

Early Advertising Different

Professional Cards, One and Two-Column Advertisements With Few Pictures And Infrequent Changes, Prevailed in Earlier Issues of The Oregon Statesman

Advertising was widely employed in The Statesman issues of half a century and more ago but but its form varies greatly from the style now employed by business firms.

Especially noticeable is the absence of many advertisements of more than one column in width, the column rule being quite sacred and not usually broken.

Advertisements were more in the nature of professional cards, stating the name of the establishment, the location and the brand of merchandise handled, rather than describing, as now, the merchandise and inducing customer approval through the quality of the goods or its reasonable price.

Same ad ran Through Many Issues

Often the same ad ran through scores of issues of the paper. Many advertisements were on the front page in all the issues.

The typography, in the Statesman of the '80's, was generally considered excellent although it is in strong contrast to the type of today. The letters were condensed, the use of a "series" of type, constituting a harmonious family of faces, was not widely employed.

The use of capital letters was much more common than today, the printers of a half a generation ago being unimpressed by the current view that capital letter lines are far harder to read than lines of capitals and small letters.

Occasionally an advertiser used an illustration in his ad but most of the advertising pictures were confined to a staid finger pointing to some line which the merchant wished advertised. Patent medicine advertisers illustrated their products with small drawings as did such products as Royal Baking powder, still a market favorite.

Hackneyed Terms Formed in use

Some of the more aggressive merchants were beginning to use seemingly striking terms to call the reader's attention to their products. "When you come down, drop in to see us," read the invitation of Creasman & McCully, in the first two-column request for consumer patronage. "Good goods; low prices," "The best is the cheapest," "Positively at cost" were some of the phrases often employed by the advertisers of the day.

Illustrations were used only oc-

Charter Member
 BY KENT COOPER
 General Manager,
 Associated Press

"It gives me pleasure to congratulate The Statesman on its 80th birthday. Eighty years is a great age for any newspaper in this country, and, I dare say, few, if any newspapers on the Pacific coast excell The Statesman in that respect.

"The Statesman is a charter member of The Associated Press and has well played its part in the development and progress of that great cooperative institution."

asionally. Such cuts as were employed were to emphasize the lines of type rather than artists' conceptions of the products available. Prices figured in very few ads, merchants apparently being unwilling to let the world know their ex-

act selling price on goods.

In a two-column advertisement of a sale, A. Mayer, then located next to the postoffice, tells his customers that he will sell articles such as lace curtains, gingham, towels, napkins, etc., "at cost," but in few instances does he quote his actually selling price. Calico was offered at 20 yards for one dollar, Cabot A muslin at seven and one-half cents a yard, and piquet unbleached sheeting 9-4, at 24 cents a yard.

Yaquina Bay Route To Golden Gate

For \$14, passage could be secured from Salem to San Francisco, the passenger going by railroad from Corvallis to Yaquina bay and thence south by steamer. In glowing terms this new service is described as "Oregon Only Over Pacific Popular Picturesque Railroad Route Ranges." The Yaquina route south was held to be 225 miles shorter and 20 hours shorter in time than any then available.

Professional cards of lawyers, physicians and dentists, occupied column one on the front page of The Statesman in the '80's. These ran without change. Usually the text of the advertisement stated

only the name of the professional man, his location and the type of work handled by occasionally a practitioner lapsed into several sentences describing the services he offered. "Nitrous oxide gas, vitalized air, chloroform, ther, used for painless extraction of teeth," declares one dentist. He adds: "All work guaranteed and prices reasonable."

Acrostic Style of Writing Employed

Different devices in the use of type were employed. If the typographer could hit upon an acrostic to tell his story he used it. One shoe merchant noticed that Boots and Shoes could be formed into a square and he promptly placed an ad running "B-o-o-t-s" across the top and one side with shoes across the other side and the bottom. There was no typographical prohibition, as now exists in most modern advertising, against running lines up and down from the usual long side of the paper. A favorite device was to use a large initial letter for starting a word and to make it suffice for several words joined by the common initial.

Simpson Once Statesman Chief; Prepared Epitaph for Newspaper

Sam L. Simpson began his editorial career as editor of The Statesman in 1866. He was a polished writer, but the paper failed to flourish and at the end of the year the property was sold and the paper merged with the American Unionist, whose proprietors were W. A. Willis. Simpson later was editor of the Corvallis Gazette. In Albany in 1870 he penned his famous poem, "Beautiful Willamette." Under the heading "Valedictory," Simpson wrote in The Statesman of December 31, 1866.

"With this issue terminates the existence of The Oregon Statesman, the oldest newspaper but one in the state. Sixteen years ago its publication was begun when the present editor was still puzzling over the mysteries of a pictorial primer . . .

"The Statesman is dead—let us write on its melancholy tomb those generous words of the Latin maxim—Nil nisi bonum—

"And no further seek its merits to disclose,
Or draw its frailties from their dead abode."

"As to myself, I shall not be garrulous. A few months ago, I mounted the tripod of the Statesman, with many misgivings for the future and no little distrust of my own abilities for so arduous and exalted a work. . . . SAM L. SIMPSON."

Name Resurrected By S. A. Clarke

However in those years following the war, the Unionist seemed to have as hard a struggle as The Statesman, and when S. A. Clarke bought the Unionist in 1869 he promptly changed the name back to "Statesman," remarking:

"There is a prejudice existing in some minds against the Unionist, caused by circumstances that we cannot control and are not responsible for. It is not necessary to argue the causes producing it, but the fact is undeniable, though not felt immediately at home, where our circulation and business have largely increased within six weeks. It seems impossible to con-

vince people at a distance that the new management is not in the least connected with the old. So for the purpose of completely identifying the paper with its new control we assume again the name of Oregon Statesman, to which we are as much entitled by purchase as that of Unionist. The latter will be kept in view for a few month (in a subdued form) to prevent misunderstanding."

Versatility Shown in Clarke's Career

S. A. Clarke, who owned and edited The Statesman, restoring the old name from the "Unionist" in 1869, was a gifted writer who was active in Oregon affairs for many years. He came to Oregon in 1850, was responsible for the incorporation of Portland in 1851, drawing the plan of the city. He bought a donation land claim at Salem in 1852 and continued to reside here for many year thereafter. In 1864 he served as editor of the Oregon, returning to Salem and editing The Statesman from 1869 to 1872. He was appointed county clerk of Baker county when it was created; hunted gold in California, operated a sawmill in Portland.

During his whole life he was constantly engaged in literary work, producing poetry and prose articles for the western press and for eastern magazines. He was a contributor to the Sacramento Union, New York Times and other publications. He wrote a history of Oregon in pioneer days.

He served for a good many years as librarian of the general land office at Washington. His death occurred in Salem, Aug. 20, 1909. Mrs. Sally Dyer is a daughter and W. Connell Dyer a grandson of Mr. Clarke.

TELEGRAPH SENSATION

"We string together the following paragraphs, which serve to show the intense enthusiasm which the intelligence of the successful laying of the Atlantic cable has excited throughout the Atlantic side."—Statesman, Sept. 28, 1858.

THE BREAK WITH LANE

Let the individual concerned be who he may—Gen. Lane, Messrs. Smith or Grover, or any of their successors, we shall be swift to give utterance to our opinions, and to the reasons which have produced them. When the time occurs that a public selyant, whoever he may be, of whatever name or faith, for the purpose of perpetuating himself in office neglects or violates his trust, betraying the interests of the people, and the voice of this press is sealed in silence, its columns will have passed from our control."—Statesman, Jan. 4, 1859.

COPY OF TELEGRAM

Corvallis, Sept. 11, 1869
Received at Salem
To S. A. Clarke, Editor Unionist, Please send me by Sunday's stage to Eugene your Sunday's paper & latest Portland paper they will be our latest news for several days.
Schyuler Colfax

TOO MANY NEWSPAPERS

"There are now six papers in Oregon; she cannot afford that number a living support, and some of them must die."—Statesman, Oct. 13, 1855.

ON NEW RAILROAD

"In our humble opinion, then, the Pacific Railroad will be constructed—or, rather the construction will be commenced—whenever the requirements of population and commerce render it a social and commercial necessity . . . The track of the Pacific Railroad must be laid upon a more substantial foundation than a political platform. Buncombe resolutions will not raise its embankments or bore its tunnels, nor buncombe speeches set its cars in motion."—Statesman, May 24, 1859.

STAUNCE FOR UNION

"Douglas and Fitzpatrick will receive the vote of Oregon by a decisive majority. This youngest of the Sisters will be among the last to desert the sheet anchor of our liberty and safety, the Union and Constitution." She will administer a stern rebuke to the ambitious demagogue chosen from her borders, the shameful instrument of Treason and Disunion."—Statesman, July 24, 1860.

THE FLOOD

"Great Loss of Life and Property—The flood reached its greatest height at Salem about six o'clock p.m. Tuesday. It was five feet above the highest water that has been known since the settlement of the country; the freshet of 1844 being the next highest seen by Americans; although it is said that a similar one was witnessed by the Canadian trappers."—Statesman, Dec. 9, 1861.

STOCK SOLD IN WOOLEN PLANT

Canal From Santiam Under Way in '56 to Bring Mill its Water

"Considerable progress has been made we understand in obtaining subscribers to this company, and the enterprise promises to be popular and successful. Those appointed at Dallas to locate the factory have selected a site in the south part of Salem . . . With comparatively trifling expense water can be brought from the Santiam river thro' Mill creek to Salem, making one of the surest, safest, most economical and valuable water powers in any country."—Statesman, April 8, 1856.

"The Willamette Woolen Manufacturing company have located their works, soon to be erected on Boon's island, Salem, on most convenient and valuable grounds, donated by our liberal and enterprising fellow-citizen, John D. Boon . . . We understand that the company have some eighteen or twenty hands at work on the canal near the Santiam river, and expect to complete their works for the introduction of water early next month."—Statesman, Sept. 16, 1856.

IT WAS WALLAMET

"The collegiate department of the Wallamet University has been organized."—Statesman, Mar. 16, 1858.

EARLY RECEIPTS FOR STATESMAN

Recd of A. Stoppan \$5.00 for one copy of Oregon Statesman 1st and 2nd volumes Salem, July 19th 1852 B. H. Harding

Recd of W. Stephens \$5.00 for the 4th volume of the Statesman

Dec. 30, 1857

Attest B. H. Harding

MRS. HALBERT, ROUTE 2, SALEM, PRIZES THESE TOKENS OF EARLY OREGON AND STATESMAN DAYS. THE TOP ONE WAS GIVEN FOR THE SECOND VOLUME OF THE STATESMAN IN '55; THE LOWER ONE WAS SIGNED IN '54 BY ASAHEL BUSH, HIMSELF.