SCORES OF LETTERS COMMEND THE OREGONIAN'S ENTERPRISE

Representatives of Great Railway Systems, Publications and Other Corporations All Send Their Congratulations.

ASIDE from mention and comment on The New Year's Oregonian in the press of the country, scores of personal letters, congratulating The Oregonian on its enterprise, have poured into the office from all parts of the Nation and from the Dominion of Canada. Letters from great railway systems, from publications, from commercial houses, from every sort of corporation which would naturally be interested in the progressive spirit of the country and the country's representative newspaper, have crowded the daily mail.

James H. Maddy, special representative of the Baltimore & Ohio Railroad, writes from his headquarters in Baltimore as follows:

I have your letter of the 4th, together with copy of paper, and thank you very much for the same. It is a very creditable publication.

T. W. Lee, general passenger agent of the Delaware, Lackawanna & Western Railroad Company, writes as follows:

Oregonian Publishing Company, Portland, Or.—Gentlemen: Replying to your personal favor of January 3 I beg to advise that I have read with much interest the New Year's Oregonian for 1905.

You are probably aware of the great interest I take in your country, having spent a large portion of my life there, and I have always been hoping that fortune would smile on me sufficiently to enable me to pass at least a portion of my time with you in the future.

I read your paper with much interest, and have no doubt but that the Fair will be a grand success, and The Oregonian has always been a grand newspaper.

Sincerely yours,
T. W. LEE.

J. R. Kathrens, of the Pabst Brewing Company, of Milwaukee, Wis., writes as follows:

I am in receipt of your courteous favor of January 4, also copy of The Oregonian, which I have looked over with much interest. You are certainly publishing a wonderful paper.

Illustrates Country's Development.

William Beer, librarian of the Howard Memorial Library, of New Orleans, to which a copy of The New Year's Oregonian was mailed, acknowledges receipt in the following manner:

Publisher of Morning Oregonian, Portland, Or.—Dear Sir: I have received as librarian of the Howard Memorial Library and the New Orleans Public Library copy of your issue of Monday, January 2. It illustrates very thoroughly the marvelous development of the country first described to the world by Lewis and Clark. I feel sure that the energy of your citizens will make a success of the Exposition. Yours very truly,
WILLIAM BEER, Librarian.

From Walter Baker & Co., manufacturers of chocolate and cocoa preparations, Boston:

Oregonian Publishing Company, Portland, Or.—Gentlemen: We thank you for sending us a copy of the New Year's number of The Oregonian, with illustrations and descriptive matter of the Lewis and Clark Exposition.

It is a magnificent specimen of newspaper enterprise, well up to the best that has been done by the big dailies in this country. Truly yours,
WALTER BAKER & CO.

From the Natural Food Company, of Niagara Falls, N. Y.:

The Oregonian Publishing Company, Portland, Or.—Gentlemen: We thank you very much for yours of the 10th and for your kindness in sending to us the copy of your New Year's Oregonian for 1905. You are certainly to be congratulated on the issue in question. Yours very truly,
THE HAYNER DISTILLING COMPANY.
T. W. Crosby, Manager Advertising Dept.

What One Firm Did.

The following letter from the Portland branch of a great firm tells what one firm did through the medium of the New Year's issue:

Editor Oregonian, City.—Dear Sir: In common with other business firms in this city we mailed many copies to persons in the East, as the best means of keeping them advised of the wonderful progress of the "Oregon Country," as so fully set forth in your valuable New Year edition.

We are in receipt of a letter from our New York house under date January 9, in which they say: "Copy of The Oregonian which you sent us was received Saturday, the 7th inst. It certainly is a very creditable issue, and contains much valuable information regarding climate, business conditions and resources of the West.

The prospectus of the Lewis and Clark Exposition is also interesting. Would it be possible for you to approximate the cost of an exhibit." Again in a letter under date the 16th inst. the treasurer writes: "The New Year edition of The Oregonian contained much detailed information regarding the Lewis and Clark Exposition. We note that you will investigate as to cost of having a booth and will be glad to share the expense providing the cost is reasonable."

In view of the great work being done not only in the issue of the great New Year edition, but every day in the year, for the upbuilding of this section of our country, we feel that the least we business men can do is to express our appreciation of the same and the splendid work it is constantly doing for the Northwest. Very respectfully,
RALSTON COX & CO.

From the Rock Island Skirt Company, of Rock Island, Ill., comes this tribute:

Oregonian Publishing Company, Portland, Or.—Gentlemen: We acknowledge receipt of your favor of the 9th inst., and also of several copies of The Oregonian received today. We thank you for your courtesy in sending those numbers, and will compliment you upon the appearance and character of your publication, particularly that of January 2, which is a decidedly creditable piece of journalism. Yours, very truly, ROCK ISLAND SKIRT CO.,
J. W. Parker.

The Christian Woman's Board of Missions sends this tribute from the headquarters at Indianapolis:

The Oregonian, Portland, Or.—Gentlemen: Your annual number for 1905 has reached us, and is certainly a fine illustration of newspaper enterprise. With best wishes for the success of The Oregonian and the Lewis and Clark Centennial Exposition, I am, sincerely yours,
MRS. HELEN E. MOSES.

The Dry Sole Company, of New York, has this to say concerning the New Year's edition:

Portland Oregonian Publishing Company, Portland, Or.—Gentlemen: Permit us to thank you for the complimentary copy of The New Year's Oregonian for 1905. This issue is of special interest on account of the descriptions of the Lewis and Clark Exposition and other information relative to the Northwest. We shall take pleasure in reading the paper carefully. Yours, very truly,
DRY-SOLE COMPANY,
John J. Corcoran, Jr., Treasurer.

Insurance Companies Join in Praise.

The Equitable Life Insurance Company of the United States, writes as follows from the New York headquarters:

Oregonian Publishing Company, Portland, Or.—Gentlemen: I beg to say, in reply to your letter of January 3, and also that addressed to Mr. Jordan, our Comptroller, that we both thank you for sending us a copy of your New Year's Oregonian, and shall look forward with pleasure to perusing the same. With the compliments of the season, I remain, yours very truly, GERALD R. BROWN,
Superintendent.

From the People's Popular Monthly, of Des Moines, Ia., comes this tribute:

Morning Oregonian, Portland, Or.—Dear Sir: Your favor of January 2, together with a copy of The Oregonian, was received in due time. I was very much interested in the excellent issue of your publication. We shall be pleased to hear further from you and to receive any information you have to give regarding the coming Exposition. Yours, very truly,
THE PEOPLE'S MONTHLY COMPANY.
A. M. Piper.

From the office of the Pennsylvania lines west of Pittsburg:

Oregonian, Portland, Or.—Dear Sir: The copy of The Oregonian mentioned in your personal letter of January 4 has been received. I have found it a very interesting publication, and wish to thank you for placing it before me. Very truly yours, F. VAN DUSEN,
Chief Assistant G. P. A.

Mr. B. N. Austin, general passenger agent of the Baltimore & Ohio Railroad Company, writes as follows:

I beg to acknowledge receipt of yours of the 3d inst., also copy of the New Year's edition of your very excellent paper.

I wish to compliment you very highly on this splendid edition, which is most creditable, both in illustrations and its descriptive matter.

I believe that a liberal distribution of this edition in the East will accrue very largely to the benefit of the Lewis and Clark Exposition.

From McClure's Magazine, New York:

We beg to thank you for your favor of the 4th inst., and for the copy of The New Year's Oregonian, which we also received through your courtesy.

The Hamilton-Brown Shoe Company, of St. Louis, which employs 5000 people, and has a capacity of 21,000 pairs of shoes daily, writes as follows:

Oregonian Publishing Company, Portland, Or.—Gentlemen: We wish to thank you for sending us a copy of the New Year's Oregonian, which has not yet been received. When we do receive it we will take great pleasure in looking it over.

We are glad to have been able to place an advertisement in your paper of our last year's business, and trust to be able to do so next year, and believe we will derive a great deal of benefit from same. Our business in the Northwest has been steadily increasing, and we feel very kindly toward the people of that section.

Trusting the Exposition will be a big success, and wishing you a prosperous year, we remain, yours very truly,
HAMILTON BROWN SHOE CO.,
By W. C. Teasdale, Jr.

Other newspapers are wont to praise, as this letter testifies:

Managing Editor Portland Oregonian, Portland, Or.—Dear Sir: I beg to hand you clipping from the editorial columns of the Birmingham News of January 14, with regard to your recent New Year's edition. It was a very fine paper. With best wishes for a prosperous year, I beg to remain, yours very truly, ELI P. SMITH,
Vice-Pres. and Associate Editor Birmingham (Ala.) News.

P. W. Pummill, Philadelphia division passenger agent Northern Pacific Railroad, writes most interestingly:

Truthfully speaking, mere words are inadequate to convey the feeling of enthusiasm I felt upon beholding Portland, Or., and its environments for the first time. I had never been West before, and hardly expected the glad hand of hospitality which greeted me. I arrived on what is known as a Winter's day in the East, but found on every hand flowers and sunshine.

Too much cannot be said of the good which has been accomplished by the Oregon Development League and the Portland Commercial Club. This great Lewis and Clark Exposition, which will be held at Portland commencing June 1, 1905, and the fulfillment of which, I understand, is only one of your great undertakings, I investigated thoroughly on my visit to the grounds, and I freely say no exposition ever held will be as interesting to the public at large as this.

No exposition given in America, aside from the exhibits, such as agricultural, foreign, liberal arts, forestry, mining, metallurgy, machinery, electricity, etc., ever had such natural attractions surrounding it, the Columbia River and snow-capped ranges far exceeding in panoramic beauty any scenery of the far-famed old country.

I made the trip over the Northern Pacific Railway in company with Mr. A. M. Cleland, G. P. A., and upon my return to Philadelphia I wrote him a letter which contained my impressions, after I had left Eastern Washington on my way to your city, from which I extract the following:

"From east of the Cascade, we rode on to the climax of wealth and beauty, the Puget Sound country, through impenetrable forests of almost inexhaustible timber, fir, hemlock and pine, all giants and the largest in the world, arriving at the dream city of the Pacific Coast, Portland, Or., crossing the home of the salmon, the most beautiful river in the world, the Nile of America, the Columbia River, the entire train being carried across on a ponderous steam ferry, the largest of its kind, the trip requiring 20 minutes."

"Portland, from her heights, lies spread out before you, with the river intertwining, a picture too gorgeous to grasp, even if one had unlimited time, the city of eternal Summer, where flowers bloom the whole year, and yet, seemingly to complete the charm, those homes of eternal snow surround it, rising like silvered clouds—Mount Hood, Mount Rainier, Mount Baker, and great ranges of whitecaps. Here the ultimate object of our visit was reached, a visit to the site of the Lewis and Clark Exposition to be held during the Summer of 1905.

"The Exposition is situated on flower-strewn terraces, rising from a lake in the foreground and extending back to their heights of Portland, held as it were in a frame of Nature's more artistic handiwork. Easy of access to visitors, the buildings are on a massive scale, particularly the Forestry Building, formed of monarchs of the forest, 25 and 30 feet in circumference. This Exposition possesses more natural advantages and beauty, and while built on an extensive scale will not be too much so to become tiresome, as has been the case with the expositions of America held heretofore, and the excellent hotel service of Portland can take care of all who visit there next Summer."

Other letters—by the hundred—have been received. The Chicago, Milwaukee & St. Paul Railway praises The Oregonian's New Year's edition and promises to do great things in advertising the Lewis and Clark Centennial.

The Southern Pacific compliments The Oregonian on its enterprise and states that the road is not getting out a piece of literature but what mentions Portland and the coming Exposition.

Brown, Spear & Company, of San Francisco, acknowledge the superiority of The Oregonian as a newspaper and an advertising medium. "It is a magnificent paper and is to be congratulated on the wonderful showing it has made for the Northwest," is the tribute of this company.

The Lehigh Valley Railroad Company acknowledges that it is glad to get the information concerning the Centennial that is in the New Year's edition, and states that The Oregonian rivals any newspaper in the nation.

The Denver Post states that The Oregonian's annual stands equal to that of any newspaper in the Nation.

Marvelous Development of Pacific Northwest and Bright Outlook for Lewis and Clark Exposition Command Respect.

The editor of the Locomotive Firemen's Magazine writes a letter full of praise and says illustrations of the Exposition in The Oregonian will be reproduced in his publication.

The Houston Daily Post writes that the edition is creditable to a great and representative conservative newspaper like The Oregonian.

And numerous others, too numerous to mention, write to say that the edition that has come out of the West is equal to any that ever came out of either East or West. It is a prominent point of nearly every letter that the New Year's Oregonian preached to the world the important and surprising fact that the Exposition will open free from debt.

PUBLISHERS—BOOKS
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ALBANY CAMP NEW YORK.

McCLURE, PHILLIPS & CO.
44-60 EAST TWENTY-THIRD STREET.
NEW YORK.

LONDON OFFICE
HARTINGE HOUSE
RUSSELL STREET, STRAND

January 17, 1905

The Oregonian Publishing Co.,
Portland Ore.

Dear Sirs:

Permit us to compliment you on your excellent issue of New Year's. It is a wonderful paper to have got out, and it is a great pleasure to us to be one of a great number who are doubtless telling you the same thing.

Very truly yours,
McClure Phillips & Co.

THE DENVER REPUBLICAN
BY THE REPUBLICAN PUBLISHING CO.
CRAWFORD HILL, President. WILLIAM STAPLETON, Editor and Manager.

The exhibit number of the Portland Oregonian for 1905 gives the first real hint of the possibilities of the Lewis and Clark Centennial exposition, to be held in Portland next summer.

The Oregonian shows the vast resources of the Northwest and publishes a financial statement of the Lewis and Clark exposition which is nothing short of remarkable. The exposition will open June 1, entirely free from debt. The total fund subscribed so far is $1,510,000, of which the state of Oregon and the people of Portland have subscribed nearly $1,000,000, about equally divided.

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The Washington Times
TENTH AND D STREETS NORTHWEST.
Published Evening and Sunday.

Lewis and Clark.

The "Oregonian," of Portland, Ore., sends out an immense and artistic New Year number. This is not surprising, for it is a paper accustomed to doing large things well. There is no reason why it should not. For many years it has been the one notable journal of the Northwest, and has grown with and been an index to the prosperity of that section.

The issue possesses especial interest because of the complete prospectus set forth of the Lewis and Clark Exposition which is to open next summer. Work on this gigantic enterprise has gone on quietly for there was no desire to make it appear to compete in any manner with the fair at St. Louis. Now that the latter is over, Oregon wants all the world to know what has been done.

It has not been the purpose of promoters of the Lewis and Clark Exposition to attempt the St. Louis scale of magnitude. The Northwest's show will be more compact and yet in its way, as complete. It will illustrate the growth of a mighty quarter of this land, and be particularly instructive because the average citizen living east of the Rocky Mountains knows less about that quarter than about Manchuria. There is common knowledge that it is on the map, but its climatic characteristics, resources, its scenic splendor, its educational status, its quick and cultivated intelligence, its broad and hearty social life, its resistless spirit of enterprise, and its fervid Americanism have yet to be revealed to him. He owes to himself that he go to behold and to learn.

Portland is a fresh water port more than one hundred miles from the Pacific. It is a solid city, modern, growing, the commercial heart of Oregon. Farther north, are the

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N. Y. Staats-Zeitung

— In seiner 52 Seiten starken Neujahrsnummer bringt der „Morning Oregonian" in Portland, Ore., neben zahlreichen Illustrationen eine Fülle von interessanten Artikeln über die Geschichte der Erforschung des fernen Nordwestens seit den Tagen von Lewis und Clark und über die glänzende Entwicklung desselben. Deshalb ist auch die im kommenden Sommer stattfindende internationale Ausstellung in Portland, welche zeigen soll, was der Nordwesten zu leisten im Stande ist, nach jenen beiden Männern benannt und die Neujahrsnummer des erwähnten Blattes dient dem Zweck, für das große Unternehmen Propaganda zu machen, in hervorragender Weise.

— Polizeikommissär McAdoo.

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The New York Times
"All the News That's Fit to Print."
PUBLISHED EVERY DAY IN THE YEAR BY THE NEW YORK TIMES COMPANY.
Times Square, New York City.

The Portland Oregonian, one of the best and most enterprising newspapers of the Pacific Coast, has issued a very attractive annual number under date of Jan. 2, devoted mainly to setting forth the prospective attractions of the Lewis and Clark Exposition to be held in that city from June 1 to Oct. 15 next. It is profusely illustrated, and will prove of value and usefulness to all interested in the fair, and, in fact, to readers generally. The Oregonian says that the exposition will be opened free from debt. The Federal Government has appropriated $475,000 for the maintenance of the fair, the State of Oregon $450,000, citizens and corporations of Portland $475,000, and several State legislatures various amounts, swelling the total contributions and appropriations thus far to $1,510,000.

Boston Daily Globe.
MONDAY, JAN 16, 1905.

EXPOSITION NUMBER.

Morning Oregonian Makes a Special Lewis and Clark Issue.

In connection with the Lewis and Clark exposition, which is to open on June 1 of this year at Portland, Or., and run until Oct 15, the Morning Oregonian has shown its enterprising spirit by issuing a 52-page descriptive edition of the coming exposition. The edition contains panoramic and birds-eye views of the fair grounds and buildings as they will appear at the opening of the exposition. Every page is finely illustrated with half-tone cuts showing the various buildings, details of the ornamental work upon them, interior views, members of the board of directors and general management, the fountains, the grand stairway, boulevards, the lake, sculpture, various exhibits, fanciful full-page illustrations of the vision of Lewis and Clark when they first saw the western shores 100 years ago, and of the realization of their vision. The descriptive matter is very complete and covers every feature of the coming exposition, so that those interested can read all about the plans for the big fair, the first to be held west of the Rockies.

New York Central & Hudson River R.R. Co.
Grand Central Station.

George H. Daniels, General Passenger Agent.
Edward J. Richards, Chief Asst. General Passenger Agent.
Frank J. Wolfe, Asst. General Passenger Agent.

L-17 New York, Jan. 17, 1905

Oregonian Publishing Co.,
Portland, Ore.

Gentlemen:

Your personal letter of January 4th and the copy of the New Year's Oregonian for 1905 reached me in due season, but I have not until now had an opportunity to congratulate you upon the comprehensive manner in which you have set forth the attractions of the Lewis & Clark Exposition, and Oriental Fair, in this issue.

I am much obliged to you for favoring me with a copy and have turned it over to Mr. J. K. LeBaron, Editor of The Four-Track News, who will be glad to have it for his reference library.

You will be pleased to know that in the February number of The Four-Track News we will devote two full pages, in the advertising section, to the Lewis & Clark Centennial, and we shall from time to time have other items of interest on this subject in the reading section of the magazine.

With best wishes, and assuring you that the New York Central Lines will be glad to aid you in making a success of your enterprise, I am

Very truly yours,
Geo. H. Daniels,
Gen. Pas. Agt.

Pennsylvania Lines West of Pittsburgh
Office Assistant General Passenger Agent.

C. L. Kimball, Assistant General Passenger Agent.
Room 42 No. 2 Dearborn St. Cor. Jackson Boulevard

Chicago, January 11, 1905

"MORNING OREGONIAN"
Portland, Ore.

Dear Sir:

I have your favor of the 4th inst. advising that you would mail copy of the "NEW YEAR'S OREGONIAN" to me and I want to thank you for your kindness.

I have enjoyed looking over the paper and want to compliment you on the splendid issue you have gotten out,-it is certainly interesting and full of meat.

From all accounts you are going to have a splendid exposition and I believe one that will be of great benefit to Portland and that section, and I hope that the fondest expectations of the originators will be fully realized.

Yours Truly,
C. L. Kimball
Ass't G. P. A.