

The New Oregon Statesman

"No Favor Sways Us; No Fear Shall Awe"
From the First Statesman, March 28, 1851

NEW

- - of course, in

News

NATURALLY, the "new" Statesman has not displayed its full "bag o' tricks." For instance, in news! Much already has been done, more is being done and much more remains to do.

Increased facilities for the presentation of local news, another field in which the "new" Statesman will command a leading position, are evidenced throughout the paper.

Added foreign news service is reaching the columns of the "new" Statesman. So, in news, as in other departments, the new paper will prove all that loyal readers demand.

SPOT news—the latest word at the earliest moment, from home sources and from far away—comes to us over the new leased wire printer service of the Associated Press—direct to the Statesman office from the friendly firesides of home folk and from distance scenes where news of national and international importance constantly is brewing.

NOT content with doing the job well, the "new" Statesman will do it better. A small army of correspondents will provide sincere little items of progress and happiness throughout the zone of the Statesman. An efficiently organized, highly skilled staff of local reporters will "cover" every phase of news interest in Salem and vicinity. There shall be deep probing of all news sources.

Immediate Response to the "new" Statesman Has Attested Public Appreciation of a Real Newspaper for Salem Homes

GREAT plans for progress cannot be completed in a day. But every day the "new" Statesman will improve. It has been introduced into every home in the city—and it has been made royally welcome by the instant response it has won. It shall continue to seek the admiration of new friends, and old ones.

UP-TO-DATE features, in word and picture, are an important part of the "new" Statesman's program. Information, comment, humor, cartoon, comic strip—all go into the makeup of the newspaper designed to supply the demand for a complete, clean, constructive daily newspaper.

To all Advertisers - -

THE "new" Statesman, appreciative of the fact that the modern advertiser thoroughly understands the importance of effective circulation, has made application for membership in the Audit Bureau of Circulations.

An A. B. C. audit is the hallmark of circulation. It is the proof, indeed, of the circulation pudding. When the "new" Statesman presents coverage figures to any advertiser the guarantee of the highest authority there is in circulation testing and proving will be assured.

Join the family of "new" Statesman readers. Use this coupon



Subscription Coupon

I LIKE THE NEW OREGON STATESMAN AND WISH to BECOME A SUBSCRIBER.

Please deliver the New Oregon Statesman to me for Months and until ordered discontinued. I will pay the regular carrier each month after delivery.

Signed

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Town

By Carrier 50 cents per month.

Mail subscriptions must be paid in advance. 1 mo. 50 cents, 3 mo. \$1.25, 6 mos. \$2.50, one year \$5.00. Phone orders to 23.