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## PRESENT ACT MODIFIED



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Berry Brothera.

## Let's All Get In

On Sunday the Journal published the March advertising figures for th four Portland newspapers. Yesterday the Telegram indulged in the pas
time. Today The Oregonian will try its hand at the game, but in a more comprehensive way.
For January, February and March the display advertising and classi-
fied showing is as follows:

|  | Display | Classified | Total |
| :---: | :---: | :---: | :---: |
| Oregonian........ | 54,441 inche | 28,439 inches | 82,880 inches |
| Journal.......... | 48,387 inches | 15,778 inches | 64,165 inches |
| Telegram........ | 33,143 inhees | 5,526 inches | 38,669 inches |
| News. | 25,829 inches | 1,921 inches | 27,750 inches |


| Oregonian........ | 42,764 inches | 28,677 inches | 71,441 inches |
| :---: | :---: | :---: | :---: |
| Journal........... | 37,782 inches | 16,784 inches | 54,566 inches |
| Telegram........ | 28,388 inches | 5,594 inches | 33,982 inches |
| ${ }^{\text {N News.. }}$ | 23,732 inches | 2,576 inches | 26,308 inches |


| Oregonian........ | 49,978 inches | 34,858 inches | 84,836 inches |
| :---: | :---: | :---: | :---: |
| Journal. | 47,309 inches | 21,459 inches | 68,768 inches |
| ${ }^{\text {*Telegram........ }}$ | 34,255 inches | 6,772 inches | 41,027 inches |
| ews............. | 26,660 inches | 3,272 inches | 29,932 inch |
|  | TOTAL-3 MONTHS |  |  |
| Oregonian.... | 147,183 inches | 91,974 inches ${ }^{\text {d }}$ | 239,157 inches |
| Journal.......... | 133,478 inches | 54,021 inches | 187,499 inches |
| *Telegram........ | 95.786 inches | 17,892 inches | 113,678 inches |
| News. | 76,221 inches | 7,769 inches | 83,990 |

"The Telegram apd The News published 6 days a week only. the other three papers combined.
When it is taken into consideration that The Oregonian, by reason of
larger circulation, gets a higher rate for its advertising, and that The Oregonian did reiect, on account of credit and other reasons, several thou-
sand inches of display advertising, most of which was accepted by the sand inches of display advertising, most of which
other papers, the showing is satisfactory, indeed.
The automobile and motion picture advertising shows the following for


Similar showings can be made for many other classifications.
The paid circulation of The Oregonian now is as follows
82,214
105,099

