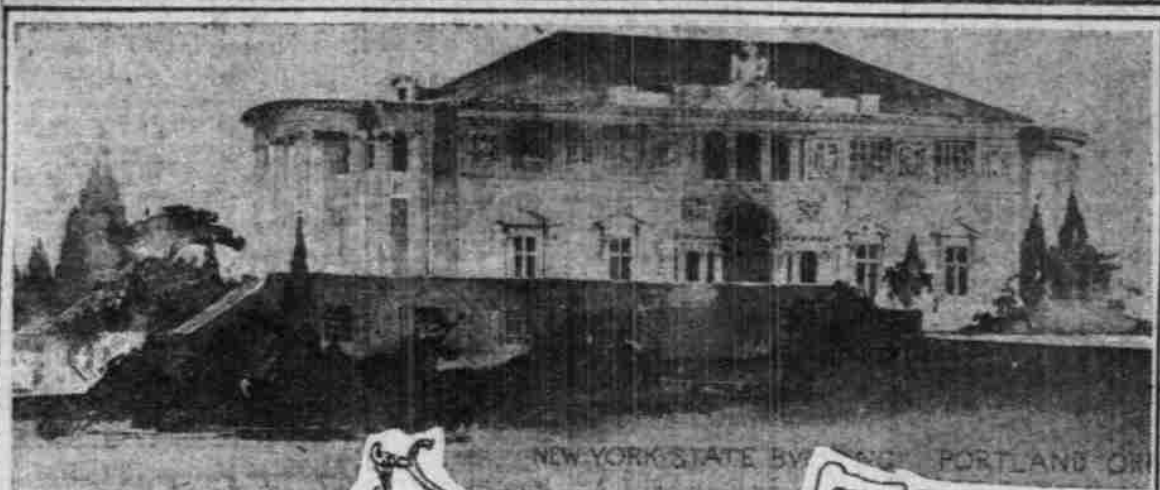


NEW YORK BUILDING FOR USE OF CENTENNIAL OFFICIALS



NEW YORK BUILDING AT FAIR GROUNDS

Mission of the Local Press Bureau

Graphic Descriptions of Exposition News Events Are Put on the Wires of the Associated Press.

BY BLAINE PHILLIPS

THE local press bureau of the Lewis and Clark Centennial Exposition, while not so complete as the general press bureau at the exposition, is nevertheless a valuable asset to the local press, and its work is being carried on with vigor and efficiency.

Its origin in the management of the Lewis and Clark Journal, the official organ of the Centennial, in a few short months the local press bureau has included numerous purposes in its operation.

paper of consequence in the United States. Through the courtesy of the Associated Press the local press bureau has been enabled to send more than 10,000 words relative to the exposition over the leased wires of that corporation. In several instances, and wholly without precedent in the history of the Lewis and Clark Exposition, the local press bureau has been able to reach the entire world.

Other Associations Help.

In addition to the telegraphic dispatches carried by the Associated Press, a great many stories have been sent East and South in this country over the wires of the Scripps-McRae News Company and the Publishers Press.

The work accomplished by the local press bureau within the immediate limits of Portland has been devoted principally to furnishing the large daily papers with matter. The assembling of news was divided among several departments, and in this manner the work of gathering items was greatly facilitated. The heads of the divisions of the Lewis and Clark Exposition were requested by the management of the Lewis and Clark Journal to supply much of the telegraphic reports of their operations, containing

them in her hand. Then, of a sudden, the man rushed upon her.

"You wretch," he exclaimed, "didn't I tell you that you shouldn't have those dishes?" And he slapped her upon the cheek, tore the hair from her head, and stalked indignantly out of the shop.

The woman fainted. It was ten minutes before she was brought to, and meanwhile, those in the shop believed that a family quarrel was in progress, and nothing. On her recovery the manager of the place said regretfully:

"We are sorry, madam, for this occurrence. Your husband—"

"My husband? That was not my husband," the woman cried. "He is a thief." She had never seen the man before.

At the Theaters

To an audience consisting of more than 100 per cent women and small children, Stetson's spectacular production of "Uncle Tom's Cabin" was presented at the Marquam yesterday afternoon. There were only two men in the audience, and they seemed to be uncomfortable and out of place.

Young girls between the ages of 6 and 14 years predominated. "They are here for their annual show cry," said one of the authors. "Some of those girls have been to see 'Uncle Tom's Cabin' a dozen times, but they never fail to cry when Little Eva dies or when Uncle Tom is whipped by Simon Legree. They don't seem to care to see the show more than once a year; one performance every 12 months is enough."

The usher was right in his observations. When Little Eva died the silent opera house resembled a tomb, except the sobs which were punctuated by low and repressed sobs. When the curtain was lowered after the scene and the light turned on a lot of red-eyed, but smiling, girls could be seen. They actually seemed ashamed of their weakness.

"This makes the fifth time I have allowed myself to cry and sob over the death of poor little Eva," whispered a school girl of about 12 years of age, to her companion. "I try not to, but I can't help it. I came here this afternoon with the determination of sitting through the show without the least display of tears, but I have fooled myself again. I can't stand to see Uncle Tom flogged, but little Eva is too much for me."

Others of the audience, however, would watch little Eva die and even so much as a tremor, but failed to hold their composure when Uncle Tom was stricken down by the slave-owner. Uncle Tom has as many different characters in it that it seems to fit all tastes and desires of the small theater-goers. Some of the children were bored by Uncle Tom and little Eva to go to school over Tomp.

Others were very much delighted with Lawyer Marks.

Something unusual happened at the Marquam yesterday afternoon. The children in the audience hissed the villain, Simon Legree. His appearance on the stage was invariably the cue for a storm of hisses which came from all parts of the house. When he was killed by Lawyer Marks, the audience fairly rose from their seats and cheered.

The performance yesterday was first-class in every particular. The scenery was excellent. With the exception of one or two minor parts, the cast was strong. Tom Davis, as Uncle Tom, played his part exceedingly well, and gave one of the best interpretations of this character ever presented in this city. There were several very clever scenes between the actors and actresses, and the old plantation songs and dances.

INSTRUCTIVE TALKS ON GRANGE

Speaker Tells of the Value of Manual Training.

"The educational exhibit at the Lewis and Clark Fair will demonstrate that the tendency is toward the education of the hand as well as the head."

"We will have a dairy display at the Lewis and Clark Fair that will show the farmers of this state that it pays to keep the very best cows, and that it pays to take care of them as well."

Professor J. H. Ackerman, State Superintendent of Public Instruction, made the remark first quoted and Richard Scott, the second, in their talks before the institute held yesterday afternoon by Evening Star Grange, Patrons of Husbandry, in the hall on the Section road, to a large audience.

Mr. Ackerman, in his lecture traced the rise and progress of the present course of study in the public schools, and endeavored to demonstrate that the course has been a master of growth and development and that the tendency is now toward the practical—to teach the boy and girl something that will be practicable and enable them to live useful lives. He showed that the present course of study, which some people think is overloaded, was the result of the demand of the public, and that present conditions were now demanding manual training to meet the industrial revolution that has come in the past few years. The teachers, he said, had been blamed for introducing branches when they had nothing whatever to do with their introduction and rather had objected to them. In speaking of the educational exhibit, Mr. Ackerman said among other things it would demonstrate that the tendency was toward the education and training of the hand as well as the head, to meet the demands of the industrial conditions.

Richard Scott, who attended the St. Louis Fair, and there learned of the dairy tests, had a cow there, and the story of the tests made there of the products of the different breeds of cows. He said that farmers who keep cows were learning that it paid to keep the very best milk-producers, and that it paid to keep them in the best condition. What he called "lay-boards," cows that did not yield milk enough to pay their keep, were being discarded. Mr. Scott, who is a successful farmer, showed why this was true in a practical sense by reading the figures of the profits secured at the St. Louis Fair dairy tests. In closing, Mr. Scott urged that cows be treated with gentleness, and expressed the belief that at least some animals could reason.

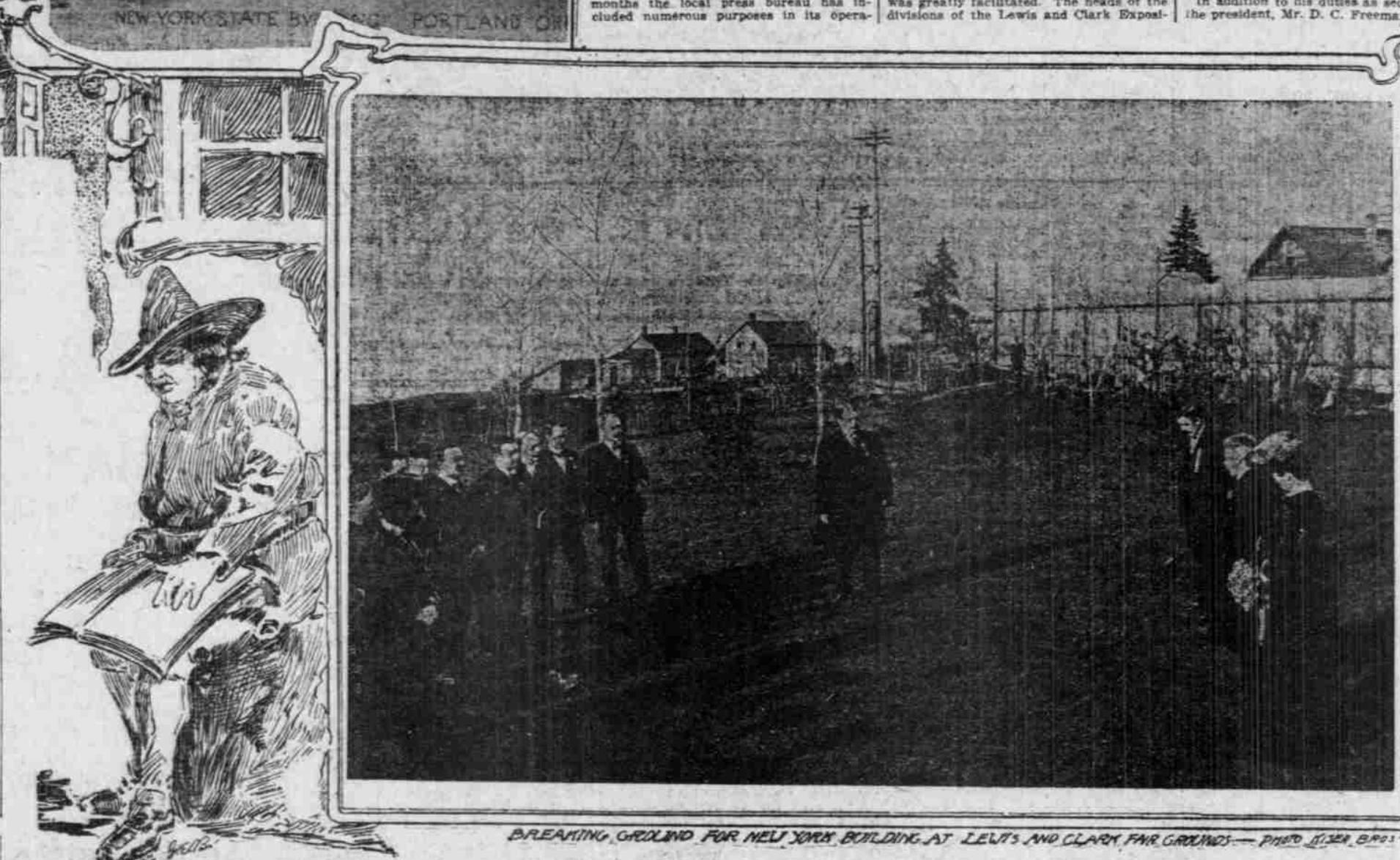
Music for the occasion was furnished by a choral union from the Menloville Public School, under the direction of Professor N. W. Rowland, leader of the Grange. Other institutes will be held at the monthly meetings of the Grange. The attendance yesterday was probably the largest in the history of the Grange.

May Join Outlaw League.

Unless some outlaw in organized bandit comes through quickly, Ike Butler and Andy Anderson, two ex-Portland players, will play ball in the outlaw league which has been organized in Washington, Idaho and Utah.

Both Butler and Anderson have offers from Matt Stanley and Charley Reilly, Matt Stanley wrote to Butler, saying that he understood he was not satisfied with the terms that Atlanta offered and wanted like to write his terms. This Butler did yesterday. Anderson has not replied to the letter he received.

The Denver & Rio Grande company is even more beautiful in winter than summer. Travel East via that line and spend a day in Salt Lake City.



BREAKING GROUND FOR NEW YORK BUILDING AT LEWIS AND CLARK FAIR GROUNDS—PHOTO BY J. H. BROWN

General Press Bureau Has Spread the Exposition's Fame

Continued From Page Twenty-Four

gation of the Press Bureau, and others have signified their intention of doing so in the near future.

Lantern Slides Used.

Another form of effective publicity has been recently adopted by the Press Bureau. Twenty-five sets of lantern slides, accompanied by descriptive lectures written by the force of the bureau, have been supplied to stenographic lecturers in different parts of the country. Discretion has been used in distributing these lectures, so that only first-class talkers, with a desirable future, have been favored. Lecturers use the slides as a part of their regular talks, but more often giving separate lectures on the Exposition and Oregon. The slides sent out by the bureau are views of the Exposition grounds and buildings, and of the wonderful scenery the visitor may see on his trip to the Centennial. These latter views include such places of scenic beauty as Multnomah Falls, Cannon Beach, Mount Hood, Mount St. Helens, Oneonta Gorge, Crater Lake and numerous views of the Columbia River scenery. The latter slides, in the hands of competent speakers, are a permanent advertisement for Oregon. The sending out of literature and other similar advertising matter is not essentially the work of the Press Bureau, but it comes under the duties of the Publicity Department, which, at the Lewis and Clark Exposition, has been merged to a great extent with the Press Bureau. Up to the present time, the Exposition has sent out about 2,000,000 pieces of printed matter. These have included the Oregon booklet, several small pamphlets, giving the plan and scope of the Exposition, and large birdseye views of the Exposition. The lithograph views have been sent to places where they would be prominently displayed, such as hotels, railroad stations, banks, postoffices, libraries, etc. The Press Bureau has compiled a small, illustrated folder, which will probably be issued, to the number of a hundred thousand, in the near future.

Articles Generally Descriptive.

The nature of the matter sent out by the Press Bureau of the Lewis and Clark Exposition is different from that of former fairs. The articles are not confined to the 'centennial' but embrace information about Portland, Oregon and the Pacific Northwest. Resources, industries and advantages of the country, are being exploited to induce settlement.

The method employed, in covering every portion of the country through the newspapers, has been systematic. There are more than 30,000 publications in the United States. Five thousand of these have been arranged in several different lists. The 200 daily papers published, have been separated into three different lists, so that only one paper in a city is on each list. Different matter is supplied to each list, thus assuring exclusive service. More than 200 weekly papers are divided into two lists, eastern and western. The Sunday papers are arranged in four lists, two of 50 papers each, which are supplied with illustrated articles, and two of 150 each, which are supplied with feature stories, not illustrated. These papers receive matter exclusive to their territory, and which is released on a

specified date. The magazines, and trade and class publications, are supplied with matter suitable for their use. Besides photographs, the bureau sends out cuts to illustrate much of the matter. Half-tones are used in publications printed on book paper, and coarse screen electron are sent to the country dailies and weeklies. The large dailies and Sunday papers make their own cuts from photographs.

Press Bureau Has Its Own Printshop

How the Small Boy at the Mimeograph Makes Thousands of Copies of the Same Story.

BY C. G. BRINDLEY.

MANY visitors to the Lewis and Clark Exposition headquarters during the last few months have carried a moment in the hallway to watch the workings of a strange and new machine. But it is doubtful if few have realized the important relation which this machine bears to the success of the Exposition exploitation. The strange machine is the press bureau printing press. And there are times when the small boy who so industriously turns the crank that works the machine is a more important man to the President. Fortunately for the Exposition the small boy does not realize his importance.

The importance of the mechanical department of the press bureau can hardly be underestimated. What boots it, forsooth, if talented young men grind out literature by the yard, literature that by its every word, its every punctuation point, lures the public westward to the fair city, if the literature remains in the desk of the author? What boots it if the message of the Northwest be written, and there be no messenger to carry it?

Had Simple Inception.

In the early days of the bureau, when the office force consisted of the manager, a stenographer and one assistant, the problem was comparatively simple. The manager, when a lot came, wrote a few hundred words, and the assistant did likewise. Then the stenographer copied the matter on stencil sheets, and the assistant, becoming by a rapid change the office boy, put the stencil sheet onto the mimeograph and ground the crank until the required number of sheets had been turned out.

The office force consists now, besides the manager, of two writers, a chief clerk, four clerks, two stenographers, and an office boy. A careful systematization of labor has made it possible for the force at hand to turn out the greatest possible amount of high-grade matter relative to the fair. When the executive

offices are moved to the Administration building the force will be supplemented.

The systematization which has reduced the office work to a routine has produced a regular programme of work. The force assembles at 8:45 in the morning, and the day's work is laid out. The manager reads the great mass of correspondence which he finds on his desk, and turns over most of it to the chief clerk, who dictates replies to a stenographer. In the meantime the two writers are busy preparing the matter, and this, when it has been edited and approved, is turned over to a stenographer, who makes stencil copies of it. In making the stencils the stenographer takes the ribbon from her machine, and the type, striking a thin tissue paper which protects the waxed sheets, makes impressions through which the ink flows when the stencil is placed on the machine.

Two Machines Used.

Two styles of mimeograph machines, known technically as the rotary and the oscillator, are used. In the first, the stencil is wrapped around a roller, which is hollow with a perforated shell, the ink being fed into the inside of the roller and permeating through by centrifugal force. The paper, in a large roll, is fed into the machine automatically, and cut into ordinary letter-head lengths after the manner of a rotary printing press. In the oscillating machine the stencil is fastened to a semi-cylinder and fed into the machine a sheet at a time. The rotary machine is capable of turning out 400 copies an hour, and is used when a great many copies of the same matter are to be sent out. About 100 copies may be made from one stencil. The oscillator is used when fewer copies are required.

The greater part of the matter sent out from the office is in the form of "bulletins" consisting of from six to eight pages of matter. The first page of this matter consists of short news notes, the other pages being devoted to short, newsy stories arranged in convenient form for the editor's use. These stories may be one page long, or may cover several pages. The bulletins go to several large lists of papers, both dailies and weeklies, and are exercised to see that the matter contained in them is such as should interest the readers of the papers to which the matter is sent.

When the boy has "ground out" a sufficient number of copies from each stencil—say 100—the stacks of mimeograph matter, a foot high, are laid out in order on a long table. Then the several sheets are assembled, and the collected matter is folded and placed in envelopes which have been previously addressed and stamped. It takes almost all of two clerks' time to address and stamp the envelopes, and seal them. Envelopes of the "penny saver" variety are used, so that a one-cent stamp takes any budget. The syndicate stories, which are sent to smaller lists of papers which print Sunday edition, are treated in the same way, except that it is found more economical to do the printing on the smaller, oscillating mimeograph.

Photographs Sent Out.

Supplementary to the news service, a system of sending out photographs of the grounds and buildings, and cuts made from photographs of each drawing is employed. The cuts are supplied only to such publications as make requests for them, and the publisher is required to return them when he has used them. Thus the same cut may be used in a number of different publications. The larger number of photographs of each drawing is reserved for the making of their own cuts, and photographs are therefore sent them. For the Sunday papers stories are sent out several weeks ahead of the time they are to be printed, each story being accompanied by a selection of photographs. The Sunday editor uses such of the material as he considers most desirable and arranges his own display.

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