry between hig papers of somewhat similar scope is afforded in the San Francisco field. The rates of the two leading papers of San Francisco for display space runfrom two to three times the rates charged for display by The Oregonian, and yet The Oregonian is on a par with these papers in the extent and range of its news. The Oregonian is on a par with these papers in the extent and range of its news service. The Oregonian is one of the few big papers of the country that makes a profit on its circulation. Its circulation is handled on the basis of a reasonable profit for efficient service rendered. Its advertising space is sold on the same basis. It is this policy that commends the paper the most to the attention of advertisers generally.

I have seen The Oregonian grow from a modest daily issue of four pages to the representative regular issue of today. I have seen the advertising of The Sunday Oregonian increase from an average advertising space of from 100 to 120 columns. With this increase in advertising space has followed an increase in the working plant of the paper, until today

umns. With this increase in advertising space has followed an increase in the working plant of the paper, until today. The Oregonian has one of the best equipped newspaper plants in the United States. In the completeness of its news service, the paper occupies a place among the greatest papers of the country. In accuracy of statement, as the antithesis of the eenestional and more or less questionable methods of sensational journalism. The Oregonian ranks with the leading newspapers of recognized character; papers whose utterances are accepted in good faith wherever these papers may



THE OREGONIAN'S NEW SEXTUPLE HOE PRESS, WITH A CAPACITY OF 48,000 19-PAGE PAPERS PER HOUR.