

PRAISES OF THE CHRISTMAS JOURNAL SOUNDED FROM ALL PARTS OF THE COUNTRY



Advertisements for various railway companies including Atchison, Topeka and Santa Fe Railway System, Northern Pacific Railway Company, Canadian Pacific Railway Company, Chicago, Rock Island & Pacific Railway, Burlington Route, and The South Bend Tribune.

No newspaper published on the Pacific coast has ever received such a volume of praise for enterprise as has been showered on The Journal for its progressiveness in presenting its big 72-page, handsomely illustrated Christmas edition. This praise has come from all sections of the county. The people are amazed to learn that Portland has a paper that compares most favorably with the big metropolitan dailies.

For the greatest lesson taught by these letters is that the newspaper as a medium of advertising has no equal among the agencies used to advance business. The average used to advance business, to build up communities, or to make the resources of Oregon-known to the world. The Portland Commercial club deserves a large share of credit for it was through that organization that the Christmas Journal was distributed in such a way as to attract much attention in the east. The Commercial club is a firm believer in the value of newspaper advertising. That such publicity brings results is evident from the letters now pouring in upon the club praising The Journal for its enterprise in producing such an incomparable edition and the Commercial club for adopting it as a means of attracting attention to Oregon.

The nation is realizing the unequalled resources of the state. With the Lewis and Clark exposition the tide of immigration will start to flow to the Pacific northwest. Those who attend the fair will learn more. Many will stay. Others will tell their friends and in this way Portland and Oregon will force ahead.

Messages From All Sections Compliment The Journal's Enterprise. What a Mining Editor Thinks. C. J. Downey, editor of the Daily Mining Record of Denver, has a high opinion of The Journal and writes: "We beg to say that we have received and examined the copy of the special Christmas number of the Portland Journal, which you have mailed to us, and say that we very highly appreciate the services of local newspapers in proclaiming the resources of the great region on which they are themselves dependent, along with all good citizens, are certainly of value, not only to the section itself, but to the general public." For ourselves, we are particularly interested in the mining features of the special issue you send us.

Messages From All Sections Compliment The Journal's Enterprise. Mr. Charles H. Knight, secretary of the Business Men's club of San Antonio, Tex., writes: "I am in receipt of the Christmas number of the Portland Journal, which you were kind enough to forward me. The publication of this Christmas number in your city and state, but would be a credit to the metropolis of the country." C. F. Perry, editor of the Quincy Optic of Quincy, Ill., says: "I have just received the Christmas number of the Portland Journal, which I will look over as soon as I can get time. I will mention it in next week's issue." Mr. Perry's paper appeared after receiving The Journal, he said: "The Commercial club of Portland, Ore., of which Tom Richardson, formerly of Quincy, is the energetic and capable manager, has again hit the trail. In the interest of the coming Lewis and Clark exposition, the club is sending out copies of the Christmas number of the Portland Daily Journal, consisting of 72 pages, replete with interesting reading matter and handsome illustrations. One of the most interesting features is a write-up of the Commercial club, which spends about \$20,000 a year in its splendid work."

Journal's Work of Art. Railroad officials know a good thing when they see it, and E. C. Oviatt, traveling passenger agent of the great Canadian Pacific railway, with headquarters at Battle Creek, Mich., is no exception. In a letter he says: "Your commendation, dated December 24, together with the copy of the Christmas number of The Journal, at hand, and I have pleasure in stating the paper is a most complete digest and comprehensive announcement. It is a work of art and newspaper stands that this appreciation of The Journal shows a bit of enterprise that, I presume, is in keeping with the up-to-date hustle of your section of the country. From a news standpoint it certainly is a winner. I am glad to learn that it is so kindly disposed toward your organization in giving its space so freely to your efforts." Another Railroad Official. S. K. Hooper is a leading official of the great and picturesque Denver & Rio Grande railroad, filling the position of general passenger and ticket agent. In a letter from Denver he says: "I am in receipt of your favor of December 24, forwarding a copy of the Christmas number of the Portland Journal, which is a very creditable publication indeed, and one that would do honor to any newspaper in the east or west. I note the story of the Oregon Development League and the Portland Commercial club, and can only say in this regard that such institutions as these are a source of great benefit to every community." The information given in regard to the Lewis and Clark centennial will be of more than ordinary value to me in the preparation of my folder, which I propose to issue in the interest of inducing travel to the Portland fair.

Untraveled in the Northwest. C. R. Walker of Albion, Or., writes: "Please accept thanks for the Christmas number of the Oregon Journal. It is a superb edition, an honor to Portland and the state of Oregon, a credit to the intelligence of advanced journalism and unrivaled by any other periodical in the Pacific northwest, having 20 more pages than Oregon's oldest newspaper. Its editorial, 'Voices of the Northwest,' stands in marked and pleasing contrast with that of the rival newspaper mentioned above. The article regarding the work of the Portland Commercial club and the Oregon Development League is to be commended for its correct and comprehensive treatment. That part of The Journal devoted to exploring the Lewis and Clark trail is worthy of the grand enterprise it champions." Pennsylvania Speaks. A. W. Markle of Clearfield, Pa., writes: "I thank you for your kindness in sending me a copy of the Portland Journal containing a splendid and comprehensive description of Portland and the resources of Oregon. The different subjects are treated and varied therein that one can find an answer there to almost any question that arises in his mind regarding the climate, resources and development of wonderful Oregon. The result of a careful perusal of The Journal of this issue is that we cannot help but be greatly impressed with the magnificent future that must be Oregon's. We doubt if any other citizen, who has had an opportunity to read Oregon's greatness, desires to wish that he could be a resident of Portland at least during the cold winter season we are now experiencing. I know that the reading of The Journal only adds fuel in my case to my earnest desire to go and assist in the development of great old Oregon." Contents Interesting. G. P. McNeill, city passenger and ticket agent of the Northern Pacific railway at Minneapolis, writes: "I received the Christmas number of the Portland Journal and was very much interested in the contents. From the outlook at this time, I am of the opinion that there will be a very heavy travel west next summer. There is more interest in Minneapolis at this time over the Lewis and Clark fair than there was at any time in the St. Louis fair. Our people realize that anything that will build up the western country cannot fail to help Minneapolis. It is a fact, that almost without exception, all of our big lumber companies are interested in Washington, Oregon and California timber lands, and as their timber here is all cleaned up, they are moving into your country."

Many Hours of Good Reading. Phil K. Gordon of San Francisco, Pacific coast passenger agent of the Piedmont Air Line, writes: "I do not know that the average railroad man would make a success in writing an article for a newspaper that would be of interest at all to the reading public, but I do know that he appreciates the effort as put forth by the Oregon people, in this their great enterprise, to bring to the world's attention the coming fair. The number of The Journal was read with a great deal of pleasure, and enough food for thought was contained therein to supply many hours of good reading." Took It Home to Read. In a letter written from his office in Chicago, George H. Maxwell, executive chairman of the National Irrigation association, says: "I desire to thank you for the copy of the Christmas number of the Portland Journal, which I took home with me last evening and looked through with a good deal of care. Truly it is a marvelously comprehensive. It would seem almost incredible that it could be true. When we consider, however, that the states of Washington and Oregon, taken together, are as large as Great Britain, Ireland, Denmark and Switzerland combined, and that the total population of Oregon and Washington, according to the census of 1920, was something less than 1,000,000, and the total population of the United Kingdom, Denmark and Switzerland at the same time was over 68,000,000, one can form an approximate conception of the possibilities of development in the states of Oregon and Washington. It seems to me that your plan of uniting all the civic and commercial organizations of Oregon in the Oregon Development League is one that holds enormous possibilities of benefit to your people."

Recalls Pleasant Recollections. Mr. R. D. Hook of the firm of Hook & Weymer, large lumber dealers of East Lynn, Ill., says: "Through your kindness I received a few days ago a copy of the Christmas Portland Journal, which I have read with a great deal of interest. The perusal of its contents describing the charms and advantages of the state of Oregon recalls many pleasant recollections of my short residence in your state, and strengthens my purpose of making it my home in the near future." The coming Lewis and Clark exposition will be a great aid in drawing people to the Pacific coast, and I can testify from my experience that there is an indefinable fascination about the Pacific coast country that will surely induce many of them to return to make it their home." Interprising Western Country. W. D. Cornell, traveling passenger agent of the Chicago, Burlington & Quincy railroad, with his headquarters in Buffalo, says: "We are in the Christmas number of the Portland Journal and am very glad to have received same. For it shows us how enterprising and up-to-date our far western country is. It is my opinion that the Lewis and Clark exposition will do a great deal toward developing the northwest." Advising Friends to See Exposition. John L. Lott of the office of the solicitor general of the United States in Washington writes: "I thank you kindly for the copy of the Christmas number of The Journal which you sent me. I have read it with a great deal of pleasure and have passed it on to my friends. Am advising all my friends to visit the exposition."

Relapse of the Oregon Fever. J. K. Henderson, a leading wholesale flour and feed merchant of Independence, Ia., writes: "The copy of the Sunday Journal received and must say it is the best and most interesting Sunday paper I have seen, and have received several from all the large cities from Galveston to Minneapolis. I had an attack of coast fever last spring, but finally visited Texas instead, but reading this paper has brought on a relapse. I hope to visit the coast in the near future." From the Southland. P. E. May of Montgomery, Ala., southeastern passenger agent of the Mobile & Ohio railroad, writes: "The Christmas number of the Portland Journal has been received, for which please accept my thanks. I shall take pleasure in placing this paper where I am sure it will be of benefit to the Lewis and Clark exposition." Journal an Energetic Force. Rolland Shaven, secretary of the Commercial club of Cedar Rapids, Ia., writes: "The handsome Christmas number of the Portland Journal arrived in duplicate in a receipt of the Christmas number of The Portland Journal and I wish to thank you sincerely for it. It not only represents the newspaper enterprise of the Pacific coast, but reflects the marvelous growth and development of Portland, one of the finest cities I have seen in this country or Europe. This issue of The Journal is a marvelous comprehensive in all its departments. It makes a splendid display of the unlimited resources of Oregon and the matter is prepared in a manner to entertain all readers. The Journal deserves the warmest commendation for the interest it is taking in the Lewis and Clark centennial to be given in Portland in the near future. If all of the newspapers of Oregon and that part of the west will contribute as liberally of their time and space as The Journal, the fair should be a marked success." A Splendid Tribute. Arthur F. Francis of Denver, Colo., secretary of the Trans-Mississippi commercial congress, writes: "The copy of The Journal received. That publication, containing as it did, an exhaustive 'write-up' of the state's advantages, is a splendid tribute to Oregon and her marvelous resources." Kentucky to Help. S. J. Gates, general agent Big Four route, 257 Fourth avenue, Louisville, Ky., writes: "Replying to your letter of December 24, would say that you can depend upon the Big Four route advertising the Lewis and Clark exposition very extensively after the first of the year."

People to Come West. Those who have visited the "Rose City" are always enthusiastic in their expressions, and W. H. Whittaker, district passenger agent of the Northern Pacific railway, Detroit, Mich., is no exception. He says: "It is a little early, at this time, to figure as to the extent people in the east will come out your way next summer. We will, however, do everything possible to interest them in the Lewis and Clark exposition, and I am already in touch with business which has expressed an intention of visiting the exposition. I was more than favorably impressed with your beautiful city and its delightful surroundings, and I am sure you will be called upon to entertain a great number of eastern people during the coming summer and fall." From a Former Resident. Even more enthusiastic than our visitors are former residents of Portland and Oregon, as shown by the following extract from a letter received from J. T. Clark, district passenger agent of the Chicago, Rock Island & Pacific railway, of Cleveland, O.: "Was very much pleased to have received your communication and very glad to receive The Portland Journal. I presume published in behalf of the club and fair. I can assure you there is considerable talk concerning the Lewis and Clark fair throughout this territory, and I have talked with a great many people who are going to take advantage of the exposition rates, and I have no doubt that it will be well patronized. There are a great many prospective passengers who are waiting for the rate to go into effect, and I have been booming Oregon owing to the fact that I lived there a year and was very much pleased with the country and climate. It has been one great source of pleasure to me to tell people that the grass is green all the year round and I could always pick a rose from the bush in our front yard. I will be very glad to cooperate and induce all the business possible to go via Portland this coming season." A Word of Information. The Denver & Rio Grande railroad is not going to take a back seat in advertising the exposition, according to the letter addressed to the Portland Commercial club by W. H. Cudey, its traveling passenger agent at Denver: "I wish to say that the Christmas number of The Portland Journal is an edition and contains a world of information, and I do not hesitate to be improved upon. The Lewis and Clark centennial exposition is already attracting considerable attention in my territory, and I have had numerous inquiries regarding same. The D. & R. G. R. is going to advertise the exposition quite extensively, and I for one am talking it high."