

# RAILROADS DISTRIBUTE EIGHTEEN CARLOADS OF PRINTED MATTER

One Hundred and Ten Thousand People Were Carried to Fair Without Accident.

## EXPLOITATION CAMPAIGN CONTINUED THREE YEARS

Special Folders, Books, Maps, Lithographs, Services of Special Agents, and Use of Advertising Space Brought the People Westward.

It is estimated that the railroads of the country, in promoting attendance at the Lewis and Clark exposition, used more than 18 carloads of printed matter about the Pacific northwest and the fair, and that the companies received a harvest of fares amounting to between \$4,000,000 and \$5,000,000.

"What the railroad men did to make the exposition a success" would make a long story if methods and machinery of originating passenger traffic were dealt with in detail. The work of compilation, printing and distribution of the enormous mass of documents lay with the passenger departments. The responsibility for providing facilities to handle the traffic rested with the operating departments. Both did their full duty. Not only did the travel exceed all expectations, but not a railroad accident marked the entire exposition season. So far as known, not a life was lost by the railroads in 1903 that could be attributed to Lewis and Clark train service.

**Excursion Business.** Reports thus far received from the validating offices on the coast show that more than 110,000 people bought excursion tickets from points outside of Oregon on account of the exposition. The handling of all these people without a fatality is a record for transcontinental railroad officials and employees that has never been equaled, and that probably will never be surpassed.

For three years the Harriman lines and the Northern Pacific and Great Northern explored the exposition and the country tributary to it. In that period the Oregon Railroad & Navigation company alone used nearly six carloads of printed matter in which the exposition received attention. The O. R. & N. company's advertising was done through newspapers, magazines and by enormous editions of its "Oregon, Washington and Idaho" booklet, a summer booklet known as "Restful Recreation Resorts," a map and story entitled "Columbia River Folder," a Columbia river poster, a booklet entitled "What Oregon, Washington and Idaho Farmers Have Done, as Told by Themselves," "Short Tours," "Short Story of the Pacific Northwest," and monthly editions of the regular folder. General Passenger Agent Craig's estimate of the material estimated distributed an aggregate of 1,500,000 pieces of literature, weighing 225,000 pounds, containing exposition matter.

**Two Carloads of "Wonderland."** The Hill roads put out a great mass of literature. This year two carloads of the Northern Pacific publication entitled "Wonderland" said to be the largest and most elaborate tourist publication in the world, were distributed. Special folders illustrating the exposition, the cities and scenery of the Pacific northwest were issued by all the Hill lines, and their monthly editions of regular folders contained exposition material. About 100,000 copies per month is the regular folder edition by each road. It is said the total documents issued by these companies containing exposition matter amounted to more than six carloads. Nearly all of it went to the eastern and middle states.

The Northern Pacific's individual publications consisted of 200,000 exposition booklets, 200,000 other booklets, two carloads of Wonderland, monthly editions of 150,000 regular folders, and special magazine and newspaper advertising. Besides, 50,000 lithographs of the exposition to be posted in office buildings, and even in the homes of travel over the Northern Pacific was unprecedented. The records for the week ending October 7, just received, show 42,328 passengers handled on the Pacific division, between Portland and Ellensburg that week. This was toward the close of the fair, and the business in July, August and September was most of the time double that volume.

The Southern Pacific is said to have used three or four carloads, besides the continual editions of the Sunset magazine, which each month contained matter to attract the tourist to the coast

and add to the drawing power of the exposition. A special exposition folder was issued by the Southern Pacific early in 1903, and more than 100,000 copies were distributed throughout the southern states.

In addition to these forms of advertising, all the transcontinental lines, including the Southern Pacific, Santa Fe, Union Pacific, Northwestern, Burlington, Northern Pacific, Great Northern and Canadian Pacific used daily and weekly the columns of the many thousands of newspapers with which these companies have advertising contracts, throughout the country, and it was through these mediums that the cheap rates and the exposition received the widest publicity.

**Special Matter Prepared.** Railroad systems of the middle and eastern states used vast quantities of special matter prepared by their passenger departments, also literature sent to them by Portland organizations. Nearly every eastern railroad represented in Portland published a special exposition folder for use by agents in its own territory. The Denver & Rio Grande is said to have issued the first special folder for the exposition. An edition of 15,000 was distributed in Colorado and eastern territory. The New York Central issued 500,000 special folders, and advertised the exposition in its regular editions of 150,000 monthly. Special photographs, secured by the Portland general agents of the eastern roads, were sent to their general passenger departments and used in the publications. The Burlington issued a special folder and distributed 50,000 copies in Iowa, Illinois, Missouri and Nebraska. The Pennsylvania lines issued special folders and distributed a vast quantity of fair literature.

**Commercial Clubs Helped.** Portland agents of the Northwestern wrote letters to every commercial club in Oregon and secured about 100,000 copies of their special folders, which were sent east and distributed in Mississippi valley states, through the company's agents, a copy being given to every prospective western visitor. The company issued 60,000 copies of a special exposition folder, and 75,000 copies of an exposition booklet. Special folders also were issued for the American Medical association convention, the National Woman's suffrage convention, the Hoop, Hook and other.

The Canadian Pacific and Soo line were heavy advertisers for the exposition. The Soo line put out 50,000 special scenic folders and 50,000 booklets on Portland and the fair. General Passenger Agent Galloway is recognized as one of the greatest advertisers in the railroad business. The Canadian Pacific issued 100,000 special exposition folders and distributed them from Florida to Alaska. The local office forwarded thousands of booklets and posters, which the Toronto officials sent to all parts of the world, the company's 15 steamships and their agencies reaching nearly every civilized port. This company has 3,000 foreign and domestic agencies. The exact result of their advertising work is not known, but the capacity of their transportation facilities was taxed to the care of the people who came to the fair.

**Milwaukee Was Active.** The Milwaukee, with 2,500 agencies and 8,000 miles of road, did an enormous amount of advertising, issuing 175,000 special exposition folders and 100,000 copies of its regular folder edition of 100,000 a month, besides using the columns of newspapers and magazines. Much of the travel from the north central states was originated through its efforts.

The Rock Island worked through 100 special tourist agents and the thousands of regular agencies on its lines throughout Iowa, Nebraska, South Dakota, Illinois, Colorado, Kansas, Missouri, Nevada, Oklahoma, Indian Territory, Arkansas, Tennessee, Texas, Mississippi, Alabama and Indiana.

The Illinois Central's agency sent several thousand copies of exposition booklets and lithographs for distribution in Illinois and other states, performed like service. All used their newspaper advertising contracts liberally in telling eastern people of the exposition, the Pacific northwest and the cheap rates for the round trip to Portland.

The Southern Pacific company already has inaugurated a plan of "follow up" advertising by which it is expected to bring a stream of tourist travel through Portland early next summer. Its passenger department has closed a \$100,000 contract with an eastern agency for placing a series of magazine articles describing the Los Angeles-San Francisco-Portland route for tourists and winter resort people who annually go to southern California. It is proposed to bring the people to Portland after their winter visit in California and carry them eastward via the O. R. & N. and Union Pacific.

## COTTAGE GROVE WATER SYSTEM ABOUT FINISHED

(Special Dispatch to The Journal.) Cottage Grove, Or., Oct. 23.—The new water system is about completed and when done will be one of the best in the state. The water comes from several springs and small branches, a 10-inch wooden pipe takes the place of the 4-inch system of mains and the 4-inch pipe will be used for side systems. Two brick blocks are being built on Main street and soon the brick hotel known as the Graham will be remodeled and completely furnished. Colonel Blair will take charge of the hotel and Graham will keep a couple of boarding-houses. The city presents a very lively appearance.

**Funeral of George Furman.** (Special Dispatch to The Journal.) Grants Pass, Or., Oct. 23.—The funeral of Justice George Furman, a prominent Grants Pass citizen, was held from the First Baptist church of this city yesterday afternoon. Rev. A. B. Brown officiating. The funeral was largely attended and a long list of carriages followed the body to Odd Fellows' cemetery, where interment was made.

George Furman died suddenly Wednesday night, though he had been suffering from consumption for several years. He was 45 years of age and had been a resident of Grants Pass for 12 years and served as justice of the peace for several terms. He was at his post of duty until the day preceding his death.

**An Expensive Overcoat.** (Special Dispatch to The Journal.) Baker City, Or., Oct. 23.—Circuit Judge White today sentenced James McDonald to serve 18 months in the penitentiary. McDonald pleaded guilty to stealing an overcoat last Monday night from James Howkworths, while the latter was waiting in the depot for a train.

**Are Street Lights.** Cottage Grove, Or., Oct. 23.—Arc lights are being placed on the business street in this city.

**Biliousness, dyspepsia, loss of appetite, disturbed sleep, nervousness, headache, giddiness and drowsiness, wind and pain or fullness of the stomach after meals, cold chills and flushings of heat, shortness of breath—these are the blank cheques of physical bankruptcy.** The man who suffers from these disorders and neglects them will soon be in the relentless grasp of some fatal disease, if he is naturally narrow chested and shallow lunged, it will probably be consumption; if his father or mother died of paralysis or some nervous trouble, it will probably be nervous exhaustion or prostration, or even insanity; if there is a taint in the family blood, it will be blood or skin disease; if he lives in a new or a low, swampy country, it will be malaria; if he lives a life of exposure, it may be rheumatism. There is one safe course for a man to follow who finds himself "out of sorts" and suffering from the symptoms described. It is to resort to Dr. Pierce's Golden Medical Discovery. This medicine makes the appetite keen, corrects all disorders of the digestion, renders assimilation perfect, invigorates the liver, purifies and enriches the blood and builds firm, healthy flesh and nerve tissue. It cures almost all diseases that result from insufficient or improper nourishment of the brain and nerves. Bronchial, throat, and even lung affections, when not too far advanced, readily yield to it.

A man or woman who neglects constipation suffers from low poisoning. Dr. Pierce's Pleasant Pellets cure constipation. One little Pellet restores the bowels to normal and two mild cathartics. Don't let a selfish seller over-persuade you to accept a substitute for these Original Little Liver Pills, first put up by old Dr. J. C. Pierce over 40 years ago. Get the genuine.

# COMMITTEE VOTES FOR TANKS

Ordinance Permitting O. R. & N. to Store Petroleum in Albina Recommended.

## KELLAHER LEADS THE OPPOSITION TO IT

Accuses Members of Police and Street Committees of Trying to Railroad Measure Through Meeting—Vote Stands Five to Three.

For an hour yesterday afternoon the health and police and street committees of the city council debated on the advisability of granting permission to the Oregon Railroad & Navigation company to store 110,000 barrels of petroleum in the yards of the corporation in Albina, with the result that the majority of the two committees voted to recommend that the council grant the petition.

When the ordinance comes before the council Wednesday those opposed to storing oil in Albina will make a determined effort to defeat the measure on the ground that such a large amount of petroleum will be a menace to the surrounding property and will raise the rates of insurance on all property along the waterfront in that neighborhood.

It is planned to build two tanks to hold 55,000 barrels each on a tract of 3.13 acres about 850 feet west of the intersection of Delay and Knott streets and about 400 feet from property other than that belonging to the corporation. The tanks are to be above ground and connected with the waterfront by a pipe line through which the oil will be pumped from barges. Another tank of 5,000 barrels will be built near the large ones and a third of 200 barrels will be used as a feeder for engines.

Councilman Kellaher led the opposition and called on Walter Roberts, deputy fire marshal and inspector for the fire underwriters, to tell how the tanks would affect insurance rates. Roberts said that while the tanks were to be erected on the property of the corporation, they would undoubtedly cause an increase in the rates of insurance throughout that neighborhood but he could not say to what extent. He said further the fact that oil would be carried on barges on the river would have a tendency to increase the rates of insurance on the opposite side of the river.

Councilman Kellaher said that there was no doubt in his mind that the proposition was merely a scheme on the part of the company to transfer their tanks from Linton to Portland.

It is not right to store 110,000 barrels of oil so near the center of the city," said he. "It may do all damage

**A Dardevil Miss.** Often ends in a sad accident. To heal accidental injuries, use Bucklen's Arnica Salve. "A deep wound in my foot from an accident," writes Theodore Schuele, of Columbus, O., "caused me great pain. Physicians were helpless, but Bucklen's Arnica Salve quickly healed it." Soothers and heals burns like magic. Get the Skidmore Drug Co., 151 Third street.

## RALSTON HEALTH OATS

Feed and sustain the body, brain and nerves. Enjoy that "deliciously different" flavor and then go happily through the day with body and brain equipped for any task.



**Two Differences**

Ralston Health Oats (new process) are different from any other cereal food. Our new Cereal Roaster, the only one of its kind on the Pacific Coast, heats the oat gradually and to the fraction of a degree that brings out all of the natural oat flavor. That's one difference.

The Cereal Roaster, by the perfectly regulated dry heat, softens the tough little leathery envelope around each starch granule so that the second cooking prepares it for perfect and easy digestion. That's another difference—a big difference.

IT'S ALL IN THE ROASTING

Just Try a Package—the Checkboard Package—and See How Much Better You Feel.

**ACME MILLS COMPANY**  
PORTLAND, OREGON

now, but the time will come when the district around the Albina car shops will be thickly settled. You are trying to railroad this matter through this meeting and you should not do it. Postpone action until the next meeting when we may learn what the increase in the rates of insurance will be."

## MAN WITH DYNAMITE IS CAPTURED IN THE DALLES

(Special Dispatch to The Journal.) The Dalles, Or., Oct. 23.—The police think an important capture has been made in the person of George Rohn, who was picked up last evening by Officers Crate and Gibbons.

He had dynamite and nitroglycerin enough to blow up the city of The Dalles. Whether Rohn came here to do a job of safe cracking or came from some distant place to escape the law is not known now, but he is being held until his record can be looked up.

## Low Excursion Rates

To Astoria and Ocean Beaches on

# Steamer Lurline

The Day Boat Down the Columbia

Leaves daily from Taylor Street Dock at 7 A. M. Call up MAIN 613

# Gas Steam Radiator

This is a new gas appliance and has already sprung into popular favor. It is made into three, four, six and eight sections, and is the most modern and up-to-date gas appliance for heating offices, stores and residences.

## The New Rate on Gas Commences November 1st

Gas at \$1.15 net per thousand feet makes these Gas Radiators really inexpensive and a most modern and cleanly mode of heating. Let our solicitor tell you about this method of heating

**WE ARE STILL SELLING THE WELSBACH AND LINDSAY LIGHT FOR 75c, INCLUDING INSTALLATION**

Don't Forget That Commencing Nov. 1st, the Price of Gas Will Be \$1.15 Net per Thousand Cubic Feet

# PORTLAND GAS COMPANY

Fifth and Yamhill Streets