

# GENERAL PRESS BUREAU HAS SPREAD THE EXPOSITION'S FAME



HENRY E. REED, SECRETARY AND DIRECTOR OF EXPOSITION



SCENE IN THE PRESS BUREAU HEADQUARTERS



ISAAC FLEISCHER, CHAIRMAN PRESS AND PUBLICITY COMMITTEE

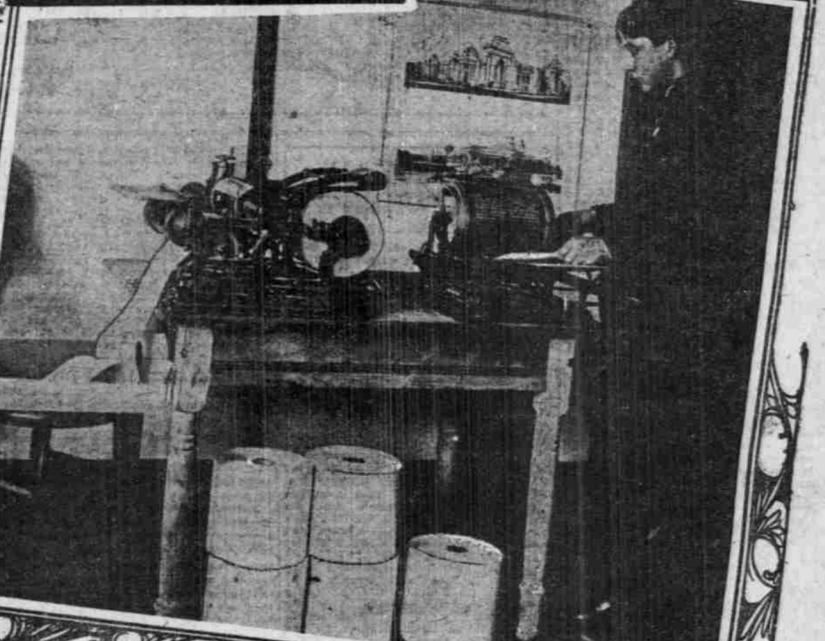


FRANK L. MERRICK, MANAGER GENERAL PRESS BUREAU



PHOTOGRAPHS BY KISER BROS.

D.C. FREEMAN, SEC. TO PRES AND MANAGER LOCAL PRESS BUREAU



THE PRESS BUREAU LINOTYPING MACHINE TURNING OUT 4000 COPIES AN HOUR

IF THE great Lewis and Clark Exposition is a success—if through this means thousands of people from all parts of the country come to make their homes in Oregon, to cultivate the land, to raise crops and to contribute their share to the progress and wealth of the state, the General Press Bureau of the Exposition will be in a large share responsible.

Through this bureau the people of the United States and of other parts of the world have had their eyes opened regarding Oregon, her resources, her latent wealth and the Exposition she is to have in commemoration of one of the greatest explorations. Through the bureau hundreds have been made aware of the attractiveness of the Oregon country and the Oregon climate. Columns have been written about this subject, columns have been printed, which, if pasted together, would reach around the world. Not only has the country in general been awakened, but the people of the state have been excited to greater and more profitable enthusiasm, their pride has increased, they are alive to the fact that Oregon is the greatest state in the Union, and that hers is the prospect, wealth and might has been commended.

The Press Bureau has been under the direction of Henry E. Reed, director of exploitation, and he has done his work well. The immediate labors have been under the direction of Frank L. Merrick, whose management has resulted in a world of good for the Exposition and for Oregon. To a mind unfamiliar with the details of the work, the labors of the bureau appear stupendous. With a few assistants Messrs. Reed and Merrick have accomplished an almost unbelievable amount of meritorious labor.

At the request of the Oregonian the following articles, from the pens of the men who know most about the subject, have been prepared descriptive of the work of the General Press Bureau:

**Value of the General Press Bureau**  
Exploitation of the Lewis and Clark Exposition and State is Object of Its Organization.  
BY HENRY E. REED, Director of Exploitation.  
IN the two and one-half years that the division of exploitation has been in operation the scope and purpose of the Exposition have been made known in every civilized country in the world. Not only that, but through the medium of the Exposition the western part of the United States, and especially the Pacific Coast country, has been exploited as never before in its history. Eastern knowledge of the Coast region has been comparatively limited until within the past few years, notwithstanding the extensive advertising which California has always done.

As an illustration of this is found in the fact that California, with all her marvelous resources in her favor, did not gain as rapidly in population in the 20 years ended with 1900 as Kansas did in the 10 years between 1870 and 1880. What the Coast region wanted for many years was some chance to put its advantages prominently before the people, and to keep interest centered in it long enough to get travel started its way. The Exposition furnished the opportunity, and every community west of the Rocky Mountains that has inducements to offer investors or home builders is taking advantage of it.

It is conceded by commercial bodies throughout the Coast region and by all familiar with the course of events, that the Exposition has given them a long-desired chance to make themselves heard, and has also stimulated their home communities to greater endeavor. In Oregon, for illustration, not a single community was systematically advertising itself when the Exposition Company was organized three years ago last January. Now all parts of the state are up and rattling.

**Objects of Exploitation.**  
In all Exposition exploitation four main objects are sought to be accomplished. First—To procure the participation of the states and territories of the Union and of foreign countries. Second—To procure the participation of the United States Government, so as to have the Exposition a National character. Third—To create a general and widespread interest in the exposition and a desire on the part of the general public to see it. Fourth—To stimulate local and general attendance at the exposition during its continuance. Foreign and domestic exhibitors were interested through an independent bureau of exhibit exploitation, which was maintained at St. Louis throughout the Louisiana Purchase Exposition under the direction of Colonel Henry E. Doehs, the director of exhibits. The success that attended Colonel Doehs's efforts is attested by the statement that within the past 30 days it has been necessary to construct a large building and to add two wings to another building in order to provide space for all the desirable exhibits that are offered.

Prior to such visits the individual members of the Legislature received personal letters, explaining the objects of the Exposition from headquarters at Portland, together with an abundance of illustrated literature, so that when the special commissioner arrived on the scene he found the ground already broken for him, and the Legislators informed respecting the subject he had to bring formally to their notice.

Regardless of the sending of letters or printed matter to Legislators, the commissioners have found it advisable in every instance to confer first of all with and enlist the interest and co-operation of the Governor of the state, the leaders in the Senate and House and the chairman of the appropriations committees of the two houses. The support of these officials obtained, it has been a relatively easy matter to get appropriations; with them opposed, any argument would prove unavailing.

**State Participation.**  
State participation has been brought about by the visit of special commissioners representing the Exposition to state capitals during the sittings of the Legis-

lature. Prior to such visits the individual members of the Legislature received personal letters, explaining the objects of the Exposition from headquarters at Portland, together with an abundance of illustrated literature, so that when the special commissioner arrived on the scene he found the ground already broken for him, and the Legislators informed respecting the subject he had to bring formally to their notice.

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**Most Effective Publicity.**  
The Exposition has sent out about 2,000,000 pieces of printed matter and written thousands and thousands of letters, but we find that the most effective method of exploitation is the old standard, straight out from the shoulder, newspaper-publicity. Whatever may be said for other forms of exploitation, whatever else may draw attention or create interest, it is the newspaper publicity that puts the traveler on the train and starts him for the Exposition City.

ever issued by the Exposition company would cost over \$20,000, and would not be one-tenth as good. The disposition of the newspapers toward the West at this time, and their willingness to publish all good matter offered to them, gives the Lewis and Clark Centennial an advantage that has never been enjoyed by any previous Exposition—that of being able to advertise itself and the country it concerns for a nominal amount of money.

On the subject of newspapers, let it be said that the Portland papers are and have been the loyal friends of the Exposition. Upon them devolves the task of creating and keeping up the local enthusiasm and stimulating the local attendance so essential to the success of the enterprise. They have constantly exploited the Exposition, through regular and special editions, and have done a vast amount of valuable work without recompense or promise of hope of recompense.

**Thirty Thousand Columns.**  
The result of the four months' work is shown by the large number of clippings received. The exact number of columns of matter printed cannot be

**How the Publicity Work Is Done**  
Thousands of Newspapers Are Furnished With Articles Descriptive of the Exposition.  
BY FRANK L. MERRICK, Manager General Press Bureau.

THE publicity campaign of the Lewis and Clark Centennial Exposition was begun through the newspapers on an extensive scale four months ago, when the General Press Bureau was organized as a department in the division of exploitation. As an Exposition is held primarily for the purpose of exploitation, the department of publicity is one of the most important branches of the administrative work of an Exposition. The best results are obtained by the reading notices and illustrated articles published in the newspapers of the country through the medium of a well-organized press bureau. Upon this department falls the task of advertising the Exposition itself to induce attendance, and the vast work of exploiting the locality in which the Fair is held, thus assisting in accomplishing the primary purpose of the enterprise.

**Newspapers Supplied Weekly.**  
The scope of the Lewis and Clark Press Bureau is as broad as that conducted in connection with the World's Fair at St. Louis. Fifty thousand newspapers are being supplied every week with matter concerning the Exposition, Portland and the Pacific Northwest. This matter is being liberally printed and the results are obvious. After four months of steady and often strenuous labor by the Press Bureau, the people of the entire country have been made acquainted with the Exposition, and have had their eyes drawn toward Portland and the Pacific Northwest.

Since the inception of the bureau more than 175,000 words have been written. The articles in which these words have been incorporated have been duplicated something like 70,000 times. When it is taken into consideration that a large majority of these stories have been printed by publications ranging in circulation from 1000 to as high as 50,000 each (the latter being such newspapers as the New York Sunday Herald), and that statistics show that each newspaper is read by an average of five persons, one may comprehend the far-reaching influence of the Press Bureau.

ascertained as the clipping force is far behind its work, and it is impossible to obtain copies of everything printed. It is estimated, however, by the clippings on hand that at least 30,000 columns have been printed about the Exposition in papers outside of Portland during the past four months. Recently one morning's mail brought clippings of stories ranging in length from a column to a full page, but none less than a column, which were printed in prominent newspapers of the East, having a combined circulation of more than half a million. There went only one day's results from syndicate articles and did not include the numerous short items and notes.

**Popular Voting Contests.**  
One of the first moves made on the opening of the bureau in November was to interest newspapers in popular voting contests and to offer suggestions as to how they could be conducted. At the present time more than 25 contests have been inaugurated and others are being started every week. The last paper was the Boston Herald, which intends to send 20 New England school-children to the Exposition, giving them a week's visit and paying all of their expenses, including railroad fare, hotel bills, etc. in Fresno, Cal. Both of these papers are conducting such contests and the rivalry thus caused is keeping the Exposition before the people of that locality in an day out. This kind of publicity is most effective as the paper prints daily, several columns, and frequently a half page, about the attractions of the Exposition and the standing of the contestants. And then again there is a local interest created by almost everyone in the community working for his or her favorite. The Boston Herald inaugurated its contest by printing a two-page illustrated article about the Exposition, and inside of a week there will hardly be a person in New England who is not aware of the scope and features of the Lewis and Clark Exposition.

Early in the campaign circular letters were addressed to the advertising managers of large department stores throughout the country inviting them to inaugurate similar contests during their stay at the Centennial in return for which the stores were to make liberal mention of the Exposition in their display advertisements in the daily papers. Several firms have started these contests on the suggestion of the Press Bureau.