

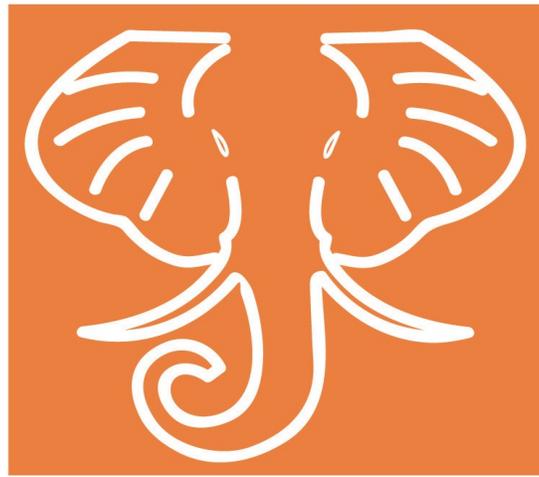
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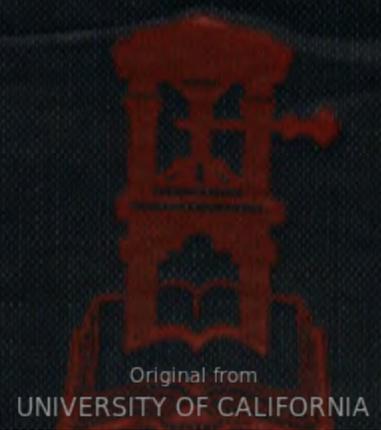
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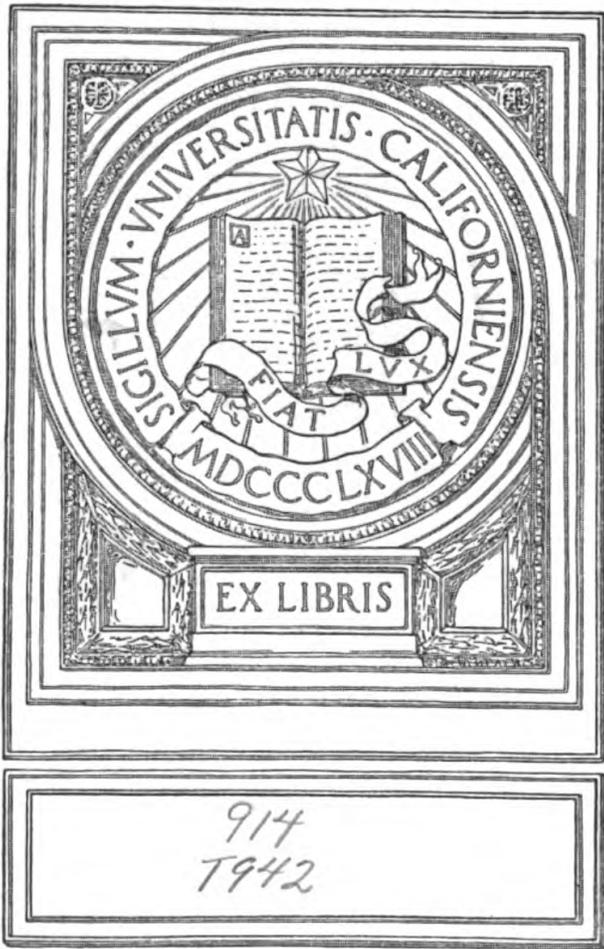
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HISTORY OF OREGON NEWSPAPERS

*HISTORY OF
OREGON
NEWSPAPERS*

by
GEORGE S. TURNBULL
*Professor of Journalism,
University of Oregon*



Binfords & Mort, Publishers
Portland, Oregon

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PRINTED IN THE UNITED STATES OF AMERICA

TO MARY LOU,

WHOSE UNDERSTANDING SYMPATHY AND HELPFULNESS
HAVE BEEN INDISPENSABLE

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PREFACE

THIS work, as many of my good friends know, has been a long time on the way. Some of the material here included was gathered as far back as 1923, not long after I had begun to edit *Oregon Exchanges*, a publication for Oregon newspaper folk, which was issued for 15 years by the University of Oregon School of Journalism and which was succeeded in 1932 by the present *Oregon Publisher*. Just when I discovered that I really was busy on this job I can't be sure. At one time Hal E. Hoss, Irl S. McSherry, and I discussed a plan to collaborate in writing Oregon's journalistic history. We were unable, because of adverse circumstances, to do this.

Dean Eric W. Allen of the School of Journalism urged me along at a time when the researching looked particularly tough. Mary Lou Burton Turnbull suggested I'd better get out this book instead of publishing an occasional monograph on phases of the subject. Arne G. Rae, while manager of the Oregon Newspaper Publishers Association, made bales of helpful newspaper clippings available. His successor, Harry S. Schenk, has been doing likewise, relieving me of a great deal of newspaper-reading.

George H. Himes, grand old man of Oregon printing, almost the sole remaining link with the old pioneer days of the territory, has been exceedingly helpful with first-hand information. Miss Nellie B. Pipes, of the Oregon Historical Society, daughter of the first president of the Oregon Editorial Association, has taken no end of trouble finding invaluable sources and bits of information, besides giving much helpful advice. Dean Alfred Powers of the General Extension Division of the Oregon State System of Higher Education, writer of history and fiction, has offered suggestion and encouragement. Professor Edmond S. Meany and Dr. L. H. Creer of the University of Washington history department gave useful help on background and methods. Dr. R. C. Clark of the University of Oregon history department has given much encouragement.

Oregon editors and publishers, present and past, have in so many cases given valuable aid at the expense of much time and trouble that it is not feasible to list them here. Some of this help is acknowledged in text and footnotes; let it be said here that this help is gratefully appreciated. To some others appreciation already has been expressed in person. Still others were of considerable assistance. Dorothy Dill (Mrs. Ralph Mason) helped put an alarmingly bulky and recalcitrant manuscript in shipshape for the printers; Minnie Lee, historical researcher and feature-writer, wrote that most attractive blurb for the publishers. N. W. Ayer & Co., Philadelphia, made their entire file of newspaper directories available for the copying of data. This copying was capably done by Charles M. Snyder of the University of Pennsylvania history department.

HISTORY OF OREGON NEWSPAPERS

Others who aided in various ways are David Foulkes, for many years mechanical superintendent of the *Oregonian*; William A. Bowes, former secretary of Multnomah Typographical Union No. 58; Arthur Brock, old-time member of the union; Claire Warner Churchill; Robert C. Hall and S. Paasche of the University of Oregon Press; M. H. Douglass, University of Oregon librarian; helpful staff members of Portland, state, University, and historical society libraries; Roger Bailey, Gordon Connelly, Orval Etter, Ruth McClain, Inez King (Mrs. W. N. Herring), Margaret Veness, Lynnette Davis, Geneva Drum Manning, Ruth Gregg Case, Margaret Duniway, Jean Gulovson. I am sorry if I have neglected to mention some equally helpful friend.

Indispensable financial help in meeting necessary expenses incident to the research has been given by the General Research Council of the Oregon State System of Higher Education and is here gratefully acknowledged.

To bring this work within the reasonable limits set by the publishers it has been necessary to omit extended mention of some fairly interesting little papers, and some towns whose papers have not come down to the present are receiving only bare mention. The exclusively literary type of publication is not included in this history of *news-papers*; for the literary publications the reader is referred to Alfred Powers' very valuable and interesting *History of Oregon Literature*.

Thanks again to all who have helped or wanted to help. I hope the readers will like the book.

GEORGE S. TURNBULL.

*University of Oregon,
Eugene, 1939*

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INTRODUCTION

THE story of Oregon journalism properly told would be an index of the story of Oregon. To the limit of their resources in money and talent the Oregon papers, from the beginning, have reflected the community. They have themselves participated in the weakness as well as the strength of the community as it found itself through the various stages of Oregon history.

Pioneer Oregon was a political Oregon; men were politically minded. The United States itself was young when Oregon was settled, and many of the old-timers could speak from personal observation of George Washington and Thomas Jefferson. James Monroe and John Quincy Adams were virtually contemporaries. The nation was not far from its beginnings, and the beginnings were the work of men highly political in their thinking. The newspapers reflected this, in Boston and New York and Philadelphia. They reflected it along the frontier, where the backwoodsmen had made rather a better job of the War of 1812 than was done elsewhere on land. The newspapers of Oregon could not be different. The frontiersmen had moved west with their political thinking; and Oregon itself was a big political problem. Was it to be British or American or British-American?

Oregon's oldest pioneers had their big economic problem; they had to make a living out of a new country, hospitable only along the rivers. But their conversation—the talk the men liked—was pretty sure to be political; their favorite forerunner of the modern movie was a political meeting; their heroes were politicians—statesmen, in some instances, perhaps—and the soldiers who settled the politicians' quarrels with Indians and foreigners.

It must have been disappointing to the readers of Oregon's first newspaper when the governor, who controlled the paper's policies through ownership and influence, barred, or tried to bar, for political reasons, political expression from the little newspaper's editorial columns. This, with the times and people what they were, could not last, and, as most people know and this story indicates, it did not last. Newspapers were either political or religious or literary—and so listed officially in the census reports of those days. The religious and literary publications were in the great minority.

This political emphasis was to diminish in later years, but not for a long time. Those were "times that tried men's souls," their political souls in particular; no sooner were the British pushed back beyond the 49th parallel—which, in the opinion of the typical hardy self-determining frontiersman, lacked five degrees and forty minutes of being far enough to avert conflict—than the political stagehands began setting the stage for the Civil war, over slavery and states'

rights. This struggle through the fifties and early sixties, and for many years after, for that matter, was the sort of thing neither the citizens nor the newspapers could avoid discussing. They couldn't be neutral. Certainly it wasn't neutrality, in the eyes of the northerners, to favor as did some, a so-called Pacific Republic, which, out here on the west coast, would be immune from the strife of the North and the South. That was treason, or near-treason. So everybody was on one side or the other.

The cleavage between Democrats and Whigs and, later, Republicans, was close. The political war was no less bitter than the strife on the battlefields of the South. The effect on the papers was what you would expect. They played up politics. There were other reasons for this than mere preference on the part of the editors. It was what the reader wanted—a point considered then too. It was easier to get. Uppermost in the people's minds, that's what they talked about. The eastern papers were doing the same thing. When they reached the coast, weeks after their publication in East or South or Middle West, they supplied European wars and politics; and Eastern politics, without the war as yet, loomed large and prominent in their columns. Headlines, on the whole, were still small, but in position and in column-inches these subjects, and crime, pretty well monopolized the emphasis.

What could the pioneer western editor do? Mostly, he followed along the same line. We have said that this was the line of least resistance. As a matter of fact, the hardest place for the pioneer newspaper man to get news was right across the so-called street, in his home town. Eastern newspapers had only recently—thanks more or less to the James Gordon Bennett influence and more, perhaps, to the natural growth of local interest and the development of reporting ability—pulled out of the rut of filling their papers with the news from Europe to the virtual exclusion of their own local happenings. The identity between printer and editor was still close; the editor's job was, more or less, to get something for the printer to set up—and, left alone, many of the printers could do as well themselves. Reporting was hardly as yet a discovered art. Defoe, of course, seemed to have discovered it more than a hundred years before; but the follow-up had been slow. The immortal author of *Robinson Crusoe* could have given a good many nineteenth-century reporters pointers on enterprise, as witness the occasion when he galloped up to the scene of an execution, public in the England of those days, and, having arranged beforehand, took from the hand of the convicted prisoner his confession, giving him in return for the scoop for his paper a ten-pound note, the fate of which the newspaper historian of that day did not relate.

But this enterprise was not typical of eighteenth or early nineteenth century reporters or editors.

They took what was easy to get. Results—long accounts of meetings, political and otherwise, the promoters of which used the papers for publicity purposes; long political letters from non-staff members; short shrift to other types of news, which, indeed, in many cases would not have been recognized by the reporters or editors unless so labeled by the news sources. I can hear some city editors say sadly that some of their reporters are still like that; but let's give them the benefit of the doubt.

Anyhow, that's the kind of papers we are dealing with in the territorial period, and to a lesser extent after the Civil war. The non-political tone of news and editorial in so many twentieth-century newspapers would have been difficult for the "old Oregon" folk or, for that matter, their old neighbors back east, to understand, unless the paper were frankly "religious" or "literary."

Sweeping generalities, of course, are at least as dangerous in dealing with newspapers as with other phases and institutions of modern life. Not every paper was as highly political as, for instance, the *Oregonian* and the *Statesman* of territorial days. But these political papers, appearing often with a minimum of other matter and scarcely any local news in the early years, were the most successful and influential papers, apparently for the reason we are assigning.

The early Oregon towns sprang up along the rivers, which were the highways of those early days. Note some of the earliest of the Oregon towns, which, of course, were the seats of the first Oregon newspapers—Oregon City, Milwaukie, Portland, Salem, Corvallis, Eugene, The Dalles, and so on—river towns all. In the next generation other towns were to spring up responsive to railroad-building and promotion. Some rather well-established papers were to be doomed to slow death because their towns, for one reason or another, were left off the railway.

The early days were days of relatively many newspapers in proportion to population. Five hundred was a large community in the 1850's, and many towns smaller than that were contriving somehow to support at least one newspaper. Pioneer editors' living was hardly up to Reilly standard, but they got along. If a little town had a paper of one party, the other side would try hard either to purchase control or to start another—and in those days starting a paper involved very little cash. Credit was easy; there was no machinery beyond an old hand-press and perhaps a jobber or two. A few cases of type were a nominal expense. Circulation didn't bring very high white-paper bills. So the young country was plentifully served with newspapers. This condition continued—was in fact, intensified—until the day of expensive machinery and otherwise increased costs. A newspaper has now become a big investment, figured no more in hundreds, but always in thousands, up toward the hundred-thousand mark in the smaller cities, much more in the metropolis. Finally, it

seems, the day of fewer papers is here—with larger circulations for those maintained.

Railroad development and land settlement, naturally, went hand-in-hand through the seventies and eighties and nineties, and this brought newspaper numbers up toward the high mark of the 1920's, from which they have begun to recede somewhat.

Reasons for establishing newspapers varied. Politics was heavily at the bottom of the situation in the earlier years; and politically-minded lawyers and business men were prominent on the scene, as backers, publishers, in many cases editors. The relative dearth of trained newspaper men in pioneer days, had something to do with the kind of newspapers many of them were, though through imitation the non-journalistic editors often approached the standards of the others.

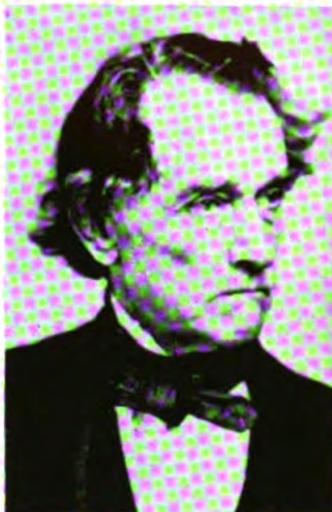
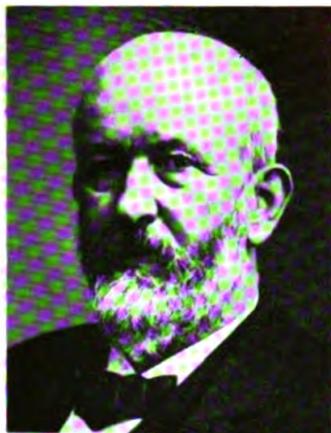
A little later more newspaper men drifted west, and we find them starting newspapers wherever there was a likely-looking community. If disappointed in the town, they'd shift, sometimes suddenly, as the publishers of the little *Western Star* of Milwaukie did in 1851. It did not cost much to move the plant.

Later on with the railroads and land development came the era of land and timber notices, stimulated in the middle eighties by the hard-boiled policy of Cleveland's commissioner of the general land office, William Andrew Jackson Sparks, who, suspicious of everyone, did a lot to discourage squatting on land and informal cutting of the public timber. The West and Southwest drew many federal land inspectors, who managed to reduce land and timber evils and encourage actual filing and purchase—which required publication of notices of final proof and that sort of thing. Many of the papers were obviously installed on the basis of "mining" rather than a continuing yield; they would work the main ledge of land notices and move on, leaving later comers to try to make a living out of whatever other business there was.

County-seat fights (perhaps they can be regarded as political, though they are not party-political) were another reason for the establishment and development of newspapers in many western states and territories, including Oregon.

Besides all these, there was, of course, the occupation of newspaper fields by qualified editors and publishers, who installed publications where communities seemed to need them and were likely to grow and prosper.

Despite a rather general impression that newspapers are precarious businesses, as indicated by the small number that have survived through thick and thin in Oregon since the 50's—only two, the *Oregonian* and (with one dubious period) the *Statesman*—despite this, several Oregon newspapers recently celebrating semi-centennials



SAHEL BUSH, founder of the "Oregon Statesman"

HARRISON R. KINCAID, 45 years an editor

THOMAS J. DRYER, first editor of the "Oregonian"

C. S. JACKSON, of the "Oregon Journal"

W. G. T'VAULT, first editor of Oregon's first newspaper

HARVEY WHITEFIELD SCOTT, of the "Oregonian"

MARTIN LUTHER PIPES, first president of Oregon Press Assn.

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have been able to show that they had become the oldest business institutions in their towns.

In some other cases where publishers, starting with a salutatory that they were "here to stay," moved off within a few weeks or months, the papers themselves, conducted by others, lived on and have come through to the present.

The highly political newspapers of the early years were, in general, not of great value in promoting general culture. Educational institutions were not regarded as sources of news or matters of news interest until comparatively recent years. This statement has to be made cautiously. There are some references to this matter in the body of the book. School activities simply were not covered, as a rule, in the early papers, unless the school authorities themselves brought in the matter and asked its publication. This attitude is still met with occasionally among less enlightened publishers, such as one, not in Oregon, who not so long ago said he saw no reason to give the public library free space. Most publishers are on the other side of this particular fence. There has been, too, the attitude among some editors that only the sensational, the scandalous, or the athletic phases of the schools could possibly be the subject-matter of news. The schools, however, have grown in the good graces of the newspapers, which are increasingly willing and able to give intelligent coverage without leaning directly on school authorities or teachers actually to prepare the matter and bring it to the office.

Matters of general culture, such things as literary meetings, new books, etc., were not—judged by what was printed—highly regarded by the pioneer editors as a rule (with exceptions). In this respect it is doubtful if some of the publishers were up to the cultural level of their readers, for early Oregonians were distinctly literate and would not have insisted that politics crowd out other matters so decidedly.

Almost universally, the editors, from the beginning, have been hearty supporters of orderly enforcement of the law and have been active in the economic and physical development of their communities.

Freedom of the press from interference of censor has been upheld with fair success from the beginning. The little *Spectator* (1846) had trouble keeping its editors, who insisted on "being themselves" politically, in spite of the rules of the paper.

Not always has this freedom been used with the greatest wisdom and public spirit. The early papers, before and after libel-law severities, paid little heed to the protection of the other fellow's reputation. The legislatures of 1862 and 1878 tried their hands at restraining this sort of thing—the 1878 attempt made after defamation had resulted in bloodshed. Steady improvement is noted in this respect, however, not all of it due to more stringent laws.

The "personal journalism" of the early days had its bad points

as well as its good. The editor was not always wise or just in the use of his great influence. The result—loss of much of that influence and the development of a less personal type of journalism which “ascribes motives only when motives go to the root of the matter” and respects, in general, the reputations of those dealt with in the paper.

There has been no sudden change in Oregon journalism which can be discovered anywhere along the line in the first 92 years of its life. The changes, for the most part, have been evolutionary. The greater part of the progress, however, has been in the last half-century.

In the first few years after the appearance of the little old *Oregon Spectator*, no particular general change took place in Oregon journalism. Since then the changes have come—

In typography and appearance of the papers

In mechanical equipment and processes

In news content and handling

In editorial attitude

In size of the newspaper investment and in nature of newspaper ownership

In size of circulations and extent of advertising

In nature and quality of advertising

In entertainment features

In quantity and treatment of sports

In handling of society

In width of subject-matter covered—due, practically, to expansion of what there is to be reported

Let us refer briefly to each of these points:

Newspapers were quiet-looking, dull-appearing, gray, when Oregon journalism had its birth. The heads in the *Spectator* were just as big as the eastern metropolitan papers were using. Newspaper make-up was something less than an art in those days. Sameness, lack of variety, prevailed.

The Civil war, as elsewhere, built up and stimulated headlines in Oregon. The multiple-deck head appeared, though not extensively used. Within the next decade they were standard, and the Spanish-American war headlines, spreading to hitherto undreamed-of blackness, even redness, and area and dynamics, became, albeit somewhat reduced, the standard headlines of the next forty years.

The printers were setting their seven-point, sometimes six, solid, and the lines were close together, making the reading relatively hard; had there been in those days the kind of competition newspaper reading has now from other forms of instruction and entertainment, such illegible printing would scarcely have been read at all. The change did not come, in general, until the cheaper paper, enlarged newspapers, and increased business made large type faces possible. Authori-

ties such as Gilbert Farrar and John E. Allen are predicting even larger type in the paper of the future. How to get it and still crowd in the news, together with all the other encroachments on newspaper space, is an unsolved question. Condense, condense, condense, is the cry; but if a little condensation is good, more is not necessarily better. Overelimination of detail must mean reduced interest—which is not good for the paper. Anyhow, larger type sizes, more legible type faces are in use than in the early newspapers, and the result is easier reading for a reader that's harder to hold than the pioneer for whom reading had less competition.

The papers contain more news, better handled, now than ever in their history; and this is easily illustrated in the newspapers of Oregon. If yesterday was the age of the editor, today is the day of the reporter. Old-timers who took the *Oregonian* turned to Harvey Scott's editorial page first; the younger readers are not likely to turn first to anyone's editorial page. Like it or not, that's the situation. But what has happened, is that the improving work of the reporters, here and abroad, has made the news so interesting, has covered vital situations so well, that there is an aroused interest, a hunger for interpretation and for opinion—which some daring innovators want given in the news story itself but which conservative editors want retained on the editorial page, fearing to trust interpreters not to vitiate the facts themselves. Reporters have built up, in the last forty or fifty years, an ability to get and to handle detail that has made reading of their news a thrill. How to save such detail in the reduced-sized papers for which there is so much clamor and so much cost-pressure is a present problem.

Frankly, in pioneer Oregon there were no real news-reporters. They came in, slowly, with D. C. Ireland, and Pat Malone, and Urban Hicks, and some of the others of the fifties and sixties. They felt their way toward form. Chronological approach, starting at the very beginning, when someone turned in the fire alarm, was their only known method of handling a story of any length. Early-day news stories reeked with the reporter's reckless comment, revealed his inability or unwillingness to gather detail or to get names or do any of the things on which the city editors of the last fifty years have more and more insisted. In those days the readers bought the paper for the political editorials, for the news from the East, for everything but the story of what was going on in town. That was to develop. No one then was using the now overworked illustration of news interest by picturing a pebble thrown into a pond, with the surface less and less disturbed as one got away from the point of impact. Newswriting was getting better in the seventies; newsgathering was much improved in the eighties without much advance in the writing; the nineties were approaching more recent standards.

Sports writing (see chapter VII) was practically non-existent in

territorial Oregon, for the very good reason that there was very little sports to write. There was another reason—no one knew how to write sports, and the busy pioneers were somewhat ashamed of any amusement. Sports writing has been keeping pace with the development of the games, with an occasional lapse into something that is not so good but develops into an advance—such as the slang writing of the early nineteen hundreds, now developed into lively, colorful writing in English.

The society-page curve started up even less abruptly than that of sports. (See chapter VI.) The early newspaper-writer didn't know how to write social events. He was without mechanical processes to dress up a society page, if there had been a society page. The whole advance came about normally. Of recent years, women have largely taken over the society-writing.

Comics in the early days meant jokes, more or less stale, perhaps with an occasional wood-cut or line-drawing or chalk-plate illustration. There were no cartoons, and, of course, no strips. The advance of cartooning has been within the last sixty years or so, and in Oregon in the last fifty years—although we mustn't forget "Billy" Adams' cartoons drawn more than eighty years ago, Oregon's first. Since there is no chapter dealing with cartoons in this work, we might inject here a word or two about some of the Oregon cartoonists. Homer Davenport, of course, is mentioned in connection with his work outside Oregon. This talented man did very little work for any Oregon paper. The *Oregonian* had him awhile very early in his career, but let him go. Lute Pease, columnist, was one of the early Oregon cartoonists, and his work was played in the *Oregonian*. Harry Murphy was another of the good old-timers. The late E. S. ("Tige") Reynolds, of Portland, Vancouver, B. C., and Tacoma, won national recognition for his pictorial interpretations, for a cartoon is really an editorial in picture, and Quincy Scott, his successor on the *Oregonian*, a versatile philosopher, is widely re-copied. Daniel Bishop, of the *Journal*, was called up to "big league" company in St. Louis a few years ago, and Harrison Fisher, his successor, has readers seeking out his creations on the *Journal's* editorial page. Lack of facilities—even the chalk-plate was too costly—smothered what talent there was in the early days.

So far as comic strips and colored comic sections are concerned, opinions clash severely. This particular writer would never miss them if all the strips and colored sections aside from an occasional subtly comic cartoon such as George Clark's "Side Glances" were eliminated. But he isn't obtruding his own prejudices, and he is not saying that if he were publishing a paper he would eliminate comics; they appear to have definite circulation pull, and it isn't all among the "morons" either. Well, if you think they're an advance, that's one big improvement modern newspapers (except the *New York Times*)

have made in the last few years, since Pulitzer made a place for "The Yellow Kid, of Hogan's Alley."

Circulations have gone up, amazingly. Newspaper prices have not declined much since the early years. But newspaper improvements in news coverage and in the number of appealing "features" carried, has created increased demand for the fewer papers printed. What is going to happen to circulation is not yet "history," so we'll not go into that.

The next topic, radio, is something that is taking the attention of newspaper publishers more and more. This, of course, is the result of an invention which the old-timers would have regarded as impossible—and many of us can hardly realize it yet. What has happened is, that the radio, through increasing invasion of the news field, has already altered the attitude of newspapers and their readers toward the treatment of spot news. Extras—which used to be shot out to the readers with every important flash that came in over the wire to the old, capable, much lamented Phillips code operators, now a memory—are rare in these days. The radio broadcaster already has chanted the news into your ear without your having to do anything more than turn a knob (you, of course, sometimes have to go to the trouble of shutting the station off again when someone begins to tell you why a certain cigarette is better for your throat, or is it your liver?) The field of detail and of interpretation appeared to be left for the newspapers; but the radio commentators are, some of them, now very popular, and detail appears to be lengthening. Then there is television coming in—but that's hardly history yet. But what is going to happen to the newspaper boys who think the only way to run a paper is to cut everything to the bone and give the reader's eye less than the broadcaster gave his ear an hour or two before?

Formats have changed more in the last few years than in the whole previous period of Oregon journalism history. This is not to say that a "tabloid" shape was not known in early days. The little *Astorian* in 1873 was a graceful tabloid in form—5 columns. The *Oregonian* and the *Statesman* were small in area when they started their dailies in the sixties. But these were the exception, and newspaper sizes ran all the way from the awkward six-column through the more graceful sevens, to the eights and the nines. But only within the last few years have Oregon weekly papers taken heavily to the tabloid form (not the sensational tabloid tone). The number of country tabloids is growing in Oregon. More pages, and smaller, appears to be the idea. Reader convenience is being considered. There is not a single sensational tabloid in Oregon, and with an occasional short-lived exception in Portland, there has not been.

Pictorial journalism—under which the *Oregonian*, formerly almost solid type, is now nearly one-fourth picture, has made a rather more rapid advance than other aspects of the changing newspaper.

It makes for rapid reading, gives a better idea of some stories than verbal description can give, makes the paper more decorative, not to say more artistic. It's definitely in, and it's a change of the last few years. Such a change would have been financially impossible under the old expensive processes, but Frederic Ives' invention of the half-tone process, nearly sixty years ago, made the newspaper picture a more economical feature, adopted in the late eighties and in Oregon more than ten years later. The telegraphed picture, the Wirephoto, giving the accompanying picture right along with the news, from the remotest corners of the earth, is the latest great advance in pictorial journalism, and it is very popular.

The newspaper chain is something that has come to Oregon only to a limited extent. Portland has one chain daily paper. There are several chains of small country weeklies. This writer does not know what the future holds in this respect; chains have their obvious advantages and obvious disadvantages, and there will be no attempt to evaluate them here.

In no department of the newspaper has there been greater advance than in the advertising department. This advance has been sweeping, covering every phase of advertising. What was the matter with advertising in the pioneer days? Well, just about everything. It was worse than the news and didn't compare at all with the editorial. Type faces were good, though the printer often mixed them badly in the same ad. But there were no illustrations aside from an occasional conventional logotype or an infrequent big wood cut. The advertisements usually were mere cards, without the slightest attractive pull, and "the same yesterday, today, and . . ." The newspapers apparently preferred not to have the ads changed, since in many cases there was an added charge for composition in changing copy. They were run on either side or both sides of the front page, in many cases. All sorts of quack and semi-obscene medicine advertisements were run by the column. Reading notices were mixed with news without any tip to the reader. In short, advertising was in its not too attractive infancy, and its improvement, in Oregon as elsewhere, has been one of the marvels of journalism.

Reasons for the improvement: cheaper processes, linotypes, fast web presses, better machinery in general, more study of advertising on the part of both business men and the copy-writers; a more ethical, more intelligent attitude toward the whole subject. The improvement, apparently, continues, with all the most recent typographical and pictorial processes and all the arts of the good writer collaborating to produce an attractive advertisement, which will benefit alike the newspaper, the advertiser, the consumer—for, really, they are all in the same boat.

Generally, the story of Oregon journalism, the history of the newspapers of Oregon, has been one of improvement, of advance,

until the papers of this state have every reason to be proud of their appearance and their content. Self-respecting, clean, issued from modern, healthful quarters by staffs no longer doomed to overwork under insanitary conditions, they may congratulate themselves on what they have been able to help the people of Oregon do for themselves.

Indications of their standing among American newspapers are the honors brought to Oregon this year (1939):

(1) *Oregonian's* R. G. Callvert wins Pulitzer prize for editorial writing. (Medford's R. W. Ruhl won a Pulitzer award in 1934.)

(2) *Oregon Journal's* Donald J. Sterling elected head of American Society of Newspaper Editors.

(3) McMinnville *Telephone Register* wins N.E.A. contest as best all-around weekly newspaper in the United States.

(4) *Hood River News* wins N.E.A. trophy for best editorial page.

(5) *Hillsboro Argus* wins honorable mention for general excellence in N.E.A. contest and second in classified advertising contest.

(6) *Oregon Daily Emerald* (U. of O.) wins all-American college daily rating twice in succession.

The future? Well, that's, of course, not history. But let us hope that the future will be as bright as the splendid personnel of the Oregon press so richly deserves. Could we ask for more?

THE PIONEER PERIOD

THE year 1846 opens an epoch in Oregon history. In that year the northern boundary question was settled by treaty with Great Britain, making Oregon a part of the United States. In that year, too, there began publication in the little wooden village at the falls of the Willamette the first newspaper in the whole great West.

It was 13 years, almost to a day, before the admission of Oregon as a state, that its journalism was born with the first issue of the *Oregon Spectator*, at Oregon City, February 5, 1846. From that day to the present the history of Oregon journalism has paralleled the history of the commonwealth.

It is hard for one of this generation to visualize the conditions attending the publication of that early newspaper, the first issued west of the Missouri river. Those were the days when the covered wagon drawn by "deliberate oxen" was the accepted mode of travel—days when towns grew up along the water courses because there were as yet no roads; days of log cabins and cedar shake lean-tos; when a hundred miles was a good day's journey by water or a week's journey by land. Days of hardship, of privation. But—days of pioneer hope, of courage, of forward-looking; days when interest in things educational and uplifting far outran the meagre facilities and stimulated the rugged pioneer to the cooperative effort which laid the foundations of a later culture.

To the north, the hunter and the trapper held sway under the watchful eye of the Hudson's Bay Company. To the south, California was in its last year of Mexican sovereignty. The last civilization to the east had its outposts on the banks of the Missouri. So Oregon pioneered the way on the Pacific. In those days the Oregon country was the whole vast domain north of California up to the controversial Canadian border and as far east as the Rocky mountains. The little old *Spectator* was started long before this vast region was cut up into a group of several sovereign states.

California was to have no newspaper until Colton & Semple issued their one-page $12\frac{1}{2} \times 8\frac{3}{4}$ *Californian* at Monterey, August 15, 1846, (1) seven months after the *Spectator* appeared. The first newspaper in Washington was not to appear until September 11, 1852, when Wiley & McElroy established the *Columbian* at Olympia, largely with the aim of urging Congress to constitute that part of Oregon north of the Columbia river as the territory of Columbia.

Farther east, of course, journalism was strongly established. When the *Spectator* appeared as the pioneer newspaper of the West, big daily papers were flourishing in the cities of the East. The whole number of dailies was 254, published in nearly 200 cities. The whole number of newspapers, daily, weekly, semi-weekly, and tri-weekly, published in the United States, was 2,526. (2)

James Gordon Bennett the elder was at the helm of his New York *Herald*, established eleven years before with \$500 capital and dedicated to the policy that news is more important than editorial opinion, scandal and gossip more interesting than even politics, and conducted with a journalistic enterprise that blazed the way to achievement.

Horace Greeley's New York *Tribune* was five years old, and its great editor was swinging into the stride that made him one of the immortals of journalism. Henry J. Raymond and George Jones were soon to found the New York *Times*, a newspaper with an aim different from either Bennett's or Greeley's, placing "the news that's fit to print"—a slogan adopted many years later—ahead of either scandal or gossip or political opinion.

The *Oregon Spectator* was not the creature of some early journalist looking for a location; it was rather the project of a distinguished group of pioneers who saw the need for official publication of the corporate acts of the new American territory which was to take the place of the jointly occupied Oregon country, in which both British and American citizenship had been recognized.

This group organized, late in 1845, the Oregon Printing Association, for the purpose of establishing the *Spectator*. The association, in turn, was more or less the outgrowth of the Pioneer Lyceum and Literary Club formed in Oregon City in 1843. Officers of the company, which included several of the leading men of the new commonwealth, were W. G. T'Vault, president; J. W. Nesmith, vice-president; John P. Brooks, secretary; George Abernethy, treasurer; and Robert Newell, John E. Long, and John H. Couch, directors. T'Vault, who was made editor, was postmaster general of Oregon (the size of which job, important as it was, at that time can be judged from the fact that the legislature appropriated \$50 to carry on the work for a year. Strangely, this huge appropriation was exhausted before the end of the 12 months.) Nesmith became United States senator from Oregon and father-in-law of Levi Ankeny of Walla Walla, who about sixty years later became a United States senator from Washington, a great state of which no man in the forties had dreamed. Nesmith was also an ancestor of the Nesmiths, McArthurs, and other families prominent in later Oregon. Abernethy was the first governor of Oregon; and John E. Long, the first secretary of the commonwealth. Couch was soon to become treasurer of the young government. Other members of the association were F. W. Pettygrove, first owner of the site of Portland, who gave the city its name, and A. L. Lovejoy, mayor, successively, of Oregon City and Portland—the two men who flipped a coin to see whether to call their new town Boston or Portland; H. A. G. Lee, of the Virginia Lees, leader of a punitive column against the Indians after

the Whitman massacre—all names that go right back to the beginning of things in Oregon.

The *Spectator* had a modest beginning. The paper was of four pages, 11½x17 inches over all and four columns wide, and it was issued only twice a month. T'Vault, the editor, was not a newspaper man but a lawyer. Real journalists, indeed, were scarce all over the West. Lee, the Virginian, a man of good education, a former speaker of the house in Oregon's provisional legislature, was first choice for the position. He failed to get it, and T'Vault was chosen, supposedly because Lee wanted \$600 a year for the work and T'Vault was content with \$300.

For this salary T'Vault attended to just about everything on the paper but the printing, which, as the masthead indicated, was done by J. Fleming. So far as this writer knows, the only surviving bit of the original plant is the old Washington hand-press, manufactured by R. Hoe & Co., world-famous press-builders. In those days this was a remarkable piece of machinery, for many years supreme in the hand-press field. Fast workers could turn out 150 to 200 impressions an hour, making it the work of an hour or two to print the *Spectator's* whole list, which totaled 155 at the height of the paper's popularity.

This type of press remains in use in some few country newspaper plants nearly 100 years after the establishment of the old *Spectator*. This bit of the original equipment is now stored as a relic in the plant of the University of Oregon Press at Eugene. It was presented, together with other printing material, by Harrison R. Kincaid, pioneer Oregon journalist, after he had discontinued publication of the *Oregon State Journal*, a paper he had founded in 1864, which had spanned the period from early statehood well into the twentieth century. The press brought from the Sandwich islands (Hawaii) and used by H. H. Spalding and other missionaries at Lapwai, is several years older, but it had not been used for newspaper purposes when the *Spectator* made its bow.

The unquestioned priority of the *Spectator* in western journalism seems to call for a more extended treatment for this paper than would be called for by its modest merits as a newspaper.

The printing plant was obtained in New York through the instrumentality of Mr. Abernethy. Ten months after the start the *Spectator* carried a resolution passed by the printing association thanking Francis Hall, Esq., of New York, for "his kindness in forwarding the press etc., for this association, and for his generosity in giving his valuable time in selecting the articles without making any charge for his services." (3)

Mr. Hall, who also purchased the press and machinery for some other Oregon papers, including the *Pacific Christian Advocate*, was

publisher of the *New York Commercial Advertiser* and a relative of Rev. Thomas H. Pearne, first editor of the *Advocate*.

Now, what was the old *Spectator* like? Let us take a look at the first issue. Of the four columns on page 1, a total of $2\frac{3}{4}$ columns was taken up with the Organic Laws of Oregon, more than three-fourths of a column was devoted to the new liquor law (for the liquor question has always been lively in Oregon, as elsewhere). Contrary to the general practice of later newspapers in Oregon, no advertising was carried on the first page, and the space not devoted to laws was given over to bits of miscellany such as "An Infallible Remedy for Lowness of Spirits" (a mixture of oil of good conscience, a tablespoonful of salt of patience, etc.) and an inch and a half of the following "Good Advice": "If your coat is comfortable, wear it two or three months longer; no matter if the gloss is off. If you have no wife, get one; if you have, God bless her, stay at home with her, instead of spending your evenings with expensive fooleries. Be honest, frugal, plain—seek content and happiness at home—be industrious and persevering; and our word for it, if you are in debt, you will soon get out of it; if your circumstances are now embarrassed, they will soon become easy, no matter who may be editor, or what may be the price of flour."

Just how beautifully this would harmonize with modern newspaper advertising psychology, the reader may judge. But this was 1846.

Now let us look at the proposed news policies. "It will be our object," read the salutatory, "to give foreign as well as internal news. Our means of obtaining news at present are limited. (4) But as the country improves, facilities for obtaining news will improve. Our columns will be open for the reception of literary productions, and all scientific gentlemen are invited to contribute to enable us to give as much general information as possible."

A close inspection of the early files gives one the idea that pioneer Oregon's small quota of scientific gentlemen were too busy with their own affairs to contribute much to the enlightenment of the general newspaper reader—a situation which, more or less, has persisted. There was no original reporting of anything scientific. The editor's interest in science was indicated by occasional cuttings from the eastern papers. In some instances, perhaps, this was authentic science, but it was not indigenous to Oregon.

Reporting of the local news was, by common consent, the weakest point in the early Oregon papers. It is distinctly noticeable in the little *Spectator*, which had a news judgment far from that of twentieth century reporters. This weakness, as a matter of fact, persisted in the pioneer press for several decades, during which principles of newsgathering and newswriting now commonly accepted as funda-

mentals were as yet still struggling to take form. Like most pioneer papers, the *Spectator* made no real effort to gather news; apparently it had neither the will nor the way; and whenever any item carried more than an irreducible minimum of detail, you can be sure either that the item was an editorial, loaded with the writer's opinion, or that someone, probably the secretary of some meeting, had been instructed to cover the news for the *Spectator* and had carried out his instructions.

It was several weeks before the city government of Oregon City was recognized in a single real news item. Meanwhile, a city government, headed by a mayor, was more or less functioning, for in the first issue the third editorial paragraph, under the heading "City Government," informs the readers that

The time has come for a thorough and complete organization of our City Corporation. Our mayor and trustees are doing business in the right way. Our advice to them is, first: "Be sure you are right, then go ahead. Gentlemen, dig up the stumps, grade the streets, tax dogs, prohibit hogs—and advertise in the *Spectator*."

The first bit of real information dealing with the affairs of the city government, appearing in the third issue of the paper, apparently resulted from the advice to the officials to advertise in the *Spectator*, for a city ordinance appeared as a paid city notice. The ordinance itself is of peculiar interest. Contrary to the present-day city ordinance, the instrument contained seven distinct provisions, or enough for seven city ordinances today. It was signed by A. Lawrence Lovejoy, mayor, attested by Fred Prigg, city recorder, later secretary of the territory. Among the provisions of this omnibus ordinance were a prohibition of swine running at large in the city, a ban on hauling logs or timber along the streets unless attached to or slung on wheels, a ban on riding or driving furiously along the streets, and a provision for arrest and fine of any person found intoxicated, acting in a disorderly manner, or otherwise offending public decency.

More than the papers of today, the *Spectator* and its contemporaries and early successors sought to be "organs" and mouthpieces for the ideas, both news and editorial, of those who would take the trouble to send them in. Repeated appeals for contributions occur in the early numbers. For instance,

Will some of the old settlers in Oregon be kind enough to prepare an article for the *Spectator*, giving an account of the climate, soil and production of Oregon, particularly describing the location of the country, its extent and all other particulars that would be of interest to the citizens of the United States?

This general and rather vague appeal brought, in the course of a few weeks (a short time, in the pioneer tempo) an exhaustive article, more than a column long, signed M. M. M. This apparently was from the pen of Morton Matthew McCarver, a real pioneer, who, before coming to Oregon in 1843 had been a founder of Burlington, Iowa, and who was soon to move on and help Peter H. Burnett start Linnton, later to participate in the founding of other important cities, such as Sacramento and Tacoma.

In examining the *Spectator* and, more or less, reflecting on its enterprise and news judgment, let us not lose sight of the time as well as the geographical and social setting. It had been a scant 31 years since the great London *Times*, at that time probably a "monarch of the dailies," had made some reference to a battle fought in Belgium which was not without significance for the future of England and Europe. The first reference to this battle of Waterloo appeared near the bottom of a column on an inside page of the "Thunderer," and here's how it started: "We have met a gentleman who has just returned from the Low Countries." From that scarcely hair-raising beginning the *Times* reporter meandered along a sluggish, winding river of rhetoric, finally arriving at the statement that a rather important battle had been won from Napoleon by the English and Prussians.

Metropolitan newswriting in America in the forties was substantially what it had been, both in America and in England, at the time of Waterloo, more than a quarter of a century before.

Excerpts from the New York *Tribune* of July 31, 1843, and from the Albany (N. Y.) *Journal* of November 10, 1843, for which there is no room here, show the rather naive, uncritical, unemphatic, leisurely chronological style that characterized the newswriting of that period. A robbery story that received 200 words of space in a metropolitan paper (Albany in 1843 had a larger population than all of Oregon) began at the beginning of the action and ambled on from there.

The leisurely approach was common in the forties and even much later. It was the *Spectator's* regular method. Take, for instance, this important story of development north of the Columbia (5) which appeared in the only paper published in the whole West:

We are informed by a respectable gentleman who has just returned from exploring the north side of the Columbia river and Puget's Sound, that the exploring party are highly pleased with the country. North of the Columbia, particularly in the vicinity of Puget's Sound, the country, susceptible of settlement, is much more extensive, and the soil much better, than before represented. . . Hitherto the country has been unexplored by emigrants wishing to settle.

We are well satisfied with the information received that that region of country north of the Columbia, as far as Frazier's River, will in a short time be populated with the enterprising emigrant, who anticipates and hopes to realize the advantages of a location at or near the harbor of Puget's Sound. To show that the above conclusions are well founded, we are informed, since writing the above, that five families have already located immediately on the Sound.

In these later days, of course, the foregoing would resent a virtually perfect example of how not to handle this particular item. Reporting and newswriting, to put it briefly and mildly, were different in those days.

The anonymous "respectable gentleman" was a prime favorite of the *Spectator* and a great comfort in those pioneer days. He was as frequent an authority for important news as the "little bird" was for the gossip of the more or less gay nineties.

He was used, for example, in an article on the situation in Texas(6) which, under a black-type heading "Texas" started thus:

We are informed by a respectable gentleman who has just received a letter from the United States, dated Independence, Missouri, August 12, 1845, that Texas had accepted the terms of annexation proposed by the congress of the United States.

Slowness in getting this news into print was no fault of the little frontier paper, for Morse's "electromagnetic telegraph," as it was then called, was an infant invention a year or so old, with only a few short local lines in the eastern states. The Pacific railroad was still a generation away, and letters came mostly by ox-drawn "express."

Passing over the disappointing diction of the first sentence, we begin to see developing a serviceable definition for the phrase "a respectable gentleman." Such a one, we gather, is any man who tells the newspaper the news. Well, what modern reporter will find fault with such a definition?

The word *respectable* appears pat in the first account of a public meeting ever published in the West. Like a good many meetings, before and since, that particular gathering had to do with the subject of prohibition. The chronological order of telling the story of a meeting was the vogue of those days. It was, further, the easy and usual way of writing up whatever else might find its way to the office of a pioneer paper. So that's the way the prohibition meeting of 1846 was described in the *Spectator*—like this:

PUBLIC MEETING

At a large and respectable meeting of the ladies and

gentlemen of Oregon City, held in the Methodist church, on Thursday evening, the 12th inst., the following resolutions were adopted:

On motion of W. H. Gray, Esq., Colonel Taylor was called to the chair.

On motion of A. F. Hedges, J. S. Rinearson was appointed secretary of the meeting.

Col. Taylor, the chairman, then called upon Mr. Gray to state the object of the meeting, who arose and said that the law in relation to ardent spirits had been for some time, and was now, daily violated, and that the object of the meeting was to arouse public sentiment, and appoint a committee of vigilance, whose special duty it should be to see that the liquor law was fully enforced.

(Then follows five hundred words of detail, including several resolutions. The next to the last paragraph contained what the more modern reporter would have written in his first paragraph):

Mr. Gray then proposed that a committee of vigilance, consisting of six, be appointed; whereupon the following gentlemen were named by the chairman as members of the committee, viz.: Messrs. Gray, Crawford, Robb, Barlow, Hood, and Engle.

The last paragraph informs the reader that the secretary was instructed to make out a complete record of the proceedings of the meeting, which was to be signed by the chairman and secretary, and handed to the editor, with the request that it be published in the *Oregon Spectator*, and that on motion the meeting adjourned with prayer.

If the term *respectable gentleman* is inseparable from all accounts of news coming from any distance, "painful duty" and "melancholy circumstances" are the stand-bys in all accounts of accidents. Thus the following introduction to an account of the death by drowning of Dr. John E. Long, secretary of the territory:(7)

It is our painful duty to record the death of Dr. John E. Long, secretary of the territory, who was drowned in the Clackamas river, near this place, on Sunday, 21st ult., under the following melancholy circumstances:

This is followed by the chronological account of the drowning, as nearly as the facts could be pieced together, since there was no witness.

If it were not for the presence of a three-column general article on the first page of the thirteenth number of the *Spectator* (8) justifying the annexation of Mexican territory, and almost a full column

clipping from the Baltimore *American* advocating an Indian state, we might attribute to shortage of space the short shrift given the following two items:

(1) Duncan McLean was committed to jail on Friday last (17th inst.) on suspicion of having murdered a Mr. Owens.

(2) The Rt. Rev. Norbert Blanchett was consecrated bishop of Oregon Territory on the 15th of July, 1845, in the Roman Catholic cathedral, at Montreal, Canada.

The curious reader is left stranded high and dry with his curiosity as to further detail on these items, on which nothing further was revealed by diligent search.

Before any reader rushes to the conclusion that Protestant influence accounts for the brevity of the Bishop Blanchett item, let him note here what the *Spectator*, friendly as it probably was to the Methodists, did with a big Methodist story right on its very doorstep (9). The news tip appeared in the form of a notice reading as follows:

QUARTERLY MEETING

The Methodist Quarterly Meeting will commence at the Methodist Episcopal church, in Oregon City, on the first Sunday in April next.

Now, what was done with this quarterly meeting when held? Careful search of the files of the *Spectator* fails to reveal any further reference to this event. Perhaps the *Spectator* group reasoned the way that old German reporter in a small Pennsylvania town accounted for his failure to write anything about a fire which destroyed the German Evangelical church: "All the good Germans were out at the fire, and nobody else cared anything about it." Anyhow, the meeting received no further attention in the press of Oregon.

More likely, however, the parallel is with the treatment given two stories of some interest—a meeting to organize a military company and the results of the Oregon legislative elections. (10).

Here is the election story, with the explanation of why it is so incomplete:

THE LATE ELECTION

We have not been favored with the official returns of the election at present, but presume the following will be found correct:

Representatives—

For Clackamas County—Hiram Straight, A. L. Lovejoy,
W. G. T'Vault

For Champoege—Angus McDonald, Jesse Looney, Robert Newell, A. Chamberlain
 For Tualaty—Joseph L. Meek, Lawrence Hall, D. H. Lowndale
 For Yam Hill—A. J. Hembree, Thomas Jeffreys
 For Clatsop—George Summers
 For Lewis—W. F. Tolmie
 For Vancouver—H. W. Peers
 For Polk—no election.

The reader is left to presume that this is correct, for the item has no figures. No attempt by the *Spectator* to obtain anything official, even from its own Clackamas county, is indicated, and apparently the paper never was "favored with the official returns," for search of later issues fails to reveal any further reference in the *Spectator* to this particular election. Seventy-five words! That should satisfy even the most thoroughgoing apostles of brevity in the news. "Slashing to the bone!"—but "the bone" also is missing.

Now, as against this super-brevity, note the generous space given the meeting for the organization of the military company—four hundred words. The item contains a list of all the officers, down to the fourth corporal. The clue to this unusual adequacy is, perhaps, contained in the opening paragraph, which begins:

Mr. Editor—You are requested to publish the proceedings of a meeting which was held, pursuant to notice . . .

And the last paragraph completes the explanation:

On motion, resolved, that the president and secretary sign the proceedings of this meeting and forward a copy of them to the editor of the *Oregon Spectator* for publication.

This article, too, is written chronologically and run, apparently, just as handed in, with no hint in the beginning as to what finally was done.

Society notes, sport items, dramatics—all reflect the industry and enterprise of someone connected with the event rather than of anyone on the *Spectator*. These phases of the news are discussed elsewhere in this volume.

The first obituary run in an Oregon newspaper was the *Spectator's* tribute to Jason Lee, missionary, written by Rev. David Leslie. This notice ran three-quarters of a column. The missionary had died eleven months before, but this was the first opportunity for publication of an obituary.

The first fire story dealt with a blaze in property of the noted Dr. John McLoughlin. Behold the subjective style of news-writing:

Fire!—On Saturday the 7th instant, the plank kiln of Dr. John McLoughlin was discovered to be on fire, which was,

however, soon extinguished by the united efforts of the Americans, English, Irish, Kanakas (alias Sandwich Islanders), and Indians. On that occasion it was hard to tell which nation had the preference. It was a perfect heterogeneous mass of conglomerated guttural sounds. "Hiack tsuck!" was the only audible sound we could hear, and that was from the doctor himself, which means *hurry! water!* Loss sustained about 1000 feet of lumber.

The first bits of society news and of dramatic reviewing appear in the second issue of the *Spectator*, February 19, 1846. These items, contrasting in form and content with the modern treatment of such subjects, are treated in another part of this volume.

The first death notice, brief and bare of detail, follows:

Died—In this city, on Monday the 26th ultimo, at the residence of Mr. W. H. Gray, Miss Julia Anna Stratuff, aged about 14 years.

It took several weeks to work off the first bit of sports news ever published in the territory. This dealt with a horse race at Vancouver July 25, 1846, before Great Britain had given up her claim to the Oregon country. Nothing much was thought of the 26 days delay in getting into print the news from across the Columbia, a distance of less than 30 miles. The item started August 20 with the statement that "Saturday, the 25th ult., was a great day for Vancouver." The ending is, therefore, disappointing, for the reader is informed: "We acknowledge the receipt of the accompanying list of horses, owners, riders, heats, prizes, etc., etc., which we find too lengthy for insertion.—Ed."

By October 1, under the new editor, George L. Curry, the *Spectator* got around to another mention of the races, and the results were published, in bare summary form, a month later. The races, even on the pioneer "track," must have been a lot faster than that.

Now for a word on the "business" side of the paper. From the buyer's point of view the subscription price of \$5 in advance or \$6 a year if not paid before the expiration of six months was "plenty" for a paper of the *Spectator's* size. Any of the Portland dailies of today sets more type for a single issue than was contained in the *Spectator* in all of its 23 issues of 1846. With fewer than 200 subscribers, however, the circulation receipts were nothing tremendous, even for those times.

The advertising rate was \$1.50 a "square" of 16 lines or less, which seems to figure about 75 cents an inch, for the first insertion, and half as much for each subsequent insertion. The early-day newspaper found it necessary to emphasize prompt, and preferably advance, payment—and these rates were "payable in advance."

Both content and typography of this early advertising were rudimentary. Type faces were unattractive, from present-day standards, and there were no borders. Advertisement-writing was obviously in its infancy, and once an ad was in type it seemed quite impossible either to get it out of the paper or to change any part of it. (11).

Among the interesting bits in the first issue of the *Spectator* are little ads for the Oregon Milling Company and for a hat manufactory, early Oregon industrial concerns, and the first real estate advertisement of a long line that have come down from pioneer times. In this ad C. E. Pickett, City Hotel, Oregon City, was advertising "Town Lots for Sale", informing prospective buyers that the lots were just at the foot of Clackamas rapids.

It has been said that the advertising of early days gave a better picture of living conditions than anything that appeared in the sparse news columns. This seems true in connection with the *things* that people ate and wore. The following 1846 *Spectator* advertisement, for instance, is perhaps more valuable as a glimpse of the life of the time than as an example of pioneer advertising art:

THE RED HOUSE, PORTLAND

Just received, per *Toulon* of New York, on consignment, the following goods, viz.:

- 20 cases wooden clocks, 20 barrels dried apples;
- 3 saw mills; 1 doz. cross cut saws;
- mill saws and saw sets; mill cranks,
- plough shares and pitchforks;
- 1 winnowing machine; 100 casks cut nails;
- 50 boxes saddlers' tacks; 6 boxes carpenters' tools;
- 12 dozen hand axes; 20 boxes manufactured tobacco;
- 5,000*cigars, 50 kegs white lead
- (*changed in next issue to 50,000 and thus continued)
- 100 kegs paints; 1/2 doz. medicine chests;
- 50 bags Rio coffee; 25 bags pepper;
- 200 boxes soap;
- 50 cases boots and shoes; 6 doz. slippers;
- 50 cane seat chairs; 40 doz. wooden seat do.
- 50 dozen sarsaparilla; 10 bales sheetings;
- 4 cases assorted prints;
- 1 bale damask Tartan shawls
- 5 pieces striped jeans; 6 doz. cotton do. do.
- 12 doz. linen duck pants; 10 doz. satinett jackets;
- 12 doz. red flannel shirts;
- 200 doz. cotton hdk'fs; 6 cases white cot. flannels;
- 6 bales extra heavy indigo blue cotton;
- 2 cases negro prints; 1 case black velveteen;
- 4 cases Mackinaw blankets;

150 casks and bbls. molasses;
450 bags sugar, etc., etc., for sale at reduced prices for
cash, by

F. W. PETTYGROVE

At the Red House, Oregon City, and at Portland, 12
miles below this city. Jan. 29, 1846—2 wk. (12).

Present-day students of advertising will notice, in this typical pioneer advertisement a fundamental difference from the content of a twentieth century advertisement. There is nowhere any mention of price in these merchandise ads. Not that price was unimportant; but the big question, in those early days of slow and irregular transportation, was not so much What will the thing cost? but Is it in stock? Merchants would at once reassure their prospective customers with a long list of just how many hand-axes and boxes of soap had come in and a notation of what vessel had brought the goods. Item pricing was in the future; Pettygrove, for instance, contented himself with the single inconspicuous line "for sale at reduced prices for cash." Here again, incidentally, is perhaps an indication of how hard it was to get hold of actual cash. Everyone was hopeful, most of the time; all had prospects; but as for cash

An advertisement in the first number of the *Spectator* carried an echo of an event which, perhaps as much as any other, brought about the organization of a government for the Oregon country—the death of Ewing Young, carrying the necessity for the settlement of his estate, the first one settled in the new country. The event brought the *Spectator*, in its first number, the following bit of legal advertising, a little belated, perhaps, for Young's death occurred in 1843:

ADMINISTRATOR'S NOTICE

All Persons indebted to the estate of Ewing Young, late of Yam Hill, deceased, are hereby notified to make immediate payment, and thereby save cost, as this is the last call, said estate having been ordered to be immediately closed up.

February 2, 1846. A. Lawrence Lovejoy, Adm'r.

Three of the eight columns of advertising in the *Spectator* of a typical issue (May 23, 1851), or three-sixteenths of the whole paper (close to 20 per cent) was devoted to what newspaper men call "patent medicine ads", ballyhooing various cure-alls. Such advertising, of course, was finally banned by law. Here is what "Sand's Sarsaparilla, in Quart Bottles," was permitted to tell the more or less trusting public of those days:

For purifying the blood, and for the cure of scrofula,
 mercurial diseases, Rheumatism, Cutaneous Eruptions,
 Stubborn Ulcers, Liver Complaint, Dyspepsia,
 Bronchitis, Salt Rheum,
 Consumption, Fever Sores, Female Complaints, Erysipelas,
 Loss of Appetite, Pimples, Boils, General Debility, &c.

This stuff did not even have to be marked advertising in those easy-going days of journalism.

Similar in apparent optimism was a 1-column ad in the same number for Radway's Ready Relief (R.R.R.) This preparation, it appeared,

Instantly Stops Pain, internal and external; Prompt in
 Action—Speedy in Effect.

And there were others of like purport.

CONSTRUCTIVE EARLY JOURNALISM

However raw and crude the Oregon City of 1846 must needs have been, with its one-story false-front frame business buildings, its hip-booted men in winter mud and summer dust, with rather ready firearms for settlement of differences, its sprinkling of calicoed women in their little wooden cabins, their horizon narrowed by thick primeval forests,—the first editor of the *Spectator* was imbued with the optimism of the pioneer. The air was bracing, forest and snow peak and rushing river gave an inspiring setting, the new soil was productive. Socially and culturally the place was not advanced, of course, and economically it was at its beginnings. But the future beckoned, rosy-fingered. And the note of the Oregon-that-is-to-be runs constant through the writings of virtually all of the editors of this early period. Thus TVault in his salutatory:

Happily situated in a healthy and fertile part of the continent, with a salubrious climate, the soil yielding a rich reward to the industrious cultivator, with an abundance of water power not surpassed on the globe, to invite the attention and investment of capitalists in the establishment of machinery. Immediately on the coast of the mighty Pacific, with bays and rivers traversing our rich and fertile plains, affording the greatest facilities to commerce, and must, with the intelligent and enterprising Anglo-Saxons, in a short time, become one of the greatest commercial countries on the Pacific. (13).

Here, despite the more than dubious syntax, we have at the very beginning of Oregon journalism a determination to be of service in bringing to the attention of the world the economic advantages of

the far Northwest for those with the courage and determination to cut themselves off from eastern civilization.

Both in news and editorial the *Spectator* made an effort to improve the economic status of the early Oregon people. A glance at a most uncomfortable phase of economic conditions of Oregon as they were found by the little newspaper is available in the text of the Oregon laws, publication of which was a leading occasion of the establishment of the paper: (14).

Be it enacted, (etc.) that in addition to gold and silver, treasury drafts, approved orders on solvent merchants, and good merchantable wheat at the market price, delivered at such places as it is customary for merchants to receive wheat at, shall be a lawful tender for the payment of taxes and judgments rendered in the courts of Oregon territory, and for the payment of all debts contracted in Oregon territory, where no special contracts have been made to the contrary.

The unsatisfactory nature of such a currency system needs no argument. The *Spectator* saw the trouble and before long objected to the system, saying:

We regard the whole affair as a misfortune, the evils of which are still felt by all classes in Oregon. We are still, as we have ever been, opposed to making currency a subject of legislation, for we think it almost impossible to make any change of the "legal tender" without affecting, more or less, private contracts. Could we have our own individual choice of a legal tender, it should be the precious metals only, and to this we believe we will be compelled to come ultimately—perhaps the sooner the better.

Not long afterward (October 15, 1846) (15), the board of directors of the Oregon Printing Association, owner of the *Spectator*, published a resolution bearing quite directly on the muddled currency situation. It provided that "hereafter all persons subscribers to the *Oregon Spectator* be hereby informed that Oregon scrip will not be received in payment for the paper."

In those old days, perhaps even more decidedly than the present, the influence of a newspaper was promoted greatly by the communications contributed by informed persons on matters of current interest. Economic matters were often the subject of such letters to the editor. One of the frequent contributors to the columns of Oregon's first newspaper was Morton Matthew McCarver, previously mentioned. In the issue of the *Spectator* for July 9, 1846, Mr. McCarver had a communication running more than a column, deploring the decline of business, lack of transportation and communication facilities,

and a general neglect of Oregon by the American government—which at the time, it must be remembered, was busy extending the southwestern frontiers.

A few months later (16), the *Spectator* gave two-thirds of a column of its space to a communication signed "A Friend to Fair Trade" urging organization of a company with a capital stock of "six or eight hundred thousand bushels of wheat" to drive the Hudson's Bay Company from the country. The *Spectator*, however, did not comment, saying, simply, "The article speaks for itself."

These were the opening guns of an extended battle between spokesmen for the farmers and the mercantile interests. Long communications appeared, not always free from bitterness, on each side, with the paper itself maintaining a neutral attitude while giving generously of its restricted space to the argument sent in.

The longest bit of local news appearing in the *Spectator* of March 4, 1847, was an article $1\frac{3}{4}$ columns long dealing with "a meeting in Tualatin plains, to devise means to prevent our (the farmers') ruin, by the refusal of the shipping merchants to do for us a freighting business, and the exorbitant price upon the necessaries of life." At the meeting steps were taken (17) to procure wheat for flouring, and to arrange for the building of a ship by the farmers and mechanics of Oregon, so that they might "get into one harmonious whole for the purpose of taking care of" themselves "rather than remain a burden upon those who sell goods only for accommodation."

Following this, a two-column article (18) told of a Tualatin farmers' meeting at which a proposal of George Abernethy, governor of Oregon and influential member of the *Spectator's* board of directors, to flour wheat for the farmers of the Tualatin valley was accepted unanimously. Resolutions adopted covering a column and a half of space were concerned mostly with rules for the formation of the Oregon Producers' Exporting and Importing Company—stock to be taken in shares of 100 bushels of wheat each or its equivalent in available funds. The newspaper is taking some interest in the farmers' economic welfare when it devotes such an amount of space to this meeting. As usual, the influence of the paper in stimulating interest in developments even without giving definite editorial indorsement is recognized in the request made of the officers that they present the account of the meeting to the paper for publication.

The newspaper, it must be said, displayed proper standards of ethics in connection with the farmers' dispute with the companies (particularly the Hudson's Bay organization) by printing without comment a $1\frac{3}{4}$ -column defense of the wheat-purchasing policy of the company, signed Observer (19), which employed copious statistics in support of the claim that the Hudson's Bay Company was treating the farmers fairly. Regardless of the merits of this controversy, it is apparent that the newspaper's columns were used to in-

fluence the prevailing economic situation and that the publishers were perfectly willing to devote extensive space to this type of material.

California as a market for Oregon products was discovered even in advance of the great gold discoveries of 1848 and was presented to the people of Oregon by the *Spectator* (20) in the light of an opportunity; as witness a letter from C. E. Pickett "of California" to General McCarver, P. H. Burnett, Colonel Ford, and D. Waldo, published in part, which related that "the *Toulon* (flour steamer) has sold out for \$15 per barrel, making just about \$10 cash profit on each barrel, in a ten days' sail from the *Columbia*." Also, "California wants 10,000 barrels of flour from Oregon the present year, if not more. . . . Tell your farmers to put in every grain of spring wheat they can possibly sow, and also a large crop next fall. California will have to import flour for two years to come, at least—and Oregon and Chile must supply this demand.

"Pine lumber . . . \$80 per thousand feet, and still in demand; shingles, \$8 per thousand

"Butter 50 to 62½c per pound; cheese, 25c send a good lot down. . . . Our currency is now all cash"

Years before the war department authorized the railroad surveys made by Isaac I. Stevens and others, in the fifties, the *Spectator* printed (21) a long editorial, more than a column, urging the practicability of a railroad to Oregon.

The subject of a national railroad to Oregon was one of the main topics of a public meeting held in Oregon City late in September of 1846. The *Spectator* in its issue of October 1 gave about a column of space to the proceedings of the meeting, at which not only was a resolution passed urging the government to put through such a line to Oregon but a committee of five headed by A. L. Lovejoy was appointed to take into consideration the propriety of devising some means whereby a general expression of opinion from the people in this territory could be had, relative to memorializing Congress on this and any other subject.

Communications published by the *Spectator* in the first few numbers of its second volume, under the editorship of George L. Curry, dealt extensively with roads into Oregon, with more or less argument over the relative advantages of northern and southern routes. There appeared also a two-column letter from A. Whitney, "projector of the great railway from the lakes to the Pacific," describing the proposed route and concluding

Immediate action is necessary; this question must be decided by next Congress—the lands from the lakes to the Mississippi are fast being taken up, and will soon be so much so as to defeat the object. (22).

Now for a few words about the various editors who conducted

the *Spectator* in the nine years before the old nameplate was finally laid away, in March, 1855. Lee, as already noted, soon obtained the editorship, at first denied him. T'Vault was too political-minded to suit Governor Abernethy and some of the other influential men in the publishing association. T'Vault, in his "non-partisan" salutatory in the first issue, announced himself a strong Jeffersonian, and he felt too much trammelled by article 8 of the constitution of the Oregon Printing Association. This article declared that "the press owned by or in connection with the association shall never be used by any party for the purpose of propagating sectarian principles or doctrines, nor for the discussion of exclusive party politics."

In his salutatory editorial T'Vault expressed the inspired view (rather obviously not his own) that in the state of society in Oregon it would be unwise for the *Spectator* to advocate partisan politics.

A large majority of the citizens of Oregon (he wrote) are immigrants from the United States. . . . It might also be expected by a portion of the citizens that the Oregon *Spectator* would be a political organ; but reason and good sense argue differently.

Almost surely it was T'Vault's inability to maintain this non-partisan point of view that was soon to force him off the job.

T'Vault charged in his valedictory, April 2, 1846, that the reason assigned for his dismissal—his faulty orthography and syntax—was not the real reason. It was politics, he charged; and it is not unlikely that his editorial eulogy of Andrew Jackson may have irritated the influential Governor Abernethy, who was a Whig and a Methodist. Here we have the first journalistic clash between the New England and the Southern element among the early Oregon settlers.

T'Vault was a Kentuckian, supposedly of Scotch-Irish and French descent. He was trained for the law but was believed to have had some newspaper training in Arkansas before crossing the plains in 1845. (23).

T'Vault was politically prominent in Oregon from the start. He was a member of the legislature of the provisional government in 1846 and, as already noted, was prosecuting attorney and postmaster general at the time of his election to edit the *Spectator*. In 1851 he established an express line from Winchester, in Douglas county, to Yreka, Siskiyou county, California. In the following year he participated, with no great glory, in the Rogue River Indian war. In 1855, together with Messrs. Taylor and Blakeley, he purchased the plant of the *Umpqua Gazette*, of Scottsburg, and moved it to Jacksonville, changing the name to the *Table Rock Sentinel*. He left this paper in 1859 after its name had been changed to the *Oregon Sentinel*. In 1863 he issued the Jacksonville *Intelligencer* from the plant of the defunct *Civilian*. The venture was unsuccessful. He withdrew

from journalism, went back into law, practicing in southern Oregon. He died of smallpox in 1869.

Lee, second editor of the *Spectator*, remained as editor for only a few issues, giving up his position with evidences of relief. He had done nothing in the position conspicuously good or bad. Lee's was a good-humored, non-controversial *Spectator*, but not distinguished. He was editor from April 16 to August 6, nine bi-weekly issues.

During that time he managed to keep off any controversial subject that might ruffle the calm of his publishers, or, for that matter, of anyone else. This (1846) was an election year, and Lee carried the *Spectator* right through the "campaign" without mentioning a single "issue" or treading upon any individual corn that could be seen in time. What he did contrive to say in his editorial column, however, was true, even though trite, and what little influence his editorial column exerted appears to have been, in a general way, aimed at community benefit. This was his editorial on the election:

ANNUAL ELECTION

Ere our next number issues from the press, our annual elections will have transpired, and we shall severally know our representatives in the legislature, for, at the present moment, notwithstanding the short period intervening, we were really never less able even to guess at the result of the annual ballot—although we have a numerous array of candidates in this county, some openly declared and others still behind, waiting for the auspicious moment to disclose their desire to labor for the public weal, still (in the absence of positive party) no regular or trinomial ticket having been formed, but each relying on his friends to succeed as he best may, or, in other words, "on his own hook," the most shrewd conjectures must, at best, be vague. In the other counties, *if we may believe our informants*, (italics not Mr. Lee's) there seems to be a degree of unconcern exhibited with respect to the individuals to be elected, which is difficult to account for in this present important, and perhaps highly momentous, year; our hope and wishes would intimate an approaching crisis in the affairs of Oregon, which require and should receive the exertions and abilities of the best qualified of her citizens, not only to warrant the ratification of a discreet system of laws, but also to evince the proper value we put upon our enfranchisement. There is a feeling existing among many high-minded men, that there is little honor to be reaped in the legislative hall at the present period of our history; but we would ask them if they are not depriving themselves of the privilege of complaining, by holding back, and really sanctioning and approving by their covert supine-

ness those loose and imperfect acts, which ever must result from inexperienced and raw hands, however honest and sincere their intentions may be. We trust that none will feel offended at these our few candid and general remarks; but we must ever urge the electors in casting their votes, to select those "good men and true" who, being worthy of their choice, will do honor to themselves and their country.

The censorship of which other editors complained seems to have had its effect on Mr. Lee's handling of all political matters. The news columns, as well as the editorial, are unspecific and innocuous—leading to a belief that the ineptitude in reporting which characterized so many of those early journalists may be the explanation, as much as any editorial pussy-footing, of the lack of concreteness which characterized so much of what appeared in the early *Spectator* and other pioneer papers. With the political campaign imminent, or actually on, this was the best the *Spectator* could do by way of either news or comment on the political situation:

ON THE STUMP (24)

On Monday next (18th) the several candidates of Clackamas county (the *Spectator's* own county) will address their fellow-citizens from the stump, in Oregon City.

This will be something new in Oregon, and as Monday will be the first day of the county court, we expect to see quite a crowd of voters, and not a few candidates, though we know of but eight for the legislature.

So far as any help from the paper is concerned, it would be a little difficult for the reader to keep track of even as many as eight. The first mention of a candidate for the legislature was a short editorial paragraph in the fourth issue (March 19), still under the editorship of T'Vault, urging A. L. Lovejoy for election. In the same issue there appeared notices of candidacy of three other men for seats in the legislature from Clackamas county.

In the next issue, the one in which T'Vault announced his dismissal (25), appears the first appeal in Oregon history for candidates' paid announcements—the forerunner of a pretty fair business in later days. The wording follows:

To Candidates.—The board of directors of the Oregon Printing Association, at one of their meetings, passed the following resolution:

"Resolved, That each person offering himself, through the paper, as a candidate for office, shall pay the sum of three dollars, in advance, for the same, to be inserted from this until the election."

This was followed by a notice for Mr. Lovejoy.

Lee was a man of more ability and strength than he ever used in the conduct of the *Spectator*. Descended from Richard Lee, founder of the Lees of Virginia, he was educated and prepared for the ministry. He turned aside from that calling because he became doubtful of the inspiration of the Bible. His first winter in Oregon, 1843-44, he spent at the Whitman mission at Wai-il-at-pu, and after the Whitman massacre he helped raise and captained the first company of volunteers to punish the murderers. He ultimately was chosen colonel of the regiment, succeeding Cornelius Gilliam, who was accidentally killed; but with his accustomed modesty he returned the commission because he thought Lieut. Colonel James Walters better entitled to it. He acted as peace commissioner to deal with the Indians, and after the war he was made superintendent of Indian affairs by Governor Abernethy. He made a sizeable stake in the California mines, returned to Oregon, and went into business. He left for New York in the fall of 1850 to purchase a stock of goods and died of Panama fever while on the return trip.

Lee's successor as editor of the *Spectator*, after a few issues prepared by John Fleming, the printer, was George L. Curry, a well qualified young newspaper man who later was to be governor of Oregon. Curry, born July 2, 1820, was a native of Philadelphia who had spent several years with his parents in Caracas, Venezuela. As a boy of 18, he was president of the Mechanic Apprentices' Library Association in Boston. He himself was a jeweler's apprentice at the time.

In St. Louis, where the young Curry had gone when 23 years old, he became an editor and co-publisher of the St. Louis *Reveille* with Joseph M. Field. He came to Oregon in 1846 by way of the Cow Creek Canyon route just in time to get the job of editing the *Spectator*. He remained in that position for less than a year and a half.

Curry's salutatory was modest and orthodox. Explaining that, being a stranger with the dust of "the rough journey of emigration" barely shaken off, he approached the task "not altogether without misgivings as to our ability to satisfy expectation" and yet with "pride that we find ourself intrusted with the management of the only public journal in Oregon."

"It will be our aim," the new editor explained, "to give this journal a firm and consistent *American tone*, and make it eminently useful in the promotion of 'temperance, morality, science, and intelligence' Our columns will be closed to none, all being equally welcome to use them for the dissemination of opinion upon all subjects excepting sectism and exclusive party politics, the Editor, of course, exercising his right of supervision."

In his last issue (January 28, 1848) Curry announced that he

had been dismissed for his refusal to edit the paper in the interest of one man (Governor Abernethy), and he strongly deprecated what he called the exercise of press censorship in Oregon.

Aaron E. Wait now picked up the apparently hot editorial pencil of the *Spectator*, which he managed to hold from February 1848 to the following February. Wait enlarged the paper to 24 columns at once. It had been only 16. Wait, a native of Massachusetts, born December 13, 1813, had arrived in Oregon the previous September. He had edited a Democratic paper in Michigan during the exciting political campaign of 1844. He was not, however, a man of strong personal prejudices. His paper in Michigan, going to press before the news of the national nominations came through, published a news story from the convention carrying the name of Mr. Blank for president and Mr. Blank for vice-president and the accustomed editorial congratulating the people upon the wisdom of the choice and promising the heartiest support. In the masthead were inserted the names of Blank and Blank for president and vice president. After the paper had gone to press, the news came through that the ticket was Polk and Dallas. The press was stopped, the names of the nominees replaced the Blanks in masthead and story, and the press started again.

The *Spectator's* troubles under Wait were of a different sort from those under previous editors, and they resulted in the paper's first suspension. The California gold excitement swept over Oregon, and among those who rushed off in quest of wealth was the *Spectator's* printer, John Fleming, who was again at the case, succeeding N. W. Colwell. Wait was not a printer, and typos were few and far apart in early Oregon. The paper was shut down September 7 and not resumed until October 12, with S. Bentley in charge of the mechanical end. Wait apologized to his readers for the hiatus as follows:

The *Spectator* after a temporary sickness greets its patrons and hopes to serve them faithfully and, as heretofore, regularly. That "gold fever" which has swept about 3,000 of the officers, lawyers, physicians, farmers, and mechanics of Oregon into the mines of California, took away our printer also—hence the temporary suspension.

Wait left the paper February 22, 1849. He had been assistant commissary general during the Cayuse war. He had been admitted to the bar in 1841 in Michigan; and at the first election after Oregon became a state he left his law practice to become one of the judges of the supreme court, of which he was chief justice for five years. On retiring from the bench, he resumed the practice of law, dying in 1898, at 85.

With Wait off the *Spectator* desk, publication was irregular un-

til October 4, 1849, when Rev. Wilson Blain, a United Presbyterian clergyman, was made editor and George B. Goudy printer. A paper shortage caused the reduction of the paper February 7, 1850, to sixteen columns. Robert Moore, proprietor of Linn City, across the Willamette from Oregon City, became owner during Blain's editorship. Oregon's chronic failure to attract the volume of publicity accorded neighbors was noted at this early date. In the issue of April 18, 1850, Blain noted this and argued for statehood for Oregon:

We find (he wrote) the opinion that Oregon should be immediately erected into a state much more prevalent than we had anticipated. . . . We rarely see Oregon mentioned in the papers received from the States, while California, Deseret (Utah), and New Mexico engross a very considerable part of public attention.

The *Spectator* had outlived one competitor, George L. Curry's *Free Press* in 1848 (26), and in the issue of July 25, the same one in which the *Spectator*, which two weeks before had moved up to 20 columns, resumed its 16-column size, there appeared a prospectus for a new paper to be published in the town—the *Oregon Statesman*. The publishers were to be, said the prospectus, A. W. Stockwell and Henry Russell. (27).

August 28 the *Spectator* contained the announcement of the proposed establishment of a Whig journal in the new town of Portland, down the river. The new paper was to beat the *Statesman* in the race for priority of appearance.

Blain, who left the editorship September 5, 1850, was educated for the ministry. A native of Ross County, Ohio, where he was born February 28, 1813, he was graduated from Miami University, Oxford, Ohio, in 1835 and after completing the course offered in the Associate Reformed Theological Seminary at Allegheny, Pa., was licensed to preach. He had charge of a pastorate at Hebron, Indiana, until May 15, 1847, when he began preparation for the journey to Oregon as a missionary. He arrived at Oregon City November 29, 1848. He soon organized the first church of his denomination in Oregon. While at Oregon City he was elected (June 6, 1849) to the upper house of the first territorial legislature. Soon after leaving the *Spectator* he removed to Union Point, Linn county, where he organized a United Presbyterian church and established an academy. Managing and teaching in this institution, in addition to his pastoral duties, broke his health. He gave up the academic work in 1856 and died February 22, 1861. (28). He was a grandfather of Willard L. Marks of Albany, member of the State Senate and, later of the State Board of Higher Education.

Blain's successor was D. J. Schnebly, who increased the *Spectator's* frequency to weekly and set the price at \$7 a year. September

9, 1851, the paper carried Schnebly's name as owner; and in 1852 it was a Whig political organ. Suspended in March, 1852, it reappeared in August, 1853. Schnebly added an associate editor in the person of C. P. Culver to help get out the weekly.

Snebly may unwittingly have changed the whole course of Oregon journalistic history by refusing a job to a young man named Henry L. Pittock, who, having crossed the plains, was eager to take up his trade as a printer. What Pittock did for the *Oregonian* of Portland in its wabby financial days of '59 and '60 is history. What if it had been the *Spectator* rather than the *Oregonian* that he saved?

Snebly, who had bought the paper back from Robert Moore of West Linn, sold it in March 1854 to C. L. Goodrich. Two score years later he was editing the Ellensburg *Localizer* and boasting that he was the oldest editor in this part of the country. Goodrich is remembered chiefly for having suspended the paper permanently in March, 1855. It had not been a great paper, but it stands up well in comparison with such efforts as the *Californian*, a one-page affair (printed on only one side of the paper), which, as already noted, was the first paper in California and the second on the Pacific Coast. Politically the *Spectator* was never influential. In its other phases, however, it had its helpful influence on the growth and progress of early Oregon. The hopes of the founders had been carried out only in part. The constitution of the printing association had said:

In order to promote science, temperance, morality, and general intelligence; to establish a printing press; to publish a monthly, semi-monthly or weekly paper in Oregon—the undersigned do hereby associate themselves together in a body, to be governed by such rules and regulations as shall from time to time be adopted. . . .

Reasonable success was achieved in these aims, and the *Spectator* printing plant helped still further by issuing the first spelling-book ever turned out in Oregon.

This spelling-book was printed by W. P. Hudson, who succeeded N. W. Colwell as the mechanical force of the *Spectator*. It was not only the first spelling-book gotten out in Oregon but the first printed in English on the Pacific Coast. The spelling-book was bound by Carlos W. Shane, who had learned his trade with the Methodist Book Concern. No full copy of this historic book has been preserved; but George H. Himes in 1894 found a fragment of 20 pages with other documents left behind by M. M. McCarver. (29). Hudson also printed on the *Spectator* press a 24-page almanac for 1848 edited by Henry H. Everts. This was another first to the credit of Hudson and the *Spectator* press, for up to that time no almanac had been printed on the Pacific Coast. The almanac's title was quaintly expressed:

The Oregon Almanac,
for the Year of Our Lord and Savior Jesus Christ,
1848

Being Bissextile or Leap Year and until July 4th the 72nd
Year of the Independence of the United States.

The book contained a good bit of useful information for the old-timers in the eight counties of Oregon, which covered all of the present Oregon, Washington, and Idaho, and that part of Montana and Wyoming west of the Rocky Mountains. This vast region then, according to the almanac for 1848, had a population of about 6,000, considerably fewer than now live in the little city where it was published within sound of the falls of the Willamette. (30).

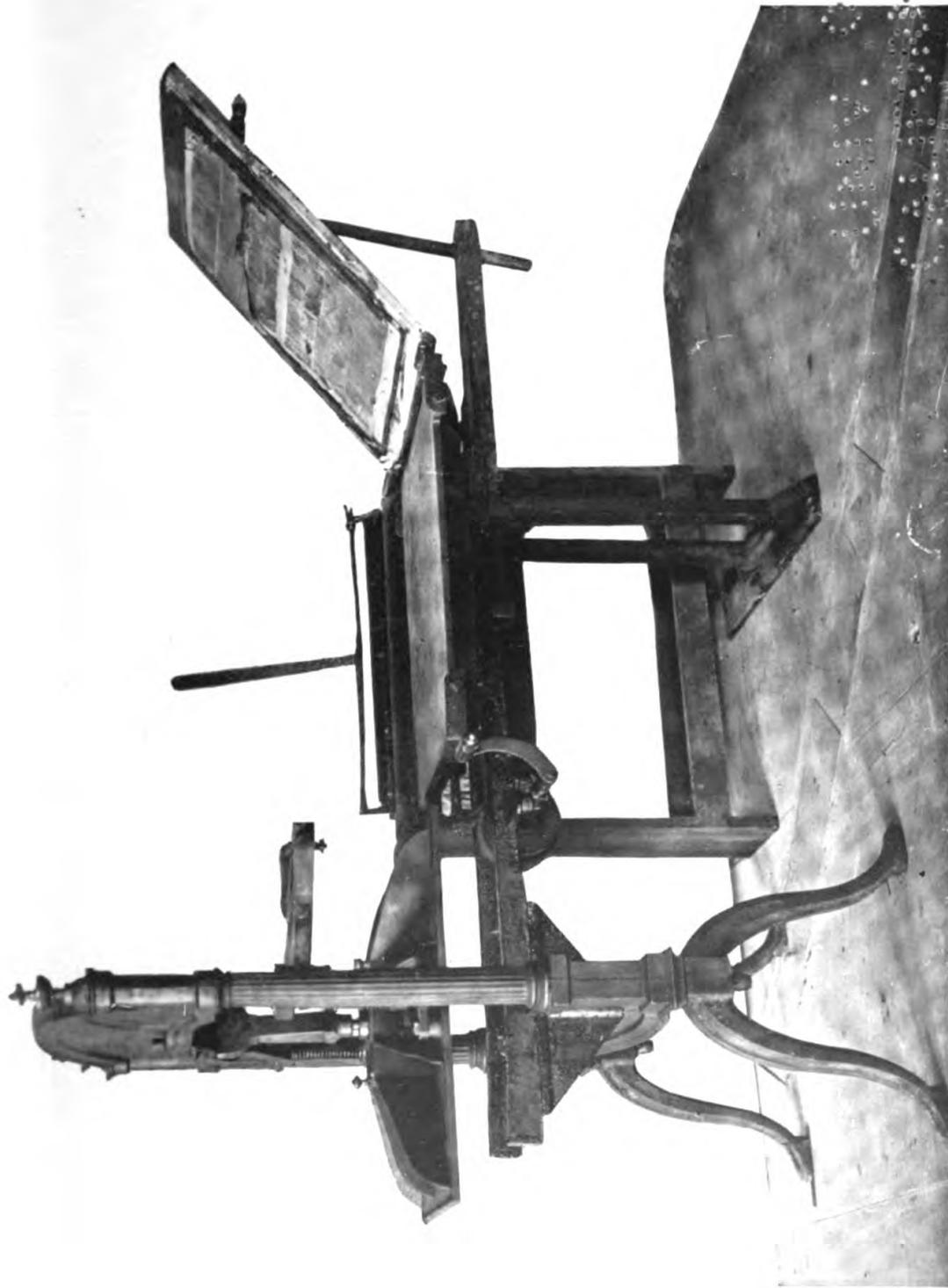
We come now to another publication, even shorter-lived than the *Spectator* proved to be. Not long after leaving the *Spectator*, George L. Curry was out with a new paper in Oregon City, the second newspaper of old Oregon. Peter G. Stewart, Oregon City watchmaker, is credited (31) with suggesting the name of the new publication.

"Why," Stewart is quoted as having said, "since you don't want to be muzzled, don't you call it the *Free Press*?" So the *Free Press* it was; and Publisher Curry took for his slogan the words of Justice Story:

Here shall the press the people's rights maintain, un-
awed by influence and unbribed by gain.

The sands of journalism are free of any deep "tracks or trenches" left by the *Free Press*, which is remembered chiefly for its establishment as a protest publication, for the interesting personality behind it, for the obstacles overcome in getting it going, and for the peculiar end which overtook it. The paper was only 7½x15 inches in size, four pages, with two columns to the page; and when one knows the circumstances of its birth one can see why it was not more impressive.

Let us remember that this was pioneer Oregon City; that only one paper, not two, had been contemplated at the time when the *Spectator* founders brought their little plant from the Atlantic coast, a journey of several months. There was very little surplus type for any purpose in the Northwest, and no available press. Curry had the choice of waiting months for a press to arrive from the East or of having one custom-made out here. He had one built, mostly of wood, in Oregon City. He managed to get the type, 80 pounds of it, from the Catholic missionaries, who had been expressing themselves in French. They were therefore short of w's. Since journalism is so largely concerned with the "five w's," the who, what, when, where, and why, Curry whittled some of these useful letters out of hardwood. Copies of the paper reveal also, even to one



FIRST NEWSPAPER PRESS IN THE WEST (WASHINGTON HAND PRESS), USED ON OREGON SPECTATOR, 1846
Preserved in the University Press, University of Oregon, Eugene

UNIVERSITY OF CALIFORNIA

unfamiliar with printing, that in some cases the w was replaced by two v's.

The *Free Press* was started April 8, 1848, and ran until October. In March Curry had married Miss Chloe Boone, daughter of Col. Alphonse Boone, a great-grandson of famous Daniel Boone. The paper was suspended because of the rush of Oregon people to the California mines. The *Spectator* had been forced to suspend for a month and had just managed to resume with a new printer when the *Free Press* had to give up the struggle. The Curry paper had not met with the expected and necessary response in subscribers.

When Curry started the *Free Press* his differences with the *Spectator* publishers were still very much on his mind. In his salutatory, under the head of "A Word in Introduction," he made the *Spectator* incident his point of departure, saying:

Some months ago, when we were so unceremoniously deprived of the honor of editing the Governor's paper—the "*Oregon Spectator*"—and no longer permitted to bask in the sunshine of official favor, we were, of course, dreadfully cast down, and being so "cut off from grace," had no idea, at the time, of coming before the public so soon again in our editorial capacity.

In reference to that expulsion, it may not be amiss here to remark, in passing, that we have been misrepresented and abused, by a few miserable scribblers, who scarcely know how to spell their own names correctly, (to say nothing about writing the English language decently), and after their abortions have been published by the only press, at the time, in the country, that press has been closed upon us, and ourself denied the privilege of occupying even a space of ten lines in its columns, in reply.

But we have more important matters to attend to at present, and are not at all anxious to obtrude our own grievances before the public; consequently, the entire concern, correspondents, and "directors," are perfectly welcome to any capital they may have made by the misrepresentations and untruths with which they so love to prostitute the press.

Curry proceeded to picture the difficulties under which he was undertaking publication of the *Free Press*. These are reflected in the small size and emergency typography; but the publisher's bubbling optimism led him to predict ultimate success for his little publication, in the face of all the difficulties:

We have made certain arrangements (he said) for ample supplies of material, which we expect to receive in the early part of next June; when the "*Free Press*" will be im-

mediately enlarged to its intended size—three times larger than at present. In the meantime we hope to make up in quality what is lacking in quantity.

This promise, it is only fair to say, was not too conspicuously realized.

The first number of the *Free Press* contained only a few hundred words of local news, none of which is told in anything like modern style. One of the items deals with the paper's own makeshift press:

Our Press.—The most important means of our weekly communication with the public—our press—is entirely of Oregon manufacture. Mr. Victor M. Wallace, of this city, is the ingenious machinist who constructed it, and he is entitled to great credit for the excellence of his work, and the admirable manner in which it operates. Although it is made of wood, Mr. W. thinks it will be able to tell the truth quite as well as an iron one.

An item which, from the point of view of news coverage, leaves much to be desired, gave short shrift to the report of the grand jury. It read:

Grand Jury.—The grand jury rose yesterday, after a sitting of five days, in which time they found 14 bills of indictment for the various offenses of gaming, violation of the license law, and larceny.

These indictments, however, with some exceptions, were “quashed,” either from defect in the law or want of perfection in the indictments. The members of the grand jury, nevertheless, are deserving of much praise for the faithful manner in which they performed their duty.

The names of the exceptions and the details of the charges faced did not appear in the *Free Press*.

The death of Colonel Gilliam, to which previous reference has been made, failed to disclose use of any of the arts of the reporter. A 20-line poem of eulogy signed “B” preceded an 80-word “obit” which omits nearly every detail of a modern obituary. Following is the item:

Death of Col. Gilliam.—The painful intelligence of the death of Col. Gilliam has occasioned feelings of the sincerest sorrow among our citizens generally—for he was widely known and greatly respected. The circumstances of the times make his death a public as well as a private affliction. He was the commander of our army now in the battle-field, and as such his loss will be deeply felt and deplored.

His remains reached this city on the 1st inst., and on the

next day, with such military honors as vve vvere able to display, vvere conveyed to his family homestead.

The paper had only 13 bits of advertising, including an advertisement for Mr. Curry himself as a manufacturing jeweler. The ads were all written in the usual "card" form.

Five years after suspending the *Free Press*, Curry was appointed secretary of the interior and in November, 1854 was made governor, being the last chief executive of Oregon territory. He was one of the youngest governors in Oregon history, being only 34 when appointed.

On January 1, 1861, he joined S. J. McCormick in the publication of the Portland *Daily Advertiser*, Oregon's second daily paper, started just a month and two days before the *Morning Oregonian*. The paper suspended in 1863, and this terminated Curry's journalistic ventures. He died, aged 58, July 28, 1878.

Oregon's third periodical publication, the *Oregon American and Evangelical Unionist*, printed on the old Whitman-Spalding mission press originally sent to the Hawaiian islands by the American Board of Commissioners for Foreign Missions in 1821, has no particular significance aside from its historical associations. This paper, like the *Spectator*, was usually printed twice a month. Edited by Rev. John S. Griffin with Charles F. Putnam, printer, the paper was issued from the home of Mr. Griffin on Tualatin plains near Hillsboro. The first number appeared June 7, 1848. The first woman compositor on the Pacific coast learned the trade on this publication. She was the wife of Mr. Putnam, who taught her to set type. Putnam came to Oregon in 1846, and his bride, the first woman typesetter, was Rozelle Applegate, daughter of Mr. and Mrs. Jesse Applegate, noted Oregon pioneers. Eight issues were published before the *Unionist*, which was about as much of a magazine as a newspaper, was suspended in October.

Griffin was charging \$4 a year in currency (wheat was legal tender at that time) or \$3 in real money.

Publication was irregular. The editor announced in the first issue, that "We will not declare our days of issuing until the next number, hoping some mail opportunity will be secured, and if so will issue that day most favorable for immediate circulation." The mail service continued poor, and it was not possible to issue regularly.

Subscribers who disliked Griffin's policies are said to have brought about the demise of his paper by bribing his printer to quit (32). This can hardly be proved, however, in view of the strong pull from the California gold fields, which carried the printers away from other newspapers too.

The little paper at Tualatin Plains suffered as all the other pioneer papers in the West from the idiosyncrasies of the mail service. Use of the word *service* is probably an extravagance. The paper

arranged to receive one regular mail a week from Portland, less than 30 miles away, with additional service whenever foreign "intelligence" appeared in the river. News of the death of John Quincy Adams on February 23, 1848, reached the Columbia river via the Sandwich islands (Hawaii) four months later, in time to be told in the *American and Unionist* June 31. The news of the boundary treaty of 1846, incidentally, also came by way of Hawaii. The treaty dated June 15, was news to Dr. W. F. Tolmie of the Hudson's Bay Company at Nisqually, conveyed to him in a letter from Peter Skene Ogden and James Douglas, dated November 4, 1846. (33)

So the little *American and Unionist* said, in its first number, under the heading "Mails," "Probably the greatest embarrassment to the successful operation of the presses in Oregon is the want of mails."

The *American's* press, while not used for newspaper purposes until after the *Spectator's* machine, really was an older press. The press was used by the Spalding mission at Lapwai, near Lewiston, Idaho, and was sent from the Hawaiian Islands by the American Board of Foreign Missions, for use in printing hymns and getting out an edition of the Bible translated into the Indian tongues. On one occasion the press was lost overboard into the Columbia river but was salvaged and used in the publication of Rev. John S. Griffin's paper at Tualatin Plains.

Lot Whitcomb, founder of the town of Milwaukie, bitter rival of Portland in pioneer days, was the founder of Oregon's fourth paper, the *Western Star*, dedicated to the promotion of the interests in Milwaukie as a possible metropolis of the Oregon country. This paper was more interesting, longer-lived, and more influential in the life of early Oregon than any of the previous periodicals. It was a weekly of four six-column pages with columns 14 ems (2 1-3 inches) wide. With John Orvis Waterman and William Davis Carter in charge of publications, the little *Star* carried on its first issue the date November 21, 1850, giving it two weeks priority over the *Weekly Oregonian*. Portland, young rival of Milwaukie, had as yet no newspaper.

The *Spectator* of December 11, 1850, credited the paper with thoroughgoing Democracy, saying: "The paper comes out flat-footed Democratic. It said, 'In politics we are Democratic and shall be governed by the principles of Jeffersonian Democracy, advocating measures, not men.'" The new paper took an active part in the political campaign of 1851. In that spring the *Star* published the correspondence of McLoughlin, Wyeth, and Thurston.

Whitcomb was to learn what many a publisher, before and since, has found to his grief—that a losing newspaper has few equals as a means of sucking the promoter's money into a bottomless pit. Things went so badly for Whitcomb that he soon had to turn

the little paper to his unpaid printer-publishers, Waterman and Carter.

Carter and Waterman soon put over a spectacular move designed to stop the drain on their resources. Persuaded that the paper would have a better chance in Portland than in Milwaukie, but fearful of the wrath of Milwaukie facing the loss of its publicity organ, the partners one night picked up the little plant and secretly loaded it on the steamer. The next morning they and their newspaper plant were in Portland. Changing the name to the *Portland Weekly Times*, they got out their first issue under the changed status June 5, 1851. Carter sold out to Waterman in 1853, then bought the paper back again, with R. D. Austin as partner May 29, 1854. The new ownership retained Waterman as editor for three years, when he was succeeded by E. C. Hibben, who made the paper so pro-Southern in tone that he was recognized by the state Democratic convention of 1857 as "a worthy man." He remained until December, 1858.

Austin, whose son, Harry Austin, was for many years printer and proofreader on the *Oregonian*, bought the paper from Carter in May, 1859. Carter went into job printing. Austin changed the paper to a daily December 19, 1860, and conducted it as a Union newspaper, reversing the political stand of the former owners. Two of the six successive editors of the *Times* later became prominent in journalism and other fields. W. Lair Hill served for about five years as editor of the *Oregonian* (1872-77) and A. C. Gibbs became governor of Oregon.

Launching his daily, Austin made Alonzo Leland editor. Leland declared himself in the first issue as follows:

We do not always expect to be brilliant and abounding in thought which will awaken the best energy of our readers.—But we promise to treat all questions discussed with candor and fairness, and to strive to be equal in interest to the temperature of the public mind.

In time Austin became more devoted to his violin than to the paper, and with Leland lacking the "stuff" provided by such editors as Simeon Francis and other fore-runners of Harvey Scott, the *Times* died in 1864. As daily or weekly it had eked out a career of 14 years.

When Whitcomb started the *Star* he set the subscription price at \$7 a year for the 52 issues; but in 1876 a quarter of a century had added so much to the historical value of the paper, then 12 years defunct, that George H. Himes, a young man of 32 with keen historical interest, paid Mr. Waterman \$160 for the file of volume 1—a little more than \$3 a copy.

Under the page 1 title the old *Star* carried the poetic albeit

bombastic patriotic boast: "As far as breeze can bear, or billows foam, survey our empire and behold our home." A salutatory editorial three-fifths of a column long expressed confidence in Oregon's future, with "all the elements requisite for a great commonwealth, unsurpassed by any state in the union. . . Who shall set bounds to our advancement and prosperity?"

At the time the paper was started, Milwaukie was a year old and had 500 inhabitants, about the same size as Portland. Business and industrial establishments included three stores, two sawmills, a tin-shop, a shoe-shop, a cabinet manufactory, a blacksmith shop, a printing office, a warehouse, three taverns. A sawmill and a grist mill were under construction, also a steamboat to ply the river between Oregon City and Pacific City.

The equipment for the paper was brought "direct from New York" by the bark *Desdemona*.

The prospectus promised, among other things, that "The ladies will always find something in our columns for their especial entertainment and profit; as we shall be assiduous in our endeavors to cater for their taste."

"In conclusion," it was further promised, "permit us to say that we shall combat error and war against vice in every form; and shall give the weight of our influence on the side of Christianity and virtue. We shall be strenuous advocates of Education, and our labors shall be devoted to the Enterprise, Prosperity, and Welfare of Oregon and our common country." The prospectus was signed by Lot Whitcomb.

The first issue was heavily miscellany, editorial, and advertising. The nearer the news to the seat of publication, apparently, the less attention was paid to it. Of 24 columns in the paper, less than one full column was devoted to local happenings. A line on the nature of the local news and the editor's news judgment may be obtained from the following brief outline: 250 words on the Milwaukie young men's lyceum meeting, at which the negative won a debate on whether representatives are bound in all cases to obey the wishes of their constituents; 75 words on the weather; 40 words on improving the rapids below Oregon City; 75 words on a move for a free ferry at Portland; 100 words on a new Whig paper (the *Oregonian*) at Portland; 160 words on the shipping arrivals in the river. As in most of those early newspapers, "miscellany" predominated in the *Star*. Four columns of the first page were made up of a short-story entitled "The Murderer, a Thrilling Tale," while shorter material clipped from other newspapers and magazines occupied the remaining two columns. Local news and editorials were placed on page 2, American and foreign news and advertising on page 3; and the back page, almost entirely miscellany, including a 2-column story, "Na-

poleon's Mercy, a True Tale," and 2½ columns of "wit and humor."

The *Star* and its successor, the *Times*, reflected, in general, the type of newswriting and editorial writing characteristic of the pioneer papers, which brought their journalistic ideas, sometimes more or less damaged in transit, from the East.

Some excerpts from the *Western Star* of Milwaukie:

CHRISTMAS—SAD ACCIDENT

The morning commenced and most beautifully—the atmosphere was pure and life young and its temperature mild and lovely. The smiling sun of heaven shed its golden beams upon our beautiful valley, and everything in nature seemed to harmonize with the high hopes and fond anticipations of our citizens, who were celebrating the advent of Christmas in various ways.

But one who commenced the day full of vigor, and in manhood's prime, and who little suspected that danger lurked in his path, was destined to be snatched from among us, in an instant, and taken to "that bourne from whence no traveler returns."

FIRE

The proprietors' sawmill in this place, was injured by fire on Friday last to the amount of about \$600. The workmen were doing some work underneath the mill, at the time the mill took fire, which originated from a store in the upper part, and shortly the roof was discovered to be in one sheet of blaze.

The most valuable parts of the mill were saved, but with slight injury. The damage consisted more in the delay of other work which was depending on the running of this mill for lumber, than in the property destroyed. However, the mill was repaired sufficiently for business on Monday.

May this slight fire be a warning to all that buildings made of Oregon lumber will burn rapidly, when once kindled; therefore everyone should be cautious how they handle sparks of fire.

THE WEEKLY OREGONIAN

Chronology brings us now to the fifth paper published in Oregon and the only one which, without change of place of publication, change of name, or interruption of any sort, has come down from

the pioneer days of the early fifties to the present. The *Oregonian* was established as a weekly December 4, 1850, with the aim of promoting Portland's interests in competition with its ambitious and not always friendly rivals. (34)

In the first issue the *Star* had told its readers at Milwaukie and elsewhere that the new paper was to be started in Portland. Here is the *Star's* greeting, which was friendly despite the rivalry between the two towns:

A NEW WHIG PAPER AT PORTLAND

We are informed that a press, type, and paper, intended for the *Oregonian*, is on board the bark *Keoka*, which is now in the river near Portland. We shall look for the *Oregonian* in a few weeks. We understand it is conducted by T. J. Dryer, Esq., formerly the city editor of the *California Courier*. Mr. Dryer has the reputation of being an able man, and no doubt will furnish the reading community with a good, readable paper.

Portland was but newly born, and its promoters, including W. W. Chapman, Stephen Coffin, David H. Lownsdale, F. W. Pettygrove, and A. Lawrence Lovejoy, Portland business and professional men, were eager for a publication. The older town of Milwaukie, up the river, already had the *Western Star* (already referred to), Oregon City had the *Spectator* (the *Free Press* had come and gone), and it was not unknown in Portland that Asahel Bush and Henry Russell were up in Oregon City grinding their teeth as they awaited the delayed arrival of the plant which was to issue the *Oregon Statesman*.

Chapman and Coffin, who may be regarded as the actual founders of the *Oregonian*, went to San Francisco in the summer of 1850 to obtain a plant for the new paper. There, about July 4, they met Thomas J. Dryer, who was looking for a location. The northerners persuaded him to come to Portland, where he became editor and publisher of the Weekly *Oregonian*. The *Oregonian's* first number came off its old Ramage press December 4, 1850. Harvey W. Scott (35) says that Dryer had a plant with him in California, "a hand printing press and a small lot of printing material."

The new editor was a man of ability. Dryer proved, says Himes (36), "to be an excellent speaker and an aggressive and fearless writer well suited for pioneer journalism." He did manage to hold his own rather well, though Leslie M. Scott (37) ranks Bush of the *Statesman*, later to be considered, as far above his contemporary editors of pioneer days.

Dryer had come from New York state, and he was in his 43d year when he came from California to begin publication of Portland's

first newspaper. Named after Thomas Jefferson, he was born in Canandaigua county, N. Y., January 10, 1808, the second of twelve children born to Aaron and Lucinda Dryer. His mother died August 9, 1820, after the family had moved to Ohio. After three years or so in a family ruled by a step-mother, young Dryer, now 17 years old, returned to his childhood home, where he remained for 16 years. In 1841, after having made some money on a mail-carrying contract, he went west again, spending some time in Michigan and Indiana. He had had some newspaper experience when, starting from St. Louis, he joined the gold rush to California in 1849. It was the next year when he was "discovered" by Chapman and Coffin as the man they wanted to start Portland's first newspaper.

The opinions of his distinguished successors regarding Dryer as publisher and as editor, respectively, may be here given. In passing, let it be said that doubtless the greatest thing T. J. Dryer ever did for the *Oregonian* was to hire Henry L. Pittock, using him first as printer and later as manager, and eventually to turn the paper over to him. Getting ahead of our story a bit, we may say, briefly, that Pittock unquestionably saved the *Oregonian* from going the way of so many papers managed by men of slipshod business methods. Dryer "didn't like the business end," wrote Mr. Pittock many years later (38) . . . "Well, if that man says he paid, give him credit for it," is Pittock's recollection of a typical statement of the careless and easy-going man who had employed him. "Mr. Dryer," he said (39) "was entirely indifferent to income and outgo. He simply could not bring himself to pay attention to details. . . This was, indeed, the weak spot in all the journalism of those days, and he was no exception to the rule." This weakness of Dryer's was Pittock's opportunity to begin the career of nearly 60 years as the directing business force behind the *Oregonian*, as Harvey W. Scott was the mainspring of its editorial strength.

Harvey W. Scott's opinion of Mr. Dryer: "He had worked on the country press in his state and was a vigorous rather than a polished writer." This opinion was amplified in the *Oregonian's* editorial columns (probably by Mr. Scott) in comment on the newspaper's first editor at the time of death, March 30, 1879. The *Oregonian* then said:

Mr. Dryer's activity and energy, exerted through the *Oregonian*, upon the speaker's platform, and through deliberative bodies, made him a conspicuous figure in Oregon for many years. Always an active worker and a vigorous antagonist, he nevertheless so conducted himself that his contests left no bitterness toward himself. . . During the years of his active participation in affairs, no man in Oregon commanded a larger share of public attention.

Just how seriously people took their politics in those days can be grasped from a realization of the difficulties faced by the *Oregonian*, a Whig paper, in getting its plant delivered from San Francisco for use in Portland. It took nearly two months to get the "materials and hands," the *Oregonian's* first issue complained in a full-column story explaining its unexpected delay in being born. Captain Hall of the navigation company was quoted as saying he didn't care when he delivered the freight for the "little damn Whig paper in Portland," and after weeks of delay the *Oregonian's* founders finally had to transfer their freight to another vessel.

The paper, typographically below par and poorly printed on the old Ramage press, which had been brought from New York, promised in its first issue to enlarge about the first of March with the arrival of a new Washington hand-press, similar to that of the *Times*, the *Statesman*, and the *Spectator*. The paper was enlarged almost on schedule, and the Washington hand-press continued to function for close to nine years, even initiating the *Oregonian's* daily edition in February, 1861.

The Ramage press, now stored in the University of Washington museum, stands out more as a historical object than as a bit of useful printing machinery.

The paper was a four-page affair, with six 15-em (2½-inch) columns to the page. Subscription price was \$7 a year. Carried across the front page under the title-line was the motto "Equal Rights, Equal Laws, Equal Justice to All Men."

The first page, without a single line of news of any sort, was filled with miscellaneous matter, including two long articles, "The Trapper, a Legend of the West," and "The Fashionable Church," neither of which had any discoverable direct Oregon significance.

Harrison R. Kincaid, lifelong Oregon publisher, acquainted with all the figures of prominence in pioneer Oregon journalism, and on close terms with most of them, gives a version of the christening of volume 1, number 1 which makes the occasion seem a little jollier than it appeared to Harvey Scott. Neither of them was present in person. Wrote Kincaid (40):

They sat up all night getting out the first number, and our friend Dr. A. L. Nicklin, formerly of Eugene but now of Portland, has often told us how he sang Whig songs for them. Friend Scott, in his pamphlet, touches lightly on the inauguration ceremonies of the first issue, and only says there was a series of "solemnly amusing ceremonies." Not so solemn, dear brother, as you seem to think, if Col. Chapman, Dr. Nicklin, and the rest of the boys who took part in it, understood themselves.

C. Henry Hill, stepson of Mr. Coffin, wrote in detail of this his-

toric journalistic occasion (41). Hill, who was engaged from the first as a carrier for the new paper and later became a printer, was introduced by Dryer to A. M. Berry, foreman of the shop, perhaps better remembered as a co-publisher of the old *Pioneer and Democrat* of Olympia, Washington. In accordance with the best traditions of the times, the new boy, who was shop "devil" as well as carrier, was soon sent to "a first-class hotel near by" for "a bucket of editorial."

The paper was issued from the second story of a building at the northwest corner of Front and Morrison, on the river front.

I remember (wrote Mr. Hill in the *Oregonian's* semi-centennial number) that Friday night of December 3. Many of the leading men of the village had been invited by Mr. Dryer to be present at the christening, and the room was filled. I well remember how proudly I filled the position of roller-boy on that occasion. . . The guests were ignorant of the name to be given to the first paper published in Portland. A sheet was carefully laid upon the form, the foreman taking the impression, when the guests each took hold of the paper by the edge and carefully lifted it from the types. At this juncture Mr. Dryer proclaimed the name, *The Oregonian*, amid cheers and congratulations.

Those participating, as I remember, were: Messrs. Daniel H. Lownsdale, W. W. Chapman, Stephen Coffin (the proprietors of the town site). And F. P. Dennison, A. P. Ankeny, W. W. Baker, T. Terwilliger, Thomas and James Stephens, Job McNamee, Benjamin Allen, T. J. Dryer, Mr. Berry, and others whom I cannot bring to mind at present.

Mr. Hill named several printers connected with the earliest days of the *Oregonian*: W. A. Daly, first mate on the boat from Honolulu, who was a practical printer; John Riley, Daniel Lindsay, Edward Sheffield, George Lee, and Edwin Treat Gunn—all of whom were employed at various times on the paper. He recalls when Mr. Pittock became foreman of the office. "I could," he wrote (42), "chronicle many incidents in his administration of affairs that made the boys (printers) happy, as matters were in a somewhat muddled condition when he took charge. . . It was a continuous struggle during the 50's and 60's."

The carriers, incidentally, he recalls, had a hard time. There were no sidewalks, the streets were not graded, and there were 100 to 150 copies for each boy to carry.

In those days, (Mr. Hill continued in the same little article) the carriers looked forward with great expectations and pleasure when his "carrier's address" was to appear,

generally New Year's day, whereby he was kindly remembered and remunerated by his patrons, some giving liberally, others scantily . . . One gentleman, I remember with kindly feelings, gave me \$5 for a copy of my first address, and his neighbor 25 cents very reluctantly, with the admonition that he wished after this I would get his paper to him by 6 a. m., as he desired to be at his store by 7. T. J. Dryer wrote my first address, Sylvester Pennoyer my second, and my fellow-craftsman Ed Sheffield my third.

John D. Yates, a pioneer printer of the Pacific coast, did the mechanical work on the *Oregonian* when Thomas J. Dryer established it in 1850. (43) He had already made himself a place in journalistic history by helping set up the first newspaper in San Francisco, the *California Star*, owned by Sem Brennan, and later by helping out at the birth of the first newspaper in Sacramento, the *Placer Times and Transcript*, which later was merged with the *Alta California*. At the time of his work on the first of the *Oregonians* he was 29 years old. He had come to the Pacific coast in 1847, during the Mexican war, with Colonel Stevens' New York regiment of volunteers. After leaving the *Oregonian* he served for a time as a policeman in Portland.

Vol. I, No. 1 of the *Oregonian* was a six-column four-page paper, with columns 15 ems ($2\frac{1}{2}$ inches) wide as compared with the 12-em standard measure which recently has become the vogue among the American newspapers. Under the title line, on page 1, Dryer ran the slogan "Equal Rights, Equal Laws, Equal Justice to All Men." It cost as much to get the 52 issues of the weekly for one year in those days (\$7 by mail) as would buy the present daily for almost seven months (about 200 issues).

Dryer confirmed the *Western Star's* advance notice by starting right out as a Whig publication.

Politically (he said in his salutatory December 4, 1850) the *Oregonian* will sustain the present administration (44) and advocate all the principles of the great Whig party of the United States so long as they tend to produce results beneficial to the interests of the country at large; and to foster and protect the agricultural and commercial interests of Oregon.

Reference to the rest of the salutatory indicates that the new editor had not yet recognized how difficult it would be to keep out of controversies with Mr. Bush of the *Statesman*, which was now impatient to be born, at Oregon City.

Under no circumstances (he wrote) will we be drawn into individual controversies or local and rival interests; our

aim and end shall be at all times to "render unto Caesar the things that are Caesar's." Oregon being our "bark," to her we shall cling as long as there is a plank left.

It was Mr. Dryer's purpose to devote himself largely to Oregon's economic advancement.

The agricultural development and commercial resources of Oregon . . . will claim a large share of our attention, but those at a distance may understand the true and impartial state of affairs, and thereby be enabled to arrive at just and proper conclusions in reference to this territory.

The one notable omission from the salutatory is any reference to the intellectual or cultural interests of the community. There is here no charge that Dryer's *Oregonian* neglected those interests entirely; but in that one particular, it seems, the paper failed to hold to its high standards in other respects and failed to give promise of what was to come under the long regime of Harvey Scott.

"Morally" was a side subhead for a part of the salutatory.

We shall (promised Mr. Dryer) be found the advocates of sound morals, without reference to denominations or sects. . . (45). Our columns will always be open for the development of moral and religious truths, and the propagation of principles which tend to elevate the standard of humanity and benefit our race.

With an apparently happy ignorance of what the future held, the editor addressed a word to the other papers:

To our contemporaries we would say, we desire that peaceful and friendly feeling may prevail in all time to come. . .

A communication of W. W. Chapman to the editor, published in the first issue, told of the progress of the Portland and Valley railroad:

A little more than two weeks since, the articles of incorporation were drawn up, contemplating a capital of \$500,000; since which time about \$100,000 of stock has been taken in the town of Portland.

The communication went on to say that at a meeting held in the Yamhill county courthouse at Lafayette, with W. J. Martin chairman and Matthew P. Deady secretary, \$218,000 of stock was taken. Lafayette, then the Yamhill county seat, was a more important city than the new Portland, which had little but a future. Nearly \$400,000, it was reported, had already been subscribed.

Of the 24 columns in the *Oregonian's* first issue, advertising occupied $6\frac{1}{2}$ columns, including $2\frac{1}{2}$ columns of land laws. One of the first ads in the *Oregonian* was a one-inch card for King, Fuller & Co.'s tannery. Amos N. King, who lived right down into the twentieth century, told about this ad in 1900, in time to get a notice in the semi-centennial edition. He told, incidentally, also a story of raising a $5\frac{1}{2}$ -pound potato, which, after having refused to sell it for \$5, he gave to Editor Dryer, "the man who had the boldness to come out in the wilderness and print a paper." Dryer glassed it and sent it to the states, where it beat all the potatoes. Ultimately, however, "covering too much territory," the record-breaking tuber ran into a bigger one in England.

Among the advertisers was James King of William, later famous in the newspaper field but at that time conducting a banking house in San Francisco, at Montgomery and Commercial streets. Another ad was one inserted by James L. Loring for Boots, Shoes and Brogans. Others advertising were the Twice-a-Week Steam Packet between Astoria and the Willamette, A. F. Dennison, agent; the bark *Ann Smith*, between Portland and San Francisco, Couch & Co., agents; the Regular line between Portland and Oregon City, the *Skookum Chuck* and the *Tumwater*, Couch & Co., agents, Portland; Allan, McKinley & Co., Oregon City, advertising Pickles, French Beans, Cauliflower, Piccalili, Gherkins, Onions, and Mexican Pickles; Stephen Coffin, with a lot of little separate ads calling attention to brushes, mill irons, medicine chests, Manilla sugar, cords, tassels and pulleys for window shades, books and stationery, brass clocks, writing-paper, storage; also articles for the Indian trade, such as beads, hairpins, medals, trinkets, and jewelry—all handled by the many-sided commission merchant, Mr. Coffin, who was one of the founders of both the town and the paper; Couch & Co. (John H. Couch, Benjamin Stark), bankers; Lemuel Bills, pump and *acquiduct* builders—cash paid for tallow; George H. Flanders, wholesale and retail merchant; H. W. Corbett, general store; Capt. C. H. Lewis (Allen & Lewis), general store; A. M. and L. M. Starr, stove and tin store; Capt. Z. C. Norton, mercantile and commission business; Thomas Pritchard, grocery; A. M. Barnes, general; G. W. Vaughan, hardware man (who built the first flour mill); Northrup, Simonds general store; Herman Smith, general store; Lucien Snow, dry goods; K. W. Snell, drug store and physicians and surgeons; Patrick Raleigh, general; Frazer and Jewett, general.

Several of these pioneer advertisers have been immortalized in the Portland of later days; e. g., by Couch, Corbett, Stark, Flanders, Vaughan streets. James King of William gained his immortal fame in another way; becoming editor of the San Francisco *Bulletin*, he was killed by political enemies, Casey and Carey, who were lynched (1855).

Dryer, who was general factotum on his paper, carried a blurb for his advertisers, using a defense of advertising which has since been worked out statistically, proved and extended by advertising experts in answer to theorists who lament the cost of advertising to society. Said the *Oregonian* editor:

Those of our readers who desire to purchase goods cheap will do well to look over our advertising columns, as it is proverbial, that those who advertise liberally always sell more goods, consequently can sell at a smaller profit.

Mr. Dryer also carried an editorial indorsing the proposed Portland and Valley railroad from Portland to Lafayette and promised to comment extensively later.

Another bit of economic matter was a short editorial urging the laying out and improving of public roads "and thereby making access to and from the rivers, which will always be the great highways by which the products of the country will seek a market, as well as the receipt of supplies." Nothing, said the editorial, "is more important to a new country than early attention to this phase of development."

The new Oregon donation land law was praised in a 150-word editorial.

Governor Gaines occupied four columns of space, or close to 17 per cent of the whole amount; two and a half columns were given to his message to the legislature and a column and a half to his report to the President of the United States.

Mr. Dryer may have been a real city editor in California, but he didn't work very hard at that end of his job in Portland. The first issue of the *Oregonian* contained only three short local items. There was no evidence of any local news reporting whatever.

In discussing any institution so extensive and varied as the press, the danger of over-generalizing is obvious. It is amusing to recall the strictures of certain politicians and, on other occasions, some Christian ministers, on the sins of "the press" when it was only a single or an occasional newspaper that had gone wrong. It need not be assumed that the press as a whole has consistently been one grand, uplifting, enlightening, and educating influence on mankind. "The press," a human institution, is subject to all human weaknesses. It is, however, and has been through its history, the most effective instrument for promoting and protecting liberty and stimulating the general spread of political, economic, social, and cultural advance. Such, in the main, has been its record in Oregon from the beginning.

The *Oregonian*, oldest newspaper of continuous publication in the whole West, is, on the whole, typical of such leadership. The paper had been started right on the heels of the '49 gold rush to California. Oregon was being heavily denuded of its population by the rush for treasure; toll was taken of every industry, every business, every

profession. The old *Spectator*, for example, was shut down for several months about this time because its only available printer had departed for California. The *Oregonian*, seeing how the young territory was suffering from the exodus, ran a whole series of editorials cautioning against a mad rush for wealth when there was such good opportunity right at home without the hardships and perils of gold-hunting. The first of this series was run when the paper was only five months old (April 9, 1851) under the heading "The True Policy of Oregon:"

We have several times urged upon our citizens the fact that it would be far better policy if the people of Oregon would turn their attention to agricultural and mechanical pursuits, in place of that of mining.

Evil was seen in a large surplus of money in the community. The editorial continued:

It begets dissipation and vice . . . (is an) incentive to reckless and gambling immigration . . . (has a) tendency to engender supineness . . . induces hundreds to adopt a procrastinating course, which eventually becomes second nature.

Let our farmers improve and cultivate their land—our mechanics form and fashion that which the country demands—our merchants import such goods only as are wanted for consumption—our professional men discountenance litigation by advising parties to settle their disputes without going to law, and Oregon will soon occupy a position from which she cannot be moved by any internal commotion or selfish or evil-disposed persons who may come among us in the future.

Let Californians go to the mines, year after year, and dig the gold—let Oregonians plow and sow, harvest and thresh, and in the end Oregon will be infinitely ahead of our neighbor in wealth, morals, happiness, and everything valuable in this life or future. . .

Let all, therefore, who have not already acted thus unwisely, remain at home; and in the end we shall be the recipients of more of the comforts of life, and of the substantial benefits resulting from labor, than those who run off to the mines.

The *Oregonian* appears to have been consistently sound in economic views in this period, as it is conceded to have been during later years. The economic range covered by this newspaper during four years in the middle fifties under T. J. Dryer heralds its stand during considerable of its early history. Harvey Scott, when he took

over the editorial pencil and shears in the middle sixties, was to find the paper already possessed of a sound tradition on which he could build. Among the articles carried by the paper in the economic field during these typical four years were the following:

- (1) A warning against a rush to the gold-fields;
- (2) A suggestion that Oregon farmers take up fruit-growing;
- (3) An analysis of the prevailing "hard times;"
- (4) Another warning against gold mania;
- (5) A complaint against the high price of apples;
- (6) Half a dozen articles designed to promote the construction of a telegraph line along the Pacific coast, ultimately to connect with the East;
- (7) Other promotive articles on a carriage factory, wheat-growing, the Pacific railway, fruit-growing, agriculture, wharves, aids to navigation, and a continuous demand for better mail service.

The *Oregonian's* series of articles urging against a mad rush to the gold fields recently opened to the north and south of Oregon may not have done much to stem the drift out of the young commonwealth to the mines, but they were good enough to have helped. Here is another of the series, such "straight talk" that it is worth attention here. January 12, 1853, Mr. Dryer's *Oregonian* said:

Gold Mines.—People are returning daily from the mines with accounts of a scarcity of provisions, high water, and other impediments in the way of successful mining operations during the winter.

A word to the wise, etc. Let every man who can cultivate an acre of land, stay away from the gold mines and do so; he will then make more money with less labor, than ninety-nine out of a hundred who go to the mines. Those who cultivate the earth can count with a reasonable certainty upon a harvest proportionate to the amount of labor performed. . .

Secure your claim—clear, plough, plant, and cultivate the soil, and you are sure of making your "pile" in a short time. What more do you want? Remember that at least about twenty thousand persons are now about starting overland for Oregon. Look at the price of provisions, the quantity you can raise, the sure market at your door, and stay from the *gold mines*.

A similar exhortation, entitled "Gold Mania," appeared in the *Oregonian's* issue of July 22, 1854.

William Allen White's famous editorial "What's the Matter with Kansas?" had a pioneer forerunner in T. J. Dryer's editorial in the *Oregonian* July 1, 1854, on "Hard Times," though the Kansas classic is couched in more effective rhetoric. There were no William

Allen Whites in the Oregon of 1854. Harvey Scott was still a boy of 16 not long from his native Illinois, with the start of his great editorial career still a decade away. There is no "raise more corn and less hell" phrasing in Dryer's homily, but a somewhat similar idea is there, and the Oregon editor made his point courageously. A salient excerpt from the long article follows:

If the people of Oregon would put forth the same efforts and adopt the same methods to become a producing people that they do in the eastern states, we should hear no more complaint of "hard times" except from the lips of *universal grumblers*. If the farmers would plow and reap, sow and thresh, and sell the products of their farms at the market prices, be the same more or less, this complaint of hard times would seldom be heard. But whenever and wherever they adopt the course generally pursued in Oregon, of raising but little and demanding an exorbitant price for that *little*, they must look for and expect hard times.

There is no country better adapted to produce a large overplus of the necessaries of life, than Oregon. There is no country more favorably situated for a ready and reliable market for everything the soil and climate will produce, than Oregon. Then why this everlasting cry of hard times? . . . there are too many speculators, gentlemen of leisure, and men who live by their wits among us . . . the *anti-sweat* society . . . disproportioned in number to the hard working honest labor and tiller of the soil. We have entirely too many lawyers, squires, generals, colonels, majors and captains for the peace of the country and the prosperity of the people. We have an overstocked market of office-seekers and politicians, who stand ready to serve the dear people in almost any capacity. . . We have a large surplus of men well skilled in the science of ten-pins, billiards, and the sciences generally. . . The farms of Oregon are entirely too large to produce anything else but "hard times." There are too many men awaiting the expiration of the "four years" which with "occupancy and cultivation" entitles them to 640 or 320 acres of land as the case may be. These men are many of them in the habit of cultivating a few rods, in the place of acres, merely to comply with the requisition of the law. . . We buy too much and sell too little.

Another fruitful cause of "hard times" may be found in the fact that men desire to get rich too fast. They appear to be unwilling to adopt the sure road to wealth, viz.: industry, economy and perseverance, but rush headlong into speculations. This chasing after gold mines, in the futile

hope of making their pile in a week, month, or single year, is all a humbug and leads to "hard times." . . . The farmer asks too much for his wheat, oats, potatoes, butter, cheese, beef, etc., etc. The mechanic places too high a price on his labor—the lawyer, doctor and laborer overestimate the value of their services, thus producing the result we deprecate. . . . We must work for a less sum, and work more hours—produce more, purchase less and sell more, avoid litigation and exercise more economy, and the times will not be hard for any length of time.

In one issue, July 25, 1857, the *Oregonian* had three items dealing with the economic development of the region—one on coal, a second on sheep, and a third on the introduction of honey bees. Half a column was devoted to an analysis of the coal mined on Bellingham bay, on the Duwamish river, and on Coos bay, which had been printed in the *National Intelligencer* at Washington, D. C. All of these regions are producing coal to this day.

The next year, on July 17, the *Oregonian* carried a 300-word article on the honey bee, bringing evidence to show that bees were thriving in Oregon.

Warning to Oregon farmers that inferior marketing of their products was damaging their reputation abroad was contained in a 250-word editorial which appeared February 19, 1859.

One of the interesting bits of promotion connected with the economic development of Oregon was the editorial backing given by the *Oregonian* to the construction of the first telegraph line to the Northwest. The first reference to it in the *Oregonian* was made in the issue of February 17, 1855. It was a six-inch article of the combined news-editorial type so common in that day. In it attention was directed to the publication, in another part of the paper, of the legislative bill to incorporate the company.

We notice (wrote Mr. Dryer) lines in northern California have recently declared dividends as high as three per cent per month.

Encouragement was given Charles E. Johnson, manager. The legislative bill took up a column and a half of space. Later reference to the progress of the work brings out not only the superlative optimism of the *Oregonian* for the new enterprise but the irrepressible tendency of *Oregonian* and *Statesman* to array themselves on opposite sides of any proposition more controversial than the fourness of two plus two. The *Statesman*, referring to the undertaking as a "moonshine" project, contended there would not be enough business done in the next ten years to keep up repairs on the line.

Bancroft (46) says:

The growth of the country did not require telegraphic correspondence, and its growth was delayed for almost another decade.

In a footnote to that paragraph Bancroft says:

It (the line) was finished to Oregon City November 15, 1856, but it was of so little use that it was never completed or kept in repair. Neither the interests of the people nor their habits made it requisite.

The footnote goes on to say that in 1868 the California company had completed their line to Yreka, for which during the Civil war period the Oregonians had reason to be thankful, and having taken long strides in progress during the half-dozen years between 1855 and 1861 they eagerly subscribed to build a line from Yreka to Portland. . .

Apparently Bancroft's proofreader missed a typographical error on the date, for how could the Oregon people be grateful in the Civil war period for something that did not come about until 1868? Leslie M. Scott, editor and compiler of H. W. Scott's *History of the Oregon Country*, gives the date as 1858 in his compiler's index to the work. (47)

The same Bancroft footnote relates that "a new line to the East was erected in 1866, which was extended to San Francisco, and a new line to Astoria. . ."

David Watson Craig, whose name is mentioned frequently in these pages as one of the pioneers of Oregon journalism, had a part in the establishment of the telegraph line in Oregon. "The Pacific Telegraph enterprise to which you allude," Craig wrote in a letter to George H. Himes (48), "was begun in 1855, and the line reached Oregon City in November of that year, Friday the 19th, I think, and was extended up to Dayton and Lafayette that winter. The next year, 1856, the poles were set as far as Salem. . . Warren Davis, county clerk of Multnomah county, was the first operator at Portland. . . I was the first operator at Oregon City, and then I instructed Gallatin Richardson and turned the office over to him. . . Oregon City was the best station on the line. Dr. McLoughlin used it constantly; he was then shipping a great deal of flour to San Francisco and elsewhere."

Like almost all the newspapers of the day, the *Oregonian* devoted its editorial energies largely to the advancement of political aims. (49) The *Oregonian*, starting as a Whig organ, became the leading Lincoln Republican champion of the day in Oregon—but that particular service belongs to the statehood period. Even the issue of statehood appears to have been settled largely on the ground of partisan political expediency. The *Oregonian* first opposed the

measure, fearing that the Democrats would control the government of the new commonwealth; then later, as the anti-slavery strength grew, the paper became more fearful of the Buchanan administration than of any possible Democratic majorities in Oregon itself. The constitutional convention was voted in 1857, held that summer, and the constitution ratified in November with the *Oregonian* favoring it. The state government was organized in 1858 and became effective when the admission bill became law February 14, 1859.

Oregon's newspapers had not, in territorial days, or, for that matter, in the early years of statehood, come to consider churches, schools, or literary organizations as worthy of a very heavy percentage of their space. The *Oregonian* under Dryer was no exception to this rule. School news seldom appeared, though the paper's attitude toward education was friendly. Once when Mr. Dryer himself as a member of the vestry of the Episcopal church helped elect a rector, the *Oregonian* managed to squeeze in a note about it, but ordinarily matters of religion were omitted or given scant space. The attitude toward such matters as public lectures, poems, and that general type of thing is given in Dryer's own words, used in an editorial July 12, 1856:

We have received, on several occasions, manuscripts of public lectures, poems, &c., delivered before local societies, with a request that we publish them in the *Oregonian*. Among these lectures there are many which possess merit, and those who are connected with the societies, or those who are personally acquainted with the authors, no doubt, would read them. But the mass of those who read our paper, would take no interest, whatever, in them, and would regard their space as an imposition. We publish a newspaper for *all* our readers and we must be our own judge of what we select for it; therefore, we decline to publish them. If these societies want them printed for their benefit, have them printed in pamphlet form, and pay for it; just as a man pays for making a pair of boots, or for doing any other labor. (50) We cannot afford to, neither will we, print for nothing; we done [sic] that long enough, years ago. "The laborer is worthy of his hire" in printing as well as in any other branch of mechanism.

This bit, in fact, is so far below Dryer's usual standard of logic, public spirit, grammar, and rhetoric as to cast some doubt on the authorship; but this is, of course, guesswork. Normally, however, he was much less the hard-boiled foe of the gentler things of life than the foregoing paragraph (one of the worst that ever appeared in the *Oregonian*) would indicate. For that matter, in the very same issue in which this declaration of disinterest in things cultural appeared,

there ran two selections of verse whose quality is such as to create a bit of sympathy with the paper's expressed attitude. The poems were entitled "I Must Hasten Home," an anonymous offering, probably clipped from an exchange, and "My First Kiss," by Miss P. Knox. Let the last stanza of each suffice as an index to its quality:

I AM HASTENING HOME. (Five stanzas)

"I am hastening home," said an aged man,
As he gazed on the grassy sod,
Where oft, ere age had silvered his hairs,
His feet had lightly trod;
"Farewell! farewell to this lovely earth—
I am hastening home to God."

* * *

MY FIRST KISS. (Four stanzas)

The spell is broken—she has laid
Her trembling lip against his cheek;
On hers there is a deeper shade
Of crimson, but she does not speak;
Her voice is hushed; his voice is still—
'Tis given, half against her will.

However, a good deal of very presentable verse was written in early Oregon, as files of pioneer newspapers well show. (51)

The first book review that comes to notice in the *Oregonian* was not of a nature that would lend encouragement to budding writers. It was not, apparently, the reviewer's policy to "temper the wind to the shorn lamb," nor was he of a mind to make it easy for women to widen their field, of activity. Dryer appears not to have done any book reviewing himself, and this particular review is labeled "For the *Oregonian*" and signed anonymously "Squills." About all we can be fairly sure of about Squills is that he wasn't a woman; he didn't approve "equal rights;" we can't even be positive of the complete fairness of his literary judgments; he seems to have been full of the prejudices of the day. Here is the review, which, it is to be feared, was not designed to help sell the book:

Grains, or Passages in the Life of Ruth Rover, With Occasional Pictures, &c. &c.

By Margaret Jewett Bailey, Portland, Oregon.
Printed by Carter & Austin.

This work does great credit to the printers, Messrs. Carter & Austin, the typography being very neat and immaculate in tint. We seldom read books of feminine production, believing *their* (the females) province to be darning stockings,

pap and gruel, children, cook-stoves, and the sundry little affairs that make life comparatively comfortable and makes them, what Providence designed them, "Help-meets."

But affliction will come upon us, even here in Oregon, where we are castigated with so many already. It is bad enough to have unjust laws,—poor lawyers and worse judges—taxes, and no money, with the combined evils *they* saddle on us, without this last visitation of Providence—"an authoress." In the words of Homer (or his translator) we say, "and may this first invasion be the last. . ."

Our space being limited, we can give no more quotations from the book, so just leave the reader to peruse it for himself. To call it trash would be impolite, for the writer is an "authoress." Pages 86 and 87 contain some pretty morceaux for Ruth's diary. We think, however, that private Biographies are an infliction hardly tolerable. When a Napoleon, a Byron, or any other lion makes his exit, it is well enough to know

"How that animal eats, how he snores, how he drinks,"

But who the dickens cares about the existence of a fly, or in whose pan of molasses the insect disappeared?

The *Oregonian* was not always severe on a new book. There was, for example, the favorable notice given in the issue of July 25, 1857:

New Book.—We have received from A. R. Shipley, book seller in this city, a new work by Edward Hitchcock, D. D., LL. D., entitled "Religious Truth." We have not as yet examined the work, but from the character of the author, and the favorable notices by the Atlantic press, we have no doubt of its value.

And then we come to a possible reason for the notice given the book, for Mr. Dryer goes on to observe:

We recommend a careful perusal of this new work to Bro. Pearne, of the *Pacific Christian Advocate*. Its title alone, if adopted and practiced by our contemporary, would be of great service in reference to his latter end.

From the very beginning the *Oregonian* stood for what Theodore Roosevelt used to call "orderly liberty," and Dryer's voice was frequently raised in behalf of law enforcement and human rights. He was willing even to rap a court of law on the wrist when he thought flagrant injustice had been done. Probably it was more than mere appreciation of a bit of clever writing that caused him to give space to the following communication taking sharp issue with the action of a Portland judge:

COURT SCENE IN PORTLAND

Dogberry. Oh that he were here to write me down—an ass! but, master, remember that I am an ass; though it be not written down, yet forget not that I am an ass.—*Much Ado About Nothing*, Act IV, Scene ii.

Breach of the Peace.—Irving vs. Praebel. Denison presiding. It being already proved, by evidence on both sides, that defendant had assaulted plaintiff without any cause or provocation: held, that he was perfectly justifiable in doing so. It likewise being proved to the satisfaction of the court, by the evidence on both sides, that plaintiff ran away immediately on being assaulted, to save himself from further aggression; held, that plaintiff committed a breach of the peace, and would be held liable for casts. Plaintiff paid the costs. The court adjourned.

“A Daniel! O, wise young judge.”

—A LOOKER-ON.

Press freedom and rights were a live topic in those pioneer days, as indeed they always have been from the earliest days of printing. The *Oregonian* commented December 20, 1851, with forceful frankness on an alleged attempt to control the press in its reporting of legislative proceedings, saying:

We find the following in the proceedings of the so-called legislative body assembled at Salem:

“Mr. Waymire offered the following resolution, and pending discussion thereon, the council adjourned:

“Resolved, by the council, ‘That when any editor of any public journal wishes to have a reporter in the council, he shall ask leave, and upon leave being granted, he shall give name of the reporter he wishes to act for him, and he shall be under the control of the council.’ (Lost, 6 to 2; Deady absent.)

“. . . If this is not going in for the freedom of the press with a whole hog liberality, then we are no judge of bristles.”

The fight for press freedom and rights was sometimes confusingly involved with partisanship and newspaper rivalries. A resolution introduced by Delazon Smith, later founder of the *Oregon Democrat* at Albany and one of the first two United States senators from Oregon, in the lower house of the Oregon legislature, as reported in the *Oregonian* for December 30, 1854, directs attention both to two pioneer newspaper reporters in the young territory and to the state of reporters' rights in Oregon at that time. The *Oregonian* handled the situation in the following editorial-news item:

Delazon Smith introduced the following resolution in the house, in the earlier part of the session:

Resolved, that Patrick Malone be admitted within the bar of the house as reporter for the *Oregon Statesman*, and that Orlando E. Jones be admitted within the bar of the house as reporter for the *Weekly Oregonian*.

Thus it will be seen (said the *Oregonian*) that the Legislative Assembly, in the plenitude of its supreme power, has granted us the privilege of *accommodation* to report their proceedings for our journal. Although we have accepted the accommodations, such as they are, yet we deny that we are under the least obligation to the assembly for it. The contemptible meanness and party spleen manifested by refusing to furnish our reporter with stationery, copies of their printed bills, reports and resolutions, while they lavishly bestow them upon the *Oregon Statesman*, is sufficient to convince us that they would have denied a reporter for the *Oregonian* admission within the walls of the capitol had they dared. Therefore we wish Delazon Smith to distinctly understand that we repudiate the idea which he attempted to convey in his resolution to admit a reporter to a desk within the bar, that a representative of the press is indebted to *him* for the gracious privilege granted.

Mr. Dryer early in his career on the *Oregonian* made clear to readers and advertisers just where he stood with regard to his responsibilities and relationships to both these classes of patrons. He drew a clear picture of newspaper ethics, perhaps the earliest published in Oregon:

A citizen (he wrote) (52) may express his opinion freely upon any subject, without giving offense; he may condemn error in unmeasured terms, and no man will say, "Why do ye so?" But if a public journal ventures an expression of the same character, there will immediately be found those who assume a censorship over the editor's acts, and claim the right to condemn him for doing what they admit ought to be done, on the ground that the manner of doing it is not in accordance with their "superior" foresight and sagacity. . . There are many (of this class) in every community.

We understand it to be not only the right but the duty of all public journalists to be faithful chroniclers of events, whether good or evil. We have always regarded a newspaper as a mirror in which all may look and see the events of the day as they pass, and as a journal in which are to be recorded for future reference the public acts and deeds of men; with marginal note of approval or disapprobation. Such we

find to be the avowed principles and claimed rights of all publishers, at the present day, and such we are determined shall be ours. We are thankful for your patronage and favors, gentlemen, but we deny being your debtor for either, or your right of censorship over our opinions.

Newspaper ethics in general have been discussed at greater length and in more sententious phrases; but the idea is pretty nearly all there, isn't it? And has anybody made it much clearer? Let it not be forgotten, moreover, that this sort of thing is nowhere more difficult to pronounce to your public than in the small town, such as was the Portland of the fifties, where the editor and publisher is in constant close personal contact with both advertisers and subscribers.

The views of Asahel Bush of the *Oregon Statesman* on the same subject were expressed in an editorial which appeared in his paper, then in its second year, November 20, 1852:

WE CAN'T DO IT

We are frequently asked to notice editorially matters which belong only to the advertising columns. We sometimes call attention to advertisements, but never advertise in any but the columns set apart for that purpose. We insert nothing in the editorial columns for pay, and receive *no price* for anything inserted there. We state this because a friend doing business some distance from here last week enclosed an eagle, asking us to mention that he had just enlarged his premises and increased his business. The eagle we return, and respectfully decline all such requests. We shall be pleased, however, in all such cases to make known through our advertising columns, the wishes of all who may see fit to patronize us and at the same time patronize themselves. But we can't consent to make an advertising medium of ourself.

THURSTON, BUSH AND THE STATESMAN

Let us move now to the second oldest publication to come down from pioneer days to the present, the *Oregon Statesman*, founded at Oregon City but identified through the vastly greater part of its career with the capital city of Salem.

This newspaper's history begins with the effort of Samuel R. Thurston, delegate to congress, to get himself re-elected. The paper

was Thurston's idea, the backing came from Thurston, and it was only by a chain of fortuitous circumstances that there came into the picture the man who became the editor and conducted the little paper with courage and skill and power through stormy territorial days into the period of statehood. That man was Asahel Bush. The first issue of the paper carries in the masthead, at the upper left corner of the front page, the phrase "Published every Friday morning by Asahel Bush."

But the *Statesmen's* appearance was preceded by more than the usual pre-natal activity. More than a year before the first issue came damp from the old hand-press, Thurston, who had been chosen delegate in a non-partisan election, the first held in territorial Oregon, had begun work to get himself re-elected, and he conceived the idea of a personal organ. He was a peculiar combination in those days—a Methodist Democrat, for most of the Methodists were Whigs. The support given this staunch Democrat by the Methodists, who were strong in early Oregon, was believed to have insured his election. This made it inadvisable that Thurston be known as the publisher of a Democratic paper. He therefore aimed to keep his ownership secret.

Thurston's diary for January 13, 1850, made the first extant direct reference to his purpose of starting a paper. (53)

Today (he wrote) I had a long talk with Mr. Fitch of Michigan about going to Oregon to start a Democratic paper.

Then, January 19, 1850:

During the session I wrote a letter to Mr. Crane of the *New York Evening Post* (founded by Alexander Hamilton) relative to going to Oregon to start a paper.

March 14, 1850:

From the 1st to the 14th I was at Springfield, Mass., and going to negotiate for a paper to be started at Oregon City. The parties are A. W. Stockwell and Henry Russell.

March 20, 1850:

Mr. Stockwell left here today.

Besides Stockwell and Russell, Thurston had also interested Wilson Blain, a United Presbyterian minister who in 1849 was editor of the *Oregon Spectator*, in the new paper. Blain, however, sold his interest and went to Linn county, where in accordance with a previous intention, he started a parochial school.

Chicopee, Mass., and Bush came into the situation through Mrs.

Thurston, whose parents lived at Chicopee. Visiting there during recesses of Congress, Thurston came in touch with young Asahel Bush, a law student who was making his way by editing the *Standard* at Westfield, 13 miles from Chicopee. Bush had learned the printing trade as a lad of 15, and now at 26 he had a pretty fair journalistic background. He was, Mr. Thurston was convinced, "a gentleman of high integrity and of the first order of ability. He is competent," according to Thurston in his diary, "to carry out with great success the object he has in view. . . ." Bush's long career in Oregon, by common consent, amply justified the delegate's early estimate. Thurston, incidentally, was not without journalistic knowledge and experience, having edited a paper in "the states" before going out to Oregon. (54) Thurston's diary for June 22, 1850, said:

This day I wrote letters of introduction to Bush, letters to Blain, etc. . .

On the fly leaf of the diary was written:

If I buy the office at Chicopee I will want to buy the same heading, *Oregon Statesman*, fifty pounds of ink, hundred pounds glue, roller mould, 30 bundles paper, and ten reams common writing paper, 1.50 cts. per ream.

At a conference in Washington Thurston persuaded Bush to sever his relations with the Westfield *Standard* and go west to Oregon City to be the editor of the new paper. Prior to the appearance of the *Statesman* the situation had been a little involved so far as ownership of the paper and responsibility for it were concerned. (55)

But Bush arrived in Oregon City September 30, 1850, with pretty definite ideas as to who was to be the real voice and power of the *Statesman*. His correspondence with Thurston is not exactly filled with encomiums for his supposed coadjutors. Of Blain he said (56):

My dear Thurston: Blain told Caufield and one other friend that you owned the *Statesman* press. Caufield has since told Buck, who is also strongly opposed to you, and to one or two others. . . As soon as I heard of it, I went to see Buck (of the council) and endeavored to keep the matter from traveling any further, as it would cause the paper to be prejudiced and injure both the paper and yourself. . .

Bush went on in the same letter (which, of course, never reached Thurston, whose death occurred on board a westbound ship off Acapulco, Mexico, April 9, 1851) to refer to Russell's being on hand ready to take part in publishing the *Statesman*, and makes clear

his own opposition to Russell's having anything to do with the new publication:

Taking all things into consideration (Bush wrote) I am positive that it would be better if he was not connected with it. And I had much rather be alone in the concern. Russell makes a bad impression wherever he goes. So they all tell me. But he is here, and of course I would not want to tell him so. We must make the best of it now. . . I have not opened a law office, and am not sure that I shall.

In another letter, written by Thurston to Bush, January 27, 1851, before he had had time to receive the foregoing, the delegate deferred approvingly to another bit of Bronx-cheering by Bush for Russell. Thurston wrote:

Now as to [Russell] . . . I am obliged to your for your seasonable hints, as they are my sentiments precisely. In no case should I have advanced another dollar for him, for he owes me about \$175 now. I desire you reserve this for me, when you get to work, for I have Russell's agreement that it was to have been paid the first money he made in Oregon. In no case is he to have *any* control over the editorial part of the paper. It was understood that he was to be, with Stockwell, the mechanical partner. . . Now, sir, in no event allow him to manage the finances of the concern. . . If you allow him to run the firm in debt on any account, you will be in trouble. . . I am afraid Russell will not do. Be extremely prudent, and if you find him too difficult to manage, your only plan will be to purchase him out in a friendly manner.

In all the Thurston-Bush correspondence there is evident a note of confidence on the part of the delegate in the young editor. The suggestion that Bush buy out Russell appears to have been already carried out in advance of Thurston's suggestion, for there was executed at Oregon City, December 19, 1850 (57) a bill of sale transferring all Russell's "right, title, and interest in the *Oregon Statesman*, the press and materials designed for printing the same, and everything appertaining thereto, also all my right and interest in a certain contract and assignment executed by Wilson Blain in favor of Russell and Bush (Stockwell doesn't appear in the Oregon City picture at all, apparently) and in consideration of the foregoing the said Bush agrees to assume all my liability under said contract."

Meanwhile (58), Blain wrote Bush a boost for Thurston, saying, further, with his mind apparently more on his school than on politics, that he had his schoolhouse (in Linn county) up and would open in April. "As I shall have more scholars than we can accom-

modate, I shall defer advertising until fall, by which time we shall have better boarding accommodations."

Meanwhile, Bush had not strained himself boosting any of the others. To his patron Thurston, December 20, 1850, he wrote:

I hope you will write to your particular friends all about the territory by return of mail, to do all they can for the *Statesman*. It will start under very unfavorable auspices. Everybody is so impatient, and there is so much competition. . . . Some of the papers must die. I predict that in less than two years from this time printing establishments can be bought cheaper in Oregon than in New York.

The enemies of the *Statesman* are constantly reporting that the paper is to be abandoned, and the lapse of time since it was promised gives the report credit. You don't know how we are suffering from the delay.

Let us close the circuit of correspondence with a reference to the friendly letter written by Henry Russell from New York, August 24, 1851, to Bush.

Printers (he wrote) say your paper looks like civilization, in contradistinction to the *Oregonian* and *Spectator*. . . . Again, per agreement, I say Thurston, were he living would now be owing me \$300—as he forwarded but \$100—to my wife.

I see that you handle the trio (*Oregonian*, *Spectator*, and *Star*) with much tact as I had anticipated. So far as I am personally concerned, I feel that you have made all the defense of my acts in Oregon that the case demanded. . . . For the manner of the notice, and the articles themselves, I thank you. Had circumstances permitted, I am satisfied I should at least have been content with the arrangement we agreed upon for mutually carrying on the *Statesman*. Your idea of getting rid of Blain, I believe now more than ever, was the part of wisdom.

My wife and boy are here, happy and contented, I believe, yet could they have gone to Oregon when I did, I doubt not we all could have been as comfortable as we now are and no more so. It was for their comfort I returned here, and I have not regretted it. . . . From your friend and well-wisher, HENRY RUSSELL.

There was a bit of a race between the *Oregonian* and *Statesman* to get going first. Bush, in one of his letters from Oregon City to Thurston, told him of the Whig press established at Portland and urged the importance of getting the Democratic paper under way at the earliest possible moment. The letter was dated December 5, 1850.

The *Oregonian* already had appeared the day before, and Bush knew of it, probably even had seen it.

We are losing ground every day (Bush wrote in the letter). I would give two thousand dollars if those materials were here now. And when I say that I mean it. It would be more than that in our pockets, and greatly advantageous to you. For there is not a press in the country now in favor of you unless it is Whitcomb's *Western Star*, and if that is, its columns don't evince it. I think that Aspinwall ought to send that press across the isthmus at his own expense, and I have the faintest hope possible that you made him do it when you found that it could not go till November. If you do so, we shall probably get it by the next steamer.

Bush next refers in his letter to the newly established *Oregonian*, off the press December 4:

The Whig paper at Portland is out in *Spectator* size, but it is to be enlarged in March if the press his new establishment has coming around arrives here. He has no connection with the one coming to Lownsdale & Co. (59)

The *Spectator* would not publish those little scraps you sent me. I tell you the *Spectator* will do nothing to favor you, and I am confident that it will oppose you. (60)
 . . . I am all impatience to get that press. You don't know how we are losing ground. . . I'll have things ready to go to work (when the press arrives) and get out a number immediately. . . There are some here who will spare no endeavors to get a Democratic paper to supersede it (the *Statesman*).

They are endeavoring to get someone to start a Democratic paper at Portland on the press that is coming out for the proprietors (of the townsite) . . . I have just received a letter from a Yamhill man who had subscribed (for the *Statesman*) requesting me to strike his name off as he had got tired of waiting and subscribed for another.

Bush, judged by his letters to his patron, Thurston, was far from optimistic of the future of the projected publication. Perhaps this was his way of keeping Thurston stirred up. December 20, 1850, he wrote from Oregon City:

. . . I hope you will write to your particular friends all about the territory by return of mail, to do all they can for the *Statesman*. It will start under very unfavorable auspices. . . The country is getting full of papers, and some of them must die.

The enemies of the *Statesman* are constantly reporting that the paper is abandoned, and the lapse of time since it was promised give report credit.

Another letter, also marked confidential, from Bush to Thurston, informed the representative that he would "start the *Statesman* as a Democratic paper."

This (he wrote) is universally expected. No other could live a month. But I shall not go in for a party nomination for delegate, but be governed by the action of the party in that respect. I will endeavor not to involve you, or injure your prospects, and I think I can manage prudently enough not to do it. It has been noised all about here that the *Statesman* was not to be a Democratic paper merely, but your organ . . . and a good deal of jealousy exists all about, and particularly among the Yamhill Democrats. And I shall have to be very careful not to excite or strengthen this jealousy.

. . . From what I see and hear I have no doubt but that you will be re-elected. . .

I understand the Whig paper at Portland (the *Oregonian*) has made an attack on you this week, but I have not seen it. I don't think the editor amounts to much, although I am but little acquainted with him. (61) At any rate, his course so far shows him to lack in a great degree tact and prudence, if not talent. (62)

In the same letter Bush urges that the paper be turned over to him at the earliest possible moment. "It is a great pity," he repeats, with Catonian redundancy, "that the press is not here. We are losing ground every day."

To make a long story short, the press finally did arrive, having come around the Horn from Chicopee, Mass., in time to get off the first number March 28, 1851, nearly four months behind the *Oregonian*, which Bush had hoped to beat. Like the *Spectator* machine, it was a Hoe "Washington hand-press," capable of good work, though slow. It was a better press than the Ramage with which the *Oregonian* started.

The weekly *Statesman*, when launched at Oregon City in 1851, charged 25 cents for single copies and \$7 for the annual subscription. This averaged about 14 cents a copy for the 52 issues. Among its agents were several men prominent in early Oregon history—including M. P. Deady (later federal district judge) at Lafayette, J. W. Nesmith (later U. S. senator), at Nesmith's Mills, and Joseph C. Avery, founder of Marysville (later Corvallis), at Marysville.

Bush seems never to have been so happy in Oregon City that he

was not thoroughly willing to move in the interest of business. In a letter written three weeks after starting publication in Oregon City (63), he said:

"I get very little patronage in Oregon City." This patronage was to grow, despite weak competition from the *Spectator*. The paper, under the skilful editing of the militant young easterner, became the "bible of the Oregon Democracy" and the lusty opponent of the Whigs, Dryer, and the *Oregonian* in everything on which it was at all possible to take issue.

Bush came to head the very successful little group of politicians which became known a few years later as the "Salem clique," which directed things Democratic in Oregon—in those early days that virtually meant all things political—for years. When the capital was moved to Salem, the politically minded *Statesman* moved with it, in June, 1853. Two years later the legislature met at Corvallis, newly chosen capital. Bush followed along with the *Statesman*, explaining that since he was state printer it was necessary to be at the seat of government. When the legislature itself passed a resolution to take the territorial government back to Salem the *Statesman* was again put aboard a river steamer (not such a tremendous job in those days) and moved back to Salem, where publication was resumed December 18, 1855. And there, with some vicissitudes in the 60's, it has remained ever since.

THE "OREGON STYLE"

The journalistic life of Asahel Bush in Oregon was one of struggle throughout. We have seen how he battled to get control of the *Statesman* in the first place, and his ownership and editorship of the paper were marked by continual conflict. Those were days of strenuous politics. The Civil war was imminent, and its shadows were cast over every community in the land. Bush fought the Whigs from the start; he battled the Know-nothings; he fell out with Senator Joseph Lane; he was in the thick of the fight on the statehood question, though not consistently on the same side.

Bush was a hard fighter, sharp of tongue and pen, and his struggles with Editors Dryer of the *Oregonian*, Adams of the *Argus*, and others helped fashion the "Oregon style," to which H. S. Lyman and Leslie M. Scott have directed particular attention.

In this era (wrote Lyman) (64) was formed what became known as the Oregon style, a species of storm-and-stress composition, strong chiefly in invective, and availing

itself of the condition of the times—in a community where everyone's private affairs and personal name were known to every inhabitant—to coin amusing and even offensive titles for opponents.

Bush, for instance, was often "bushey" in the *Oregonian*, "Ass of Hell" Bush in the *Argus*, while the *Argus* was the "Air Goose" in the *Statesman*, and Thomas Jefferson Dryer, a Whig and Republican with that fine old Democratic name, was on occasion "Toddy Jep" in the *Statesman's* derisive paragraphs.

On one occasion in this glorious period of personal journalism a reporter on one of the papers was convicted of burglary—undertaken, it seems, as a sort of avocation to piece out a somewhat meagre income, and not as a part of his regular duties on the paper. The rival editor, however, with the customary editorial courtesy, explained that the man's confession had not "as yet" involved his editor.

On another occasion, as told to this writer by Dr. Joseph Schafer of Madison, Wis., formerly head of history in the University of Oregon faculty, Adams had been particularly waspish in his references to the *Statesman* editor. Picking up the paper, Bush wrote on the margin, "Send this paper to hell." The next week the *Argus*, with mock solemnity, chronicled the death of Asahel Bush.

Mr. Thurston had had no idea of encouraging the Oregon style, and one wonders how it would have thrived if he had lived to exert his influence over his young editor. In one of his last letters to Bush, dated January 27, 1851, less than three months before his death, Delegate Thurston had written:

The *Statesman* will go ahead; you and I have warm fighting friends. In your first number, in a dignified manner, state that I have no control or influence whatever over the paper and that I will be no further respected or supported than any other good Democrat. . . That Thornton (J. Quinn Thornton, prominent in Oregon politics) is a snake in the grass. Treat him as all my enemies, with respect and courtesy, as I alone am competent to attend to their cases. I desire you to be entangled with nothing further, think the case is made by the interest of the party. Be extremely careful to have your paper dignified with chaste and gentlemanly language. . .

Mr. Thurston died without having a chance to observe his Oregon City editor's concept of what was chaste and gentlemanly in language. One may wonder how he would have regarded this, for instance, which the *Statesman* editor included in his editorial matter in the third issue of the paper, April 11, 1851 (Thurston's death had occurred two days before):

The last *Oregonian* is a proud sheet! The editor's courage, like Bob Acre's, has oozed out at his fingers' ends, and his swaggering is converted into the vilest obscenity and filth, unrelieved by one particle of decency, sense or wit. He commences our name without a capital letter, and refuses to exchange papers with us; the two last resorts of puppyism and puny rage, which are branded by the fraternity everywhere as the lowest acts of contemptibility and meanness. We cannot get down to the depths he has sunk to answer him, for we will not sully our columns with vulgarity and slang. When he rises, we will endeavor to pay him our respects. And, he must inevitably come up again, for it is an unvarying law that filth rises as it rots.

Here is one of Asahel Bush's little tributes in the *Statesman* (65) to Thomas J. Dryer of the *Oregonian*:

The *Oregonian* man is the most unvarying liar we have ever met with. He so seldom tells the truth, even by mistake, that we are inclined to make a special note of the fact when he does.

This was a little milder than his offering of the previous week:

There is not a brothel in the land that would not have felt itself disgraced by the presence of the *Oregonian* of week before last. It was a complete tissue of gross profanity, obscenity, falsehood, and meanness. And yet it was but little below the standard of that characterless sheet.

And this next little bit of "Oregon style" comment is libelous to this day, so the name of the person mentioned is omitted; but this is what Bush said about him in the *Statesman's* issue of May 12, 1855:

. . . . has gone south to electioneer. . . He is the most unscrupulous liar in the Territory, and not one particle of reliance can be placed on anything he utters. It was *him* who published the cowardly slander about Gen. Lane "falling off his horse and putting his arm in a sling and pretending to have been shot in the Rogue River war," and the groveling lie that Senator Gwin stated that he had seen Lane intoxicated in Washington. There is no danger of his falsehoods finding credence unless he shall attempt to pass under an assumed name. . . For fear that he may do this, we subjoin a description of him: He is about 47 years of age, 5 feet 11 inches high; salmon complexion; hatchet face; "stoop-shoulders;" grizzly hair; uneasy manner; downcast countenance, never looking a person in the face; dishonest expres-

sion; and had on when he left a white wool stovepipe hat and buff vest. He preaches temperance and moral reform sometimes, but he is fond of whiskey and tobacco, and swears profusely.

Perhaps these examples will illustrate Mr. Bush's ideas on how to conduct an editorial battle. There were many such, and other editors' little journeys into this type of thing also were not uncommon.

Dryer of the *Oregonian* could dish it out himself with the best of them. August 5, 1855, he delivered himself of the following:

Strayed, stolen, lost, absquatulated, mimelosed or run away, one formerly editor, proprietor, printer, compositor, pressman, roller boy, *extra* seller, libeler, item gatherer, affidavit maker, slanderer general, and "pimp" generalissimo of a small, cheap paper called the. . . .

He may be recognized by the brand of "our honest gaze," stamped by his Maker on his face, similar to that of any other "felon." Sometimes seen peeping through the bars of state prisons, penitentiaries, &c. . .

When he was in good form, Bush could take care of himself in any kind of exchange of personalities. He shows up to poorest advantage, perhaps, in his vitriolic attacks on the Whig Governor Gaines, which show real, venomous hate and are full of fighting words, unrelieved by the least semblance of "smile." Occasionally a faint gleam of humor relieved this sort of thing, as when Bush commented:

The editor of the *Spectator* don't [sic] like to be called "bullet-head," "blockhead," etc. He should blame Nature for giving him a thick skull, and not our correspondent for making mention of the fact that he has one.

There was no discounting Bush's political influence. It was, very likely, stronger than that of any other editor of his immediate period. H. S. Lyman (66) credited him with having "largely controlled the politics of Oregon territory." Hubert Howe Bancroft (Frances Fuller Victor) wrote (67):

As a party paper it (the *Statesman*) was conducted with greater ability than any other journal on the Pacific coast for a period of about a dozen years. Bush was assisted at various times by men of talent. . . During the first eight years of its existence it was the ruling power in Oregon, wielding an influence that made and unmade officials at its pleasure.

Leslie M. Scott, authority on Oregon journalism history, charac-

terizes Bush in so many words as, so far as Oregon is concerned, "the ablest editor of his day, 1851-1863." He does this in the course of an article in the 80th anniversary number of the *Statesman* (68) in which he says, further:

The influence of Bush was more potent than that of any other man in holding Oregon to the Union, in connection with that of his partner in the *Statesman*, Senator James W. Nesmith. Bush could outdo any adversary in sarcasm and invective and was the spokesman of the "Salem clique" as the ruling power in Oregon politics. He had remarkable breadth of vision and gift of foresight; was endowed with outstanding courage; used his influence for the obvious advantage of Oregon in national affairs. His breach with Breckenridge secession Democrats split his party wide open but upheld Oregon as a Union state.

Bush is supposed to have been the moving force in the so-called Salem clique, which, historians agree, controlled Democratic politics through several years before the Civil war. The list, with some slight variation from time to time, includes Bush, L. F. Grover, Ben Harding, R. P. Boise, all of Marion county; J. W. Nesmith and Fred Waymire, of Polk county; M. P. Deady, of Yamhill county; S. F. Chadwick, of Douglas county; J. W. Drew, of Umpqua county, George L. Curry, of Clackamas county; William Tichenor of Coos county, and Delazon Smith, of Linn county. Most of these men were highly prominent in Oregon public affairs as governor, senator, judge, or in some other important position.

It was the issue of slavery that finally broke up the clique and split the Democratic party itself. Bush put the *Statesman* squarely behind Stephen A. Douglas and the Union wing of the party, while the southern wing of the party was headed by Breckenridge and Lane. Bush stood with Douglas for the Union when secession threatened, and combined with the Republicans in the Oregon state legislature to elect Nesmith and the newly arrived E. D. Baker in place of Lane and Delazon Smith, who had been Oregon's first United States senators.

The *Statesman's* drift away from Democracy, started with the Lane-Bush split, was never halted. How the *Statesman* became a consistently Republican paper is a story that belongs in the statehood period.

It appears to this writer that the *Statesman* was less of a force in other important phases of journalism than in politics. Business, economics, general culture received less proportionate attention, it seems, in this paper than in other newspapers of early Oregon. The *Statesman*, however, was not without influence in those other fields.

The *Statesman* was, of course, a much better-appearing paper

than the little *Spectator* had been and compared favorably with its contemporaries by all the criteria to which readers paid much attention in those days. It was a four-page seven-column paper with 10½ out of the 28 columns taken by advertising. Typographically, both in news and in advertising, it was a better-appearing paper than the *Oregonian*, which in its early numbers gave little promise in any respect of the strength it later was to develop.

And yet, in its first issue, off the press March 28, 1851, the *Statesman* did not contain a single line of local news gathered by its own staff. An account of a meeting of citizens held in Yamhill county's big town, Lafayette, which passed resolutions calling for the nomination of General Joseph Lane as delegate to congress might come under the head of local news, but it was not obtained by any initiative on the part of the *Statesman*. Like so many of the descriptions of meetings carried by the newspapers of those days, this one betrayed its origin in its concluding paragraph: "Resolved, that the secretary be directed to furnish the different papers of the Territory with a copy of the proceedings, and respectfully request the publication of the same."

The first originally prepared Oregon news item in the *Statesman* was to appear in the second issue of this new weekly paper. Here it is, a reminder both of the days when the Willamette river was really a navigable stream and of the incomplete reporting done in those days:

The Steamer Willamet—This new iron steamboat, designed for the Willamet and Columbia rivers, is now being fitted up at Portland, and will be in readiness in about six weeks. She is one hundred and seventy-five feet long, twenty-eight feet beam, and eight and one-half feet depth of hold. She is provided with two powerful engines, and is said to be a splendid steamer.

The second local news story was an account of a murder.

It was perfectly regular in those days to let partisanship creep into the news stories. The *Statesman's* warfare with the *Oregonian*, a bitter feud in which poisoned arrows were discharged by both sides, is recalled by the way an item on the Portland city election was handled in the same issue. Here is the story, in all its partisanship and factual incompleteness:

PORTLAND CITY ELECTION.—At the election in Portland on Monday, the *Oregonian* party was badly beaten. We are informed that they had a regular organization, nominated a ticket, and worked desperately at the polls, but all to no purpose. Hugh D. O'Bryant, Esq., independent opposition, was chosen mayor. Mr. O'B. is a gentleman, in the

true sense of the word, and will make an efficient and popular officer. W. S. Caldwell was elected recorder, and L. B. Hastings, R. Thompson, S. Morris, and G. A. Barnes, councilmen. A correspondent writes that "if the editor of the *Oregonian* had ventured to run for mayor he would have been beaten more than two to one," and that his Representative stock has fallen seriously since the result was declared.

All this comment was taking up the room that might have been devoted to some information as to whether the losing candidates were "beaten more than two to one." Not even their names are printed. A few figures on the vote might have proved interesting in a newspaper close enough to the scene to have such decided opinions about the politics involved in the mayoralty race.

The *Statesman*, contrary to the practice of the *Spectator* and some of the other papers, early began using its first page for big local news, crowding out thus some of the usual run of miscellaneous jokes, poems, fictional stories, and other non-news features. The story of an important murder trial, published in the second issue, was started on page 1. It was written in the usual extreme chronological style, running several columns, delaying the report of the outcome until almost the end of the account.

The article carried the line "Reported for the *Oregon Statesman*," giving the impression that the work was done by a non-member of the staff. Here's the start of the long story:

Tuesday, the 25th of March, being the day appointed by the Hon. William Strong for holding a special term of said court (69) the jurors, witnesses, etc., were in attendance, but owing to the high stage of water, and bad roads, the Judge did not arrive, and the court stood adjourned until the following day.

March 26th. The Judge succeeded in getting in—court was called, and Amory Holbrook, Esq., (70) was appointed by the Court to act as prosecuting attorney for the term.

And so on. It took more than a column to get the trial actually started. The account is heavily interspersed with the writer's personal opinions.

An item regarding the execution of Kendall, the slayer in the story just discussed, ends with the sentence "A large concourse of people attended the execution."

Here is a typical example of the *Statesman's* newswriting style of 1852, which was not so far from what was being done all over the country, even on papers much larger:

DROWNED.—We regret to learn that last Wednesday, while engaged in rafting lumber in the Tualatin river, about

four miles from this city, Mr. George Keller had occasion to go a short distance up the stream where he wished to cross in a skiff. Shortly after the men who had been employed with him, saw the skiff floating down the river and no one in it. As the water was high and rapid, fears were at once expressed that Mr. K. had fallen overboard, and was probably drowned. Others supposed that, in attempting to launch the skiff, it escaped his hold, and, as he did not make his appearance, that he had gone farther up the river to effect a crossing. Night came on, and the next day came and went, but no news of Mr. K. Without doubt he was drowned. He emigrated to the Territory the past season from Peoria county, in Illinois, where his father, Rev. Mr. Isaac Keller, and family reside. The young man's deportment was unexceptionable. He had formed a number of acquaintances since his arrival, and he possessed the good will and friendship of all who knew him. We were told yesterday that his body had not yet been found.

Like all the other papers, large and small, at that time, the *Statesman* and its Oregon contemporaries used small heads. When Oregon was admitted to the Union, in February, 1859, the best the *Statesman* could do for the announcement when it finally reached Salem March 22, five weeks after President Buchanan had signed the bill, was to give it the simple, small, single-line head:

OREGON ADMITTED INTO UNION

The item was only 50 words long, as follows:

By overland mail to California, and by 'Commodore' to Oregon, we have the St. Louis dates to Feb. 14, and New York and Washington to the 12th. The Oregon admission bill passed the House, as it came from the Senate, on the 12th, by a vote of 113 yeas and 103 nays.

The *Statesman* ran its first multiple-division (decks, or banks, the printers call such divisions) on an item telling of the firing on Fort Sumter, in April, 1861. Following is the way the heading read:

Arrival of the Pony.

—————
HOSTILITIES COMMENCED.

—————
FORT SUMTER TAKEN!

—————
MAJ. ANDERSON'S DEFENSE!

—————
ONE DAY'S CANNONADE.

—————
Fort Sumter in Possession of the
Seceders

Northern Militia Called Out!
Extra Session of Congress Called!

The dispatch was dated out of St. Louis, April 13, 1861, and appeared in an extra issued by the *Statesman* Tuesday, April 30.

Bush remained at the helm of the *Statesman* for about twelve years, the period of its greatest influence during the youth of the paper. Now as we close the description of the *Statesman's* life in the territorial days, let us here include a short sketch of this great leader of Oregon journalism in the fifties, Asahel Bush.

Born in Westfield, Mass., Bush was 26 years old on his arrival in Oregon City September 30, 1850. He had already shown considerable political precocity, having, though only celebrating his 20th birthday anniversary June 4, 1844, voted for Cass for president in the November election of that year. (72) As already noted, he had had printing experience. He had worked in the New York state printer's office in 1846, so that, when a few years later he became Oregon state printer, he was on familiar ground. Later in '46 he returned to Westfield, where he was a law student and editor of the *Standard* until he started for Oregon in July, 1850. He married Eugenia Zieber in Salem, October 12, 1854. She died nine years later.

On leaving the *Statesman* in 1863, he retired from active business until 1868 when, with W. S. Ladd of Portland, he established the banking house of Ladd & Bush. He continued this connection for more than 40 years, continuing to visit the bank almost daily until a few days before his death, December 23, 1913.

Unquestionably he was a man of fire and force, with a full share of political principle. A sound, substantial business man, he was not a great writer but always intelligent, and clear in his thinking. Personally he usually did not allow politics to blot out personal friendship, and he didn't carry his grudges very close to his heart. Elsewhere (73) is a reference to his service to W. L. Adams, who had lampooned him unmercifully years before. He appears to have been

at least as loyal in friendship as he was bitter in enmity. His wit was keen. The story is told (74) of an exchange of pleasantries between Bush and Governor Sylvester Pennoyer in 1896, when the banker and the governor were on opposite sides of the money question:

I remarked to Mr. Bush: "Mr. Bush, you do not share the opinion of our governor on the financial question?"

"No, indeed. If I were Sylvester I would run my mill more and my mouth less. . ."

. . . Shortly afterward in Portland. . . I met the governor and ventured to repeat the remark of Mr. Bush. Mr. Pennoyer smiled and said: "That remark is characteristic of Bush. There he is in Salem piling up his gold in his vaults, and what good is it going to do him? He cannot take it with him when he dies. If he did, it would all melt."

When I related this to Mr. Bush he said: "Yes, and I should expect to find Sylvester down there with a ladle, dipping it up."

Incidentally, Pennoyer's own "uptake" wasn't so slow, was it? But—he too was a newspaper man.

That Bush was not without his sentimental side is indicated by the little poem he wrote on leaving his beloved Westfield, Mass., to begin his career of 63 years in Oregon:

We do not know how much we love
 Until we come to leave;
 An aged tree, a common flower
 Are things o'er which we grieve;
 There is a pleasure in the pain
 That brings us back the past again.

.
 Let what will lure our onward way,
 Farewell's a bitter word to say. (75)

This, you understand, doesn't rank him among the poets. But for a hard-bitten publisher-banker. . .

And when, in his old age, he lay down to die, his last remembered words (as quoted in the Ladd & Bush Quarterly) are characteristic.

"Is everything all right?" he asked . . . and when assured that it was, he said, "Keep it so," and with this charge went to sleep.

PIONEER DAY ADVERTISING

Reference has been made, in passing, to the advertising content of

Oregon's early newspapers. It will be recalled that the advertisements were characterized as lacking in life, originality, typographical attractiveness. As compared with the remainder of the paper, the ads were plain to the point of ugliness, abruptly bare of interesting detail, and not always up to reasonable ethical standards.

May we not stop here, for a moment, and make a bit of a comparison with what was going on journalistically elsewhere at that time? Let us look at the New York *Herald*, probably the best all-around American newspaper of the time. The issue of the *Herald* for Friday, April 11, 1851, four months after the founding of the *Oregonian* and one month after the launching of the *Statesman*, contained four pages of six 15-em (2½ inch) columns. The paper, of course, was a daily. Of the 24 columns, 10½ were filled with advertising, or about 40 per cent. The *Weekly Oregonian* was running more than 50 per cent advertising.

The advertising in the eastern papers, of which the *Herald* was fairly typical, was the same flat, label, classified-announcement type of publicity as was appearing in the western papers. For example:

SPRING CLOTHING.—Our Select and Extensive Stock of Clothing for the season is now ready, comprising all the latest styles of garments of the day, and everything that is new and chaste in goods to be found in this or European markets. D. & J. Devlin, 33 and 35 John street, corner of Nassau street.

The medical ads which appeared in the western papers merely echoed those of the eastern press. The only advertising, for instance, that appeared on page 4 of the *Herald* for April 11, 1841, was a column of 19 separate advertisements for varied remedies, most of them of a nature now long since barred from American newspapers. Here is what the column advertised:

1. A cure for "worms."
2. Watts' Nervous Antidote.
3. Balsam of Wild Cherry.
4. German Medical and Surgical Institute.
5. Paris and London Treatment of Private Diseases, in a few hours, by a vegetable application, without pain.
6. Doctor yourself, for 25 cents—By means of the Pocket Aesculapius, or every one his own physician.
7. Plain Facts for the People (extolling the merits of "the only remedy that can be firmly relied on in curing this most loathsome affection, without injury to the constitution.")
8. \$500 Reward—Jeffries' Antidote . . . for the cure of private diseases.

9. Private Medical Work—Dr. Ralph's Practical Treatise.
10. New Medical Book—A Complete Practical Work on . . . delicate diseases.
11. Practical Medical Works for Popular Reading . . . Lectures on private diseases.
12. Dr. Ralph, author of the "Practical Private Treatise" &c.
13. Dr. Cooper. "mercurial and other diseases."
14. Dr. Warren . . . speedy cures without mercury.
15. Dr. Morrison . . . treats without mercury.
16. Dr. L. Montamore . . . "If you value your health, you will avoid those knaves who unblushingly tell you 'That they only can cure you, and that their one kind of medicine is all that is necessary for disease in all its forms.' Persons whose health has been ruined by these egotists call upon me daily."
17. No Fee Until Cured.—Dr. Murphy . . . hourly consulted on all diseases. . . His specific, \$1 a box, cannot be beaten. N. B. If beaten, Dr. M. will forfeit \$500.
18. No Cure, No Pay—Dr. Corbitt . . . certain diseases. Recent cases cured in 4 days, no mercury used.
19. DeLaney, M.D.—"Notice—Yielding to the earnest solicitations of very many who have been cruelly deceived by certain self-puffing individuals, the undersigned will continue to prescribe gratuitously for all diseases of a private nature. . ."

This column is a commentary at once on newspaper ethics, on the ethics of certain "advertising specialists," and, it seems, on the state of society in those days of marked mid-Victorian modesty.

And if the advertising in the old *Spectator* of 1846 seems a bit formless and unattractive, typographically and otherwise, here again it was a fair reflection of what was done on the best contemporary American dailies.

SOME FIRSTS IN EARLY OREGON

Practically speaking, the *Oregon Statesman*, which moved from Oregon City to Salem in June, 1853, was the first newspaper published in Salem. Actually it was not the first publication, though it

was the first that lasted long enough to acquire a legal status as a newspaper.

The little *Vox Populi*, however, appeared four times during a session of the territorial legislature, the first issue dated December 16, 1851, and the last January 16, 1852, and it was, as long as it lasted, a better newspaper in point of technic than perhaps most of the others issued during Oregon territorial days. A glimpse of the little publication, three of the four issues of which have been preserved at the Oregon Historical Society (76) convinces one that "the association of gentlemen" or perhaps someone in their employ, knew something about newspapering.

It was an open secret that Asahel Bush, of the *Oregon Statesman*, still located at Oregon City (though Bush was soon to move to Salem when the territorial government moved), Judge O. C. Pratt, of the Oregon supreme bench, and perhaps Matthew P. Deady were the moving spirits behind *Vox Populi*. George H. Himes, however, attributes a good bit of the editorial work as well as the printing to Victor Trevitt of Salem, later of The Dalles. Trevitt, Mr. Himes says (77), was not on particularly close terms with Bush at the time; but their association on the *Vox Populi*, if indeed they were associated, may have been just another instance of the "strange bed-fellows" brought about by politics.

Trevitt was a printer, a native of New Hampshire, who had learned the printing trade in Ohio (78) and as a youth of 18 had gone to the Mexican war with an uncle; while serving as a sergeant he lost an eye when a soldier he was arresting used a bayonet on him. Coming west, he worked as a printer for Bush at Oregon City. At the time of the appearance of *Vox Populi* he was working for the Indian department at Salem. (79)

The *Oregonian* used to refer to Bush as the editor of *Vox Populi*. A communication signed "Pete" dated from "Hillsborough" January 12, 1852, referred to "Hon. O. C. Pratt, *assistant* editor of the *Vox Populi*, prompter-general of the Salem legislature, &c., &c., &c., accompanied by Ass. A. Hell Bush, editor of the *Oregon Statesman* and *Vox Populi* . . ."

The greater number of the legislators in that session were meeting at Salem, with only a bare handful, referred to contemptuously as "the coroner's inquest," meeting at Oregon City. *Vox Populi* was all for Salem as the capital (which, of course, it became after vicissitudes familiar to all readers of Oregon history). The great burden of the *Vox Populi* song was the alleged inefficiency and misconduct of Governor Gaines, Whig, and two of the three judges on the territorial bench, the third member of which was the Democratic Judge Pratt. In all this the *Vox* was, it seems, seeing "eye to eye" with Bush's *Statesman*.

The *Vox* was a small sheet, of four pages, about 9½x13 inches, such as in the early days one would "kick off" on a job press one page at a time. Usually it was in a three-column format with columns 17 ems (almost three inches) wide. The first issue, however, had its first and fourth pages made up in two-column form, with columns 24 ems (four inches) wide. These two pages were taken up with a memorial to Congress, passed by the Salem legislature, complaining bitterly of the conduct of the governor and two of the three territorial judges, who were still at Oregon City. This memorial, which came from a joint committee of the legislative house and council, headed by Matthew P. Deady of Lafayette, was signed by Deady. It is a long document (80) but very easy reading, in Deady's well-known effective style. The inside pages were given to brief reports of the legislative proceedings at Salem, and more than a column (about a thousand words) to a verbatim report of a debate in the house on a bill to "organize Jackson county" and to "establish a probate common law court there."

The paper carried considerable advertising from Salem business houses. The typography was neat and correct. The writing, if not Bush's, was done by someone equally well schooled in the old "Oregon style" of vituperative journalism.

S. J. McCormick, who has a number of firsts to his credit in Oregon journalism, was early on the scene with the four-page, four-column semi-weekly *Portland Commercial*, the first publication devoted particularly to business interests in Oregon. The first issue appeared March 24, 1853, saying in its salutatory:

The time has come when the interests of our merchants, mechanics, and traders require that an organ devoted solely to their service be established.

In the masthead appeared one of the earliest western blurbs for advertising, which read as follows:

Advertisement is the flywheel of business, acting upon trade as steam does on machinery.

The contents of the publication failed to justify the title, for its contents were not markedly different from those of other Portland papers. The first page was filled with general miscellany and only two local items—one on the disappearance of small-pox from the community and the other on the need for a fire department. A half-column editorial felicitated the people of Portland on the adoption of a city charter. McCormick promised his readers the paper would grow, perhaps become a daily.

When the name was changed, six months later, to the *Portland Commercial and General Advertiser*, the little paper appeared with 12 of its 16 columns filled with advertising matter, which covered

its entire first page. One column of editorial and three columns of news from the Indian wars filled up the rest of the space. Notwithstanding its prosperous appearance, the publication soon died, not having found a real field in the little-developed business world of early Oregon. It wasn't worth the dime a copy. But it was a first.

Though he dropped the *Portland Commercial*, McCormick kept the *Advertiser* end of the publication, turning his semi-weekly into a monthly advertising sheet for his own Franklin Book Store in Portland. He was complimented on this publication by the *Oregon Argus* of Oregon City, July 12, 1856 (81).

A competitor in the field, the *Journal of Commerce*, was launched by A. M. Berry, well-known Portland printer, later one of the publishers of the *Olympia Pioneer and Democrat*, one of the best-known of the early papers of Washington territory. The first issue of this Wednesday-and-Saturday semi-weekly, on April 2, was nine days behind the McCormick paper. As against the dime-a-copy price of the *Commercial*, Berry's paper advertised its price as "only half a dime a copy." It was a little smaller, three columns as compared with McCormick's four. It was a joke on Berry, a printer, that his paper carried the wrong year, 1851, in the masthead, for several issues. The mistake was discovered in time to have several mastheads correct before the paper folded up in about three months.

Oregon's first magazine, the *Oregon Monthly Magazine*, was started by S. J. McCormick at his pioneer Franklin publishing house in Portland, in 1852, largely as a vehicle for a lot of his own poetry. The magazine, in fact, was largely McCormick, who had five of his own poems, including a rhymed address to the reader. The *Oregon Statesman*, says Alfred Powers (82), "although it had been given an advertisement of the magazine, kept its integrity by complimenting the neat stitching and the handsome cover and by saying nothing about the poetry."

The first paper published south of Salem and the ninth in Oregon was the *Umpqua Gazette*, published at Scottsburg. The first number came off the press April 28, 1854, with Daniel Jackson Lyons editor and W. J. Beggs printer. Mr. Lyons, who was an Irishman, born in Cork, March 28, 1813, was educated in his native land for the Catholic ministry. (83). His career was changed when the sight of one of his eyes was destroyed as a result of a blow from a stone thrown by a playmate. He then became a brush- and broom-maker, following that vocation after coming to America. After several years in Louisville and Lexington, Ky., he came out to Oregon in 1853.

Meanwhile he had married, in 1849, Miss Virginia Fayette Putnam, sister of Charles F. Putnam, a printer, who, coming to Oregon in 1846, was employed on the mechanical end of the *Oregon American and Evangelical Unionist*, Rev. John S. Griffin's paper

published at Tualatin Plains, the third paper published in early Oregon.

Crossing the plains in 1853, Mr. Lyons settled near what is now Drain, moving to Scottsburg the next year. There, with the help of his wife, he managed the hotel owned by Capt. Levi Scott, founder of the town.

The initiative in starting the *Gazette* really came from Scott, who wished to exploit his new town. He bought a second-hand plant in San Francisco and hired Lyons as editor. The new editor's eyesight was now so bad that he was compelled to dictate his editorial notes, which were then written out by his wife.

In his opening editorial Lyons promised to keep his columns free "from the stains of political acrimony or sectional abuse." He called "particularly on the farmers to put their shoulders to the wheel as the men who, in all civilized nations, make up the bone and sinew of society, and by their products furnish the nucleus, not only to the manufacturer, but to the commercial interests of all lands."

A poem on the first page of the opening number supposed to have been written by Mrs. Lyons, then about 24, was meant to call attention to the uselessness of the young women of her day when compared with those of a few years back.

Mr. Lyons gave up the editorship after a year and was succeeded in April, 1855, by G. D. R. Boyd, with W. J. Beggs continuing as printer.

Mr. Lyons died in Marshfield in 1895 at the age of 69. His widow survived until 1907, aged 78.

Somewhere along the line an interest in the paper appears to have passed to Alex Blakely, for a paper filed in the Jackson county courthouse records the transfer of a half interest in the plant from him to William Brainard for \$100. The date of the filing was October 16, 1855, about a month after the suspension. The plant was moved to Jacksonville, where a new firm, Taylor, Blakely & T'Vault (W. G.), used it to print the *Table Rock Sentinel*, a much more ambitious and important paper than the old *Gazette*. The first number of the *Sentinel* appeared November 14, 1855.

The statement in Walling's history that Roseburg had an *Umpqua Gazette* in 1860 as a campaign paper, devoted to the interests of Breckenridge and Lane, apparently is erroneous. There seems some probability that Walling could have meant the Roseburg *Express*, published for a few weeks in 1859 or 1860 by one L. E. V. Coon, a recent arrival from California, who soon hooked up with John Miller Murphy and started a paper in Vancouver, Wash. They separated before long, and Murphy went on to Olympia, where he established (1860) the *Washington Standard*. This *Express* could have been the Breckenridge and Lane organ Walling was thinking about when he called it the *Umpqua Gazette*.

Walling does not mention the Scottsburg paper, which certainly was on the journalistic map in 1854. Old Daniel Jackson Lyons, editor, was a Democrat, true, but he could not have run a Breckenridge-Lane organ in 1854, when neither Breckenridge nor Lane was running for president or vice president, and 1856 was Buchanan's year. George H. Himes makes no mention of this Roseburg *Gazette* in his history of the early Oregon papers (84). He does, however, mention the Roseburg *Express*.

Alonzo Leland's *Democratic Standard*, launched in Portland July 19, 1854, is next in order among Oregon's early weeklies. It was, like most of the others, heavily political. Leland drew down on himself the sharp condemnation of Bush in the *Statesman* for opposing the Democratic agitation of the day for early statehood for Oregon. Bush's phrase for this was "the iscariotism of the *Standard*." On slavery, too, Leland's paper was unorthodox from the Democratic point of view, since it did not favor slavery. The paper was not much different in general appearance from its contemporaries. It carried six 15-em (2½-inch) columns, a first page full of miscellaneous matter, long political editorials, some clipped miscellany and a bit of Pacific coast news on page 2; five columns of advertisements on page 3, including a 1-column ad for the enterprising Dr. L. J. Czapkay filled with signed testimonials from persons of unstated address who had been "cured." The other column was filled with hotel arrivals, vessel manifests, religious notices, Portland market prices. Page 4 was solid with advertising. Of interest in the advertising matter on page 4 were two notices of treaties with the Indian tribes disposing of their lands—signed by Isaac I. Stevens, governor of Washington territory, and Joel Palmer, superintendent of Indian affairs for the Oregon country.

There were, also, among others, advertisements for the Oregon Institute at Salem and for Cascade Academy at Cloverdale, near Eugene. This ambitious little educational institution, M. Blanding principal, advertised all departments of instruction from the primary through the collegiate. The fee was set at \$6 a quarter of 11 weeks in the senior academic department. Changed control of the paper in 1858 brought James O'Meara, recently from California, in as editor. The *Standard* was suspended January 4, 1859, for several weeks. In February O'Meara resumed publication, but the paper soon died and the plant was moved to Eugene.

O'Meara came from California in 1857. On the National Democratic ticket he was beaten for state printer by Asahel Bush of Salem by only 400 votes. After leaving the *Standard* he was employed as editor of the Jacksonville *Sentinel*, which W. G. T'Vault had just sold to W. B. Treanor, until 1861. Albany was then the scene of his labors for a few years. He was back in Portland in 1870 as editor of the *Bulletin*.

OTHER EARLY PAPERS

The plant of the old *Spectator* was to have another first to its credit in Oregon journalism, for it was purchased by W. L. Adams, a pioneer of 1847, for \$1200 and used to publish the *Oregon Argus*, the first distinctively Republican paper in Oregon, perhaps the first on the Pacific coast.

Adams was one of the big figures in Oregon pioneer journalism. He was better educated than most of the early Oregon editors and perhaps the most versatile of that rather variously talented crew. Educated for the ministry, he was teacher, writer, editor, lawyer, judge, and late in life studied medicine and practiced that profession for many years. He was Oregon's first cartoonist.

Born in Painesville, Ohio, February 5, 1821, he was connected on his father's side with the Adamses of Massachusetts and on his mother's side with the Ethan Allens of Vermont. Building on a preparatory school education obtained in the academy at Milton, Ohio, he worked his way through Bethany College, Virginia, obtaining there a classical education far in advance of that of most of his contemporary editors in Oregon. He was ordained in the Christian (Campbellite) ministry. His teacher at Bethany was Alexander Campbell, president of the college and founder of the Christian church.

Crossing the plains in 1848, he was immediately drafted as teacher for one of Oregon's early schools near his claim in Yamhill county. It was this school, so Gaston says (85) that gave Amity its name. The settlers, in dispute about the site of the schoolhouse, finally settled the controversy by selecting a site at a compromise location, which, in honor of the happy result, was called Amity.

Before starting the *Argus* (1855) Adams contributed political articles to the Whig *Oregonian*, over the signature of "Junius" and was the author of Oregon's first extensive political satire. This was entitled "Brakespear; or Treasons, Stratagems, and Spoils." It appeared in the *Weekly Oregonian* February 14, 21, March 6, 13, 1852. Afterward it was issued in pamphlet form for the damage it could do the Democratic clique in control of politics in the territory. It was illustrated with cartoons drawn by Adams. The sort of cutting satire and sarcasm of which he was a master made him one of the small group of originators of the "Oregon style" of journalism elsewhere referred to. Though feeling was high at the time, it was all forgotten in after years, so far as Bush and Adams were concerned. On one occasion, when Adams was in need of money, Bush, then in the banking business in Salem, supplied it. "Brakespear's" usefulness was long since gone; and Adams, its creator, rounded up all the copies of the pamphlet he could reach and destroyed them.

In 1850 Adams was elected county judge of Yamhill county.

Six years later, on returning from Yreka, California, where he had made some money, he was elected state senator. At that time he was a leader in the organization of the new Republican party in Oregon. His service to the party, and later, to Abraham Lincoln, was such that, after his election to the presidency, Lincoln appointed Adams collector of customs at Astoria. Lincoln was a subscriber for the *Argus* before his nomination for president.

Adams chose Oregon City as the scene of his first journalistic labors; and, with David Watson Craig, one of the best-loved figures in pioneer Oregon journalism, as his foreman and right-hand man, he got out his first issue of the *Oregon Argus* April 21, 1855. (86).

Adams was almost an ideal political organizer. He was (87) "Fearless and audacious to the fullest degree, had the pugnacity of a bulldog"—just the kind of "happy warrior" for the occasion. At the "Free State Republican convention" held in Albany, February 11, 1857, he was appointed chairman of a committee of three to prepare an address to the people of Oregon.

After four years at the helm of the *Argus* he turned the paper over to Craig, who continued it until its consolidation with the *Oregon Statesman* at Salem, October 24, 1863. George H. Himes (88) and Joseph Gaston (89) credit Craig with much of the writing for the *Argus* attributed to Adams. While Gaston gives the impression that the best of the work was Craig's, Himes, who also knew both men intimately and followed their work with the interest of journalist and historian, divides the credit between them. While Craig did, anonymously, set up a good bit of original editorial for which he received no public credit, Adams did a lot himself, and his talents have not been overrated.

People were as slow paying newspaper subscriptions as they always have been settling with the doctor; that sort of thing was the undoing of Dryer on the weekly *Oregonian*. This letter received by Mr. Craig not long before the *Argus* was merged in the *Statesman*, may indicate why it proved too difficult to keep the *Argus* going (90):

Belpassi, Jan. 9, 1863

Mr. D. W. Craig,
Dear Sir

There is a man living near Oregon City that is owing me 16 dollars that is now due. I have written to him to pay it to you. If he does not pay it I ask your indulgence until the first of May as I will then have other means coming in to pay you.

Yours truly,

W. H. GOUDY.

The following news-editorial in the *Argus* May 7, 1859, is typical of the way in which news and editorial were combined in

the newspapers of that day, at the same time reflecting a condition frequently noted in the papers of the pioneer days:

JAIL DELIVERY

All the prisoners broke jail at Portland last week, among whom was Balch, who murdered his son-in-law; Gurnsey, another murderer, with several stars of less magnitude. We have already spoken of the general jail delivery at this place (Oregon City). We hear that The Dalles jail has been emptied. The next that may be looked for is the escape of Lawson, the murderer confined at Hillsborough. There seems to be no use any longer in arresting thieves and murderers. The farce of arresting, trying, and confining them serves only to run up heavy bills of expenses for the tax-payers to foot. Why not petition the Legislature to abolish the whole criminal code? It would save expenses, and serve the ends of public security about as well as our present laws executed by our present officials.

Like the *Oregonian* and the *Statesman*, the *Pacific Christian Advocate*, launched at Salem in 1855, came on down to recent times. The paper, the first number of which came off the press at Salem September 1, 1855, was edited by Rev. Thomas H. Pearne on behalf of a group of preachers and laymen desiring to start a religious weekly in Oregon. It was felt that there was a field for such a publication, for whatever else one might say of the *Oregonian* and the *Statesman*, and, for that matter, the *Argus*, they were not religious in tone, and none of them gave much attention to religious affairs. The paper, which after a few months was moved to Portland, ran there for many years. It was finally moved to San Francisco, where it was discontinued about 1930.

Founders were George and Alexander Abernethy, the former the power behind the *Spectator*, which had died only a few months before; James R. Robb, Rev. Alanson Beers, Joseph Holman, C. S. Kingsley, A. F. Waller, Rev. J. H. Wilbur, J. L. Parrish, Rev. H. K. Hines, Rev. Thomas H. Pearne, and others (91). Pearne was elected editor and authorized to procure the plant and a six months' supply of paper, estimated to cost between three and four thousand dollars. The plant and paper were obtained in New York by Francis Hall, a relative of Mr. Pearne, and took nearly six months to make the ocean voyage to Oregon.

One of the first questions to be settled by the new publishers was the name. The one finally adopted was suggested by Mr. Waller.

Mr. Pearne received a salary of \$700 for several years, as compared with the \$300 paid the *Spectator's* first editor nine years before. The paper soon came into his possession, through failure of

members of the stock company of publishers to pay their stock subscriptions. The plant (Mr. Pearne related) had cost \$3,500.

In its first issue the *Advocate* defined its purposes and policies—which such skeptical souls as Mr. Dryer and Mr. Bush were wont occasionally to question. The paper, under its name-plate, proclaimed that it was “Devoted to Religion, Temperance, Agriculture, Education, and General Intelligence.” (92).

On its editorial page the masthead told the public that the *Advocate* was “a weekly journal, neutral in party politics . . . published every Saturday morning . . . for an association by A. F. Waller, J. L. Parrish, J. D. Boon, C. S. Kingsley, H. K. Hines. Thomas H. Pearne editor. Terms, \$3.50 per annum; \$2.00 for six months (invariably in advance). . . Advertising: One square (ten lines or less), three insertions, \$5.00; for each additional insertion, \$1.”

It is not intended (said the salutatory) that the paper shall be committed to party politics, or be made a vehicle of partisan communications. Nor is it intended to make it strictly theological and religious, much less sectarian or denominational.

The enterprise was projected to meet what was considered a great want in the newspaper literature of Oregon—a weekly paper devoted to Religion and Morality, Temperance, and Education, Agriculture and General Intelligence—so free from party or sectarian influences as to be a welcome visitant at the firesides and reading rooms of all classes and parties. . .

In its opening number the *Advocate* took the readers into its confidence as to its financial condition and prospects, saying (93):

We are not upon a safe, living scale with less than one thousand paying subscribers. We start with 550 with this week's issue. A vigorous, united effort will double this number within the next twenty days. The success or failure of our plan depends mainly upon the attention *now* given to this appeal by our friends and agents.

Editor Pearne was political-minded, being in fact the leading candidate for United States senator against George H. Williams for the term beginning in March, 1865. It was this activity, no doubt, that fanned the flames of opposition the brighter in contemporary newspapers.

The *Oregonian* took occasional digs at Brother Pearne and his paper. There was this bit of irony in the *Oregonian* (94):

New Dress. The *Christian Advocate* made its appearance in a new dress last Saturday (95). It owns its obligation to

its friends for their generosity in assisting it in purchasing the material. Among the contributors is G. W. Vaughn, Esq., credited with \$100. It will be remembered that the *Advocate* generously defended Mr. Vaughn against some strictures in the *Advertiser*—communicated—a few weeks ago. We congratulate the *Advocate* on the high appreciation of a friendly act by Mr. Vaughn. It is another proof of the great utility of the public press.

The *Advocate*, like other papers of that period, leaned too heavily on volunteer contributions for its news, and the weakness of its own reporting was reflected in the scarcity of high-grade material of the type its publishers so earnestly desired.

The *Advocate* was of four-page, six-column format, the columns 15 ems (2½ inches) wide. Several columns were devoted to religious and educational matter. Advertising rates were \$5 for one square of ten lines or less, three insertions, and \$1 a square for each additional insertion.

There are indications that Mr. Pearne was far from narrow-minded. Note this generous reference to the natives of Jamaica, where he spent some time as a missionary. (96).

A current but mistaken idea held by foreigners visiting Jamaica is that the Jamaicans are people of lax morals. . . . One-fifth of the whole population are married, or they have been married and are widowers and widows. Two-fifths of the whole population are born in wedlock. Surely such a people are virtuous and happy.

As noted briefly elsewhere in this volume, the *Oregon Statesman*, now of Salem, was the first newspaper published in Corvallis. The location of the state capital is the key to the peregrinations of Asahel Bush's paper from Oregon City to Salem to Corvallis to Salem. The paper was published in Corvallis for a few months in 1855, while the "heart of the valley" town was the Oregon state capital.

The first newspaper that really was a Corvallis and Benton county institution was the *Occidental Messenger*, started by J. C. Avery and often lightly referred to by contemporaries as Avery's Ox. Its publisher was one of the two founders of Corvallis and the father of Mrs. B. F. Irvine, wife of the well-known editor-publisher of the old Corvallis *Times* who for many years was editor of the *Oregon Journal* of Portland. The first number of the *Occidental Messenger* appeared in June 1857, seven years after the *Oregonian* was founded and two years after the *Statesman* had returned to Salem. L. P. ("Long Primer") Hall was the first editor, but he soon resigned and was succeeded by T. B. Odeneal. The *Messenger* was one of the

strongest advocates of slavery, perhaps the strongest, among the newspapers of Oregon.

The "Ox" became the *Democratic Crisis*, with Odeneal as editor and publisher, two weeks before Oregon became a state. How Odeneal disposed of the *Crisis* is told elsewhere.

Jacksonville, interesting old southern Oregon town, is a focal point in early Oregon journalism. When the old *Umpqua Gazette* of Scottsburg was suspended by G. D. R. Boyd in September, 1855, the plant was purchased by Taylor, Blakely & T'Vault and moved to Jacksonville, where it was used to start the *Table Rock Sentinel*, with W. G. T'Vault, Oregon's first editor, in editorial charge. The paper, incidentally, was named for a conspicuous feature of the landscape as viewed from Jacksonville.

In his first number, November 24, 1855, T'Vault outlined his paper's policy as "independent on all subjects and devoted to the best interests of southern Oregon." He had done the same sort of thing, it is recalled, on the *Spectator*, but was unable to sink his Democratic partisanship in either case. So his Jacksonville paper, of which he soon became sole owner, really was an outstanding advocate of Democratic principles. On one occasion, however, he was accused of truckling to the abolitionists; and he hastened to reply that if there was "one drop" of abolition blood in his veins he would "cut it out." The record seems to indicate that he was not called upon to attempt this singular surgical feat.

T'Vault took in W. G. Robinson as a partner in 1858 and changed the name to the *Oregon Sentinel*.

W. B. Treanor became owner in the fall of 1859, bringing into Oregon journalism as editor the stormy petrel James O'Meara.

Another Jacksonville paper of the territorial period was the *Herald*, conducted by William J. Beggs, formerly of the old *Umpqua Gazette*, and B. J. Burns, who launched what they called a "neat and Democratic journal" August 1, 1857. Beggs carried on alone after the retirement of Burns in November. The *Herald* was a rather extreme slavery advocate at a time when that sort of thing was becoming less popular in Oregon and even such stalwarts as T'Vault were keeping an ear to the ground. Its life under statehood was short.

Meanwhile, up in the little hamlet of Eola, in Polk county, a few miles out of Salem, there appeared a little Baptist weekly, which left no particular impress on Oregon journalistic history. This was the *Religious Expositor*, Democratic in its political views, conducted by C. M. Mattoon. The first number was issued May 6, 1856. It was moved to Corvallis July 19, and the issue of October 11 marked its demise. (97).

Little is known of Eugene's first newspaper, the *News*, published by J. B. Alexander as a campaign weekly in 1856. After election it was discontinued. The *Pacific Journal*, started two years later, also

failed to thrive, and its plant was used to start Eugene's first newspaper of any consequence, the *People's Press*. This paper, launched by B. J. Pengra in the fall of 1858, managed to hold on into the days of statehood. It was a Republican paper, running counter to a rather strong Democratic sentiment in the community in those pre-Civil war days. The paper had its troubles, largely political, and it was dead within three years. It lived long enough, however, to provide one of the near-tragic incidents of territorial journalism.

In those days Eugene was the seat of a small institution of higher learning known as Columbia College, whose president, a man named Ryan, was an ardent Southern sympathizer, and it was he who furnished the fireworks of the incident. He had been contributing pro-Southern editorials to Eugene's *Democratic Herald*, which was started in March 1859. The replies published in the *People's Press* were Republican enough and personal enough to upset President Ryan. So great was his anger, in fact, that he shot and wounded the publisher. It happened that Pengra, however, had not written the offending articles but that they had been contributed by young Harrison R. Kincaid, who, working in a bookstore for his brother-in-law, James Newton Gale, was then just breaking into journalism and who was later to be one of Oregon's most prominent editors and public officials. Ryan hastened to leave Eugene for some indefinite destination, ultimately joining the Confederate army in Virginia. Pengra survived, but the college languished and soon died. Kincaid moved on to bigger and very likely better things. These were the only newspapers of which this writer has been able to find any trace in the Eugene of territorial days.

Kincaid himself was a student in the college headed by the man who reacted so violently to the Republican articles. Among his fellow students were several others who achieved prominence in journalism and other fields.

The "college" was probably little more than a high school. When William (Bud) Thompson attended, he was 13 years old.

In 1859, when Oregon was admitted to the Union, the *Oregonian* and the *Oregon Statesman*, the only two Oregon publications which have survived through the years, were, as has been indicated, weekly papers, comparable in size and style. Comparison of an issue of each, in January, 1859, just before the granting of statehood to the young territory, will give an idea of their relative status. Both were standard seven-column, four-page papers.

January 18, 1859, the *Statesman* carried 202 separate pieces of advertising, covering 286 column-inches, and the *Oregonian* of January 22 contained 133 advertisements, covering 311 column-inches. The *Statesman* had 62 inches of editorial in four articles, as compared with the *Oregonian's* 20 inches in two articles. The *Statesman*, as was not infrequent at that time, surpassed the Portland

paper in local news coverage, with 18 items totaling 39 inches, whereas the *Oregonian's* three bits of local news occupied only five inches of space. The *Oregonian* had the lead in news from other states, with 21 items and 46 column-inches as against the *Statesman's* nine items and 13 inches. Neither paper was carrying much foreign news; the *Statesman* had only one item, an inch long; while the *Oregonian's* four items ran to five inches. The *Statesman* had two items of political news occupying three inches and the *Oregonian* none whatever. The *Oregonian*, however, carried two articles of economic news in four column-inches, and the *Statesman* not a line. Neither had anything dealing exclusively with educational or "cultural" matters.

The legislature was in session, and other matters were being forced aside to make room for a pretty full coverage of the lawmakers' doings. The *Statesman* gave 187 inches to the legislature, the last one held under territorial status, and the *Oregonian* 224.

To general miscellany (poems, anecdotes, humorous notes) the *Statesman* gave up 31 column-inches, while the *Oregonian* had only four inches (two items) of "miscellany." Neither one had a single item of sport news or a single mention of "society," save for an inch or so in the *Oregonian* about a marriage.

The biggest names in the journalism of the period, though perhaps not in all cases those of the best newspaper-makers, were W. G. T'Vault of the *Spectator*, first editor in all the west; George Law Curry of the *Spectator* and the *Free Press*, first man to give Oregon newspaper competition; T. J. Dryer, first editor of the *Weekly Oregonian*, the only Oregon paper to survive through from 1850; Henry L. Pittock, founder of the *Morning Oregonian*, the hard-headed publisher who pulled the *Oregonian* through the trying days of the late fifties and early sixties; W. L. Adams, of the *Argus*, best-educated territorial editor and first really Republican editor in Oregon; Asahel Bush, of the *Statesman*, probably the most powerful and consistently influential editor in territorial Oregon. Others had their day; others wrought well and faithfully; but these were the real founders of Oregon journalism.

SOME EARLY STATISTICS

Statistics of Oregon journalism were not impressive in 1850. Oregon City had had three newspapers in the late 40's, two at Oregon City and the other at Tualatin Plains, but two of these were dead before 1850 opened, leaving nothing but the little *Spectator*. No one of the first three was to survive.

In 1850 Milwaukie and Portland each boasted a weekly (98), and Oregon City still had the *Spectator*. The census of 1850 listed two newspapers for Oregon territory (99), classifying one as miscellaneous, with a circulation of 624 and the other as political, with a circulation of 510. These statistics are probably useful chiefly as indicating the slowness of communication in those pioneer days; for the papers referred to are, doubtless, the *Spectator*, and, probably, either the *Free Press*, Oregon City, April to December, 1848, or the *Oregon American and Evangelical Unionist*, Tualatin Plains, between June, 1848, and May, 1849.

The two papers in 1850 were the *Western Star*, at Milwaukie, launched in November, and the *Oregonian*, at Portland, launched the next month, both too late for inclusion in the census of 1850.

As a matter of strict accuracy, unless some paper of the late 40's is here overlooked, Oregon was entitled to credit for but one newspaper in the 1850 census, the twice-a-month *Oregon Spectator*, which became a weekly in 1850; both the others had been dead for months before 1850 arrived. The seventh census (1850) credited Oregon with three editors and 11 printers. The territory was credited with a population of 13,294.

The census of 1860, which listed its newspaper figures under the heads of Mortality and Miscellaneous Statistics, credited Oregon with two dailies before the *Oregonian*, eleven weeklies, and one religious weekly. Several of these papers had come into the field between the time when statehood was granted and the deadline for the figures for the 1860 census. To give an idea of how Oregon stood journalistically in relation to the rest of the country, it is noted here that the 1860 census credited Washington territory with four weeklies and no dailies; California with 22 dailies, 3 bi-weeklies, 2 tri-weeklies, 1 monthly, or a total of 96 newspapers, besides 4 religious weeklies and 2 religious monthlies, 9 "literary" weeklies and 1 literary monthly. The country at large had 372 dailies, 74 bi-weeklies (100), 84 tri-weeklies, 2,694 weeklies, 15 monthlies, 1 quarterly, and 2 annuals, a total of 3,242 publications listed as "political" papers. The two other divisions (religious and literary) totaled 277 and 298, respectively.

The two Oregon dailies had a circulation of 800; twelve weeklies had 14,820 weekly, both together total slightly above 1,000,000 annually, in whole number of copies, or about three days' supply for the Portland of today. This is something close to 20,000 copies a week. Washington territory had 2,350 weekly circulation, and California papers had 58,444 daily, 131,249 weekly, and enough of other frequencies to bring the annual whole-number total to 26,111,788, or about 25 times the Oregon total.

The distribution for the country at large was close to 900 times as much as that for Oregon, or 927,951,548 copies.

For the country at large the circulation was as follows: Dailies, 1,478,435; tri-weeklies, 107,170; bi-weeklies, 175,165; weeklies, 7,581,930; monthlies, 3,411,959; quarterlies, 101,000; annuals, 807,150.

Comparing Oregon's newspaper reading of the 1930's with that of 1860, we find that a population of 50,000, or one-twentieth of the 1930 figure, provided between 15,000 and 16,000 readers of Oregon newspapers. Two of the big Portland dailies today circulate a combined total of more than 200,000, or 1,500,000 a week. Add the circulation of all the other 250-odd publications in Oregon (if you can find out what it is), and you can realize how the reading of Oregon newspapers has grown.

The first steam power newspaper machinery brought to Oregon was an Adams press, installed by the *Oregon Statesman*, Salem, in 1859. This was sold in 1872 to Eugene Semple, state printer, later editor of the *Portland Herald* and still later governor of Washington. Steam and hand-power alternated as presses were bought and sold, and for 12 years a giant negro, Hiram Gorman, was the *Statesman's* "engine." In December 1883, Byars and Odell installed steam power again, and the days of running the *Statesman* off by hand were over.

The *Oregonian's* installation of its first power press was referred to in a letter by Simeon Francis, first editor of the *Morning Oregonian*, in the course of a letter on miscellaneous topics to D. W. Craig, of the *Argus*, February 4, 1861. He wrote: "Mr. Pittock has sent for a power press. It is that which the *Standard* was printed on at Sacramento. I expect it will be up the next steamer—cost about \$1,000 to put up. Our press work is now a heavy item." The letter closes with an appeal to Mr. Craig to see if he can't devise a way to unite their two printing establishments, as a means of meeting advancing costs.

THE STATEHOOD PERIOD

THE 60's and 70's were not periods of great growth or advancement in Oregon; and, naturally, the Oregon newspapers followed the same small curve of development. Just a look at the fate of the *Oregonian's* competitors and a glance at the struggle of the *Oregon Statesman* will serve to show a stagnation attributable, probably, to the Civil war, which diverted a good deal of the energy that would otherwise probably have been used in the opening of the great West, and, in the next decade, to the business "recession" following the "panic of 1873."

It is the policy here to speak guardedly of causes and effects, with an eye on the double danger—one, that important sources of journalistic development will be overlooked, and the other, that the tendency to generalize may result in building too broad a conclusion on too narrow a premise.

Critics and observers of journalism are agreed that, whatever may be said of the effect on the newspaper as a business, the stimulating effect of war on the news and editorial sides of the papers is unquestionable.

There will be here no effort to prove what is already accepted as obvious, but as the story of Oregon journalism is carried along its various threads, such developments as have been recognized by this writer will be noted.

One of the forces resulting in establishment of daily papers, apparently, was the heightening of controversy and the warming of emotions in the days just prior to the war, the period when the new state was lining up its policies, and before the actual outbreak of hostilities had resulted in the occasional forcible suppression of southern-slavery-secession opinion as it existed to a greater or less degree in various parts of Oregon.

The year 1859, then, would be a time when expansion of newspaper enterprise would be expected, and it came. It can be said that the daily newspaper came into Oregon, practically speaking, with statehood. No publication more frequent than weekly was established in Oregon territory. Though a daily, the *Metropolis Herald*, was mentioned in the *Oregonian* of August 11, 1855, it seems to have disappeared almost immediately and, in fact, is nowhere recognized as the first daily—which honor goes to the first of the several successive papers called the *News*, published in Portland. This one was started in April, 1859.

PITTOCK AND THE OREGONIAN

Just a week after the Portland *Weekly Times* entered the daily field, December 18, 1860, Henry L. Pittock, new owner of the *Oregonian*, announced his purpose to enter the daily field—which he did as soon as he could assemble an adequate plant.

The name of Henry L. Pittock already has been used many times in this story of the Oregon press. Let's stop here and give a brief survey of this historic publisher.

A native of Pennsylvania, he had learned to set type on his home-town paper in that state. He had come west a few months earlier than the young Harvey Scott, and when he stepped into the *Oregonian* office that day in November, 1853, to ask Publisher Dryer for a job, he was 17, on his own, and seriously in need of work. Already he had applied in vain to Editor D. J. Schnebly for a job on the little *Spectator* at Oregon City. Papers were few in early Oregon, and printers were not in the demand they had been in the years of the gold rush. So Pittock needed that job, any job. It is told of him, however, that he had refused a job as bartender in one of early Oregon's saloons, feeling a repugnance for the liquor traffic (1).

So he approached Dryer in the *Oregonian* office.

"Well, young man, what can you do?" was the editor-publisher's challenge.

"I can set type."

"Well, let's see what you can do with this." "This" was a piece of reprint—the sort of thing that has launched so many young printer-editors on journalistic careers.

A proof was pulled of the result. Dryer found it was practically errorless. Tossing the lad a five-dollar gold piece (perfectly lawful money in those days), he invited him to call again.

The calls were regular, soon becoming daily; Pittock had found his job, and the *Oregonian* had found the man who was to carry it as a going business concern, through good times and bad, for three score years.

Dryer's somewhat uncertain health, his eye-trouble, and his absences in the public service and on campaign trips for Whigs and later Republicans, made it necessary frequently for him to leave the paper in charge of a substitute. He found young Pittock loyal, industrious, sober, and systematic—qualities which no institution needs more than a newspaper and which were none too common in one person in those days. In some of these respects, indeed, as elsewhere intimated, he was an improvement on his employer. In November, 1856, Pittock and Elisha Treat Gunn, prominent early-day printer

and pioneer Washington territory publisher, were admitted as equal partners with Dryer. After two years both withdrew from this association.

November 24, 1860, Dryer, in a leading editorial, announced the transfer of his ownership to Pittock, remaining as editor until January 12, 1861. Dryer's faithful and fruitful service to the Republican party in Oregon had brought him recognition from President-elect Lincoln, in the form of a promised appointment as commissioner from the United States to the Sandwich Islands, then an independent kingdom. This appointment came along just about right for Mr. Dryer, whose weakness as a managing publisher had practically lost him his paper. The story as told by Harvey Scott and others is, that Dryer owed Pittock more money for his services as printer and manager than it looked as if he ever could pay, and the simple way out seemed to be just to turn the paper over to his young associate.

Mr. Pittock, in the first signed article of his long career as owner and part-owner of the paper, spoke frankly of plans to make the *Oregonian* a paying institution (apparently its financial difficulties were a matter of public knowledge) and promised a daily edition "probably by the first of January."

The promise, substantially, was kept. The prospectus of the *Daily Oregonian* was published February 2, 1861, and Volume 1, No. 1, of the *Morning Oregonian* appeared two days later. In the meantime, the new publisher had gone to San Francisco (in December, 1860) in search of a press bigger and faster than the Washington hand-press which had succeeded the old Ramage on which the first *Oregonians* were run. The desired power press could not be obtained for more than a year, when a single-cylinder Hoe was obtained. The old hand-press ran the daily until its more modern successor arrived.

When Mr. Pittock went to San Francisco, he was uncertain whether the *Oregonian* was to be a morning or an evening publication. The story goes that he purchased three logotypes for the first word of the title: *Mor*, *Eve*, and *ning*. Before the first issue of his daily appeared, he had decided to use the *Mor*.

The first issue of the *Morning Oregonian* came off the press with less than one column of local news, all tinged with editorial comment. Obviously the modern journalistic preference for local over non-local news had not yet become accepted among early Oregon newspapers.

The paper was a four-page affair, with five 16½-inch columns to the page. Two columns of advertising ran down the right side of page one, and there were six columns more of "business" in this early Oregon daily.

Editorial matter, heavily political, totaled in excess of two columns. It was the eve of the Civil war. It seemed almost impos-

sible to keep off the political note. An editorial, for instance, on the failure of the first Atlantic cable concluded:

The failure of this miracle of ingenuity has no parallel in the history of human disasters, except the failure of the fusion movement in New York. The one prevented telegraphic connection with Europe; the other, democratic connection with the presidency.

News technique was not far advanced. For example, here is a murder story:

Mr. Newell, brother of the editor of the *Mountaineer*, was murdered in San Francisco a few weeks ago. The murderer says it was done to avenge slanderous words in regard to his wife, made by Mr. Newell. The trial of the murderer will disclose the facts. Col. Farrar, of this city, has been retained for the prosecution. The trial was to take place about the first of the present month.

And here was a local police story:

There is a good deal of petty thieving going on at this time in Portland. Clothes should not be left out on the drying lines at night. Attempts have lately been made to break into houses.

Some more of the news:

Pile Driving.—We learn that the object of the pile driving at the foot of Taylor street is to construct a wharf for the use of the new warehouse erected on the land claimed by J. P. O. Lownsdale. The improvements now going on there appear to be calculated to attract business to that portion of town.

A brief society notice:

Married—On the 27th inst., at the residence of Judge Olds, in Yamhill county, Mr. John Wilson and Miss Elizabeth Parker, both of this city.

The advertising still was mostly of the card, label type, all in dull, formal phrasing.

Medicines of various sorts were prominently advertised, including Mrs. Winslow's Soothing Syrup for children; Old Sachem Bitters, with a woodcut of an Indian, "unequaled" in all cases of dyspepsia, debility, loss of appetite, or any irregularity of the stomach; Ayer's Pills and Cherry Pectoral; Sanford's Liver Regulator; Brown's Bronchial Troches.

Among the 56 advertisers were commission merchants at Victoria and New Westminster, B. C., who advertised for the farmers' business; William F. Wilcox furniture store (billiard and ten-pin balls carved to the greatest accuracy); Gov. Byrnes of the "Identical" Wines and Liquors for cash; Commercial College (instructions given in writing, drawing, bookkeeping, arithmetic, navigation, etc. "The public are respectfully invited . . . to examine scholars' improvement"); George H. Williams and A. C. Gibbs, law and collection office; Portland Foundry and Machine Shop; Jockey Club gin (with the usual "eminent" physicians' endorsement); Pacific University and Tualatin Academy; ads of fruit trees for sale; and the following magazines of the period: *Blackwood's Magazine* and the *British Reviews*—the *London British Quarterly* (Conservative), the *Edinburgh Review* (Whig), the *North British Review* (Free Church), the *Westminster Review* (Liberal), and *Blackwood's Edinburgh Magazine* (Tory). "The present critical state of European affairs will render these publications unusually interesting during the coming year." This sentence could have been kept standing for at least three-quarters of a century.

There was a half-column house-ad, Prospects for the Daily and Weekly *Oregonian*, saying, in part: "It (the *Oregonian*) will be unflinchingly Republican;—yet in the defense of its principles it will strive not to wantonly injure the feelings of its political opponents."

Public control over the treatment of mental diseases was not developed in the 60's as it is today, and it doubtless aroused no comment among the readers of the *Oregonian* (for May 15, 1865) to find in the same issue of the paper an advertisement for the Oregon State Insane Asylum and County Hospital, Drs. Hawthorne and Loryea, physicians and proprietors.

Adjoining a matter-of-fact announcement of Richards & McCracken regarding "Brooms, Baskets & Pails," came the more striking professional statement of Madame ve Conte, Fortune-Teller: "Having just received direct from France the Genuine Cards and Signs of the Celebrated Madame Norma, who told so perfectly the fate and fortune of the Great Napoleon the First, and cleverly relates the past, clearly explains the present, and reliably predicts the future." (What a killing the lady could have made in Wall Street along in 1929!) But to quote the psychic specialist further: "Do you want to be successful in love or law? then consult Madame ve Conte, No. 27 Washington street, between First and Second. Consultation fee, \$5." The matter-of-fact printer added "m 3 tf" to indicate that it was not to be dropped out of the paper until the Madame ordered, and, perhaps, to suggest to the more or less wary reader that the paper had not exactly volunteered this blurb for the seeress, who was a forerunner of the gifted Florance Marvin, who informed all interested readers of the *Post-Intelligencer* in the mid-

dle nineties that she had predicted the great Seattle fire of 1889—when Seattle was a wooden town with rather rudimentary fire protection.

All this advertising was run in the centered long-and-short line style, and set in a wide variety of clashing type faces. Newspaper "art" was, of course, still in its infancy. Most of the cuts were those little type-metal affairs, running about half the width of the column and used to decorate the upper left corners of the ads. There was, of course, an occasional full-width cut, such as that of the Indian already mentioned and of St. George slaying the dragon all over again to direct attention to the qualities of a particular bitters whose peculiarly stimulating contents helped it maintain popularity right down into the "dry" days when a poor old contemporary, Jockey Club Gin, more frankly alcoholic, was barred out of print.

The intent, however, is not to criticise a most respectable pioneer newspaper, which in the same issue that contained this sort of thing, had about 150 individual advertisements, all of them reflecting the life and spirit of pioneer times and none of them, not even the liquor and medicine announcements, violating the ethical standards of the newspapers or the public of that day.

Two other advertisements attracted the attention particularly. They were the only ads in the paper enclosed within borders, which later were to become virtually universal (they had black rule around them), and they screamed broadcast a bit of the financial history of the times, indicating, furthermore, that both the advertiser and the publisher knew the weakness of the libel laws. And so the reader was informed, in advertisement No. 1 under the outspoken heading "Black List," that three men, their names prominently displayed, one of them from Walla Walla and the other two from Corvallis, had paid, respectively, \$599, \$1,105, and \$603 in legal tenders at par for goods purchased at Gold Prices; they had, in other words, taken full advantage of a currency inflation after having agreed, tacitly or otherwise, to pay in gold. This statement, signed by C. N. Humiston, ran for several months without a comeback "peep" from the three men mentioned. The other advertisement of this nature, in a 1-col. 3-inch space on page 4, headed "The Same Old Greenback Case," told the public every week for months that the undersigned (G. W. Vaughn) was "still compelled to accept of legal tender notes at Par (and have been since December 17, 1862) for the rent of my handsome brick store, corner of Morrison and Front streets."

Mr. Vaughn gives the name of the renter in bold-face 8-point (brevier) capitals centered; says that the terms were to have been cash, and that depreciated currency was received regularly under protest ("making two-fifths of the real amount he was to pay.") "I make this statement," concluded the outraged landlord, "to inform the public what kind of a man he must be to take such undue ad-

vantage of the times to convert a few dollars to himself by LEGAL SWINDLING. The public can readily see what it costs to have such tenants."

Neither was the old *Oregon Statesman* lacking in frankness in its advertising columns. There was that time when the disgusted publisher, under the heading "Poor Property," ran the names of five of his debtors, whose bills, running from \$10 to \$80, aggregated \$223, and announced:

We will sell the following demands for the cost of the paper we have used in making out the bills and writing dunning letters upon them. . . . We have a lot more of the same sort, and some rather better ones, which we will offer for sale when we get tired of waiting to have them paid.
—OREGON STATESMAN.

This advertisement was published March 27, 1855, at a time when the editorial column had a somewhat similar tone, reflecting the mood of the famous Asahel Bush.

One more paid notice, in the *Statesman*, under date of January 12, 1858, (Bush still at the helm):

WHAR'S "PROF." VAN DORF?

He left us in a fit of absent-mindedness owing the "Gem" a small sum. Unless the "Prof." sends the proprietor of the "Gem" said bill, he must be permitted to consider him a liar and a scoundrel, as well as a humbug. Do you cumtux gin, cocktails, and cigars, Prof? P. D. PALMER.
Salem, January 6, 1858. I W 44

EARLY OREGON EDITORS

The first editor of the *Morning Oregonian* was Simeon Francis, who had come out from Springfield, Illinois, Abraham Lincoln's home city (How often the name of Lincoln enters early Oregon history!) for the purpose of starting a newspaper. David Watson Craig, also formerly of Springfield, who had read law in the office of Lincoln and Herndon, had written him that there seemed to be an opportunity for a good daily paper in Portland. Craig had worked for Francis for four years as a printer while the future *Oregonian* editor was editing the *Illinois State Journal*. Finding the field occupied on his arrival in 1860, Francis went to work for Pittock as a printer on the *Oregonian*. For a time no name appeared as editor.

Finally, on August 24, 1861, the name of Simeon Francis appeared in the masthead. He served as editor for about a year, resigning to become a paymaster in the army with the rank of major.

One of the early editorials in the *Daily Oregonian* under the editorship of Francis was one dealing with a subject much in the consciousness of Pacific Coast people in the early days of the Civil war—the proposed “Pacific Republic.” The article, one of those combination news-editorials so common in those days, began:

While Senator Nesmith was in San Francisco on his way to Washington, he was waited upon by a committee, who stated to him that there was an organization of citizens in California, who had digested and matured a plan for establishing a Pacific Republic. The following were the leading features of the scheme:

[Texas and westward, including Chihuahua, Tamaulipas, Sonora, California, and Oregon were to be included in the new republic. The organization was complete, in San Francisco under the auspices of the Knights of the Golden Circle, an order powerful in Texas and Arizona; and after the secession of the South they were to march on the states in Mexico to be acquired or conquered, then offer California and Oregon a partnership in the new republic.]

Nesmith told this to Gen. J. A. McDougal, who used it in a public speech at Sacramento. The general is a decided friend of the Union “as is.”

This scheme occasioned considerable concern in the Northwest, and opposition to it was one reason why the father of George H. Himes, a youth then at the beginning of his long career as printer and publisher, persuaded his son not to enlist in the Union army after the firing on Sumter. The two met in the road when the son was on his way to town (Olympia) to see about enlisting. The elder man pointed out that friends of the Union were going to be useful, in all probability, right in their own front yards here at home. The Pacific republic scheme did not develop, but it was a threat.

Francis appears to have made a satisfactory editor for the new paper. His long experience in Illinois and his good general knowledge of newspapering made him highly useful to the new daily. He was succeeded in 1862 by Amory Holbrook, a leading lawyer characterized by Harvey Scott as “an able man but an irregular worker.” George H. Himes, who came to the *Oregonian* from Olympia as a printer while Holbrook was still editor, gives a graphic portrait of him.

“Holbrook had a law office not far from the *Oregonian*,” said

Mr. Himes (3). "He was an able lawyer and had a good practice even while he was editor. He was a striking figure on the streets, in his high topper hat of rough material. I can still see him writing his editorials, as he often did, sitting down in some doorstep on the main street. The back of an envelope would do for copy paper; he seldom used the regular copy paper; and he would take off his high beaver hat and write against the flat top of it.

"His handwriting was clear, and easy to read, and I used to like to set it. His style was concise and compact."

Holbrook was less fortunate than his predecessor in handling the local political situation, and his resignation came in 1864 after he had so far offended the Union party that a new paper called the *Union* was started (4).

Other editors in this period were John F. Damon and Samuel A. Clarke, who is much better known in connection with the *Oregon Statesman* and the *Willamette Farmer*.

Damon had before coming to Portland edited a newspaper in Port Townsend, Wash. Before that he had been a compositor for the publishing house which got out the works of Longfellow, Hawthorne, Emerson, and Thoreau. He was one of the fastest typesetters that ever came to Portland; his average speed, hour after hour, Mr. Himes recalls, was 1800 ems. At San Francisco piece rates this would have paid him nearly \$3 an hour. He is best remembered by all but the very old-timers as Seattle's marrying parson in the 90's—in which capacity his performance ran into record-breaking figures.

Among others who contributed editorial matter in the short pre-Scott period of the *Morning Oregonian* were H. W. Corbett, prominent Portland merchant, and Judge E. D. Shattuck, former instructor at the young Pacific University which had just graduated Harvey W. Scott as the only member of its first class.

Judge Shattuck had been editor of the *News*, Portland's first daily paper, in 1859. Here was another New Englander prominent in early Portland. Born in Vermont December 21, 1824, he was admitted to the bar in 1852. In 1853 he occupied the chair of ancient languages at Pacific University, Forest Grove. This was three years before Harvey Scott entered the preparatory department at Pacific and ten years before his graduation.

Probate judge of Washington county in 1855, Shattuck later served in the Oregon constitutional convention, edited the *News* in 1859, and in 1862 was elected judge of the Oregon supreme court, serving five years. He was occupying this post when he supplied editorial copy to the *Oregonian* and recognized the possibilities of young Scott, who was studying law in Shattuck's office.

Holbrook's trouble with the Union party coincided with Pittock's clash with the printers, as told elsewhere in this volume.

Clarke, who had been serving as editor, succeeding Holbrook,

from May to the end of September, 1864, was sent to Salem to remain two months reporting the legislature.

This took both him and Mr. Pittock, who was state printer, away from Portland at the same time, and Jim McCown, assistant foreman under Pittock, was more or less in charge of the paper. McCown used to obtain editorial contributions from Corbett, Shattuck, and others as previously mentioned. One day Judge Shattuck, who had been observing young Harvey W. Scott, Pacific's young graduate, then serving as city librarian while studying law, made the suggestion that this scholarly and studious young man, with whose record at Pacific University he was familiar, though he had not been one of his instructors, would be a likely source of good editorial copy.

SCOTT AND THE OREGONIAN

Thus Harvey Scott came to the *Oregonian* as a part-time editorial writer, collecting \$15 a week for his work as editor and librarian. After the first of the year, Clarke left the paper, and young Scott's contributions became regular.

It is pretty clearly established that Mr. Scott became editor of the *Oregonian* in May, 1865, though in an article written for the semi-centennial of the *Oregonian*, December 4, 1900, close to 40 years after the founding of the daily, H. L. Pittock, publisher of the paper, says in so many words:

Mr. Scott became editor of the *Oregonian* in 1864. I was led to invite him to the editorship largely through the offices of the late Judge Shattuck.

In the same anniversary issue, on the same page, Mr. Scott, in a signed article, wrote:

His [Simeon Francis'] successor [in 1862] was Amory Holbrook, an able man but an irregular worker. After him, John F. Damon, now of Seattle, and Samuel A. Clarke of Salem were editors. In May, 1865, Mr. Clarke resigned, and Harvey W. Scott succeeded him.

Mr. Scott's version agrees with the description of the situation given by George H. Himes and other contemporaries.

Of his educational equipment for his editorial work, probably no one was better fitted to speak than Dr. Charles H. Chapman, second president of the University of Oregon (1893-99), who for six years

(1904-10) was an editorial writer under Mr. Scott. Chapman credited the editor's vigorous English style to his Latin reading (5). While in Pacific University he had acquired a mastery of Latin and a fair command of Greek, and his library was filled with Latin originals.

He wrote (said Dr. Chapman, himself a master of style) with all the precision of the classical authors and often with more than their incisiveness. His Latin taught him to shun that diffusive wordiness which is the bane of so much common writing and gave him the model for those condensed and forceful sentences which never failed to go straight to the mark, and pierce it when they struck.

In Dr. Chapman's opinion Mr. Scott's classical studies sharpened up a mind "admirably adapted" to their use.

Of Mr. Scott's wide reading, all his contemporaries have spoken. Dr. Chapman (6) notes Gibbon, modern Egyptologists, Milton, Hooker, Locke, Carlyle, Bishop Berkeley, William James, but above all, Shakespeare and the Bible. His knowledge of the Bible was constantly shown in his writings, to which the scriptures contributed more than any other source, even the classics. Current best-sellers had no place in his reading, but he did read the best novels. Of poetry he was especially fond, and his memory was a treasurehouse of poetical quotations. *Paradise Lost*, Burns, Goethe's *Faust*, Tennyson he could quote interminably.

His library was one of the largest in the West. His marvelous memory (Chapman says, indeed, "He seldom forgot a passage") was buttressed by his great store of books in his own library, ready at hand. "To one who understands and loves books Mr. Scott's library gives a better account of his life and thought than any biographer could write," Dr. Chapman concludes.

Others have paid similar tribute to Mr. Scott's writing strength, drawn from a developing facility in written expression, the rugged individuality of the pioneer applied to his thinking, and a constantly increasing stock of information and ideas, built up through study on the job and off. As a foundation for the discussion of his editorial career, let us here reproduce the outline of his life given in the June, 1913, edition of the *Oregon Historical Quarterly*, then edited by Professor F. G. Young of the University of Oregon:

Born near Peoria, Illinois, February 1, 1838, son of John Tucker Scott and Anne Roelofson Scott.

Crossed the plains to Oregon, arriving in Oregon City, October 2, 1852.

Went to Puget Sound, spring of 1854, working there in the woods.

- Served in Indian wars, Puget Sound, 1855-56.
 Returned to Oregon City, September, 1856.
 Attended Pacific University, preparatory department, December, 1856-April, 1857.
 Attended academy, Oregon City, winter of 1858-59.
 Returned to Pacific University, fall of 1859.
 Graduated Pacific University, only member of first graduating class, 1863.
 Librarian Portland Library, 1864-65.
 Admitted to Oregon Bar, September 7, 1865.
 Married Elizabeth A. Nicklin, Salem, October 31, 1865.
 Editor *Oregonian*, April 17, 1865-September 11, 1872;
 April 1, 1877-August 7, 1910.
 Collector of Customs, Portland, October 1, 1870-May 31, 1876.
 Married Margaret McChesney, Latrobe, Pa., June 28, 1876.
 President Oregon Historical Society, 1898-1901.
 President Lewis and Clark Exposition, 1903-4.
 Director Associated Press, 1900-1910.
 Died at Baltimore, Md., August 7, 1910.

Scott was a pioneer of pioneers. In the journey across the plains the family were compelled to leave behind them in shallow prairie graves the mother (Anne Roelofson Scott) and a little brother 4 years old. The graves themselves were hidden, to protect the bodies from desecration by the savages who beset the westward caravans. Not to go exhaustively into the family's historical background, let it simply be said that the father, John Tucker Scott, of rugged Scotch ancestry, had been the first settler in Groveland township, Illinois, where he had journeyed from Kentucky in 1824. There Harvey Scott was born 14 years later.

Two sisters, Abigail Jane (Mrs. Abigail Scott Duniway) and Catherine Amanda (Mrs. Coburn), also in the covered-wagon, became probably Oregon's two greatest women journalists.

After little more than a year in the new home, the family moved to a claim near Shelton, Wash., northwest of Olympia. There in the spring of 1854 the young Scott worked as a woodsman in the big Washington timber.

These were days of Indian troubles in Oregon and Washington, and Scott served in the Indian wars on Puget Sound in 1855 and 1856.

In the fall of 1856, returning to Oregon to attend school while living with relatives, he walked all the way except where it was necessary to cross rivers. He crossed the Willamette in a skiff to the foot of Stark street, Portland, on the morning of October 4, 1856.

The place where he landed was within a few feet of the place where, less than nine years later, he was to have his desk as editor of the *Oregonian*. He walked that day to a point near Butte Creek, 36 miles from Portland, arriving there at 6 p. m.

After a year in the academy at Oregon City, Scott, then 21 years old, entered the collegiate department of Pacific University, where he had been a preparatory student, and there completed his formal education, grounding himself firmly in the classics—a foundation ample for his developing career as editor and as student of history and of contemporary problems. He was graduated in 1863.

Going to Portland he undertook the study of law, as already told. His admission to the bar came in September, several months after he had taken charge as editor of the *Oregonian*. The next month he married Elizabeth A. Nicklin at Salem.

Contemporaries and historians have united in crediting Harvey Whitefield Scott with editorial leadership in Oregon during half a century. This does not mean, however, that at 27 young Harvey Scott was a rounded-out editor. It was a new field for him, and he had to "learn his metier." One of his earliest bits of work on the *Oregonian*, written soon before he became recognized as editor of the paper, was an editorial on the assassination of Abraham Lincoln. Perhaps it will serve to show that Scott still had to climb before he reached the heights he attained as thinker and writer. Plenty of verbal strength is shown, plenty of fire, but this is not the Harvey Scott of 1900. Here is the last paragraph of the editorial:

Upon this fiendish spirit of murder which has been sedulously propagated and inflamed by the disloyal men and the disloyal press of the North, there must be meted out the fullest retribution. Thousands on thousands have fallen as sacrifices to the truculent spirit of revenge and hate by which this conflict was begun; but of all these martyrs, the blood of none calls so loudly for vengeance, as that of the murdered Abraham Lincoln. Loyal men of the North! You know now the demoniacal intent of your enemies. Mildness and magnanimity will not disarm them. Let all who mourn the death of noble Abraham Lincoln resolve that the fell spirit which caused it shall be eradicated utterly, even if the whole race of traitors and assassins must, for that purpose, be destroyed.

It happens that we can place alongside this product of his editorial childhood another, the product of his mellowed maturity. Compare with the paragraph just quoted the following, taken from his last year's work, published April 14, 1910 (Scott died in August); note what the years of work and study and thought had done for Scott as editorial writer:

On this night, April 14, forty-five years ago, Abraham Lincoln was shot by an assassin; a crime as foolish as horrible. It changed (not for the better) the whole course of American political life, from that day to this, and it may be doubted whether we shall ever escape from the consequences of that mad and criminal act.

The irrational division of political parties today is a consequence of this crime, and no man can see far enough in the future to imagine when the course of our history, set awry by this act of an assassin, will resume a rational or normal line of action.

Mr. Scott had reference, in part, of course, to the vast difference in the "reconstruction" of the South under Johnson from what would have been done under the saner and milder policies of Lincoln, as indicated by the tone of the second inaugural and other utterances, and, no doubt, to the cleavage of parties along sectional lines, which has done so much to obscure legitimate American political issues.

These paragraphs are but an indication of the moderation and lenity of the *Oregonian* editor's spirit toward the South in the reconstruction. Though he abated nothing of his earlier abomination of state sovereignty and slavery (7), he was never reconciled to Negro suffrage. As late as August 8, 1907, he wrote:

It is not to be denied that the evils of indiscriminate Negro suffrage in our Southern states are too great to be permitted.

Scott was exceptional in that he began his newspaper career on the editorial page and to the end was never anything else but an editor. He was not the news—or managing—editor type of leader, being concerned chiefly with editorial policies rather than news details.

It would take volumes to give adequate consideration to Scott's editorial ideas as developed through more than forty years. Only a few can be mentioned here (8).

By common consent the most conspicuous of many great services rendered the state by Mr. Scott was his steadfast advocacy of the gold standard against tremendous pressures in the free-silver days of the 90's. Washington, Idaho, Montana, Nevada, Utah, all went solidly for silver in 1896; California gave Bryan one of its nine electoral votes. Oregon alone in the West gave its solid electoral vote against the silver policy.

This was by no means easy for Scott, who was accused of sitting up there in his isolated tower and paying no attention to what the people felt out in the state. Republican newspaper support was much

weakened in that campaign, free-silver papers sprung up all over Oregon, and the *Oregonian's* editorial thunderings were credited with the final victory, which a few weeks before, had seemed impossible.

Two cardinal principles of Scott's political and economic philosophy were free trade and sound money. In the case of free trade he recognized that the tariff was, more or less, a local issue, and that circumstances might alter policies. This made it possible for him to maintain affiliation with the Republican party, though he never yielded on the fundamental soundness of free trade. In the case of sound money, however, there was no single hint of wavering, no concession to expediency, and he regarded greenbackism and free silver alike as unsound in economics and fundamentally dishonest.

Mr. Scott's feeling on both of these issues probably explains a certain lukewarmness on his part toward William McKinley, whose "bimetallism by international agreement" policy and his extreme high-tariff views left the *Oregonian* editor equally cold. There wasn't much about McKinley, as a matter of fact, that Scott liked; it was the dislike of a hard, economic thinker for the highly political type of mind. Note his comment in an editorial published in the *Oregonian* November 9, 1899:

Senator Depew, of New York, says the elections prove that the people are with the president. The elections prove the people are resolved on two things: First, to uphold the gold standard, and second, to maintain the authority of the United States in our distant possessions. The complaint against McKinley is that he has not been vigorous enough in either purpose. He halts, hesitates, waits; he is not a leader, but only a timid follower. He keeps his ear to the ground, trying to attune it to faint whispers or echoes of popular expression, and so, instead of being a leader, he is far in the rearward of actual opinion and judgment. He is a pattern of the meticulous spirit, of the mincing movement, of invertebrate statesmanship. The people are not with him, and he is not with the people. They are far ahead of him, and he lags and loiters along in the rear, warming his fingers and toes at old expiring campfires.

Later (December 10 of the same year) he wrote:

The president's course has been one of indecision and hesitation. It has been the course of a politician fearful of the effect on his own political fortunes of any open and strong utterance or decided policy.

The editor's feeling for Grover Cleveland stands out in distinct contrast to this. He wrote (9):

A man who performed services to his country at a critical time scarcely excelled by more than two or three of our presidents, was Grover Cleveland. He was the man for a crisis, and he had at once the intelligence, the purpose, and the firmness to do the work. . . . No man of clearer vision, in a peculiar crisis, or more resolute to meet the demands of an occasion, has ever appeared in our affairs. His second election was one of the fortunate incidents of the history of the United States. . . . In all its history the act of no statesman has been more completely vindicated by results, and by the recognition of his countrymen, than that of Grover Cleveland in ridding the country of the financial fallacies that attended the silver fiat money propaganda.

The movement after the war to pay its cost with greenbacks was fought by the *Oregonian*. In an editorial published February 18, 1878, Scott said:

This (the plan to print enough greenbacks to take up the national debt) would be a thorough and logical method of carrying out the greenback scheme. It would simply be repudiation of the entire debt, for there would be no hope that so great an amount of greenbacks would be redeemed; no time for redemption would or could be specified, and as holders would receive no interest the greenbacks would not possess a single quality of value.

Scott never wavered in his ideas on fiat money. Near the end of his career he wrote (10):

There is a fundamental error in our monetary system. It is the parent of all other errors that beset the system. This error is the fiat notion of money. . . . But these notes are not money. They are merely substitutes for money whose value depends on their redeemability in gold or the prospect of it.

He favored establishment of a central bank and branches, modeled after the United States bank founded by Hamilton in 1791 and after the government banks of Europe.

Our people (he wrote) believing they can regulate, by their votes, the value of money, and calling notes issued by authority of the government, money, will not permit any rational currency or rational banking system to be established in the United States. . . . It is useless, therefore, to attempt a remedy now for the defects of our banking and currency system. We shall be compelled to blunder along with the

system as it is, and to accept the consequences of such financial collapses as it will, at intervals, necessarily produce. Sometime we may become wise enough to have a great central bank, with branches all over the country, like the Bank of France, whose strength was so great that even the commune of Paris, in the ascendant in 1871, dared not touch it.

Another important policy of Scott's was his advocacy of an isthmian canal, treated in frequent editorials from 1897 on. He commended President Theodore Roosevelt for seeing that the waterway became an American enterprise.

Scott was decidedly a Hamiltonian in his conception of government—an attitude that came out early in his career, in editorials taking issue with the extreme Jeffersonianism of Beriah Brown, editor of the *Portland Herald*. In an editorial published November 1, 1869, the *Oregonian* assailed Jefferson as the "architect of state sovereignty." This view persisted throughout Scott's life. Note this editorial expression of forty years later (11):

Jefferson was the man who, after the formation of the constitution and the making of the nation under it, for partisan purposes set up the claim that there was, in fact, no nation, but only a league of states that might be abandoned or broken at will. This was the Great Rebellion. This was the Civil War. He was the evil genius of our national and political life.

If there seems to be a bit of inconsistency between Scott the pioneer and individualist, the believer in self-reliance, and Scott the Hamiltonian, with his opposition to Jefferson's belief that the least government was the best government, we can let it pass without a qualm. Great men have never bothered about "consistency." Classic example of this is the Louisiana purchase by Jefferson, the advocate of "strict construction" of the constitution. Scott was like Jefferson in this one respect, at least, that he'd rather be right than be consistent.

In an earlier editorial (12) Scott showed himself as strongly pro-Hamilton as he had pronounced himself anti-Jefferson on many occasions. He wrote:

To Hamilton the country is chiefly indebted . . . more than to all others—for the creation of a national government with sufficient power to maintain the national authority. He it was who, foreseeing the conflict between pretensions of state supremacy and the necessary powers of national authority, succeeded, in spite of tremendous opposition, in putting into the constitution the vital forces which have sustained it.

Appomattox was his victory. . . . The glory of Hamilton is the greatness of America.

Religion and theology, in their many phases, were, it is fairly generally agreed, Mr. Scott's favorite subject of thought and writing. (13).

This study, apparently, was not only an intellectual hobby but an outlet for the expression of his deeply religious nature. His first few years on the *Oregonian's* editorial tripod did not produce any great volume of this type of matter; but from 1875, when he was a fairly regular contributor to the *Pacific Christian Advocate* and the *New Northwest*, and 1877, when he resumed editorship of the *Oregonian*, after a five-year hiatus, and began his long series of many hundred editorials on matters of religious and theological thought, right through to 1910, when he laid down his pen, this type of matter loomed large in his thinking and writing.

Contrary to the attitude of the majority of editors, Mr. Scott believed matters of religion were fit subjects for discussion in the newspapers.

Will you pardon me, he wrote a Portland pastor (14), when I say that I do not think that the pulpit has the sole right to present religious or theological opinions to the public? You must be aware of the tendency of modern critical thought, which studies religion from the standpoint of the universal history of man, and regards Christianity, not as the exclusive and absolute religion, nor as the final form and ultimate expression of all religious truth, but simply as one of the many religions of the world. Again, since this religion does not contain all truth for all men, still less can any one of the innumerable "doxies" into which it is subdivided.

As a general newspaper, taking note of the movement of the thought of the world, the *Oregonian* cannot ignore a subject which has so large a part of the progressive world's attention. . . .

In Christianity as a "revealed" religion he did not believe, yet he was steadfast in his advocacy of Christian ethics and principles. To him Christianity was not *the* religion but *one of the* religions. Religion to him was greater than Christianity—each great religion filling the particular need of its own time and race.

For materialism, irreligion, and scoffing he expressed deep dislike. This editor recognized the Roman Catholic church as probably the most comfortable church home for those who do not want to think about their religion but wish rather to "repose on authority."

As early as 1876 (February 8) Scott had expressed himself in terms unfavorable to Thomas Paine, the idol of so many so-called free thinkers in religion. In an article in the *New Northwest*, edited

by his sister Abigail Scott Duniway, Scott on that day referred to Paine as "irreverent, flippant, irrational." Nearly 20 years later (February 6, 1895) the editor expressed himself as follows on Paine:

Every few years a rage of admiration for Thomas Paine breaks out, and has its run among a number of our people. Paine's celebrity is due chiefly to the fact that his manner is rough, startling, violent. Many persons are delighted to find furious attacks on old opinions and old institutions. Paine does this work well. But it is a kind of work that has little effect upon the world. Moral insight Paine had none; of the institutions of society as the growth of ages, which might be slowly and safely modified, but could not be upset at once and tumbled into chaos without producing the greatest catastrophes for mankind, he had no conception. The notice he gets from our clergymen is often out of proportion to his weight in history, and is usually provoked by the popular meetings held at intervals by those who, in their hero-worship, reflect or flatter themselves. It is, perhaps, needless to say that it is not because Paine was what is called an "unbeliever" that the *Oregonian* does not join in this excessive admiration of him.

In such a condensed discussion as this there is real danger of doing violence to the beliefs and significance of Mr. Scott in a field so full of subtleties and controversies as the various phases of religion, theology, and morals. It is even difficult to select from this editor's writings, clear and strong though they are, any quotations within the space limits of this volume which will not perhaps, do him injustice. It must be remembered, too, that Mr. Scott regarded himself as a defender of true religion. He found it possible to affiliate throughout his life with the Congregational church and was on terms of friendly understanding with many of Portland's best-known clergymen in several denominations.

With all this in mind, the following excerpt, published in the *Oregonian* as an editorial November 19, 1889, under the heading "Rationalism Not 'Decay' of Religion" is offered as probably a fair expression of what Mr. Scott was trying to accomplish in his many unorthodox editorials:

Men, in increasing numbers, perceive that Christianity is not the absolute religion, but merely one of the forms through which the moral and spiritual consciousness of the race is undergoing development. They begin to understand that religion is greater than any form under which it has appeared among men, and they question the claims of any form of it to an exclusive and supernatural character.

The rationalism on which this attitude is founded is not

irreligious. In its best sense it is deeply religious. In its estimate of Christianity, it finds that the life and work of the founder of this great religion were contained within purely human conditions. It therefore rejects all supernatural pretensions made in his behalf, and receives him as one of the great moral and spiritual teachers of the world. In this direction the tendency of the thought of mankind is irresistible. It is supported by an induction gathered from the widest range of history and experience, by study of the processes and steps of the spiritual and moral development of the race, by accumulating facts in every department of culture and knowledge. Churchmen should not mistake this tendency, which is not irreligious, for a sign of general falling away from that sense of duty to God and regard for man which is the true basis of the religious character and religious life. The best and surest hold that religion possesses is in reconciliation of the intellectual with the spiritual nature of man. This process or result some call "infidelity," and, seeing it, they bewail the supposed decay of religion. Men of the Church will be wiser in the next ages.

Mr. Scott's study of the Bible, it appears, was motivated not merely by his interest in theology but by his feeling for the greatness of its literary style.

An editorial of June 22, 1902, was headed by Mr. Scott "The Bible the Masterpiece of English Prose." This article, emphasizing the importance of the Bible as an English masterpiece, follows, in part:

The English Bible is the masterpiece of our prose, as Shakespeare's work is of our poetry; it beats, not only with the divine impulse of its original, but also with that immense vitality of religious life in the days when to our ancestors religion and life were identical. In this version we have that tremendous reach of emotion, borne on a style majestic and clear, which has been, and will continue to be, one of the great forces in the movement of history. This English Bible is among the greatest of the agencies in spreading the English language throughout the world, and in extending the principles of liberty and of jurisprudence, that go with it and find their expression through it. This view shows that missionary work carried on in the English tongue throughout the world has a field vastly wider than propagation of mere ecclesiastical dogma. It is introductory to, and part of, a greatly wider field of effort and progress. . . .

Oregon history was another of Mr Scott's favorite subjects. He

wrote frequent editorials on historical topics, and he served as the first president of the Oregon Historical Society, organized in 1898.

On his personal side, Scott throughout his career worked so hard, read so much, studied so deeply that he had little time for the lighter things of life. Even in his home, the thing that was singled out for comment by such men as Alfred Holman, his brilliant associate on the *Oregonian* for many years, and Charles H. Chapman was his extensive library. He cared nothing for sports. And yet there is every indication that his contacts with his fellows—business and professional men, reporters, printers—were smooth. Printers who worked for him never lost a feeling of admiration and personal loyalty. To the men on the *Oregonian* staff he was “the old man,” and this was spoken affectionately. He was capable of explosions on such occasions as when a pat phrase of his would be ruined by a printer and neglected by a proofreader. But this did not always cause a blow-up. There was that occasion, related by the late Alan B. Slauson, when, in the early part of a political campaign, Scott had quoted the literary phrase, “We shall meet at Philippi.” By the time the printers and proofreaders had finished and the paper had come out, this phrase in Scott’s editorial read, “We shall meet at Philadelphia.” The proofreader’s explanation that, as everybody knew, the convention was to meet in Philadelphia that year was accepted by Scott, who threw up his hands in despair and let it go at that.

Scott, like a true pioneer, cared little for dress. He had to be reminded when he needed a new suit. On one occasion, as Alfred Holman relates (15), he referred to a battered old hat as having “reached a perfect development,” since “nothing more can happen to it.”

Though Harvey Scott was absent from the *Oregonian* five years (1872-77) and was connected with the *Portland Daily Bulletin* for part of that period, the *Bulletin* connection was short, not more than a few months. He did, however, contribute editorials over a period of two years or so. This part of his career is not emphasized by writers on Scott and the *Oregonian*, who appear to regard this connection as rather incidental and episodic. One editorial credited to Scott (16) appeared in the *Bulletin* December 10, 1872. It came on the heels of one of those Republican grand slams in national politics, the Grant victory of 1872. Under the heading “Can These Dry Bones Live?” he argued that there was no use trying to revive the Democratic party after the current licking. . . . “Nothing,” he wrote, “is more common than the flippant remark that a party is dead because it has been defeated; and often the observation is far from truth and fact. The Democratic party, however, does indeed seem moribund; not because it has been defeated, but because its ideas and theories are totally rejected by the American people. The verdict of the Civil war appears to be accepted by the country as an irrevocable condemnation of the

leading ideas of the party and hence the futility of an attempt to make these dry bones live."

This was just four years before the Hayes-Tilden neck-and-neck race of 1876, when the "dry bones" seemed upholstered with considerable meat. The editorial is not here suggested as representative of Scott's beat.

What might be regarded as "dogmatism" on the part of Mr. Scott is defined by Alfred Holman as "a feeling of intense individual responsibility," (17). Mr. Holman cites an incident of the editor's rebuke of "a shallow and pretentious man" who, losing an argument with Mr. Scott on a financial issue, remarked finally, in desperation, "Well, Mr. Scott, I have as much right to my opinion as you have to yours." Irritated, Scott replied sharply, as Holman tells it: "You have not. . . . You speak from the standpoint of mere presumption and emotion, without knowledge, without judgment. . . . I speak from the basis of painstaking and laborious study. You have no right to an opinion on this subject; you have not given yourself the labors which alone can justify opinion. You do not even understand the fundamental facts upon which an opinion should be based. You say your opinion is as good as mine. It will be time enough for this boast when you have brought to the subject a teachable mind and when you have mastered some of its elementary facts. . . ."

Mr. Scott's "feeling of intense individual responsibility" was regarded as "arrogance" by some fellow editors of lesser attainments; for instance, one to whom Mr. Holman refers (18) as being told by Scott, through a friend, "that it is not for me (Scott) to judge of his merits or of his title to speak, but say to him for me that when he shall have borne the burden and carried such honors as are attached to the leadership of journalism in this country for forty years, I will be disposed to concede to him a certain equality of privilege!"

The thought occurs, in passing, that this attitude, if accurately quoted, is an expression of a contempt for the "young upstart," an impatience of anything like youthful inspiration—a source of achievement to which even the heavier philosophizing of the more mature must sometimes yield recognition.

But such a conclusion about Scott would not stand the test. His disposition to let other writers on his own paper express themselves was proverbial, sometimes leading to curious inconsistencies of utterance which failed to ruffle the editor. There was, too, the occasion described by David F. Morrison (19) when the great editor stood the acid test of tolerance. Morrison was writing editorials on the old *Portland Telegram*, then owned by the *Oregonian* publishers. He was warned by C. J. Owen, the *Telegram's* managing editor, that he was running counter to Mr. Scott's published opinions.

"Don't you read the editorials in the *Morning Oregonian*?" asked Mr. Owen.

"Never," said Morrison, "until I have finished my own work, because I don't care to be influenced in any manner by the *Oregonian* editorials."

Then said Mr. Owen (as Morrison tells it) :

"Well, I think you had better read them once in a while. Do you know that on this tax matter, Mr. Scott has a leading editorial in this morning's *Oregonian*, most emphatically opposing the entire proposition?"

Morrison said: "No, sir, but what of it? I am not writing Mr. Scott's mind, and I don't think Mr. Scott would want me to do that."

"Do you want to take this up to Mr. Scott and thresh it out with him?"

"Sure."

So Mr. Morrison went to the *Oregonian* editor's office, stated the case to him, and handed him a copy of the editorial. He read it slowly and carefully, and then, "looking at me," said Mr. Morrison, over his spectacles with that wonderfully steady, penetrating gaze of his, he said:

"Do you believe that?"

"I most certainly do."

"Well, then, by God, print it!"

"There," commented Mr. Morrison, "is the greatest editorial writer in the state of Oregon attesting, in opposition to his own views, to the value of sincerity in editorial utterances."

While editing the *Oregonian* in 1876 W. Lair Hill came to the defense of his predecessor and successor, Harvey W. Scott, who was then collector of customs. The Salem *Mercury* had published a news story to the effect that a Wasco county man would soon be chosen to succeed Scott as collector. The *Mountain Sentinel*, of Union, commenting, had said, "The removal of Scott and the rending asunder of the Portland custom house ring . . . for years reeking and festering with corruption, was a move party leaders were to be compelled to make."

Hill's comment in the *Oregonian* (Friday, February 25, 1876) follows:

The idea that the party leaders, by which is meant, of course, in this case, those who control the Federal appointments in the state—would assist in the "rending asunder of the Portland custom house ring" is both original and fresh. The only complaint made against Scott is made by the ring, and is based entirely on their allegations that he refuses to do the bidding of those who insist on maintaining, through said ring, a dictatorship over the party. The paragraph above quoted shows how completely the political situation in Portland is misapprehended in some other quarters.

Scott's own idea on political activity by office-holders was expressed a year later, after his return to the *Oregonian* editorial desk. He said:

President Hayes is plainly a traitor. He has now delivered the most terrible blow the party has yet received. An order is issued commanding the office-holder to withdraw from the management of party affairs. If this order be enforced, the people will be at once deprived of their natural leaders. Nobody will know what to do. Who will fix up primaries, organize caucuses, and control conventions?

After a half column more of this ironic regret, he suggests that there is no help for it but for the job-holders to resign from the committee and let the president's policy have full course.

Uncompromising as Scott was in argument where his principles or opinions were concerned, there doesn't seem to be much evidence of any personal bitterness.

Perhaps the story that is told (20) of his physical combat with James O'Meara gives a bit of a line on his essential mercifulness, his tendency to "temper the wind to the shorn lamb." In their earlier associations, O'Meara, whom he succeeded as editor of the *Bulletin*, was unfriendly, and one day O'Meara attacked him with his fists. Scott, with his towering physique, had no trouble getting the smaller O'Meara down and holding him on the floor. "Now that I have you down," he is reported to have said, "I don't know what to do with you." O'Meara is reported to have replied, "Well, if the situation were reversed, I know what I would do with you." This may illustrate a difference between the two men. There were other differences. In later years the two editors became good personal friends.

Scott's attitude toward Senator Mitchell, whom he had always fought, usually losing, is another example. When Mitchell won his final election to the senate from the legislature of 1901 Mr. Scott took the result in the best of humor and told the then Governor Geer that he was through fighting Mitchell. The senator's last days, when he was forced out of office during the land-fraud prosecutions, were free from any unfriendliness on Scott's part. This editor was no exponent of the old scurrilous "Oregon style" of editorial denunciation.

In dealing with journalism in Oregon it is difficult to avoid superlatives and excessive emphasis on Scott. Joseph Gaston, Oregon newspaper man, railroader, and historian, who from training and inclination gave a journalistic slant to his historical writing, summed up Scott's achievements in his *History of Oregon* (21):

The schoolmaster of the press of Oregon—the one great comprehensive mind of the two generations of men since the

Spectator made its editorial bow—was Harvey Whitefield Scott. Scott was . . . a voracious absorber and consumer of all other men's thoughts, writings, and works. He was equipped by nature to do a great work. He read all history, poetry, commentary, and philosophy, embodied it in his own mental resources and freely gave it out, modified to suit the hour and promote his own purpose. [Which appears to be a good working definition of a true journalist.]

Positive, impatient, energetic, indefatigable, and aggressive, he pushed his ideas of political economy, social responsibility and public policy with a vigor and ability which has given the *Oregonian* (22) all the reputation it has;—and that is nationwide, and equal to any other newspaper in the 48 states of the union. . . . His service as an educator (against the free coinage of silver and issues of legal tender currency) was the great achievement of his career.

H. K. Hines, another Oregon historian, wrote in similar vein (23). Noting the beginning of Scott's education at Pacific University, Hines said that he had reared on it "a superstructure of culture and erudition that in breadth and strength has no superior, if it has an equal, on the Northwest coast. The qualities of Mr. Scott's mind are capaciousness, strength, and clearness. . . . The logical faculty dominates his thinking. . . . Men who think profoundly and deeply always questions their own opinions if they find them counter to his. Still Mr. Scott is not what is called a brilliant man. He is not an orator. His speech is . . . even hesitating. . . .

"Mr. Scott is an independent journalist."

In the opinion of Alfred Holman (24) Scott's literary style lost something by his exclusion of the light touch, the "whimsical slang" which lent color to his conversation. The scholar in him was dominant; he was scrupulous of his phrasing, and his passion for exactness of statement reduced, for the average reader, the attractiveness of what he wrote.

For Mr. Scott the purpose of writing was to express thought; his phrase "feeble elegance" Mr. Holman says was used with reference to "easy, graceful, purposeless work."

The work of selecting, years afterward, the editorials written by Scott was complicated somewhat, perhaps, by the versatility of an *Oregonian* columnist and editorial writer in the early years of the twentieth century—Wexford Jones, a clever writer who, on some subjects, old-timers say, was able to imitate the Scott style so closely as to deceive almost anyone but Scott himself.

"Solidity" is perhaps the word to apply to Mr. Scott's writing. Oddly enough, when thinking out an expression, he would write again and again on another sheet of paper this word "solidity". Mr.

Holman (25) tells of having come upon sheets of paper covered with this one word in the unmistakable script of the editor. He wrote it, his associate estimates, millions of times—an unexplained habit.

But "solidity" tells the story of Scott—strong, substantial, sound—"the schoolmaster of the press of Oregon."

JOURNALISM IN SALEM

When statehood came to Oregon. Asahel Bush, the founder, was still the editor of the *Statesman*, continuing until March 1863.

L. F. Grover, later congressman, governor, and United States senator, was Mr. Bush's assistant with editorial work on the *Statesman*, doing the writing when Bush was absent from the city. In 1861 and 1862 Harvey Gordon was managing editor. He was elected state printer in 1862 but died before he could take office.

J. W. Nesmith, prominent in early Oregon, was a partner in the *Statesman* with Bush when it was leased in 1863 to C. P. Crandall and E. M. Waite. Crandall and Waite conducted the paper until November 26, 1863, when it was purchased by a group composed of J. W. P. Huntington, Ben Simpson, Rufus Mallory, Chester N. Terry, George H. Williams. D. W. Craig, who spent a long lifetime in Oregon journalism, was running the *Argus* in Salem at the time. It was combined with the *Statesman*, and Mr. Craig and J. N. Gale taken in. Craig became principal stockholder in the Oregon Printing and Publishing Company, a corporation formed at that time. The paper supported the Union cause in the Civil war with outstanding vigor.

A feature of an early issue (August 19) was a 200-word editorial explaining that there was no room for publication of several addresses and essays read at a recent teachers' institute and suggesting to the teachers' association management that "the difficulty would be obviated by the publication each year of a small pamphlet containing the proceedings of the session and all productions worthy of publication." Here is the germ of the educational publications, such as the *Oregon Teachers' Monthly* which Charles H. Jones built up so successfully at Salem in later years. "We publish a political newspaper," is one announcement of interest, "and in these times that 'try men's souls' we have to consider numerous questions of exciting interest."

Joseph Gaston became editor a short time before Craig sold out, in August 1866, to Ben Simpson, who put in his sons, Sylvester and Sam L., as editors and managers. It was Simpson's hope to re-elect Nesmith to the United States senate, but he was disappointed.

Sam L. Simpson, better known to fame as a poet, was editor of

the *Statesman* for about four months. His writing gifts failed to save the paper, which his father was compelled to sell, December 31 of that year. The purchasers were William McPherson and William Morgan, who a few months before had started the Salem *Unionist*. McPherson and Morgan had been publishing the *Journal* in Albany, but they moved to Salem and started the *Unionist* when McPherson took over the office of state printer.

Sam Simpson, writing his last editorial on the *Statesman* on the closing day of 1866, pronounced the paper dead. He headed the editorial "Valedictory" and said with a fine literary flourish unaccompanied by any pride in his achievements or capacities as an editor:

"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."

The name *Statesman* was dropped in favor of *Unionist*. It was revived in 1869 when Samuel A. Clarke, formerly of the *Oregonian*, purchased the *Unionist*, including whatever was left of the *Statesman*, and made the name *Statesman and Unionist*. Clarke's purchase was made after the death of J. W. P. Huntington, who had bought the paper in 1868. Announcing the change of name Clarke wrote:

There is a prejudice existing in some minds against the *Unionist*, caused by circumstances that we cannot control and are not responsible for. . . . It seems impossible to convince 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 months (in a subdued form) to prevent misunderstanding.

April 1, 1870, Clarke dropped the words *and Unionist* from the nameplate. A letter from James Applegate to R. P. Earhart, written from Yoncalla August 4, 1869, indicates that Clarke's deal for the *Unionist* was made with Earhart, for he says:

I certainly do think that you did 'bully' in the sale of that concern [the *Unionist*]. If I have proper understanding . . . you get \$5,000 and are released from all further trouble about the concern, *now* and *forever*.

Within four years after leaving the *Statesman*, Simpson was to place himself near the top rung in poesy with his "Beautiful Willamette," which, written at Albany in 1870, will keep readers enjoying its flowing rhythm and haunting melody as long as the river shall run. The last stanza:

On the roaring waste of ocean
 Shall thy scattered waves be tossed,
 'Mid the surge's rhythmic thunder
 Shall thy silver tongues be lost.
 Oh! thy glimmering rush of gladness
 Mocks this turbid life of mine!
 Racing to the wild Forever
 Down the sloping paths of Time.
 Onward ever,
 Lovely river,
 Softly calling to the sea;
 Time, that scars us,
 Maims and mars us,
 Leaves no track or trench on thee.

Sam Clarke, in a lesser way than Simpson, was himself a poet of considerable repute, besides being a capable newspaper man and highly versatile. Born in 1827, in Cuba, where his father was a merchant, and educated in New York City, he was a gold-hunting forty-niner in California, coming to Oregon in 1850. A year later he drew the plan of the new city of Portland on the occasion of its incorporation. Buying a donation claim near Salem, he resided there for several years, in fact came to regard Salem as his settled home. In 1862 he became the first clerk of the new Baker county. Running a sawmill in Portland was another of his many activities.

In 1864 he was back in Portland as editor of the *Oregonian*. Two years later he was one of the incorporators of the Oregon Central Railroad, which was taken over by Ben Holladay in 1868. In the Modoc Indian War he made a fine record as correspondent for the *New York Times*. After a short time on the Salem *Daily Record* in 1867 he purchased the *Unionist*, as already noted. Changing the name back to the *Statesman*, he conducted the paper as a daily for a time. With D. W. Craig he purchased the *Willamette Farmer* in 1872, buying his partner out eight years later. In 1897 the paper was merged with the *North Pacific Rural Spirit*. Clarke now spent several years at the national capital as librarian in the United States

general land office. He died in Salem August 20, 1909. A son, William J. Clarke, has been an Oregon country publisher for many years. Sam Clarke left one book, a history entitled *Pioneer Days in Oregon*.

Mrs. Sally Dyer is a daughter and W. Connell Dyer is a granddaughter of Mr. Clarke. Both live in Salem.

In 1872 Clarke and Craig sold the *Statesman* to C. P. Crandall, who had been a lessee of the paper from Bush in 1863. He stayed at the helm until December 1873, when he passed the paper back to Clarke and Craig of the *Willamette Farmer*. The next April Crandall had the *Statesman* again, after some litigation. The Statesman Printing and Publishing Company was then formed to conduct the paper and the printing plant. Directors of the company were H. Carpenter, T. C. Shaw, L. S. Scott. Calvin B. McDonald was editor, Captain Scott business manager, and J. W. Redington city editor. E. O. Norton later became business manager.

The picturesque city editor, J. W. Redington, one of the most colorful characters in Oregon journalism history (26) has some interesting stories, one about Editor McDonald.

He (McDonald) was always ready to relax (wrote Redington) in the *Statesman's* eightieth anniversary number) when Uncle Davy Newsome would come in from Howell Prairie and sub for him, specializing on love stories located in his old home region, Greenbrier county, W. Va. . . . When we gave "Ten Nights in a Barroom" at Reed's Opera House, Calvin held the paper back three hours so that he could get in a column describing the magnificent stage presence of Carrie M. Foltz, the star. . . ."

In the city editorship of Redington the *Statesman's* circulation was fully 500. "Pay days," he wrote, "were scarce, for the business manager was also running the hack and dray company. I used to rustle ads for the four-page paper, but it was worse than painful dentistry, and when I tried to collect bills I invited getting shot, or at least half-shot. So I got scared, and got out of the danger zone by blowing boots and saddles, mounting my horse and riding across the Cascade range, where I joined the army and went scouting through three Indian wars, thus getting into the safety zone."

In those days city editors were not just newsgatherers; they had to turn their hand to anything. In addition to rustling ads and collecting (perhaps) bills, Redington used to solicit subscriptions for the weekly. "I attached one subscriber," he related, "by swapping a year's subscription for a bear to Merchant Wolfard at Silverton."

. . . .

"Those were the days," he said, "when local news was scarce,

and imagination had to be drawn on to fill up the allotted three columns."

A sidelight on politics and poker in 1876 was told by Colonel Redington. "General Nesmith," he wrote, "had the U. S. senatorship in his vest pocket in 1876, and the Democratic caucus at the state house had decided to thus honor him, but one man insisted on sending a committee after Nes to bring him up and outline his policy, etc. The committee found Nes in a poker game at the Chemeketa hotel, and asked him to come on up. He said that he could not just then, but would come up when he finished the game. The committee went back and reported just what he said. Then the caucus got mad, and said that any man that put poker above a senatorship didn't deserve the high office, and then they went ahead and nominated Governor Grover, whose place was then filled by Secretary of State Cradwick."

The story is interesting, though possibly somewhat heightened by Redington's class-A imagination.

Tracing the *Statesman's* personnel through, we find (27) that in 1875 Waters Bros. (Capt. A. H. and W. H. H.) bought the paper and W. H. H. Waters became editor.

Then in June, 1877, W. H. Odell bought the paper and took the occasion to procure some news type. In about seven years' ownership Mr. Odell had successively as partners L. G. Jackson, George E. Good, C. W. Watts, George P. Dorris, and A. Gessner.

R. P. Boise Jr. and Whitney L. Boise edited and managed the paper from July, 1881, to December, 1882, when A. Gessner took over the business and editorial direction.

W. H. Byars, well known as surveyor general and state printer, and a former Roseburg publisher, who later was to buy the new *Capital Journal* within a few months of its founding, bought a half interest in the *Statesman* and installed H. H. Hendricks as editor, in 1883.

In the next year a young man appeared on the scene who was to retain his connection with the *Statesman*, most of the time as editor and manager, for more than half a century. This was R. J. Hendricks, who, with George H. Saubert, like himself from Roseburg, bought Odell's interest in the paper. Hendricks became editor and manager, and Saubert headed the mechanical department. In December, 1884, Byars sold out to D. W. Craig, who was always either buying or selling an interest in the *Statesman*. In September of the next year Craig sold his interest to Hendricks and Saubert. The *Statesman* Publishing Company was incorporated. Hendricks continued as editor and manager for 44 years.

The *Statesman* was a school for a good many rising young newspaper men, prominent among them Edgar B. Piper, who succeeded Harvey W. Scott in editorial charge of the *Oregonian*. He was a reporter on the *Statesman* as early as 1887 and was elected to mem-

bership in the newly formed state editorial association in October of that year.

When Hendricks and Saubert became owners of the paper in 1884, they were young and enterprising. One of their early expressions of their faith in the future was the installation in 1893 of the second and third linotypes ever used in Oregon; the first was set up in the office of the *Morning Astorian* the year before. The *Oregonian* had not as yet adopted the machines, and there were still a great many printers who predicted that the new invention would never be really practical and economical. Mr. Hendricks went to Astoria and saw No. 578 in operation. He returned and immediately ordered two. The machines were shipped from the factory in Brooklyn, N. Y., March 31, 1893. The Astoria lino had been sent from the factory the previous August 15, and the eight installed by the *Oregonian* left the factory May 11, 1894. This was additional evidence of what was in store for the typesetting vocation; hand composition was rapidly ushered out after the *Oregonian's* move.

One of the two linotypes purchased by the *Statesman* in 1893 remained in service for 30 years, until August 1923, making its service approximately equal to that of Astoria's No. 578, which was in use from September 1892 to November 1922. Operators estimate (28) that the old Salem machine yielded nearly 1,800,000 column inches of news matter, almost 30 miles, one column wide.

The *Statesman* came down the years, most of the time under Mr. Hendricks' direction, until 1928, when he retired. He and his partner, Carle Abrams, sold out, and the paper was placed under the direction of Earl C. Brownlee, late of the *Washington County News-Times* at Forest Grove, and Sheldon F. Sackett, who had been named on the All-American Country Weekly Eleven in recognition of his exceptionally competent handling of the McMinnville *Telephone Register*. Mr. Hendricks has since continued on the paper, either as editorial writer or as director of the comment column "Bits for Breakfast," paralleling the competitor's "Sips for Supper." Mr. Hendricks throughout his newspaper career of more than half a century, has had a keen interest in Oregon history, has written much on the subject, including *Bethel and Aurora*, the history of the settlement of Aurora, Oregon—which work has been read with interest by throngs of Oregon history fans. Mr. Abrams on his retirement had been connected with the *Statesman* for more than 25 years in a variety of capacities.

Mr. Brownlee soon retired from the partnership and removed to California, and Charles A. Sprague, Illinois native, former school teacher and former country editor in Washington, who for the last four years had been associated with Claude E. Ingalls and Myron K. Myers in the direction of the *Corvallis Gazette-Times*, purchased an interest. He later obtained the controlling interest in the *States-*

man and withdrew from the Corvallis connection. Mr. Sprague was nominated for governor by the Republicans of Oregon in the May primary and elected in November, 1938. Under Mr. Sprague's direction, with the cooperation of Sheldon F. Sackett, for several years his managing editor, the *Statesman* has taken a place of exceptional influence in the public affairs of Oregon. During Mr. Sprague's tenure as governor Mr. Sackett is editing the paper.

The *Capital Journal*, not long past its half-century mark, was founded by Will H. Parry, a native of Independence, Ore., who had run a newspaper there and had later been employed as editor of the *Corvallis Gazette* while the paper was having financial difficulties. He was soon to move to Seattle, where he became city editor of the *Post-Intelligencer*, later becoming a prosperous real estate dealer there. When he died, in Washington, D. C., nearly 40 years later, he was a member of the Federal Trade Commission.

But to get back to the paper: The first issue of the new evening publication, bearing the name of Will H. Parry as manager, appeared March 1, 1888. The paper was to be published every evening except Sunday and was to cost the subscriber \$5 a year or 15 cents a week if delivered by carrier.

This newspaper, one of many started in Salem in the 80's, was to outlive all others except the *Statesman*. A paper calling itself *Talk* had been started in 1879 as a morning daily, and Frank Conover and associates (Conover & Co.) had carried it on as a daily for seven years. In 1886 it dropped to a weekly and suspended the next year. The old *Vidette*, established by E. O. Norton, and published for a time in East Portland, was back in Salem, with J. B. Fithian editor. It was, as Fred Lockley recalls, in the same building as the new *Journal*.

Parry's paper started with an announcement that "The *Capital Journal* is issued today in the interest of the Republican party succeeding the *Oregon Sentry*." (The *Sentry* had been running, as daily or weekly, for ten years.) Proceeding, the *Journal* declared that "the Republican party is the party of progress" and that "in the van of this conflict [Harrison was making his successful campaign against Cleveland that year] will be the *Capital Journal* holding aloft the banner of true Republicanism and fighting for the principles of the noblest and greatest party that the world has ever known." But that, as the now Democratic *Capital Journal* observed in its special edition celebrating its new building in 1934, "was in 1888."

Within a few months the paper was purchased by Surveyor General W. H. Byars and Martin L. Chamberlain of the state land office. They employed Frederic Lockley, father of the present *Oregon Journal* historian and special writer, as editor, and Fred's brother-in-law, J. R. Shepherd, as manager. Fred Lockley himself went to work in the summer of that year as pressman of the *Capital Journal* at \$9

a week. Mr. Byars acted as editor as well as manager for a time between the terms of Mr. Lockley Sr. and Clare B. Irvine, formerly of the *Statesman*, later of the *Sentinel*, in editorial charge. Going away on a surveying trip, Mr. Byars turned the direction of the paper over to his young pressman, instructing Lockley that all he would have to do would be to select from "a bushel basket of clippings for editorials, write an occasional local editorial, rustle what advertising I could, and keep all employees satisfied by paying them as promptly as possible." The young manager never missed a payday, although he had to do some close figuring and get some of the subscribers to pay a year ahead in order to provide the needed cash.

The typesetters were Elsie Goodhue, Minnie Foley, Carrie Hass, Luella Cary, with Will Torey as "devil."

The paper was purchased in 1892 by Ernst (Col. E.) and Andy Hofer.

A later owner of the *Capital Journal* was Charles H. Fisher, who purchased the paper from the Hofers in 1912, built it up tremendously, and sold it in 1919. In December 1934 the newspaper emphasized its prosperity by moving into its own palatial Gothic fireproof building, 100x50 feet and two stories high above a basement 12 feet deep. The building is air-conditioned, has modern lighting, deadened noise, and every modern facility for small-city newspaper production.

The special edition celebrating the new building carried pictures of all the staff members as of 1934:

Editorial staff—George Putnam, editor and publisher; Harry N. Crain, managing editor; Don Upjohn and Stephen A. Stone, staff writers; Rovena Eyre, women's editor; C. K. Logan, editor valley news; Fred Zimmerman, sports editor; Ruby Laughlin and Margaret Burdette, copy desk. (Crain has a reputation as a political seer. Upjohn does a smart column, "Sips for Supper.")

Business department—E. A. Brown, advertising manager; W. A. Scott, circulation manager; Helen Yockey, treasurer; Frank Perry, mechanical superintendent; John Whitehead, classified advertising; Charles R. Morrison, display advertising; Mary Arthurs, book-keeper; Addison Lane Jr., mail clerk; Hackley Burton, pressman.

The Salem *Sentinel*, of Republican politics, was started by C. B. Irvine, a former editor of the *Statesman*, as a Saturday weekly December 4, 1897. It was an eight-page five-column paper, neat-looking, with headlines modern in form but written without action. The paper carried 16½ columns of advertising out of a total of 40, and the advertisers were allowed to place their ads, apparently, wherever they wished. An odd feature in the third issue (December 18) was a sensationally played story with a four-column streamer head in 48-point type (two-thirds of an inch deep) on

PILATE'S STORY OF THE CRUCIFIXION

Pontius Pilate's Interview with Jesus—Is This the Long Lost Report of Pilate Which Reveals the Astonishing Fact That the Savior's Crucifixion Would Have Been Prevented Had the Roman Reinforcements Arrived One Day Sooner?

Mr. Irvine ran the paper for several years. It seems to have dropped out about 1905.

NOW LET'S PICK UP SOME MORE SALEM NEWSPAPERS

The decade of the 60's saw the launching of several papers in Salem, none of which has come down to the present. As was true throughout the era of handset newspapers—roughly, up to the late 90's—it was cheap and easy to start a newspaper in those days, and often the cheapest and easiest thing to do after a few months or so was to go away and leave it, if it could not be sold to some optimistic person with a few dollars and a crusading spirit or some political ax to whet. The *Statesman* was running when all of these ambitious youngsters took the field—and the *Statesman* is still going, albeit after periods of vicissitude. The others have gone down into unmarked journalistic graves.

Some of these papers were in pretty competent hands. First of the *Statesman's* competitors, chronologically, was the *Oregon Arena*, weekly, started in 1862 by C. B. Bellinger, Anthony Noltner, and Urban E. Hicks, each a newspaper man of ability and experience. Bellinger was editor, Noltner manager, and Hicks the printer. Hicks became editor in place of Bellinger in 1865.

The paper gave way in September of 1865 to the *Democratic Review*, a weekly launched by the same trio as had started the *Arena*. Noltner in the meantime had had some trying experiences in Eugene as the publisher of a Democratic weekly and when forced to give up the ghost there he moved the plant and name to Salem. The paper soon folded up, and Mr. Noltner is soon found starting another paper there.

This was the weekly *Capital City Chronicle*, the first issue of which appeared August 21, 1867. Noltner's partner was J. H. Upton, of unsurpassed ubiquity in Oregon journalism. His name appears as the founder of several Oregon newspapers—one could almost say *many*. The weekly ran to November, when it was succeeded by a daily edition, under the sole ownership and editorial direction of Upton.

Meanwhile the Salem *Record* was established by David Watson Craig as publisher and proprietor, with S. A. Clarke as editor. The paper was started as a daily, making its first appearance June 10, 1867. It was a four-column, four-page paper, issued every morning except Monday. Subscribers were to pay 25c a week to the carrier.

Advertising rates were announced as "reasonable," but only about 15 column-inches of ads appeared in the whole paper. This sort of business may explain why the daily lasted only until July 15, 1868.

General news apparently was dull, local news scarce or reporting enterprise below par, for the big news event in the *Record's* first issue was a naive account of a Sunday school picnic "last week."

The *Record* started a weekly edition October 7, 1867, which survived the daily for some time. The paper, both daily and weekly, was typographically restrained, with nothing bigger than single-line heads. There was no effort at classification of material, with all types of matter on every page.

The *Record* appears to have drifted from the scene before 1870. In 1876 Conover (Frank) & Co. were publishing another newspaper under the name *Daily Record*, but its volume number (No. 3 in August 1878) indicates that it was a new venture and not a continuation of the old *Record*. In the issue of August 18 the *Record* advertised itself as the only evening paper published in Salem. It was prosperous-appearing—a five-column, four-page paper, with close to 11½ columns of advertising out of its 20 columns of space. The paper sold for 15 cents a week by carrier, 50 cents a month by mail. Telegraphic news was displayed on page 1, and the multiple-deck (several-division) heads were used, of which this is an example:

Telegraphic

Workingmen's Mass Meeting in
Washington

English Wheat Prospects

Recently Arrived Russian Wheat
Unsaleable

The More Murder Trials

Jones in a Tight Place

Eastern

This heading followed the old style, common in early days of telegraphic news, of bunching in one continuous string all the column or so of telegraph news received, and giving one section of the head to each separate item. Politics, business, court procedure, and what-not are here all combined confusingly in the one continuous headline.

The *Daily Democratic Tocsin* ran for a few weeks in January and February 1868. Jernegan & Company were publishers.

One of the big editors of Salem in the 60's, Charles B. Bellinger, confined his journalism almost entirely to that decade and is best remembered as a lawyer, law-compiler, and jurist. Born in Magnon, Ill., Nov. 21, 1839, he came to the Northwest in 1847. His early education, in a school on the Santiam River, was directed by Orange Jacobs, later Jacksonville editor and still later himself a distinguished lawyer and judge in Washington, territory and state. He studied law with B. F. Bonham at Salem and was admitted to the bar in 1863, shortly after helping launch the *Arena*. Leaving Salem after his newspaper experiences there, he was for a time engaged in merchandising in Monroe, Benton county, and in 1869 was editor of the Albany *Democrat*. The next year he moved to Portland and practiced law. The same year he founded and for two years edited the *Portland News*, which later was succeeded by the *Portland Telegram*. He is probably better known for his annotated code of the laws of Oregon than for any other achievement. He was honored by election to the presidency of the state bar association, was for ten years professor in the University of Oregon law school, and at the time of his death (May 12, 1909) had been for nine years a member of the board of regents of the university.

Bellinger's partner in the *Arena*, Anthony (Tony) Noltner, was a German, born June 11, 1839. Already in America in 1849 he joined his father in the gold rush to California. He arrived in Portland October 11, 1857, and spent just three days short of half a century in Oregon, in newspaper work virtually all the time. Within a week of his arrival in Portland he joined the staff of J. H. Slater's *Occidental Messenger* in Corvallis, learning the printer's trade there. He was prominent in Eugene before going to Salem, being a partner of Joaquin Miller in the *Democratic Review* there, which was suppressed for outspoken support of the South in 1862.

Beriah Brown, noted old-time newspaper-maker in three commonwealths—California, Oregon, and Washington,—started in Salem in February, 1869, the *Weekly Democratic Press*, published Saturdays for \$3 a year in advance. It was a seven-column, four-page paper carrying, under its title the motto "In essentials unity—in non-essentials liberty—in all things charity." The democracy of this declaration might be argued. The paper was highly political. In 28 columns of the paper's space in volume 1, No. 11, there was included only one column of anything resembling local news, only 3½ columns of clipped "telegraph," 11 columns of general clipped miscellany, the rest fairly evenly divided between editorial and advertising. Every editorial except one was political (as, indeed, was not unusual in the papers throughout this period). The one non-political editorial was a review of *Joaquin et al.*, by Cincinnatus H. Miller, printed in Portland by Carter & Himes and published by S. J. McCormick. There is little comment on the poetry, more on the grammatical ir-

regularities. "The divine afflatus and beautiful insanity of which poetry is born, is manifest throughout the work," is Brown's little tribute to Joaquin Miller.

In the issue of June 11, 1870, appears Brown's valedictory, a column and three quarters in length, explaining that "Democratic victory" had been the object of his "mounting the tripod" and with that accomplished "our mission is ended." The paper soon folded up.

Another newspaper of that period which left little impression on the journalistic sands was the Salem *Daily Visitor*, whose first number was noticed by the *State Rights Democrat* of Albany, Sept. 30, 1870. The publisher was J. Henry Brown. "There are now," said the *Democrat*, "three daily papers published at Salem." The other two, apparently, were the *Statesman* and the *Capital City Chronicle*, already noted.

The Salem *Mercury* struggled along for a few years after its establishment in 1869. For a time in the early seventies it was conducted at Salem as a daily and weekly by William (Bud) Thompson, Missourian who became one of Oregon's fighting editors. Thompson, who had had a fiery career at Roseburg (described elsewhere in this volume), purchased the paper in 1871. He conducted the *Mercury* for three years. In his "Reminiscences," (29) Thompson describes his Salem experience as an effort to unite Democratic factions which had become discordant.

I received (he wrote) an offer to take charge of the Salem *Mercury*. Leaders of the party, among them three ex-senators, the governor of the state, and many others prominent in the affairs of Oregon, purchased the plant and paper and tendered me a bill of sale for the same. Ex-Senators Nesmith, Harding, Governor Grover, ex-Governor Whiteaker and General Lane and many others urged me to take the step (30). They urged that I could unite all the factions of the party in support of a party paper at the capital of the state. . . . I sold my paper (*Plaindealer*) therefore, at Roseburg, and with \$4,000 in money and a bill of sale of an office costing \$2500 started to Salem. My success there as a newspaper man was all that could be desired. A large circulation was rapidly built up, and a daily as well as weekly started.

Some old-timers, however, have a less rosy recollection of Thompson's relations with his sponsors. There is the story told by Judge L. H. McMahan, old-time lawyer and newspaper editor, of the time when Governor Grover was about to foreclose on the plant for a debt—not being quite satisfied with the way Thompson was supporting Grover's ideas. Thompson went to Asahel Bush, in his bank at Salem, and laid the situation before him. "How much is it?" was

Bush's question. "Put your note in the bank" for the amount, was his assurance to Thompson, and perhaps another little skirmish was won for press freedom.

The *Willamette Collegian*, now a weekly, had as its forerunner the *College Journal*, a monthly founded in 1881. The *Collegian* was launched as a monthly in 1889 (31).

Arthur Brock, veteran printer-publisher, who had been employed on the *Daily Independent and Post* in Salem, in 1894-5-6, started in '96 the first general educational magazine in the state, the *Oregon Teachers' Monthly*, in partnership with George Jones, superintendent of Marion county schools. After three or four months Mr. Brock withdrew from the partnership and went to Chehalis, and Mr. Jones took the magazine over to the *Statesman* office as a job of printing. The *Statesman* later acquired the publication and conducted it for many years. This monthly, organ of the Oregon State Teachers' Association, ran for 30 years, much of the time under the editorship of Charles H. Jones. It was discontinued the year after the establishment of the *Oregon Education Journal* in Portland, in 1926.

The *Oregon Poultry Journal*, one of several publications issued from the printing-shop of the *Oregon Statesman*, ran under that name from 1896 to 1906, when it became the *Northwest Poultry Journal*, in recognition of its widening field. It has been now for many years under the editorial direction of W. C. Conner, old-time Oregon weekly publisher.

The *Pacific Homestead*, successor of a line of agricultural publications published in Salem and Portland, was established in 1900 as a weekly, with R. J. Hendricks publisher. Carle Abrams was editor for many years. It was suspended in 1930, several years after the withdrawal of Colonel Abrams.

DAILIES ARE BORN AND DIE

The *Daily News* of Portland was the first daily newspaper in Oregon. Its first issue, with Alonzo Leland editor, came off the press April 18, 1859. The publishers, S. A. English and the W. B. Taylor Company, soon appointed E. D. Shattuck, discoverer of Harvey Scott, as editor, when Leland left to take over the editorship of the *Advertiser*, Oregon's second daily. W. D. Carter, formerly of the *Western Star* and the *Times*, soon succeeded Shattuck, who was a lawyer rather than a journalist (though a versatile man who could turn his hand to anything including teaching classics in a college).

The *News* was a five column tabloid, four pages, issued from an

office on Washington street two doors east of the *Times* office. By August the name of J. M. Wilbur was carried in the masthead as one of the publishers, with W. B. Taylor. Henry Miller, who later did some editorial work on the *Oregonian*, was editor for Taylor & Co. in January 1860. (32). He retired in June, succeeded by A. C. Russell. The size of the paper was changed several times. By fall, F. Kenyon, George H. Porter, H. N. Maguire were listed as the editors, publishers, and proprietors. In November H. N. Maguire was editor, and associated with him as publishers and proprietors were William Cowen, Frank Kenyon, George B. Porter. The size of the paper was changed back from six columns to five in that month.

The *News* soon became an independent weekly but failed to survive, and the plant was moved to Salem. (33)

The *Advertiser*, second daily, edited first by Leland, then by S. J. McCormick, busy publisher and bookstore-proprietor, and finally by George L. Curry, was conceived, as Leland announced, "as the *Standard* was, to crush out the Salem clique." The first issue appeared May 31, 1859. On the arrival of the eastern mail or the steamers from California an edition for gratuitous circulation of 3,000 was issued. The paper came out every morning except Sunday, and semi-weekly from its office at Front and Alder, where it was a near neighbor of the *Oregonian*. The circulation price was 25 cents a month by carrier. It was a neat little tabloid, a five-column folio, the columns 12 ems (2 inches), the more recent standard width for newspaper columns. After a few issues T. H. Mallory was associated in the direction of the paper. An interesting feature of the *Advertiser's* issue of August 19, 1859, was a business directory, run as advertising, which gives an excellent idea of what the Portland of those early statehood days was like.

High points appear to be the top rank, numerically, attained by licensed drinking-places—a rather typical pioneer western situation, the large number of hotels, the small number of land agents, the reference to the lone photographer as a daguerrean artist. No statistics were given on the printing and publishing industry.

Nearly three-fourths of the little paper ordinarily was given up to advertising. As was usual in the pioneer papers, less than a column was occupied with what could be termed local news—ten rather short items. Editorial far outran the news in volume; the longest bit of home-written material in the issue was an editorial appeal for troops to clear hostile Indians from the path of the emigrant trains from the East.

In the second volume the size of the *Advertiser* was increased to six 15-em (2½-inch) columns.

The *Advertiser* ran only about two years; it was among the papers suppressed by the government for seditious utterances in 1862.

The third daily to offer itself to the Portland reading public was the *Times*, which under the name *Western Star* had been started by Lot Whitcomb in Portland's whilom rival Milwaukie in 1850. It seems to have been almost impossible to get a daily paper started in Portland in those days without the editorial services of Alonzo Leland, who already had served on the *News* and the *Advertiser*. So when volume 1, number 1 of the *Daily Times* appeared, December 19, 1860, published by R. D. Austin & Co., Leland's name was in the masthead as editor. Like the *Advertiser* and most of the other early dailies, the *Times* was a little tabloid, with four five-column pages. A moderate policy was promised by Leland in his salutatory, in which he announced:

We do not always expect to be brilliant and abounding in thought which will awaken the best energy of our readers.— But we promise to treat all questions discussed with candor and fairness, and to strive to be equal in interest to the temperature of the public mind.

Striking features of its first issue were the great volume of advertising—fifteen columns of the total twenty—and a grisly little item on which the *Times* made an anti-war comment:

A vessel recently arrived in England from Sebastopol (in the recent Crimean War zone) with a cargo of two hundred and thirty-seven tons of human bones to be used for manure. They are remnants of soldiers in a reduced state. What a lesson for those who seek for glory!

Ye men who think of dissolving this Union (commented the *Times*), just consider the "two hundred and thirty-seven tons of human bones to be used for manure!"

Nearly half of the three-quarters of a column of news space, February 6, 1861, was devoted to a detailed account of the peculiar error of a man who had crawled into a house, the home of Colonel Farrar, supposing it to be unoccupied, and gone to bed. Interrupted by the owner, who had him arrested, the man (not named in the story) pleaded drunkenness and Farrar would not appear against him. The last paragraph is awkwardly typical of the editorial latitude allowed news-writers in those days:

These pleas of ignorance and stupidity should be received with some mistrust. The entering of a dwelling house through a window requires a little more than drunken ignorance, or, at any rate, such acts render a perpetrator liable to run against a piece of cold lead from the chamber of one of Colt's revolvers. It were better to make one's bed in open air than for a man to make similar attempts to occupy the bed chambers of our citizens.

The paper did not continue prosperous. The *Morning Oregonian* came along within a few weeks, and with the *Advertiser* also in the small field, the competition was too keen.

It was suspended in December, 1863. Editors following Leland, who seems never to have remained long in one position, were Henry Shipley, A. S. Gould, W. N. Walter, and W. Lair Hill, the latter an editor of considerable ability.

The *Times* was followed up by the *Daily Evening Tribune*, printed in the *Times'* plant by Coll Van Cleve, later of Yaquina, Albany, and other Willamette valley towns, and Ward Latta for a month after its start on January 16, 1865. It was regarded as a good little paper but could not compete with the *Oregonian*.

Next came the *Morning Oregonian*, February 4, 1861. It has survived all other dailies in the field at the time of its establishment. (It is discussed elsewhere in this volume.)

The population of Portland was not such as would be expected to support many daily papers. There were fewer than three thousand persons in the new city according to the 1860 census, taken in 1859. The exact figures were 2,874, or about one-tenth of the size of Salem at this time.

A peculiar set of circumstances, political and economic, led to the establishment of Portland's sixth daily newspaper, the *Daily Union*, founded in January, 1864, and running until May. Amory Holbrook, then editor of the *Oregonian*, had incurred the displeasure of the pro-Union group, and at the same time the newly formed typographical union in Portland had come into controversy with the *Oregonian* over the question of piece-scale vs. day wages, the printers contending for a rate per thousand ems on newspaper composition.

The politicians and the labor group got together and backed the establishment of a rival paper to the *Oregonian*. H. L. Pittock, manager of the *Oregonian*, describes, from the employers' point of view, Portland's first real strike—one of only two newspaper strikes in the history of typographical organization in Portland (34), and young Harrison R. Kincaid of Eugene, publisher of the new *Oregon State Journal* in Eugene and a staunch Union Republican, tells what it was the Union men were charging against Holbrook. Let's take up the labor end first. The men, Mr. Pittock relates, actually struck to enforce their demands on the publisher and went to work on the new paper, which had its office in the same building and on the same floor as the *Oregonian*—a juxtaposition not without its embarrassing features.

The *Union* was, as Mr. Pittock related, "notable because of the number of well-known men connected with it, among them Governor Gibbs and W. Lair Hill. Other competitors (of the *Oregonian*) had meanwhile disappeared. . . Opposition did not last long. Differences arose among the printers, and the paper suspended." Among the

Union editorial group one not mentioned by Mr. Pittock was James Newton Gale, recently publisher of the *Republican* at Eugene, who was editor for a short time. Gibbs and Hill also were among the editors. The daily suspended in May but was followed by a weekly edition, for which H. R. Kincaid's *Oregon State Journal* (June 18, 1864) gives the following favorable little notice: "We have received the second number of the Portland *Weekly Union*. It contains twenty-eight columns of reading matter, and is not only the largest and cheapest but one of the best papers in the state. Terms \$3 per year." It failed, however, to last many issues.

Now as to what was the matter with Editor Holbrook, now nearing the end of his editorial career on the *Oregonian*, to arouse the antagonism of the strong Union group represented by Mr. Kincaid. The young Eugene editor gives their complaint in the *Oregon State Journal* for April 23, 1864:

Amory Holbrook, editor of the *Oregonian*, has incurred the displeasure of the Union papers generally, and they are pouring hot shot into him from all sides. The points they make against him are numerous, but we will mention only the most prominent. First, that he violently opposed the election of the lamented patriot, Col. Baker, to the United States Senate. Second, that after the election of President Lincoln he made a direct fight, not only against Senator Baker and his measures, but against the Administration because it favored Baker's views. Third, that he used all his influence to defeat a portion of the Republican electoral ticket in this State in 1860. Fourth, that he aided, and in a great measure was instrumental in the election of Cole, a Copperhead candidate for Congress, from Washington territory. We hope that Mr. Holbrook will be able to explain his action in these matters satisfactorily, and unless he does the Union men of Oregon will, for good cause, look with suspicion upon him.

Holbrook, of course, had his answer; he simply was not very regular in his partisanship. He failed to win back the suspicious pro-Union group.

So the *Union* faded out. Mr. Gale, who had retired from the editorship, was engaged first in traveling about as a representative of the *Oregon State Journal* but by midsummer was in Astoria, as editor of the first newspaper in Astoria, the old *Marine Gazette*, in August of 1864.

Two abortive little Portland dailies may be mentioned here. One was the *Daily Plaindealer* and the other the *Evening Gazette*. The *Plaindealer*, under the editorial and business direction of A. C. Edmunds, issued a few numbers of a four-page four-column tabloid evening edition in May, 1862. This too was a Union party paper.

Devoid of news and almost devoid of advertising, it failed to live by politics alone and soon passed. The other was the *Evening Gazette*, favorably noticed by the *Oregonian* December 19, 1863. The *Oregonian* commented, however, that its "position on the great national issue has not been editorially set forth."

Portland's next daily paper (all the others but the *Oregonian* were now dead) was the *Oregon Herald*, Democratic, the first number of which appeared March 17, 1866.

The salutatory, a column and a half in length, by M. H. Abbott, told the readers that:

The *Herald* will contain full daily telegraphic reports. We cannot, however, say that these will always be correct, as we shall be dependent upon persons hundreds, and sometimes thousands, of miles distant, for the statements which they may, from day to day, embody. We will give them to our readers as we get them. . . Our telegraphic reports will cost us not less than One Hundred Dollars per week, and it will be no fault of ours if at times they will be incorrect.

The telegraph editor of a newspaper in those days was a lot more helpless than today. No newspaper today would feel able to feed its readers such a plea in avoidance of responsibility for the accuracy of its world news.

Continuing, the salutatory promised to make a "speciality" of publishing all the important local news of Portland and the state generally. It would be, the salutatory promised, the

fast and firm friend, of Science, Agriculture, Mechanics, Literature, Morality, and Religion . . . an humble advocate of Democratic principles. . . While the Republican party has had its party organs by the dozen, scattering their sheets like autumnal leaves in a wintry blast all over the land, the Democratic party of Oregon has had but three. . .

The *Herald*, professing its confidence in the future, told the Portlanders:

So great is our faith in Portland that we say to it, as the Moabitess said to Naomi: "Entreat me not to leave thee, nor to cease from following after thee; for where thou goest I will go; thy people shall be my people, and thy God my God. Where thou diest I shall die, and there will I be buried."

The *Herald*, dying in 1873, had no chance to put its faith to the test.

Though the *Oregon Herald* lasted for only a brief seven years,

some prominent names in Oregon and Washington history are involved in its brief annals. M. H. Abbott and N. L. Butler started the paper. Abbott three years later (1869) was one of the founders of the *Baker Democrat*, which in consolidated status has come down to the present. Abbott withdrew from the *Herald* almost immediately, and a stock company made up of Democratic leaders was formed to manage its affairs. Members were Aaron E. Wait, who had succeeded George Law Curry as editor of the *Spectator* and run it for a year; W. Weatherford, J. K. Kelly, L. F. Grover, who within a few years was to be, successively, governor and United States senator; J. S. Smith, N. L. Butler, J. C. Hawthorne.

Beriah Brown, well known in the journalism of California, Oregon and Washington, who came north after a San Francisco mob, disliking his attitude toward the war, threw his plant out in the street, became editor June 10, 1866, and conducted for a year the only pro-Johnson organ in the state. He was succeeded by Sylvester Pennoyer, who bought the paper, only to sell it the next year (July 1, 1869) to T. Patterson & Co. Pennoyer also became a governor of Oregon in later years. His successor as editor was Eugene Semple, who while never a governor of Oregon, achieved something similar before many years by becoming governor of Washington territory.

Patterson sold out to a stock company December 1, 1871, and in a year and a half (May 25, 1873), the paper was suspended.

Two items of journalistic interest appeared in April (1866) numbers of the *Herald*. One, in the issue of the 18th, is part of a quarrel with H. L. Pittock and the *Oregonian*.

We had hoped (the editorial said, in part) that Henry L. Pittock, Esq., the State Printer of the State of Oregon, would discuss political and other subjects in a gentlemanly, dignified manner. We hate, aye, we loathe, from our inmost soul this mode of warfare; and whenever Mr. Pittock wishes it to cease, all he has to do is call off his yelping hounds off our track, and that of our friends, and treat us with that decorum and propriety which always obtain amongst gentlemen.

The other item, printed April 20, told of the attack, referred to elsewhere in this volume, against D. C. Ireland, local reporter of the *Oregonian*. Here's the wordy, bombastic way the *Herald* man told the story, interesting also as illustrating the hazards of news-reporting:

A RENCONTRE.—We are credibly informed that, yesterday afternoon, A. M. Burns, master of the steamship *Orizaba*, met D. C. Ireland, Esq., local reporter of the *Oregonian*, on Couch's wharf, and by throwing a handful of bones with uncomfortable force and precision unerring, on

the nasal protuberance of our friend Ireland, succeeded in capsizing his applecart quite handsomely. What . . . raised the ire of this son of Neptune we have not learned. (It was personal references that the captain did not like in Ireland's news reports.)

Pennoyer, mentioned a few lines above, was governor of the state for two terms, serving from 1887 to 1895. During his tenure occurred the hard times of the 90's, the railroad strike, and the Coxey's army march across the continent to the national capital. Pennoyer was particularly hostile to President Cleveland's "sound money" stand and lost no opportunity to discredit the chief executive, so far as it was possible for him to do it. T. T. Geer, governor from 1899 to 1903, refers to this in his book *Fifty Years in Oregon*. "General" Jacob S. Coxey, of Massillon, Ohio, organized the march of the jobless on the capital, in 1894, the same year as the big railroad strike of Eugene V. Debs and his American Railway Union. President Cleveland sent messages to many of the governors directing them how to handle the situation. This gave Pennoyer his opportunity, and he replied:

To the President: Yours is received. If you will attend to your business, I will attend to mine. Sylvester Pennoyer, Governor.

Pennoyer carried his opposition to the President to the point of ignoring his Thanksgiving proclamation and setting a different day for Oregon.

During a big eastern Oregon flood some time later than the governor's snub of the President, that particular chicken came home to roost. Pennoyer, forced to walk by the interruption of railroad service and the bad road conditions, knocked at a cabin door for shelter. The Irish occupant of the shanty refused to get up out of bed to let him in, declined to be impressed when the governor identified himself, and said, finally: "You attend to your business, and I will attend to mine. Go away!"

For a time, during the campaign of 1868, the *Herald* conducted a weekly, published every Saturday, called the *Campaign Herald*, edited by Beriah Brown. The campaign paper, Democratic, was a four-page, four-column tabloid, with wide (15-em) columns.

THE BULLETIN AND THE BEE

Along in 1874 came another daily paper called the *News*, which engaged the combined talents of two capable newspaper men, Charles

B. Bellinger and George Law Curry, already noted in connection with several other early Oregon publications. Its first issue appeared in May, 1873. Issued in the evening, it was a five-column tabloid. Its newswriting was of a homey, wordy type, with gushing enthusiasm but a dearth of information, as in the following story of the new fire engine, from the issue of July 9:

Bright as a New Dollar.—The new steam fire engine arrived a few days ago now reflects your form and face from every particular portion. The application of the brush and plenty of elbow grease by the engineer in charge of her has made all the sea-stains vanish, and brought out a polish that is brighter than the newest stamped dollar ever heard jingle. She stands in Multnomah Engine House now a "thing of beauty," and will, evidently, be a "joy forever" to the company. Foreman Hallock contemplates a little practice with her in a few days, just sufficient to straighten her joints.

The paper, though interesting, failed to attract support, and it faded out in less than two years, giving place to the *Telegram*. Harvey Scott makes no reference to the paper in his chapter on Portland newspapers in his *History of Portland*. The *News* represented the last important newspaper work by two exceedingly capable newspaper men. Curry died in 1878, and Bellinger moved over into law, where he became distinguished as jurist and compiler of Oregon laws.

Within two years two *Bulletins*, unconnected with each other, were started in Portland, and in 12 years there were three. The first, known as the *Evening Bulletin*, edited and published by J. F. Atkinson, founder of the *Sunday Welcome*, was launched January 6, 1868. It soon failed, as did the Portland *Evening Commercial*, started July 11 of the same year, by M. P. Bull, later of the *East Oregonian*, Pendleton. Atkinson's *Bulletin* was an evening paper, with no Sunday edition. Of tabloid size, four pages, four columns, it filled just about half of its space with advertising. Atkinson charged 25 cents a week delivered by carrier or \$8 a year by mail or express. He had no editorial, as a rule. In the issue of July 8, 1868, the paper carried only two columns of local news in its sixteen columns of space.

The longest item was one of more than 300 words on "A Fine Picture" of Mount Hood painted by William Keith. One street fight received 60 words, and a shooting affray at The Dalles, 50 words.

The next *Bulletin* was the Portland *Daily Bulletin*, the Ben Holladay venture. Holladay, a Kentuckian by birth and a frontiersman in experience and temperament, arrived in Oregon in August 1868 and led the fight in and out of court for the east-side railroad through the Willamette valley as against the west-side promoters.

Holladay played a dominant part in both the railroad construction and the politics of Oregon (the two were closely related) (35) for the decade following his arrival. As a part of his promotion he started the Portland *Daily Bulletin*, with James O'Meara as editor. Holladay did things "in a big way." For the *Bulletin* he moved north the entire plant of the San Francisco *Times*, formerly the *Town Talk*, when the paper was taken over by the *Alta California* in 1869 (36). Holladay, none too ethical but a driving promoter, stirred up Oregon business conditions and did put through the east-side railroad, which was completed from Portland to Roseburg by December, 1872. The properties, however, could not at that time pay interest on the investment. The bonds were defaulted; and the ensuing investigation on behalf of German bondholders brought Henry Villard to Oregon. A former newspaper man, press correspondent in the Civil war, Villard in time became a much greater railroad magnate than Holladay ever had been. Public-spirited and generous, he did much for both Oregon and Washington, saving the life of the University of Oregon by a substantial gift when the sheriff was at the door to seize the struggling institution's property for debt in the early eighties.

But to get back to the *Bulletin*. It was a neat and well-edited newspaper, and it is the only newspaper aside from the *Oregonian* ever to engage regularly the services of Harvey W. Scott. When the Henry W. Corbett interests bought a heavy block of *Oregonian* stock from Henry L. Pittock in 1872 the resignation of Scott as editor followed, and for several months in 1873 he was occupied with the editorship of the *Bulletin*. In the issue of December 7, 1872, appeared announcement of the change of ownership, involving the retirement of Holladay. The new owners were a stock company in which Harvey W. Scott, late of the *Oregonian*, and J. N. Dolph were interested. Scott, succeeding O'Meara as editor, remained only a few months, devoting his energies for the next three years largely to his position as collector of customs, which he had held since 1870. During that period he contributed occasionally to Portland newspapers, including the *New Northwest*, conducted by his sister, Abigail Scott Duniway.

Scott was succeeded on the *Bulletin* by T. B. Odeneal, formerly of Corvallis, who became editor and manager. The paper was definitely on the decline before either Scott or Odeneal had a chance to do anything for it. Known as the Holladay organ, it failed to pick up popularity even after the withdrawal of Holladay, and Odeneal suspended publication in October 1875. Holladay's little journey into journalism had cost him, according to his own story told to several Portlanders, nearly \$200,000, representing money invested which failed to return. It was one of the most complete newspaper debacles in the history of Oregon. The plant was sold at auction and scattered.

Through most of its existence the *Bulletin* was a four-page eight-column paper, about half advertising. The space totaled, in the July 16 (1872) issue, 758 column inches of which 379 was given to advertising. Of the non-advertising space, telegraphic news occupied 65 inches; editorial, 69 inches; science, 7 inches; literature, 8 inches; travel stories, 38 inches; crime, 22 inches; sports, 4 inches; commerce, 48 inches; local news items, 18 inches; agriculture, 17 inches.

The shortage of local news is typical of all the pioneer papers as compared with those of today. The three reasons for this may be (1) the relative scarcity of important happenings as compared with today; (2) the fact that the demand was still much heavier for the news from "outside" than for the home news; (3) the earlier reporters had not yet built up the technique of effective reporting.

One of the historic stories in the *Bulletin* as reflecting the opening of one phase of Portland's development was an article in the issue of Monday, December 9, 1872, describing Portland's first street-cars.

The *Bulletin* at first came out as a morning, evening, and weekly paper. During that time it commented that no other newspaper on the Pacific Coast covered the whole time field in that way. On one occasion, December 9, 1872, the *Bulletin* announced, in addition to changes in form and management, a move from the evening to the morning field, explaining that "an evening journal cannot hope to be much more than a merely local paper." This was before the "today's news today" era.

Under the editorship of James O'Meara in 1872, the *Bulletin* conducted a campaign against the police department, which it accused of inefficiency in suppressing and solving crime in the city. This strained relations between the paper and the police; and one day, with the connivance of other reporters, police headquarters "planted" a fake story of the discovery of the murdered and mutilated body of a missing man. The *Bulletin's* reporter swallowed the story whole, including the detail of the body's being brought up by the anchor of a ship putting out for sea; the skull fractured, throat cut, and 18 bullet-wounds in the body.

The indignation of the *Bulletin* when the hoax was exposed was equalled only by the amusement of the other newspapers, openly expressed by the *Herald*.

The death of the *Bulletin* was followed by the rise of a new paper, the *Bee*, first number of which, a diminutive tabloid (3-column, 4-page) appeared November 2, 1875. Like the *Bulletin*, the *Bee* started with two editions daily, and for a time circulated 1,000 copies free. D. H. Stearns was editor. The paper was published at 5 Washington street, office of Himes the Printer, and when the paper finally died George H. Himes was one of those who had lost some money—for unpaid printing bills.

The flea-sized *Bee* started off with high hopes. It seemed to have,

at the beginning, no special program, political, social, or economic, other than reasonable profit for the publisher. Said the salutatory under the head, "Here We Are":

This is the first toot of our tin whistle. We will be older if we live and have the little end of a golden horn to blow at, if the politicians come and "see" us as they do the big papers that have pockets on their backs, to catch the gold dollars that "drop off" from their hats.

We don't apologize for coming into the world, nor expect anyone to be glad to see us, and shall not growl about being kicked till we are big enough to fight.

Neither politician nor preacher, we shall not attempt to influence elections, nominate presidents, nor run for office ourselves, or try to convert others to our religious faith. We shall fearlessly spell Willamette Willamette or Willamette Wallamatte, according to our interpretation of law and order—as our i's and a's happen to run.

* * * *

We are a working *Bee*, and expect to labor with laborers, find our friends among the laborers in all walks of life, and be the laborer's friend.

The *Bee's* biggest local item in that first number, taking up half of page 4, was the story of a mass meeting to discuss the subject of instituting a reform school in Portland for the handling of the city's obstreperous youth. The head and first paragraph follow:

MASS MEETING

Reform School Question.

\$5,000 Wouldn't Buy a Farm That Would Save That Boy!

A mass meeting of Portland's best citizens assembled at Oro Fino hall last night to devise how the wisdom of the head and of the pocket could be best applied toward raising funds for the endowment of a Reform School for the city. Mr. William Wadhams called the meeting to order, when Hon. H. W. Corbett was elected chairman, and Rev. W. C. Chatten secretary. . . .

Then, in the usual leisurely style of the 70's, the story went on to tell of the passage of resolutions and the appointment of a committee to work out details of a plan.

The *Bee* grew in size but not consistently in journalistic excel-

lence. In December of 1875 Mr. Stearns enlarged the paper and began charging for it. The next year he sold it to W. S. Chapman, who, having conducted it during its two stormiest years, sold it back to Mr. Stearns, who conducted it through most of its career. In June 1880 Stearns sold the now declining paper to Atkinson (J. F.) & Farrish, who in August changed the name to the Portland *Bulletin*. Under this name the paper ran until the latter part of 1882, when its publishers gave it up as a bad job.

The personnel of the *Bee* in 1878 was listed in the issue of September 30: "Editorial and business department—Mr. J. J. Burnett, Mr. H. M. Clinton, Mr. J. G. Chapman, Mr. G. H. Ward. Typographical department—F. C. Baker, foreman; J. T. Hayes, assistant; five regular compositors, two subs, two in pressroom."

LIBEL AND VIOLENCE BEAR FRUIT

Chapman's new policies on the *Bee* were yellower than those of Stearns, and a good many "fighting words" appeared in the paper directed at well-known citizens. One such incident in 1878 led to three events outstanding in the history of Oregon journalism. One of these was a gun fight in which one of the proprietors of a rival paper, the *Evening Telegram*, was killed; another was the formation of Oregon's first state editorial association, nine years in advance of the one formed at Yaquina in 1887; the third was the tightening up of Oregon's libel laws at the request of this newly-formed association, which appears to have been organized with this as one of its principal aims.

A. C. McDonald of the *Telegram* was the victim of the homicide, committed by J. K. Mercer, assistant editor of the *Bee*. The *Oregonian's* story of the killing, published the next day, September 20, is a fine example of the leisurely way in which the newswriters of that period told their news. Under the head "Shooting Affray" it starts with the full background of the incident:

Several days ago (said the *Oregonian* account of the tragedy) a long article was printed in this city which attacked the private character of A. C. McDonald of the *Telegram*, and in a spirit hitherto unheard of in this community, assailed him on the side of man's deepest sensibilities by the revilement of his family. One J. K. Mercer, a fellow utterly without character, assumes to be the responsible manager of the publication in which the attack appeared. Yesterday afternoon, three gentlemen were standing at the corner of First and

Stark streets—Mr. R. E. Bybee, Mr. C. B. Bellinger, and Mr. A. Noltner—engaged in conversation. J. K. Mercer was standing in the doorway of Mr. O'Brien's cigar store listening to the conversation which was going on. The three gentlemen named were standing nearer the edge of the sidewalk than the door of the cigar store. While the conversation was going on, Mr. McDonald came along. He passed the gentlemen, going between them and the cigar store. Apparently his purpose was to pass along and not stop. Just as he came opposite the door he glanced up and, observing Mercer standing there, he stopped, confronting Mercer. Confronting Mercer, McDonald said: "Mercer, are you responsible for that article attacking my family?" The question was asked in an ordinary tone of voice, within hearing of the three gentlemen on the sidewalk and several who were in the cigar store at the time. When interrogated Mercer was observed to rather quail and shrink back. He admitted that he was responsible for the offending article, at the same time making some rather insulting remarks, in effect saying, "Well, what do you propose to do about it?"

The quarrel was then described at length, and finally the shooting, in which some eight shots were exchanged. The next day the *Oregonian* involved both Chapman, the editor, and Mercer, saying that Chapman had written the article from information given him by his associate. McDonald, fatally wounded, died the next day, and Mercer, tried for murder, was convicted of manslaughter and sentenced to 15 years in the state prison.

Commenting on the incident, the *Oregonian*, in an editorial September 20, called attention to the conditions which had resulted in the shooting:

There is a style of journalism (the editorial said) or pretended journalism, that is always a menace to the public peace. It is malicious and scurrilous, utterly without responsibility, has no regard for the decencies of life, wantonly assails private character and even invades the sanctity of homes; it collects filth from all quarters and, passing it through its columns, makes it more filthy still; and, relying for immunity on its want of personal character and its utter pecuniary irresponsibility, it riots in slander and defies those whom it assails to obtain redress. . . .

The editorial concluded by ascribing a share of responsibility to the patrons of the paper who made that sort of thing possible.

Somewhat similar sentiments on the part of other papers led to a movement to obtain a tightening of the existing loose laws on libel.

Concerted action by the press on this and other matters was desired. The *Bee* appeared to cooperate with the movement to organize the newspapers and their editors and publishers into a state association and to mete out severe punishment to libelers. The *Bee* signed the call for a newspaper organization and, together with the other signers, published it. The signers were the *Bee* and the *Standard* of Portland, the *Salem Record*, the *Astorian*, the *Hillsboro Independent*, the *McMinnville Reporter*, the *Harrisburg Nucleus*, the *Corvallis Gazette*, the *Dalles Inland Empire*, the *Oregon City Enterprise*, and the *New Tacoma* (Washington Territory) *Herald*.

The legislature was already in session in Salem, and there was no trouble getting a large attendance of editors and publishers for the organization meeting. The State Press Association was organized early in the month, and the meetings, rather sketchily covered in the press, appear to have continued for at least two weeks. The organization committee was made up of A. Noltner of the *Standard*, W. H. Odell of the *Statesman*, J. H. Turner of the *East Oregonian*. Directors elected were J. H. Turner, Mart V. Brown, Albany, retiring state printer; D. C. Ireland of the *Astorian*, A. Noltner, and S. A. Clarke of the *Willamette Farmer*, formerly of the *Oregonian* and the *Statesman*. Brown was elected president, Turner secretary, Odell corresponding secretary.

Other matters besides the libel laws were handled, but these will not be touched on here. Regarding the libel laws, the association passed, unanimously except for the vote of J. G. Chapman of the *Bee* (who immediately announced withdrawal of his paper from the association) a resolution introduced by Mr. Clarke making severer the laws governing libel in Oregon.

The resolution read: "Whereas, the journalism of a state is an index of its culture, intelligence, and morality, and should be the conservator of true principles and correct action, and not the vehicle of unlicensed and unprincipled prejudice and slander; therefore,

"Resolved, that the press association present to the honorable the legislative assembly of this state, now in session, that in our opinion it is advisable that efficient legislation shall be had that shall define the responsibilities of public journalists and offer a check to undue license and that spirit of defamation sometimes prevalent and which is always to be deplored as an injury to social progress as well as to individual rights. We desire the press should be held sharply responsible for any undue transgression against private rights and the sacred ties of family."

Mr. Clarke's motion that a committee of three be appointed to draft a bill in consonance with the resolution was passed. On the com-

mittee were named Clarke, S. A. Moreland of the *Oregonian*, and Ireland (37). This committee at a later meeting reported having handed to the legislature a memorial and a bill covering the desired changes in the law. The bill was placed in the hands of Senator Lord of Marion county.

The law as passed unanimously by the legislature defined criminal libel and provided penalty as follows:

Penalty.—If any person shall wilfully, by any means other than words orally spoken, publish or cause to be published of or concerning another, any false and scandalous matter, with intent to injure or defame such other person, upon conviction thereof he shall be punished by imprisonment in the county jail not less than three months nor more than one year, or by fine not less than \$100 nor more than \$500. Any allusion to any person or family, with intention to injure, defame or maliciously annoy such person or family, shall be deemed to come within the provisions of this section; and it is hereby made the duty of the prosecuting attorney of each judicial district to see that the provisions of this section are enforced, whether the party injured desires to prosecute such offense or not.

The momentum given this law by the Mercer-McDonald tragedy is indicated in the specific reference to "allusion to any person or family." In the *Sunday Mercury* case in 1893, the court ruled that malice is presumed unless it appears that the matter charged as libelous is true, and published with good motives and for justifiable ends.

In that same year of 1893 after one of the most thoroughgoing bits of defamation ever published in Oregon had been given to the Oregon public, the Oregon supreme court, Judge Robert Sharp Bean framing the decision (38), ruled that

. . . it is not only the privilege but the duty of the public press to discuss before the electors the fitness and qualifications of candidates for public office conferred by the election of the people; and when a man becomes such a candidate, he must be considered as putting his character in issue so far as respects his fitness and qualifications for the office, and that every person who engages in the discussion, whether in private conversation, in public speech, or in the newspapers, may, while keeping within proper limits and acting in good faith, be regarded and protected as one engaged in the discharge of a duty. But . . . an elector . . . has no right to calumniate one who is a candidate for office with impunity.

This clearly worded ruling states the attitude of courts in Oregon in general to this day.

The court ruled that a newspaper cannot copy without liability, libelous matter from another paper, but such fact may, when properly pleaded, tend to show want of malice and mitigate damages. The damages, it was held, are not necessarily affected by a failure to make good a plea of justification. It will depend upon motive and good faith.

This, incidentally, is the way the editor involved worked out a bit of defamation when he set his hand to it:

He . . . has already acquired the reputation of being a loathsome, venomous thing, without shame; a man without a spark of manhood, a betrayer of his party, a citizen whose word is not worth a straw; a vile and cowardly slanderer; an infamous scoundrel and a perjured villain . . .———
(name) had publicly called you, to your face, a perjurer and a thief. . . Deny this if you dare. We could recount many more of your ways that are dark, (name). But we think the above will suffice for the present.

One would think it might!

Commenting on the action of the association, the *Bee* (October 15, 1878) denied that J. G. Chapman, while a staff member, had any authority to represent the *Bee* at the meeting and said that "had he consulted this office he would have acted differently." It went on to declare for "a law to severely punish the libeler" and "to require a moral character of every leading editor in the state." In the issue of the 20th the *Bee* pointed to a bitter personal warfare in the editorial columns between Noltner of the *Standard* and Scott of the *Oregonian*, who were declared to be "using the most venomous, spiteful, and ill-natured language at their command, in which 'perjury' and 'penitentiary' mingle constantly." The *Bee*, further, noted the active part played by Mart V. Brown, late state printer, in the convention and all its actions.

The time was, indeed, one of loose morality in public affairs. A legislative committee appointed to investigate the conduct of state offices found, among other things, outrageous overcharging of the state for printing done by the recent state printer. The way in which the recent state printer, active in the new association—its president, in fact—had operated, is described in an editorial in the *Oregonian* which said:

When a state printer expands each page of matter over four pages (39) and prints each one of those pages on paper which is counted as four reams for one, and charges for composition, press work, etc., on this fraudulent basis, the bill

against the state runs up by geometrical progression. Then if the expert who is sworn to do his duty for the state is in the interest of the printer and certifies under oath the correctness of work he never measured (the investigating committee quoted Anthony Noltner as testifying he didn't measure a page, though he certified its correctness and charged six days for measuring it) hoping to become printer and get a like good turn himself, and if the secretary of state (Mr. Chadwick) is also accommodating, the printer has a remarkably good thing. Then a legislative committee, when it looks into the subject, gets a hint or two concerning the profits of an "organized office."

Mr. Noltner of the *Standard* replied with defamatory remarks about Mr. Scott. This incident gave William Galloway, one of the legislative investigators, a chance for a memorable *bon mot* in the course of a hearing. A witness had dealt rather loosely with the truth and then explained that he wasn't under oath. "A man of honor," said Mr. Galloway, "is always under oath."

The *Oregonian* minced no words in its description of conditions in the state printing office. In its issue of October 17, 1878, it pointed out one conspicuous example of overcharging:

For printing the amended school laws (the *Oregonian* said) the state printer charged the state \$1,622.32. Examination by the legislative committee shows that the sum which should have been paid was \$291.02. This is even a better profit than that made by Tweed's plumber on the New York city hall. Several other items in the printing show frauds equally gross. For instance, the charge for printing the rules and standing committees of the senate should have been \$38.52, but General Brown got \$237.40 out of it. These are some of the items which Mr. Noltner certified.

It was not, therefore, the most fortunate condition for the life of the young press association that both Mr. Brown and Mr. Noltner, under fire in connection with this printing bill, should have been so prominent in its activities. As the 1878 session adjourned, it was voted to meet in Portland the following June. Diligent search of files has failed to reveal any trace of such a meeting, and apparently the editors let the situation lie until 1887, when, as told elsewhere, the organization which has, under one name or another, lasted through the years, was formed at Yaquina City.

From 1870 to 1880 a good many papers were started in Portland. In his *History of Portland*, on page 421, Harvey W. Scott lists 20 of these, of which he does not speak in detail. His list follows:

<i>Catholic Sentinel</i>	<i>West Shore</i>
<i>Pacific Rural Press</i>	<i>Temperance Star</i>
<i>Columbia Churchman</i> (Episc.)	<i>Northwest Farmer and Dairyman</i>
(became <i>Oregon Churchman</i>)	<i>Weekly News</i>
<i>New Northwest</i>	<i>Willamette Farmer</i>
<i>Sunday Welcome</i>	<i>The Churchman</i>
<i>Commercial Reporter</i>	<i>Oregon Literary Vidette</i>
<i>Monthly Musical Journal</i>	<i>East Portland Call</i>
<i>North Pacific Rural Spirit</i>	<i>Vindicator</i>
<i>Good Templar</i>	<i>Democratic Era</i>
<i>Sunday Mercury</i>	

The *Catholic Sentinel* was started February 3, 1870, as a 7-col., 8-page paper, under the authority of Very Rev. J. F. Fierens, acting bishop of Oregon. H. L. Herman and J. F. Atkinson were publishers the first two years. Later Atkinson withdrew and a joint stock company of clergy took charge. Joseph R. Wiley became editor in 1881. One of the longest editorships was that of M. G. Munly, who took hold in 1886 and remained for many years, and John P. O'Hara, who took hold in 1905 and served through the 1920's. This is a weekly paper emphasizing news of the church in all parts of the world and giving the church angle on much of the current news. It is now, of course, one of the oldest papers in continuous publication on the Pacific Coast. Among others in charge have been W. R. McGarry and Henry E. Reed.

The *Sentinel* is one of the very few Oregon newspapers possessing virtually complete files since the beginning. One of the early years, however, is said to be missing.

When founded, and at various times since, the paper was under private ownership. It is now conducted by the Catholic Truth Society, representing the archdiocese, and issued each Thursday.

The *Mercury*, really, was started in Salem as a weekly paper in 1869 and moved to Portland after a few years. As the *Sunday Mercury*, under the direction of O. P. Mason, formerly of the *New Northwest*, and B. P. Watson it achieved unpleasant notoriety in connection with a libel case, involving Col. C. E. S. Wood, and both Mason and Watson were convicted after a trial in which the prosecution was aided by Judge George H. Williams, Judge L. L. McArthur, who had been a pioneer editor, and Colonel Wood, who was a top-ranking lawyer himself. The paper was placed in the hands of a receiver, A. A. Rosenthal, and both defendants were sentenced to a year in the county jail. The *Mercury* continued publication under the promise of the receiver to "make a decent paper of it."

He does not seem to have been able to convince the authorities. The *Oregonian* of November 19, 1893, carried a front-page story on a raid on the office by District Attorney Wilson T. Hume and seven police officers. The district attorney was quoted as saying he

had found some indecent articles on crime and an obscene bit headed "Under the Teacups," which violated Oregon law (40). The police suppressed the issue, but, the *Oregonian* said the next day on page 5, three newsboys managed to get through the police with nearly 100 papers, which they sold at 75 cents to \$1 a copy.

In an editorial on the 19th the *Oregonian* complimented Wood and Hume, saying they had "earned the gratitude of all decent persons. The *Mercury* has been no worse of late than it has been for years. It might have been suppressed at any time by the employment of the resolution and vigor these gentlemen have shown. The verdict of the jury in Wood's case cleared the way for the vigorous proceedings of Hume last night. Between them they have abolished a publication insidiously demoralizing as well as unspeakably offensive. It is not probable that the *Mercury* will ever resume publication."

ABIGAIL SCOTT DUNIWAY

The *New Northwest* was established in May 1871 by Mrs. Abigail Scott Duniway, older sister of Harvey Scott and perhaps the most widely known woman and one of the ablest in the history of Oregon journalism.

Abigail Jane Scott was a real pioneer. She arrived in the Willamette valley in the early fall of 1852, having lost both her mother and a brother by death on the long trip from her native Illinois, where she was born October 22, 1834.

Both her parents, John Tucker Scott and Ann Roelefson Scott, came of sturdy Revolutionary stock, and Mrs. Duniway never lost her own willingness to fight for her political and social ideas.

Married in 1853 to Benjamin Charles Duniway, she spent the next eighteen years mostly on Oregon farms, with intervals in the towns of Lafayette and Albany. It was in 1871 that she began, in Portland, the publication of the *New Northwest*, a weekly newspaper devoted to equality for women, politically, financially, and socially. The same year saw her first appearance on the lecture platform as an advocate of what were then termed "women's rights." Susan B. Anthony, pioneer in the woman's suffrage movement, had come to the Pacific Coast in 1871 on a lecture tour for her cause, and Mrs. Duniway accompanied this suffrage champion about Oregon and Washington and reluctantly allowed Miss Anthony to persuade her to take the platform herself for an address. She was so well received that she added public speaking to her other means of getting her ideas before the public, and it is as a lecturer that *Who's Who in America* refers to her in indexing the sketch of her career.

Mrs. Duniway carried on her newspaper work and her lecturing despite her duties as a housewife whose husband was in poor health, and she reared a family of one daughter and five sons, all of whom were very successful, in law, journalism, and education.

One of her sons, Willis S., was a state printer of Oregon. Another, Wilkie C., was foreman of the *Portland Evening Telegram*, editor of the *Weekly Oregonian*, and continued active as a contributor to various publications until his death in 1927. Dr. Clyde Augustus Duniway, the youngest son, retired recently as professor of history at Carlton College, after spending 15 years of his life as president of four higher educational institutions.

Mrs. Duniway, whose active and fearless public work brought her the title of "mother of equal suffrage in Oregon" and "Oregon's grand old woman," devoted 15 years of her life to publication of the *New Northwest*, displaying energy and intelligence equalled by few publishers of her day.

The papers, in Oregon as elsewhere, reflected the scant sympathy given the battle for women's rights in the 70's. The *Eugene Guard* was among the most extreme, personal, and picturesque, in its opposition to the movement for votes for women. Note some examples:

A Specimen.—A specimen of how intelligently woman will exercise her "right" to vote is shown in the recent election in New York. The one woman who was allowed to vote cast her ballot for Boss Tweed and corruption. Which is why we remark that woman has no more use for the ballot than the editress of the . . . [the deletion is ours] has for her prodigious ears.

This little editorial gave voice to the generally implied attitude of anti-suffragists that before being accorded the ballot, women should prove to men's satisfaction that the women could vote more intelligently than the men had been doing.

The *New Northwest* editors (with Abigail Scott Duniway absent so much of the time putting woman suffrage across, her husband and sons cooperated in getting out the paper and it is difficult to be sure of the real authorship of editorials) understood the "Oregon style" pretty well and could take good care of themselves in controversy. The following item from the *Oregon Statesman* in 1875 gave them a chance:

The *Dallas Itemizer* comes to us with eight pages, six of them printed in Chicago, however.

The *New Northwest's* comment was this little dig:

Were the remaining two pages printed in Chicago, the paper would be much more interesting to the general reader, and quite as useful to the citizens of Polk county.

The publishers of the *Itemizer* then were Casey & Hammond. A little bit later Mr. Hammond dropped out of the firm, and the *N. N.* handed him this little "momentum" in the issue of July 23, 1875:

Brother Casey of the Dallas *Itemizer* has recently taken to himself a wife, got rid of his obscene editorial associate, . . . once more a respectable journal.

For financial reasons she disposed of the *New Northwest* in January 1887, selling to O. P. Mason, who suspended the paper two years later and bought the *Pacific Farmer*, which was the old *Farmer and Dairyman*, started by the Frank Brothers ten years before. He is best known in connection with the *Sunday Mercury*.

Mrs. Duniway continued to write as well as lecture for "women's rights" until her death, in 1915. In her old age she saw the triumph of her lifelong campaign in behalf of women as "people," and in 1912 she was the first woman in Multnomah county to register as a voter.

During the nineties Mrs. Duniway acted as editor of the *Pacific Empire*, a weekly 12-page 8x11 publication founded in 1894 by Miss Frances Gotshall as publisher and devoted to what the Ayer newspaper annual for 1897 designated as "woman stuff."

Besides her newspaper work and lecturing, Mrs. Duniway, a voluminous as well as clever writer, found time to turn out several books, some dealing with pioneer life in Oregon. Old-timers remember her as a picturesque figure who went into action on the lecture platform with a red bandana around her neck and could stir up her audience no end.

She was, of course, no echo of her brother Harvey, nor was he of her. In the free-silver days Mrs. Duniway became friendly to the free-silver idea though not a vigorous advocate of it, while Harvey Scott was the outstanding gold-standard advocate in the whole West. They disagreed also on women's suffrage and more or less on the place of women in society.

OTHER PORTLAND PAPERS

A newspaper which, with several changes of name and ownership and an occasional interruption of publication, has come down to the present, is the *Commercial Reporter*, started in August 1872 by J. R. Farrish and owned successively in the next two years by George H. Himes, J. Perchin, and S. Turner. J. F. Atkinson purchased the *Reporter* in July 1874, continuing until January 1, 1880, when J. R. Farrish bought a half interest and changed the name to the *Commercial Reporter and Journal of Commerce*. A stock company which purchased the paper four years later changed the name to the one in

use today by the paper managed and edited by H. G. Haugsten—the *Journal of Commerce* (Haugsten uses the word *Daily* in the title). The paper was now an eight-col. folio, issued weekly, with A. C. A. Perkes editor.

Meanwhile D. C. Ireland had started, in 1883, the *Commercial Herald*, which the *Journal* absorbed the next year. The *Journal* was now covering both commercial and shipping news.

Later changes of ownership have been numerous and will not be traced here. The present editor-publisher, H. G. Haugsten, has been connected with the publication for more than 15 years.

A paper that carried little influence but which was used to start another having a much longer and more important career was the *Daily Evening Journal*, started in 1875. (41). In July of the next year Anthony Noltner purchased the *Journal*, suspended it, and then moved up to a daily his *Democratic Standard*, started in January of the same year as a Democratic weekly.

The *Standard* was advertised as the “largest Democratic paper in the state, only Democratic weekly published in Portland.” In 1879 Noltner moved the *Standard* from the evening to the morning field. In June 1885 the paper, which through most of its career had been prosperous, was sold by Noltner to S. B. Pettengill. The new owner-editor suspended the *Standard* the next February.

Oregon’s first illustrated publication, started in the days before the halftone process had even been invented and when rotogravure was not even a dream, was the *West Shore*, started in Portland by L. Samuel in August 1875. This was a monthly magazine which the publisher said was “devoted to Literature, Science, Art, and the Resources of the Pacific Northwest.” The illustrations were the old wood cuts and zinc etchings, expensive but effective. Samuel charged \$1.50 a year, or 20 cents a copy. He was not only an enterprising editor but a good promoter. Establishing agencies for his publication all over the United States and in Europe, he built up within three years a circulation of 8,160, which, he contended (42), was the largest in the Pacific Northwest. Later the circulation was to pass 15,000. No objectionable or doubtful advertising was accepted—which was in advance of the general practice of the times.

Started as a 12-page monthly, 12x19 inches in size, the *West Shore* was enlarged in September 1878 to 32 pages, with lithographed illustrations succeeding the old stock cuts with which Samuel had begun. By 1884 it had become 48 pages and in 1887, 72 pages of the size of *Harper’s Magazine*. In September 1889 the magazine became a weekly, with color and tint-block illustration, issued from both Portland and Spokane Falls (43).

This was the high point of the *West Shore’s* career, and its sun began to decline.

Mr. Samuel’s artistic and literary ideas were in advance of the

business possibilities of the times, and in 1891 the paper was suspended. Not, however, before it had given encouragement and an outlet to many early Oregon writers. A feature of the last days of the *West Shore*, when Harry L. Wells was editor for Mr. Samuel, was a department edited from Whatcom (now Bellingham), Wash., by Mrs. Ella Higginson, who had started while still in Oregon City a literary career which was to place her in the front rank of western poets and novelists (44). Mrs. Higginson's page, started in 1890, was called "Fact and Fancy for Women." Mr. Samuel, discouraged by the lack of appreciation of his magazine, went into the life insurance business, founding the Oregon Life Insurance Company which yielded him a financial success denied him in journalism.

German-language newspapers in Oregon began with the weekly *Oregon Deutsche Zeitung*, started by C. A. Landenberger in Portland in 1867 and published by him until its suspension in 1884. Next came the *Staats Zeitung*, also a Portland paper, established by Dr. J. Folkmann in 1877. For a time he conducted a daily, started in December of the same year. It failed to withstand the competition of Landenberger's paper and was soon suspended. Following suspension of the *Deutsche Zeitung*, Otterstedt & Sittig established, in March 1885, the *Freie Presse*. Bruno Sittig was editor in 1889. This paper was succeeded by the *Nachrichten*, established by A. E. Kern in 1890 and continued on through to the present. *St. Joseph's Blatt*, weekly, and the *Armen Seelen Freund*, monthly, Catholic newspapers, have been running at Mount Angel since 1887.

East Portland newspapers, of which there have been several, began with the *Weekly Era*, which ran but a short time in 1871. The founders were Urban E. Hicks and S. W. Ravelly. East Portland was then a separate municipality. Hicks, an old-time printer who as foreman of the composing-room taught young Sam Clemens (Mark Twain) to set type in Hannibal, Mo., had published the *Union Flag*, a campaign paper at Vancouver, Wash., in 1861 and the next year had been for a time city editor of the *Oregonian*. In 1865 he was with Bellinger and Noltner in the *Democratic Review* at Salem. The *Oregon Herald*, Portland, had him as city editor and compositor in 1867-68. After the *Era* folded up he was for a time (1873-74) compositor on the *Evening News*, of which C. B. Bellinger was editor. He was the father of Gwin Hicks, who became state printer of Washington in 1897.

Other East Portland papers (45) were the *Vindicator* and the *Democratic Era*. The present *Portland News* was started there many years afterward, but that is another story, told later in this volume.

In March 1882 Nat L. Baker started the *Evening Post* but soon discontinued it for the usual reason.

The next year the *Oregonian* faced the strongest competition it had had for years. This was the *Northwest News*, started January

1, 1883. Nathan L. Cole, a former St. Louis newspaper man, was the first editor.

In its first number, January 1, 1883, the *News* published an article which gives at once a glimpse of the Portland business district of that period, a glance at what a newspaper office was like a half century ago, and a few of the names of those engaged in getting out the paper. Here is the heading on the article.

THE NEWS OFFICE

A Description of the Model Newspaper Establishment of Oregon

Personal Mention of the Men Who Make the Paper —An Inside View of a Modern Newspaper Manufactory.

The site was described as at First and Salmon . . . “on the ground floor of the magnificent blue stone front four-story business block of the Oregon Furniture Manufacturing Company, the largest and handsomest block of buildings (with one exception) in the city of Portland.”

This is followed by a column-and-a-half description of the building and plant. In the course of a short description of the “counting-room,” the reader is told that “within this frosted-glass screen are the gentlemanly clerks employed in the business department, which is under the charge and supervision of D. M. C. Gault, one of the most prosperous members of Oregon’s legislature. [Years before, he had worked on both the news and business sides of the *Statesman* at Salem. The reference to “prosperity” of members of the legislature is vague but “intriguing.”] The subscription books are under the care of Burnside Cromwell, an accomplished and polite young man from San Francisco, and more recently filling a position in the counting room of the *Los Angeles Evening Telegram*. . .”

The editorial and news staff is now described:

. . . Within these pleasant domains the men who make the paper grind out their daily grist, good, bad, or indifferent. They are Nathan Cole Jr., managing editor, formerly of the *St. Louis Globe-Democrat*; C. B. Carlisle, associate and night editor, formerly of the *Virginia City Enterprise* and lately of the *Walla Walla Statesman*; Charles Whitehead, city editor, for many years editor of the *Kansas City Times*, but lately on the *San Francisco Examiner*; E. F. Elliott, for some years editor on the *Burlington (Vt.) Free Press* and the *Denver (Colo.) Mining Review*, later on the *Seattle Chronicle*; M. F. Blake, familiarly known in Portland as “Fatty”

Blake, who has earned the well-worn title of the "boss news-rustler" of the city and for some time the best reporter on the *Oregonian* and the *Evening Telegram* of this city; Joseph K. Gift, late of the San Francisco *Chronicle*, a young gentleman with a nose for news and a wicked eye for the girls. These gentlemen comprise the editorial staff of Portland's popular paper.

THE PRINTS.

The *News* composing-room is a marvel among the men who "stick the type" . . . Here are fourteen well-chosen knights of the "art preservative" who stand at well-filled cases nightly materializing the thoughts of editors, the vagaries of reporters, and the scintillations of the electric wire into facts for daily perusal. . . . The chief of this department, or, rather, the foreman, is John G. Egan, lately of the San Francisco *Examiner*, a gentleman well known on the Pacific Coast as a versatile and humorous writer. He is assisted by Frank G. Lee, a veteran printer, recently of Denver. Mr. Egan's staff of "prints" on this, the birth of the new paper, are J. L. Russell, "ad" man, J. J. Galvin, Oscar Dunbar, E. A. Bridgman, John Pitchford, Charles Carroll, Joseph E. Howe, John M. Burns, J. P. Killinger, M. B. Eaton, B. P. Watson, W. W. Watson.

Multnomah Typographical Union No. 58 was to be organized two weeks later, and the names of the *News* typos are sprinkled in the list of charter members among those of *Oregonian*, *Telegram*, *Standard*, and the several commercial shops, including that of D. C. Ireland & Co. Several of these men were later prominent in Oregon journalism, notably Oscar (O.W.) Dunbar, who nine years later was to found the *Astoria Budget*.

The *News* was a six-column eight-page paper, apparently set in leaded minion (seven-point on nine in lino language). It sold for 25 cents a week by carrier, or \$10 a year by mail. In a column of advertising on the left side appeared the advertisements of James Armstrong & Co., real estate and general auctioneers; Murphy, Grant & Co., dry goods, etc., San Francisco; Morse's Palace, (C. C. Morse & Co.), wholesale and retail picture frames, mouldings, etc.; Himes the Printer; F. E. Beach & Co., paints, oils and glass, doors, windows; Mrs. L. Pilger, "leading suit and cloak house." The rest of the first page is filled with news from other towns and states, mostly marked special—which in some offices in those days meant rewritten or lifted from another newspaper.

The heads were all labels—four-deck top heads on the front page starting with such keylines as "Shocking Suicide," followed by "A Man Kills Himself With a Charge of Water." Third section—"The

Unhappy Epoch in the Career of a Belgian in Florida." Fourth section—"Discussion on the Sunday Railway Operation—The Amalgamated Steel Workers Resolve to Strike—Gambetta Dying." This carrying of several telegraphic news stories under the same heading was quite general in those earlier days.

Incidentally, one gets a line on the kind of news judgment exercised by editors of the day—a Florida suicide of some unknown Belgian played up above Sunday railway operation, the imminent steelworkers' strike, and the expected death of a world figure. The basis of selection, apparently, was the unusual (bizarre) method selected by the distant Belgian for his self-destruction. It was the "human interest" against the intrinsically important. This choice is less frequently made in these days.

The editorial salutatory promised that the paper would be the "organ of no ring, party, or corporation" and "absolutely free from entangling alliances." It was not long, however, before the *Oregonian* accused it of being the organ of a Portland political ring. The paper claimed 5,000 "actual subscribers and as handsome a list of advertisements as ever graced a new paper."

Notwithstanding the assertion of the *News* in its salutatory that it was independent of any political ring, the *Sunday Welcome* was quoted in the *Oregonian* as saying that "Republicans had long believed that a new Republican paper would either wipe out the *Oregonian* or at least compel it to do the bidding of the party leaders."

Much of the *News* support came from the *Oregonian's* political antagonists, particularly the friends of Senator John H. Mitchell.

Commenting on this, the *Oregonian* said (January 8, 1883):

It (the *Oregonian*) has always upheld the cardinal principles and commended the general objects of the Republican party; but it refuses to make itself the mouthpiece of politicians who "organize" and combine for their own advantage and benefit, presuming upon the devotion of Republicans to party as a cause, to enable themselves to carry away the honors and rewards.

The "modern local department" of the *News* was brightened up with some rather precarious matter. For instance,

MRS. WISEMAN ELOPES

Goes to Victoria With a Sewing Machine
Agent.

Passing lightly over the fact that this is the only dynamic, active-verb head in the paper, let us proceed with the story:

Mrs. Mollie Wiseman, wife of George Wiseman, the

well-known proprietor of the True Blue Saloon, corner of Second and Oak streets, in this city, eloped on Friday last with a sewing machine agent named Tom Bohamon.

It is said that the absconding pair had been on terms of intimacy for some time past, and the woman's husband had his suspicions aroused, but said nothing, having too much faith in his wife to think that any other man could induce her to desert him. He has come to the conclusion that he is better off alone and does not intend to follow her. Wiseman was married to his wife in this city about four years ago, but they have had no issue. Mrs. Wiseman is a daughter of [deleted], formerly a well-known [deleted]. It is understood that the eloping pair are now in Victoria, British Columbia.

The deletions are by this writer and not by the reporter or editor. Try to think how long it has been since you have seen an item just like this in a newspaper of general circulation.

Another feature of this paper which suggests the English papers and the old New York *Herald* was the group of "Personals" among the classified ads. The first one caught the eye:

The lady who arrived here by the last steamer from San Francisco en route to Walla Walla, will, if she desires it, find a friend in the gentleman who picked up her glove and handed it to her on the main street of Astoria. A note addressed to W. B. C., this office, will meet a prompt reply.

This was marked it, and just what came of this incipient one-way romance is something that readers of the *News* were never able to find out. There was another one which had a better chance of demonstrating returns from *News'* classifieds:

Joe—Meet me sure at the usual rendezvous tomorrow (Tuesday) night at 8 o'clock. Red, White and Blue.

It did not take smart advertisers long to see their opportunity in a column like this, so we observe, in the issue of January 11, this clubby little notice:

Charley—Same time and place; everything fixed. Wear the suit Friedlander & Co. made for you. Salem, ja 11.

And another sample:

Dear Madge—Could not possibly meet you Sunday night as my overcoat and watch were in the custody of Uncle Meyer, 181 First street. Horace. ja 10 tf

This type of thing was not uncommon in western papers as well as eastern in those days.

The *News*, which was having its financial troubles in a field already occupied by the *Oregonian*, practically failed early in 1884 on the heels of the collapse of Henry Villard's railroad boom. John G. Egan and Henry E. Reed got out one number of the weekly to bridge the gap until finances could be recouped. A number of the staff members then, Mr. Reed relates, took hold of the paper as a cooperative concern and ran it as a daily and weekly for three months. Sale was made in June to Edward Thayer of Evansville, Ind., and L. N. Hamilton of Salt Lake. Mr Reed recalls that he received for his interest in the paper a total of \$21 owing him for wages. Hamilton and Thayer changed the name to the *Portland Daily News* and within the year had the paper making some money. Harvey Scott in his history of Portland says James O'Meara, the old fire-eating secession advocate, was editor of the paper for a time in 1886. Reed's recollection, as a member of the staff, is that the paper in 1887 supported the proposed state constitutional amendment prohibiting the liquor traffic. This had a result usual in those days—shrinkage of circulation and advertising patronage almost to the vanishing point. Another reorganization was forced. John D. Wilcox, of an old pioneer family, acquired the paper in August, 1887, and continued publication until January, 1889, when final suspension came.

The *News* had cost its various owners about \$200,000 more than they had been able to get back, almost duplicating the red-ink record of Holladay's *Bulletin*.

Throughout its career the *News* was engaged in wordy warfare with the *Oregonian*—as was the custom of the time. One of the big jousts was over the question of liquor regulation.

A group of Portland liquor-dealers took exception in 1883 to the *Oregonian's* stand for increased liquor licenses. The *News* was friendly to the saloon men. For a time the liquor interests undertook a boycott of the *Oregonian* for its plain utterances.

The *Oregonian's* attitude on the liquor question through the years has been a middle ground, between prohibition and extra high license—the position which, in the judgment of the editors, insures the maximum of effectiveness in regulation.

The *Oregonian* noticed the hostility of the liquor-dealers in an editorial published March 12:

A certain class of liquor sellers, ignoring the mayor and common council, seem to suppose that the *Oregonian* enacted the new license ordinance. If this were true, it would be a high compliment to the power of this journal in the community.

. . . the class which must be regulated and restrained in the interest of peace and good order will not be permitted to regulate and control the city. In particular, about the liquor traffic, whose dangerous features every community is forced to recognize, guards must be erected and maintained.

For this traffic is unlike any other. The public safety requires that it be kept under as stringent regulation as public sentiment will support and enforce, and in all parts of the country there is a growing demand that it be dealt with as a thing which, because of the dangers to social order and public peace that attend it, shall be kept under careful regulations and made, by taxation, to contribute to the support of communities upon which it throws so many burdens.

The conspiracy of the Liquor Sellers' association to bulldoze the *Oregonian* having failed, perhaps the next best thing would be to mob the common council and burn the mayor in effigy.

The paper which was founded here to do the work of a disreputable political ring now by natural process becomes the organ of the hoodlums, of the "dives," of the lowest class of drinking holes. Natural selection had probably been observed before Darwin, but no one had given it a name. "Birds of a feather," however, did very well.

The *Daily News*, commenting on this editorial, argued that the term "hoodlums of the dives" applied to all who sold or dealt in liquor was "rather severe" and would be "appreciated" by the large element of business men to whom it had been applied.

The *News* of Monday, March 12, containing a full column of church news, including reports of Sunday services at five churches, carried also a half-column report of an "Indignation Meeting of Liquor Dealers and Brewers." Liquor dealers' licenses had been raised by the council from \$250 to \$800 a year. Increased license fees had been favored by both the *Oregonian* and the *Telegram*, and the *Oregonian* had said editorially that there was "good reason to believe the action of the council will receive the commendation and support of a majority of good citizens."

Resolutions published in the *News* issue of the 12th read:

Resolved, that we, the members of the Liquor Protective Union, and others interested in the manufacture and sale of liquors and beer, denounce the said papers (*Oregonian* and *Telegram*) as unfriendly to us and our interests, and we withdraw all our patronage and support from the said *Oregonian* and *Telegram*.

A resolution adopted assessed a fine of \$5 upon any member of

the union who, on and after Monday, March 12, "shall permit the introduction of or allow to be read in his place of business either the *Oregonian* or the *Telegram*." The secretary was directed to notify liquor dealers, saloon-keepers, brewers, and others throughout Oregon and Washington of the situation and request them to cooperate.

The union (said the *News* of March 12) will meet again today or tomorrow in secret session, to perfect preparations for combined action. The indignation is very pronounced against the council for its hasty and unjustifiable action. The ordinance means ruin and annihilation to the saloons and breweries of Portland, and there is every probability of a vigorous resistance being made to its enforcement. It will undoubtedly prove to be a formidable factor in the approaching city election.

The *Daily News* of March 13 told of secret sessions held by the liquor dealers' association. "The members were committed to secrecy, and the proceedings are unknown." But, the paper reported, all saloon men in Portland but one joined the organization and the wholesale dealers and brewers all joined "for self-protection against fanatical encroachments on their business." Passive and unflinching resistance in the courts and an appeal to the people in the city election were resolved upon, the paper reported.

The *Oregonian* finally stated its exact position in the matter in an editorial published March 19, 1883:

A license fee of \$200 a year for selling liquor in Portland is much too low. It ought to be at least \$400 a year or \$100 a quarter. This would diminish the number of saloons, "freeze out" the lowest places, and contribute immensely to the peace and good order of the city. The only objection to the \$800 license fee arises from a well-grounded apprehension that it cannot be maintained or made effective. The true policy, which is everywhere being accepted as the best attainable solution of the liquor question, is to raise the fee till the proper mean is reached between the consequence of low license or no license on the one hand and the danger of surreptitious and illicit drink-selling (through over-taxation) on the other. Between these extremes lies the most practicable and therefore the best result. It is not a matter of theory or sentiment at all. All experience shows it to be useless to expect ideal results through legislation. The best legislator is the most practical man—the man who, if he sees he cannot suppress or abolish the evils with which he has to deal, will abate or diminish them as far as he can. He is as far, too, from overstepping the bounds of prudence and judgment and

defeating his object in that way, as he is from sitting down in a helpless despair, with a whine that nothing at all can be done. . . . Today it (the *Oregonian*) would insist more strongly if possible than ever before, on high license as a means of reducing the evils of the liquor traffic. At the same time it would be false to itself and the principle it advocates if it failed to point out the danger of defeating the object by making the license so high that public opinion will not sustain and enforce it.

The situation was precipitated when Mayor Chapman signed the ordinance raising the former \$200 license for saloonkeepers to \$800 a year. Efforts of saloon men to induce the mayor to veto the ordinance were unavailing, and the *News* in its issue of March 10 tells of the liquor dealers' special meeting, at which, the *News* predicted that the *Oregonian*, "which has advocated and succeeded in obtaining the increase, will be handled rather roughly." The paper asserted that it was "plainly evident that all the saloon men have made up their minds to test the ordinance and make a fight for four new councilmen in the coming city election."

The newspapers in the early 80's still faced a problem in getting sanitary conditions up to standard. Even the water supply was not above reproach. In the second issue of the *Daily News* is an item regarding a death in East Portland from typhoid fever. The victim was Roland Smith, 19 years old, son of the jail missionary, and his brother, the paper reported, had died a short time before of the same disease. The *News* the day before had printed a news story, probably imaginary, in which a gilded San Francisco youth, on asking for a drink of water in a Portland restaurant, had turned up his nose at the colored liquid served him, saying he did not ask for cider and that if this were the best Portland could do for water he guessed he'd stick to whiskey and he'd have to "get the Guv-nor (his millionaire father) to supply this town with water fit to drink."

A few weeks later, in the issue of March 9, 1883, the *News* published an editorial, two-thirds of a column in length, complaining of general health conditions and pointing out the penalty Portland would pay if something were not done to better the situation by installing a proper sewage system. The editorial concluded:

. . . We are today violating all the laws of hygiene, and we have warning that our day of grace has about expired. The question is, whether we will take heed, or will we go on doing next to nothing for the public health, and be terribly punished for our want of reasonable action.

Establishment of the *News* was followed by the launching of a daily evening edition of the *Weekly Chronicle* by E. G. Jones in

1884. The daily was discontinued after a few months, but the weekly was continued under various editors until 1908. Originally Democratic, it served the Republicans in 1896 and after.

THE PORTLAND TELEGRAM

The first number of the *Portland Evening Telegram* appeared on the afternoon of April 16, 1877, founded by H. L. Pittock, who had started the *Morning Oregonian* 16 years before; E. D. Crandall, and C. M. Elliott. Mr. Elliott was listed in the Portland city directories of 1877 and 1878 as a printer, and in the 1878 directory Mr. Crandall's name appears; he is listed as a reporter.

These three men, Henry E. Reed related in a reminiscent article in the 50th anniversary number of the *Telegram*, "appear to have run the paper for the first seven or eight months. 'Which of them was the editor, or whether or not there was an editor, I have no knowledge,' said Reed (46). "In those early times an editor quite often did other things besides editing, such as soliciting ads and subscriptions, sweeping the office floor, and setting type when the printers filled up on beer."

A. C. McDonald, a San Francisco newspaper man, arrived in Portland late in the same year, and with Crandall and Elliott incorporated the Telegram Publishing Company. The name of Henry L. Pittock was not used in the company, but it was the common understanding that Mr. Pittock was the backer, since neither of the other three men had any money of his own. W. R. Struble became editor of the *Telegram* in January 1878. He was then about 22 years old. His salary was \$20 a week—which may give an idea of newspaper salaries of the period.

After the death of Mr. McDonald, who was killed in an encounter with James K. Mercer, assistant editor of the *Evening Bee*, changes in the *Telegram* management were frequent. Mr. Reed gives the following personnel for the next few years:

- 1879-80—W. D. Palmer, publisher.
- 1881—T. F. Kane, manager.
- 1882—D. H. Stearns, manager of advertising department; H. M. Clinton, city editor.
- 1883—Mrs. C. A. Coburn, editor; H. M. Clinton, city editor. "‘Pop’ Gardner," Mr. Reed recalled, "went to the *Telegram* from the *Northwest News* in 1883, and I believe he was manager part of that year, and Mr. Stearns part of the year."

- 1884—Thomas ("Pop") Gardner, manager; Mrs. C. A. Coburn, editor; H. M. Clinton, city editor.
 1885—H. M. Clinton, manager; Mrs. C. A. Coburn, editor.
 1886—D. H. Stearns, manager; Mrs. C. A. Coburn, editor.
 1887-88—F. A. Kenny, manager; Mrs. C. A. Coburn, editor.
 1888-89—F. M. Sneed, manager; R. D. Cannon, editor.
 1890-91—J. P. Tighe, manager; R. D. Cannon, editor.
 1891-94—George H. Moffett, formerly of St. Paul, editor.
 1894-98—Alfred Sorenson, city editor of the *Oregonian* since 1891, editor.
 1898-99—Alfred D. Bowen, later founder of the *Oregon Journal*, editor.
 1899-1906—Clifford J. Owen, editor.
 1904-1905—Paul R. Kelty, managing editor.
 1906-1914—John F. Carroll, editor.

Richard D. Cannon came to the *Telegram* from Santa Rosa, California, as editor in 1888, going to work October 2 of that year. He succeeded Mrs. Catharine A. Coburn, who moved over to the *Oregonian* as associate editor. Mr. Cannon, a native of Suisun, Cal., had been owner of the Santa Rosa *Daily Republican* and a neighbor of Luther Burbank, who even then was famous as a developer of new and useful things in orchard and garden.

Mr. Cannon found the paper paying very little attention to such departments as sports and society. He developed something of a sports page, which Harry B. Smith was to carry along much farther in the early 1900's. Up to the late 80's society and sports, more or less, took "the run of the paper" instead of being classified and segregated.

In the early 90's Mr. Cannon went to the *Oregonian* as a reporter. He soon left Oregon, not being well pleased with the damp climate. After a few years he was back in Salt Lake, as city editor of the *Morning Herald*.

From Salt Lake he went to San Francisco and worked on the *Examiner* in the early days of W. R. Hearst.

John F. Carroll, brought to the young *Oregon Journal* by C. S. Jackson as editor, signed up Mr. Cannon as city editor in 1904. He remained on the paper, much of the time as news editor or managing editor, for close to 10 years.

When Mr. Carroll went to the *Telegram* as editor, Mr. Cannon went with him as city editor.

In 1914 the paper was sold to John E. and L. R. Wheeler, and Mr. Carroll remained with them as editor until his death in 1917. Meanwhile Richard D. Cannon had been acting as managing editor, while the editorial writing was done, mostly, by David F. Morrison, Democrat, and N. J. (Joe) Levinson, Republican, formerly city editor of the *Oregonian*.

Under the ownership of the Wheelers, Paul Chamberlin was managing editor until called to the St. Louis *Star* in 1919. He was succeeded by Richard D. Cannon and W. T. Stott, formerly of the *Chicago Tribune*. Among their news editors were Herbert J. Campbell and William Raymond. Mr. Campbell was largely an *Oregonian* product, though he had had varied experience in Seattle, Baker, and other cities before going over to the *Telegram*. Mr. Raymond had broadened his experience in Seattle, San Francisco, and other Coast cities.

Managing editor during the last years of the Wheeler ownership was O. Clarke Leiter, former city editor of the *Oregonian* and publisher of the *La Grande Evening Observer*, and now professor of journalism in the University of Illinois.

The final regime of the *Telegram* (1927-31) was that of C. H. Brockhagen, former Seattle, Los Angeles, San Francisco newspaper man, former manager for Cornelius Vanderbilt tabloids. Mr. Brockhagen as publisher installed Lester F. Adams, Medford native, formerly of the San Francisco *Chronicle*, as managing editor.

Adams was clever, and he had a capable staff, until the financial pinch began to cut it down. City editors under him were Dean Collins, versatile journalist, and John W. Anderson, later capable managing editor of the *Eugene News*. Early reporters are noted elsewhere in this volume. (47).

An early editor of the *Telegram* was Mrs. Catharine Amanda Scott Coburn, younger sister of Harvey W. Scott. She directed the editorial page from 1883 to 1888, when she went over to the *Oregonian*, to spend a quarter of a century there as associate editor.

She went on the paper in that capacity in her 49th year, and remained in the position for nearly three years after the death of her brother. She died in Portland May 28, 1913.

Mrs. Coburn, like her sister, Abigail Scott Duniway, with whom she was for a time associated on the *New Northwest*, was a gifted writer. She was, in fact, longer active in the profession of journalism than her better known and more versatile sister. Her writing was smooth and pleasant. With her brother and the other men on the paper supplying the strength, sometimes the hardness, she added a graceful touch to the page. There is not space here to prove this by extensive quotation; but take, for instance, this excerpt from an editorial written for the *Oregonian* July 16, 1905, on the occasion of Joaquin Miller day at the Lewis and Clark fair as an example of what her style could be when the subject justified:

“The songs of a lyric poet,” she wrote at the beginning of an editorial nearly a column long, “record the moments when his life, after hours or days of smoldering, breaks into clear flame. The long stretches of existence for all men are a moving slumber; the senses are dull; the passions sleep.

But every man wakens now and then from the lethargy of the soul which we call 'routine'; the 'crowded hour of glorious life' comes flaming; for most of us it passes with no record but regret; the lyric poet makes it eternal in his song. He sings the history of his soul; and, if he is a real poet, his music is not always gay. There is abundant sunlight in Joaquin Miller's poetry, but there are also shadows.

'So life is but a day of weary fretting,
As a sickly babe for its mother gone;
And I fold my hands, only this regretting,
That I have writ no thought or thing, not one,
That lives, or earns a cross or cryptic stone!'

"Joaquin Miller wrote thus pensively many years ago, undervaluing his own work, for he has written many things that will live, those very lines not least surely, in all their despairing beauty. His lyrical gift is clear and true. Even in his boyhood Joaquin Miller sang for immortality—and to what listeners! Keats was scorned in England, Shelley was anathematized at Oxford; but think of a poet, a boy poet, with the oddities of genius, the divinity in him only half set free, twanging his lyre in Eugene fifty years ago. . ." (48).

The *Telegram* had a long and honorable record. It was handicapped in its earlier years by its relation to the powerful *Oregonian*. The public got the impression, not always borne out by the facts, that *Telegram* policies were dictated by its older sister publication. There was, no doubt, a feeling on the part of *Telegram* editors that it was not well to let the *Telegram* reverse the *Oregonian* in any important policy. Yet, on occasions when this was done, nothing happened. Harvey Scott, with all his personal strength, didn't seem to bother much when an editorial writer on his own paper disagreed with him and made the paper's stand appear inconsistent. (49). Editors and managing editors, generally, were clever, including such men as Paul R. Kelty, later editor of the *Oregonian*.

John F. Carroll was a crusading type of editor, and he had a free hand while Edgar Piper was editor of the *Oregonian* and later under the enterprising and public-spirited Wheelers, neither of whom really was a newspaper man but both of whom had a high sense of public responsibility and a keen desire to make their newspaper serve the public to the limit of its powers. One of their expensive adventures in the arena of journalistic ethics was their advocacy of prohibition in the old wet days. There were others. The afternoon field, too, was occupied by active competitors, and Portland business was not always good. The failure of the Wheeler regime on the *Telegram* can be classed as a major journalistic disaster in Portland.

The succeeding Brockhagen-Fleischhacker management never

really found itself. The paper was bright and attractive, but the old tradition had been lost and before a new one could become crystallized the depression came on, with no financial angel in sight. The new owners, after all, were Californians and were not disposed to face Oregon losses such as those suffered, for instance, by the old *Bulletin*, the old *News*, and the *Wheeler*s. The end came with the sale of the *Telegram* to the *Portland News* in May, 1931. Details of the business deal were a subject of litigation for years.

A Democratic paper started in 1878 that ran through for close to 30 years with several changes of ownership and one change of politics was the *Chronicle*, published Fridays by the White Printing Company. The change of politics, from Democratic to Republican, was made in 1896, when papers were changing both ways.

In his *History of Portland*, Harvey W. Scott listed (page 425) 15 newspapers started between 1880 and 1890 which failed to last long. A few, he said, reached two years of age. Following is his list:

- Oregon Farmer*, agricultural weekly, W. L. Eppinger, publisher.
- Vox Populi*, Paul M. Brennan (50).
- Portland Sunday Chronicle*, J. F. Atkinson.
- Rising Sun*, a spiritualist weekly, Mrs. L. L. Brown.
- Pacific Overseer*, weekly organ of A.O.U.W., C. A. Wheeler.
- Christian Herald*, Stanley & Wolverton.
- Polaris*, religious weekly, Rev. J. H. Acton.
- Farmers' Gazette*, W. E. Evans.
- Oregon Siftings*.
- Portland Weekly Times*, Cook & Shepard.
- Avant Courier*, Frank D. Smith.
- Kane's Illustrated West*, monthly, T. F. Kane.
- Northern Pacific Union*.
- Oregon and Washington Farmer*, S. A. Clarke.
- Hesperian*, R. A. Miller.

Two weeklies established in 1885 which had a fairly long "run," were the *Portland Pacific Express*, edited by the historian H. S. Lyman, which ran on into the 90's and in 1890 had a circulation of 2,000 at \$1.75, (It was listed in Ayer's for that year as a Thursday family paper.) and the *World*, founded by A. Noltner as a Friday Democratic weekly. It was sold by Noltner in 1886, when he became collector of customs, a position held by his political opponent Harvey W. Scott a decade before. J. W. Young, the purchaser, sold the paper in 1887 to McCall & Newell. Newell & Willis were the owners the next year. In 1891 Noltner was back again at the helm, succeeded the next year by W. W. Copeland. The *World* used to run a column of mining news from Oregon, Washington, Idaho, and British Columbia properties. It was off the journalistic map by 1895, and the next year Albert Tozier was using the name for a hop publication.

Noltner was a rather thorough-going Democrat, and when he was accused of receiving support for his paper from D. P. Thompson, of decidedly the opposite political faith, in his issue of January 22, 1886, he was emotionally upset and replied:

A CARD

When S. B. Pettengill, editor of the *Standard*, states that the editor of the *World* has received any encouragement or financial assistance or promise of any, or has solicited the same, directly or indirectly, from Hon. D. P. Thompson, or any other Republican, or that the *World* is published in the interest of any Republican ring or clique, he utters a most malicious and cowardly falsehood, and gives additional evidence that he is the utterly worthless prevaricator and slanderer that his own writings have heretofore proven him to be, to my entire satisfaction. A. NOLTNER.

Noltner's paper was a sort of Christmas present to the Democracy, for its first number appeared on Christmas day, 1885. It started and for the most part was maintained as a six-column, eight-page paper. It advocated tariff reform, and opposed Chinese immigration, saying in its salutatory that the "presence of the Chinese in any large numbers has a deliterious [sic] effect on all classes of labor. We champion any *lawful* [his italics] means that will rid the Coast of the leprous heathen."

The *World* gives clues to a number of papers operating at that time. In this same first issue it is announced that the *Drain Echo* will be issued in a few days. Papers quoted are the *Baker Sage Brush*, the *Pacific Journal*, and the *Adams Times*.

Under Noltner the paper, like all of his, was heavily political, running regularly eight or nine columns of editorial, largely on political subjects. Out of 63 editorial items in the issue of March 19, 1886, only 20 were on non-political subjects. Nor could he keep his political sentiment entirely out of the news columns. Like a good many others of the editors of his time, he did this sort of thing—over the story of the Republican convention, run April 30, 1886, he used this not exactly unbiased headline:

REPUBLICAN STATE CONVENTION

The Ridiculous Platform Adopted to Catch Unwary Votes

After selling the *World* in 1891 to W. W. Copeland, Anthony Noltner bought the *Dispatch*, which was the old *Examiner* started by John Milliken in September 1889, under a new name. He continued the evening (except Sunday) daily conducted by Milliken and ran it until January 11, 1894, when he sold it to J. B. Fithian and

Frank Morrison. The paper, like all of Noltner's, was Democratic. They suspended the daily and ran the weekly with indifferent success for several years, finally selling it back to Noltner. He continued the paper as a Thursday weekly, claiming, in 1900, a circulation of 1900. The old warrior was getting near the end of the journalistic trail. He died in Portland in 1907.

THE LINOTYPE, HARD TIMES, AND THE SUN

Portland union printers, forced out of jobs by the hard times and the substitution of machine work for hand composition on the *Oregonian*, launched the *Sun*, a morning daily, in the fall of 1894 to help take care of the idle men. The *Sun* was an interesting paper—eight pages of six 13-em columns, with the service of the Eastern Associated Press, as one of the first-page ears announced while the other was proclaiming that the *Sun's* circulation books were open and that the paper already had 3,000 local subscribers.

The *Oregonian* was gracious in its welcome to the newcomer, saying of its first issue:

The *Daily Sun* came out yesterday with a bright appearance and a good deal of news. Its promoters are a body of printers working on the cooperative plan. The *Oregonian* notes its advent as a commendable enterprise and hopes it will do well. There is ample room in Oregon for new undertakings, in almost any line of effort. The future is always in the hands of those who work for it.

Capt. John A. O'Brien, officer of the typographical union, was one of the leaders in the *Sun* enterprise, which was semi-officially a union project. No names appeared at the masthead, and it was the aim and policy to emphasize the equality of all the workers rather than the leadership. In the September 2 meeting of Multnomah union No. 58, Captain O'Brien managed to get through the union an appropriation of \$100 for stock in the Sun Publishing Co.

The salutatory editorial emphasized the cooperative character of the paper but gave no names of officers or staff and said nothing about its relation to the typographical union. It was a neat and rather well-edited paper, with a capable, even clever, staff. The type, of course was all hand-set.

The whole first page was occupied with telegraph news, including one 80-word dispatch from New London, Conn., on the test of the new battleship Maine, to be held the next day. This was the vessel that within four years was to be "remembered" as a cause of

a war that launched the United States on its career as a world power.

Times were too hard for the new paper to make much headway, and almost from the first its failure seemed only a matter of time. Advertising was in small proportion to the bulk of the paper (13½ columns out of 48 in the first issue).

The salutatory was frank and businesslike:

This is the first issue of the *Sun*. It will be published every day in the year by the Sun Publishing Company. Composed, as the company is, of many stockholders, the *Sun* could hardly be otherwise than independent in politics. It will uphold the true business interests of the city, state, and tributary territory.

The *Sun's* business is to give the news; how well it will do that will appear from day to day. . . After all, what one most desires is home news, and in the matter of local news, the *Sun* will be thorough and comprehensive.

. . . Its expressions will always be found fearless in the cause of good government, national, state, and municipal.

. . . The expensive details of the publication of a paper of this size are reduced to a minimum of cost by reason of its cooperative character. Every person, from the editorial force down to the newsboy who will deliver it to the readers, is enlisted in the cause and its success. . . With antagonism to none, and hearty good wishes to all, the *Sun* has been started.

Firms represented in the advertising columns of the first issue of the *Sun* were Hunt Hardware Co., Paragon Safety Oil Co., Lipman, Wolfe & Co., Famous Clothiers, Prager Bros., dry goods; Wait & Mann (Charles N. Wait, J. D. Mann), attorneys-at-law; Library association (membership cut from \$9 a year to \$5. 20,000 volumes . . . Stark street between Seventh and Park); Green Tank Oil Company; Golden West Baking Powder (Clossett & Devers); W. Gadsby, furniture (page ad); Carr & Goldsmith (money to loan); O. R. & N. (W. H. Hurlburt general passenger agent, E. McNeill receiver and general manager); Northern Pacific (A. D. Charlton assistant general passenger agent); Metropolitan Printing House (Robert Glen).

Hotel news consisted of 19 items filling half a column of space; the hotels mentioned are the St. Charles and the Perkins. Church news appeared under a four-column general label "God's Temples of Worship." Sermons are quoted, directly and indirectly, as delivered in First Baptist, Centenary Methodist, First Congregational, First Presbyterian, and Trinity Episcopalian.

Five and a half columns on page 5 were devoted to local news. One local feature, "At the County Jail," reads as follows:

Jailer Chamberlain has over 100 prisoners in his charge now at the county bastile, and they represent about all the crimes in the catalogue. Some kind Christian ladies gave a song and prayer service for the benefit of the inmates yesterday afternoon, and as their sweet voices rang through the history-haunted corridor many a wayward heart must have been touched and softened by sacred recollections, and, perhaps, purified and exalted by the soft glow of awakened hope. Could they have seen it, what a contrast the warmer glamour of the afternoon sun, resting like a golden benediction on the pensive autumnal beauty of the world outside, would have been to those charged with the darker crimes! But it is still necessary for the jailer to see that the locks are secure.

A chatty, leisurely interview with a pioneer was a feature of this first number of the *Sun*. It is reproduced here for the sake of contrast with the interviewing of a later day:

"Speaking of the Sayers murder," said an old Portlander to a representative of the *Sun*, as the two were walking along First street yesterday afternoon engaged in a general conversation, during which the recent mysterious tragedy was brought up, "I have something to tell you. Come with me."

Accompanying the kindly and loquacious old gentleman as requested, the reporter and his escort went south on First street to Taylor, and thence east on Taylor toward Front, on the south side.

"Did you ever hear of the Balch murder case?" asked the old man.

"Only in a general way," answered the reporter; "it was long before my advent in Portland, you understand." (1857.)

(Here follows 2-3 of a column of the Balch-Stump murder story.)

The reporter, letting the reader see the wheels of the interview turning throughout, ends the story thus:

Then the old gentleman, suddenly taking out his watch, exclaimed: "Jemminy! I have talked until it is too late for church, and now let us go and. . ." Perhaps they did.

The story as a whole reinforces the probability that they "did."

The paper had hard sledding throughout its brief career. It was fairly readable and in easier times it might have had a measure of success. But this was 1894, the nadir of the depression. Money was

tight, advertising hard to get, the *Oregonian* firmly intrenched. The paper dragged along until the next August. Then, August 1, 1895, the *Oregonian* ran the following journalistic obit:

THE DAILY SUN A CORPSE.—The Portland *Sun* will not appear this morning, nor hereafter. A meeting of the conductors of the *Sun* was held yesterday, and it was decided to suspend publication. The property was already in the hands of a sheriff's keeper, and the accumulating difficulties of the publishing company finally became so great that it was impossible to bear them longer. The *Sun* has . . . been run continuously as a morning opposition newspaper. It has been no secret of late that it was sorely in need of money, and it is known strenuous efforts were made to raise funds. They were unsuccessful, and the end came yesterday.

Now, the foregoing was practically correct. But not quite. The *Oregonian* had not counted on the grim, gallant sense of humor of someone in the *Sun* organization, stimulated, perhaps, by two or three drinks. For the *Sun* did "rise" that morning, with 125 words of news, no editorial, and the space filled with miscellaneous boiler-plate, advertising, and matter re-run from previous issues. The title logotype on page 1 had been turned upside down, big ads and some of the boiler-plate were upside-down or turned side-wise. Dr. Powell Reeves, virile advertising medico who offered to make any ailing young man (who had the money) fit for life, liberty, and the pursuit of happiness—this massive man of medicine stood on his double-column head like Lewis Carroll's old Father William. This issue doubtless was expected to be the *Sun's* final blaze of glory, although one of the two or three bits of original composition in the paper was a "Special Notice" appealing for help. "Owing to certain circumstances," this notice read, "the *Sun* force has taken a tumble and refused to work last night. For nearly ten months the men have struggled to give the people an acceptable paper. It may not yet be too late to redeem it to its usefulness. Whatever is done must be done immediately. Will the business men and interested parties come to the rescue, or do they prefer to be dictated to and governed by rings and 10-cent politicians? If they choose the latter, vale *Sun*, vale Portland, vale freedom in the Northwest! Quien sabe?"

The next day the paper had gone back to something like its normal appearance, but at the head of the editorial column there appeared an assignee's notice signed by Hugh McGuire for the Sun Publishing Co. The final issue, containing four pages, appeared the next day, August 3.

One of the *Sun's* printers was young Amos E. Voorhies, a recent arrival in Oregon. He showed then the same kind of business ability

which has characterized his activities in Grants Pass in the last 40 years, for he was selected from the staff to help to clean up the *Sun's* business affairs after the failure.

SAM JACKSON AND THE JOURNAL

While, in cold history, it is not a fact that C. S. Jackson founded the *Journal*, such is practically the case. What happened is, that he rescued it from the very edge of that limbo which had made room for previous competitors of the *Oregonian* and *Telegram*. March 10, 1902, a campaign paper was started in Portland by A. D. Bowen called the *Portland Evening Journal*. It struggled from the start for lack of nourishment.

Arthur Brock, veteran Portland printer, recalls when the paper was set up on two rented Linotypes, one of which he operated. The publisher had not been able to install a complete plant of his own.

Bowen did not have very great success with the young *Journal*; yet it would be unfair to judge him entirely on that particular phase of his career. He was, indeed, a man of great versatility—still is, for he is keeping his inventive mind working while he lives at Stevenson, Wash., not far from the scene of his early newspaper adventures, and mothproof paper bags with cellophane windows, and “hardwood boards” made from redwood bark are among his recent inventions (51).

For a time, Bowen had managed the *Portland Telegram* under *Oregonian* ownership. At the time of Dewey's victory in Manila Bay, May 1, 1898, he worked up a 60-word cablegram into an extra which was the only one issued in the Northwest (it was Sunday). Mr. Bowen recalls being the first to promote the Lewis & Clark exposition of 1905, waging a campaign which the *Oregonian* took up and helped put across.

After leaving Portland he promoted and built railroads in California, Alberta, and the Middle West, manufactured electric-railway equipment, organized a paper mill at Bellingham.

But the *Journal* was started in the days before Mr. Bowen had any capital to speak of, and it was hard to get much backing in a field where so many papers running opposition to the *Oregonian* had come to grief. His first issue came out March 10, 1902. His managing editor was William Wasson, capable newspaper man who later went to Washington as correspondent for the paper.

One of the first employees—who practically forced himself on the none-too-receptive Wasson as a candidate for a job—was

young Hyman H. Cohen, who is market editor of the *Journal* after more than 37 years on the paper. Young Cohen, who had had a bit of newspaper experience, some of it in Alaska, put on an intensive drive to get himself on the *Journal* payroll and apparently had failed. On the day when the paper was to come out, the insistent young reporter beat the managing editor to the *Journal's* doorstep. Cohen recalls that Wasson repeated an offer of \$9 a week to stay off the staff, but Cohen wanted the job. Wasson shrugged his shoulders and put the young fellow to work. His first detail, self-selected, was the market beat—which he never left—together with east-side and suburban news. When he started reporting markets he didn't know wheat from barley; but the years of study and experience have made him a widely recognized market authority.

Nineteen years afterward, Hyman H. Cohen described in the *Journal* the scene when the first paper came off the press at 3 o'clock that Thursday afternoon, the 10th of March, in a store-room of the old Goodenough building, Fifth and Yamhill streets.

"The lone Hoe press," wrote Mr. Cohen, "began to grind out the initial copies of the *Journal*. Grind out is really a good expression, because it was literally the case. For a day or so it was impossible to adjust the press to a point where good printing was available, and most of the first issue was badly torn and frayed.

"There was an anxious crowd in front of the new paper's home. Newsboys were there in force because the establishment of the new paper meant much to them. It not only meant increased business, but it likewise was the opening wedge whereby the newsboy became more independent. . .

"People besieged the new publication office to subscribe for the new paper. The business was far greater than the old press could take care of, but people were patient. . . even though many of them did not receive the *Journal* until 9 o'clock at night. . .

"When I wrote my first market report on March 10, 1902, the price of eggs at wholesale was but 13½ cents a dozen, while cheese was 14 cents a pound. . . You could purchase the very best hams at 15 to 17½ cents a pound. . . Sugar sold down to \$4.35 a sack.

"How well I remember that March 10. . . It was the birth of a new era for Portland—and it was my birthday."

The little *Journal* was unimpressive in those few months when it was struggling merely to keep alive. It appeared to be dying when the attention of Sam Jackson, successful Pendleton publisher, who was building up the *East Oregonian*, was called to it.

The paper did not cost Mr. Jackson very much—a few thousand dollars; but the story is, that some time after the purchase he sighed over his bargain; he had bought little except an entrance to a difficult

field, occupied by the *Morning Oregonian* and the *Evening Telegram*.

Anyhow, July 23, 1902, this "Newspaper for all of the People" became the property of Mr. Jackson; it was an opportunity, and that was about all.

But the young Virginian was a born newspaper man, and the opportunity was all he needed. He changed the name to the *Oregon Journal*, thereby giving some basis to the statement that he *founded* the paper, which he brought back from the jaws of death.

The list of the original stockholders in the Journal company indicates that Jackson had convinced some pretty substantial people the new paper under his inspired leadership could succeed where so many others had failed—the *Daily Bee*, the *Bulletin*, the *Standard*, the *Dispatch*, the *Northwest News*, and others. Stockholders were J. N. Teal, R. T. Cox, J. C. Ainsworth, Walter F. Burrell, Leo Friede, I. N. Fleischner, Dr. A. J. Giesy, William M. Ladd, L. Allen Lewis, A. L. Mills, George W. Bates Jr., Raymond B. Wilcox. It needs no intimate knowledge of Portland to recognize that here were a good many of Portland's key people, support from whom gave the new paper a flying start after the change of ownership.

The paper, however, didn't start right in making money. There was, in fact, a deficit for years (52).

In letters to B. F. Irvine, who many years later was to become editor of the *Journal*, Mr. Jackson outlined the philosophy behind the *Journal's* policy:

The strong need no defender; the weak do. The powerful have many newspaper supporters; the poor have few. Wealth is able to take care of itself; poverty is not and needs help.

"If the time ever comes when the *Journal* cannot be free and fearless and independent, I will throw it into the river," was his frequent remark (53).

Boycotts and threatened boycotts failed to affect his policy.

He made no outside investments that could influence his newspaper's attitudes. On one occasion, said Mr. Irvine (54), when asked to invest in a canning factory with the prospect of large profits, he wrote:

I don't care to make investments in a canning factory, even if I had the money, particularly so in one that promises such large returns as 50 per cent without my contributing any work or thought in making such profits. Such proposals lead reasonably good people, particularly women and heirs with money, to expect too much for doing nothing, and that is unmoral.

Regarding politics Mr. Jackson once (May 12, 1916) telegraphed his editor, from Washington, D. C.:

. . . you know I have no inclination to mix in politics, or align myself with politicians. . . I care little who is senator, so long as he labors sincerely in behalf of the whole people and helps to conduct good government economically administered.

Perhaps these few expressions will give a picture of the aims of the man who built up the *Oregon Journal*.

Lower freight rates, an open river and improved channel conditions, harbor jetties, bridges across the Willamette, pure milk are among the campaigns for which Mr. Jackson and his editors fought through the years, with a high percentage of success.

"I heartily favor any method," he wrote in one of his campaigns, "that will give the people a full dollar's worth of roads for every dollar they put into them. When the public money is honestly and effectively spent on good roads, it remains in the country, as do the roads. Besides which an economic land value, more than equal to the cost of the roads, is created—thus giving a three-fold return to the public. Bad roads kill energies, destroy values, and breed ignorance, discontent, and ill-will."

The work for good roads was less easy in those early days than it has since become. The early users of the phrase "Get Oregon out of the mud," were quite widely viewed as "tax-eaters," always anathema in this part of the West. But, thanks to such fighters as C. S. Jackson, Oregon took an early lead in highway construction among the Pacific Coast states.

When he went into Portland from Pendleton, the odds, despite his *East Oregonian* success and the backing he seemed to have in Portland, were against him, the small-town man with no metropolitan experience, and he was taking over a dying paper with fewer than 5,000 circulation, no prestige, and no plant to speak of. Within a year, however, he had begun assembling a personnel that was to help him achieve success. The change that perhaps did the most to put the *Journal* on the road to prestige was Mr. Jackson's bringing John F. Carroll from Denver as editor, succeeding Mr. Wasson. Fourteen years later, after Carroll had been taken over by the opposition as editor and publisher of the *Telegram*, David W. Hazen, writing his obituary, referred to him as "the happy warrior," a phrase from Wordsworth which years afterward was to make a place in American political history. Before coming to the Coast Mr. Carroll had learned his reporting in Pottsville, Pa., where he covered nearly all of the Molly McGuire cases for the *Evening Chronicle* and saw nearly all of the 17 hangings. He later worked on the *Missouri Republican* at St. Louis and was city editor of the

Omaha *Bee* for Edward Rosewater. In Denver he built up the *Denver Post* and *Denver Times* as managing editor. From Denver Mr. Jackson brought him to Portland. Before going to Denver he had been editor and part owner of the *Cheyenne Leader*. Here he was defeated in his active, outspoken campaign to protect the small cattleman against the big operators, but he went down fighting. It was his only defeat of any consequence in a long career. "Mr. Carroll," said Fred Lockley, "was a man of vision and ability, and it was not long before the state papers were copying *Journal* editorials."

Other men brought by Mr. Jackson to the *Journal* in its first year were Felix Mitchell, experienced printer and country newspaper man, who came from the *East Oregonian* as telegraph editor and proofreader, and who remained with the *Journal* until his death; and George Trowbridge, employed as political editor. Mr. Trowbridge succeeded to the editorship when John F. Carroll left the paper in 1906 and directed its policies, in line with C. S. Jackson's principles until his death in 1919. Perhaps his greatest contribution to the *Journal* was his building up of office fellowship and esprit de corps among his fellow-workers on the paper.

"In the olden days of newspaper publications," said Sam Raddon Jr. in an obituary article on Mr. Trowbridge, "a most carefully nourished point was what was called 'office courtesy.' This was Mr. Trowbridge's outstanding characteristic. If he ever gave an assignment directly, no one remembers it now. He would say, 'I think you would be interested in this,' or 'If you haven't too much on hand perhaps you would like to take up this subject,' or 'This seems to me to require the best possible attention.' The man to whom he would be speaking had, however, no vagueness as to just what he wanted when he had finished."

Mr. Trowbridge did, however, emphasize thoroughness and accuracy in all departments with an earnestness that left its impress on the paper. He left to his successor, B. F. Irvine, a *Journal* firmly happy and informal but self-disciplined through his example and courteous precept.

B. F. Irvine, native son of Oregon, graduate of Willamette University, had been printer, telegraph operator, reporter, small-town editor, always with a keen interest in educational institutions and in public affairs. Mr. Irvine had been on the *Journal* since its early years, having been brought to the paper from the *Corvallis Times* because Mr. Jackson liked his editorials. He had, in fact, been writing editorials for the *Journal* and sending them in before he cut himself loose from Corvallis and went to Portland as an editorial writer. Mr. Irvine's contribution to the paper has sprung mostly from his breadth of sympathy with his fellow-men and his intensive knowledge of Oregon and deep-seated love for his native state.

One of Oregon's most productive historians, who is one of the

few who have given intensive attention to the history of journalism in Oregon, was brought to the *Journal* from Salem, where he was then on the staff of the *Capital Journal*. Already Fred Lockley had traveled pretty widely over the state as field editor of the *Pacific Homestead*, and Mr. Jackson's offer developed still further the opportunity to learn and to write about Oregon.

Others on the *Journal* in its early years who made names for themselves were Hugh Hume, writing stylist, who later founded the *Portland Spectator* and conducted it until his death in 1931; W. D. B. Dodson, ex-*Oregonian* cub, Philippine soldier and correspondent, Sumpter editor in the wild and woolly days of the big mining boom, and now executive secretary of the Portland chamber of commerce; George Putnam, news editor under John F. Carroll, who became one of Oregon's outstanding small-daily editors. There were many others worthy of mention, only a few of whom can be touched on here.

Hugh Hume, writing also in the 25th anniversary number of the *Journal*, already cited, mentioned some of those who remained in his memory as outstanding members of the staff during his service on the paper. Besides Cohen and Dodson, he mentions "Dad" Kerns, who covered marine; Bob Withrow, "fine writer, indefatigable news-seeker;" Bill Petrain, assistant to Jack Horan, first of the *Journal's* sports editors; Jesse Currey, general assignments; Will Warren, clever on police news; Dave Hazen, in charge of the morgue; Spencer Best, whose best remembered story dealt with some little children who, he said, having seen their first rainbow, toddled off hand-in-hand to find the pot of gold. Under a pile of wood they were found, so the story went, wet, cold, and weeping. Gaeta Wold, Mrs. Kittie White, and Nellie Burney were early women writers on the paper.

Petrain moved over to the *Oregonian*, where he had charge of sports for a time; Withrow died recently in Portland after a long career, during which he wrote and desked on the *Telegram* for years, did a stretch of country newspaper work in Gold Beach, and helped Harry Haugsten get out the *Journal of Commerce* in Portland. Will Warren became reporter on the *Oregonian* and worked up to the city desk, besides a turn at Sunday-editing. He is now on the *News-Telegram* desk.

Dave Hazen, after a long stretch on the *Telegram* moved to the *Oregonian*. He has done thousands of interviews with prizefighters, politicians, scientists, royalty, written a bit of Oregon history, published some books, done book reviewing, and in recognition of his scholarly research lately obtained an honorary doctor's degree from Portland University.

R. D. (Dick) Cannon, city editor under John Carroll, moved over to the *Telegram*, where he became managing editor; he was

one of the best authorities on Portland journalism from the point of view of the working staff. After several years of retirement he died in Santa Rosa, California, in 1939.

Charles Hyskell had the commercial run aside from markets—including banks, finance, real estate, railroads, the commercial club, chamber of commerce. On retiring from active newspaper work he took to fiction and to secretarial work for the Portland Press Club.

Macdonald Potts was business manager; W. J. Hofmann, advertising manager; Dave Smith, circulation manager, (recently retired), in the early days of the *Journal*.

Of the mechanical gang of 1902, only one, Tom James, remains. He is foreman of the *Journal* composing-room.

Philip L. Jackson, who was associate publisher under his father, became publisher on the death of C. S. Jackson and has remained in that position. On the retirement of B. F. Irvine as active editor in 1937 he succeeded to that position, putting Marshall N. Dana, for many years associate editor, in direct charge of the editorial page.

On the death of Mr. Trowbridge, managing editor, in 1919, Donald J. Sterling, Sunday editor, was moved up to the managing editorship, and B. F. Irvine took the editorship, involving the decision of the paper's editorial policies and the handling of its editorial page. Mr. Sterling, native of Michigan and graduate of the University of Michigan in 1908, after a year of reporting in his home town of Battle Creek, was made Sunday editor of the *Oregon Journal* in 1909. He has continued as managing editor and, assisted by his news editor, Jennings F. Sutor, has been responsible for the great changes in the makeup of the *Journal*, including the streamlining and ragtime headline change of three years ago. He has been active in the American Society of Newspaper Editors, of which he was elected president in 1939, and in the Associated Press.

Sunday editors since Mr. Sterling's time have been O. C. Merrick, Charles T. Hoge, and Sam Raddon Jr., the present Sunday editor. The present city editor is Arthur L. Crookham, former city editor of the *Telegram*, who succeeded Charles T. Hoge in 1927.

Mr. Dana, an authority on reclamation, has been, for long periods, lent to the government to help administer its reclamation work in the Northwest.

When the *Portland News*, on taking over the *Telegram*, abandoned its membership in the Associated Press, the *Journal* obtained the franchise for the afternoon field in Portland. From the old four-page papers when C. S. Jackson took hold, the paper has grown with the field until it issues regularly from 24 to 36 pages daily, with 72 to 96 pages Sunday.

THE STRANGE BIRTH OF THE MYSTERIOUS NEWS

The Portland *News* (now the *News-Telegram*, since May, 1931) hasn't the longest history among the Portland papers; but its beginning makes a story none of the rest of them can approach. The date was 1906; the main actors in the drama opening were Thomas J. (Tom) Dillon and M. H. (Mel) Voorhees, both employees of the Seattle *Star*, Scripps newspaper. Mr. Dillon was asked by the writer of these lines, who used to work for him on the Seattle *Post-Intelligencer* more than 20 years ago, and who knew of his connection with the *News*, to tell the story of the beginning.

He replied, helpfully, with a most romantic story. Here it is, in his words, with only slight changes in the interest of condensation; the action opening in Seattle:

The history of the *East Side News* and the Portland *News* is so fantastic that I am quite certain no one possessed of your serious turn of mind will care to put it into print. . . . But what I am going to tell you is the cold, sober truth, and you can believe it or not.

In August, 1906, I was city editor of the Seattle *Star* and Mel H. Voorhees was advertising manager. One day in August Wells called me into his office and asked me how I would like to start a paper for Mr. Scripps. I was a blithe youngster of 28, newly married, and ready for any harum-scarum adventure so I said it would be fine. I was immediately informed that the whole business was very secret. I wasn't told where the paper was to be started or who was going with me. About a week afterwards Voorhees started to feel me out and we confessed, but neither of us knew where the paper was going to be started. We were finally called in together, told the paper was to be started in Portland, but not a word was to be said. We were to disappear from the *Star* office and never be heard of again. We were not to write letters back to Seattle and not even our relatives were to know where we were.

No details were given us, but the day before we started for Portland we were given a sealed envelope which was not to be opened until we were in Portland. We flitted out of Seattle like a couple of pickpockets and in Portland opened what is probably the most amazing letter any newspaper man ever had anything to do with. The letter told us we were to start a daily newspaper on the east side of Portland. We were

to rent a building at \$25 a month. We were given \$15,000 which I think was banked in Voorhees' name. The paper was to be 5 columns with a specified length and breadth of page. We were given minute details as to what should appear in the paper. Among the details I remember there was to be a complete fiction story in it every day. Our daily expenditure was set down to the last cent. Our mechanical equipment was to appear from some mysterious place.

We rented a tumble-down storeroom on East Clay street between an Italian grocery and a hay and feed store. As was the Scripps custom then, the editor was responsible for the news and the composing-room end, the business manager for the rest of the paper. I undertook to buy some type and was refused unless I disclosed to what purpose I intended to put it. I threatened to go to the prosecuting attorney and finally got a couple of cases of type and a very skimpy composing-room equipment for which I paid cash.

I hired a couple of printers named McArthur, brothers, from the *Oregon Journal*. They were fearful that I was going to print lottery tickets. During this time we were in constant receipt of letters from Seattle from Chase and Wells [manager and editor, respectively, of Scripps' *Seattle Star*,] all in very mysterious language. There was no mention of the paper except "the Columbian proposition." No signature to the letters and no indication where they came from. In the course of a few weeks we received notice that there was a carload of machinery at our disposal in Vancouver, Wash. This was part of the melodramatic secrecy.

The machinery turned out to be a battered old flat-bed press and one battered old linotype. We installed the press and linotype side by side in the storeroom and one day printed an *East Side News*. Now, the entire staff—business and editorial—consisted of Voorhees and Dillon. I had no reporters, no press service, no typewriter; just a lead pencil and some copy paper. I rewrote the *Morning Oregonian*, and Mrs. Dillon used to buy copies of the *Telegram* and *Journal* as soon as they came off the press and dash over to the *East Side News* office and I would hastily rewrite a few items and then we would go to press. In the meantime, Voorhees was out soliciting subscribers and he finally got enough before we started to justify a carrier force of exactly one carrier. By the end of the month we had a circulation of 700 and four carriers. But by the end of the second month everybody had quit and we were down to a circulation of about 50. Nonetheless, we carried on more with the idea of seeing what in blazes would come out of this than of achieving anything,

and after a year or so it was decided that we would move across to the west side. We got an office directly across—west—from the city hall and there started to get out a four-page, seven-column paper. By this time we were given a little more money and had two reporters at \$12 a week each.

I still had no wire service. Karl Bickel, former president of the United Press, was the UP correspondent with an office in the *Journal*. Every day about 11 o'clock the joint office boy of the editorial and business office strolled into Mr. Bickel's office. Mr. Bickel would not be at his desk, but on his desk would be a pile of flimsy. This the office boy jammed into his pocket and tore back to the *News* office. We made little or no progress but still kept up the transparent fiction that Voorhees and I owned the paper.

One of Scripps' sons—I have forgotten which one—came in one day, and I stoutly maintained that I had never heard of E. W. Scripps and never had anything to do with him. My obstinacy drove him into a fury. He showed me his watch, his cards, and everything he owned, trying to convince me that I could talk frankly to him.

At this time on the east side Dana Sleeth was running a weekly paper raising hell with the city council, and I hired him and immediately took on a lot of trouble. Sleeth had a capacity for indignation which facts could not cramp.

One day out of a clear sky we were notified we should buy a lot and erect a building to cost \$50,000. We went south a few blocks on Clay street and bought a corner and put up a one-story building. I don't recall that we had more than 1,500 circulation at this time. I got acquainted with a labor editor named Harris [R. A. Harris of the *Labor Press*], and made a deal with him to set his type and print his paper. The weekly payments were enough for me to buy a second linotype on credit and pay for an additional operator.

I have forgotten how we got hold of an old single-deck Potter press. We had one stereotyper and one pressman, two linotype operators and a foreman, two reporters, myself as editor, a business manager, and a circulation manager. After about two years I got tired of this and went back to Seattle.

I learned afterwards that all this secrecy was due to the fact that old man Scripps had promised Jackson of the *Journal* that he would not start a paper in Portland if Jackson would take the United Press. When I left, Voorhees was still business manager and Sleeth succeeded me as editor. Boalt came down from Seattle later.

The date of the first issue of the *East Side News* was Septem-

ber 24, 1906. Price one cent, Mr. Dillon's wife, Clarissa Church Dillon, recalls, in a letter to this writer. As her husband says, she had a good deal to do with the publication of that not overstaffed newspaper of 1906. It was a two-page paper at the beginning, five columns wide on a sheet $12\frac{1}{2}\times 18$ inches. The masthead gave the following data: "The *East Side News*, published every evening except Sunday. One cent a copy, 6 cents a week, 25 cents a month or \$3 a year, delivered by carrier. No free copies. Office of publication, 408 East Clay street." There was no hint of who the editor, publisher, or owner might be. Mrs. Dillon recalls that not even her family was supposed to know where she had gone with her husband when they left Seattle. She did a lot of different jobs on the paper, but the only official job she held was bookkeeper at \$3 a week. As bookkeeper at \$3 a week she was more or less upset to have to record an expense account of \$300 turned in by a business executive of the parent organization who spent several days at the Portland Hotel while he researched on how the little paper could cut expenses. He discovered expenses could be cut thirty cents (correct) a week. Thus in 20 years it would be possible to save the cost of his trip.

A line on what the *News* was offering in that first issue to give it a flying start with its Portland readers may be obtained from the following headlines: "Much Work Under Way on East Side," "Boy's Fatal Injury Kills Grandmother," "Philadelphia is Flea-bitten," "Ten Killed in Atlanta Race Riots," "Mother Jails Her Daughter," "Murderer's Victim Chopped to Pieces," "County Valuation Greatly Increased," "Fresno Wins Last Game." There was also a sentimental bit of fiction, "Why He Came Back." "I just said to T. J.," said Mrs. Dillon, "Where did you pick up that little sentimental story?" "Pick up! I didn't have anything to pick. I probably wrote it," was the busy editor's reply. A copy of the second issue of the paper hangs (as this was written) in the office of the business manager of the *News-Telegram*. So far as known, no one in Portland has a copy of the first issue.

Dana Sleeth, mentioned by Mr. Dillon, after several years at the helm, was succeeded by L. J. Ritchie in 1917. Then came E. W. Jorgenson, who in 1918 went to Spokane to head the Spokane *Press* of the Scripps-Howard chain. Jorgenson's successor was Fred L. Boalt, who remained more than eleven years, succeeded in 1929 by Ralph J. Benjamin. Editor at the time of the consolidation with the Portland *Telegram* May 5, 1931, was Fielding H. Lemmon, and the present editor, Tom E. Shea, has been on the staff for close to 19 years, having worked, as the Scripps-paper youngsters have to do, in all branches of the editorial department.

T. J. Dillon, the first editor, after returning to the Seattle *Star*, went over to the *Post-Intelligencer* and served for several years as managing editor and associate editor. Returning to Minneapolis,

where he had made his start, he became managing editor of the Minneapolis *Tribune*, which position he now holds.

Fred L. Boalt, who served longer than any other man as editor of the *News*, had a colorful career. After his early experience on Cleveland newspapers, he went to the United Press and became a correspondent in London. While there, he broke, in 1910, the news of the illness of King Edward, soon to prove fatal. This was one of his biggest scoops. He got it merely by obeying orders to go to see the king; his chief, Charles Steward, was new in London too, and didn't understand it couldn't be done.

Four years later as a correspondent for NEA he failed to handle the news of the American naval expedition to Vera Cruz in 1914 in a way to suit the officers in charge. He was actually tried for treason but was acquitted with credit. After a term in Seattle as editor of the *Star* he went to the editorship of the *News*. In Portland he was very successful, contributing vitality to the paper by his colorful writing.

The absorption of the *Telegram* in May 1931 gave the *News* a number of valuable staff members; but the previous character of the *News* largely remained and the *Telegram* has been little reflected in the consolidated paper.

After his retirement from the editorship, Sleeth continued to contribute a widely-read feature to the paper until his recent death.

On the business side, after the retirement of Voorhees, Lester Clark became manager, then William Tunks, then Charles W. Myers, who was succeeded by Harry W. Ely, former circulation manager.

The *News-Telegram* aim is always to get a little different slant on their big local stories from that reported in the other papers.

LATER DAYS OF THE OREGONIAN

Edgar B. Piper, successor to Harvey Scott in charge of the editorial end of the *Oregonian*, was more of an all-around newspaper man than Scott had been, because of their different training. The circumstances surrounding Scott's advent on the *Oregonian* may be recalled. The paper already had a city news editor, D. C. Ireland. The paper was small, and the foreman "made it up" with a minimum of supervision. Scott never felt the same interest in news as did Piper; it took big news, of real significance, to attract his attention.

The news end developed under several managing editors—Holman more or less, and Carle, and Bross through the years. When Piper succeeded to the position of managing editor, following Bross,

he had already had some experience as executive news editor, and his interest was, perhaps, more largely in news than in editorial. But he had to a considerable extent, grown up editorially under Scott's eye and influence, as had Holman notably before him. On the death of Scott the position of editor was not formally and officially filled for several years. Mr. Piper continued as managing editor, but he was acting editor, ultimately taking over the title of editor-in-chief. And that title meant something—he was the head of the paper's news and editorial end.

Edgar Piper by 1910, when he took up the torch from the hand of Scott, had gone a long way from the Oregon-born lad who at 13 was printer's devil for the *State Rights Democrat* in Albany, the youth who played a horn in the Salem band while attending Willamette University and reporting on the side on the *Statesman*. His was a lifelong educative process, a constant widening of interests and power. He had been printer, reporter, college student, city editor of the *Oregonian*, city editor of the Seattle *Post-Intelligencer* at 24, editor of the Seattle *Press-Times*, forerunner of the present Seattle *Times*, at 29, then an Associated Press editor, then co-publisher of the *Post-Intelligencer* with his brother George U. Piper at 32. So it was a well-rounded, well-educated, thoroughly trained man who occupied Harvey Scott's old seat in the *Oregonian* tower in August 1910.

Mr. Piper took his journalism seriously. His serious-mindedness must have appealed to Mr. Scott, whose "solidity" has been noted. He never believed in the old, extreme personal journalism of the so-called vituperative "Oregon style," although he could dish it out on occasion. He saw the rise of jazz journalism but never yielded to it, any farther than to urge a bit of liveliness in writing without trying to get all his effects with black type and pictures. He held the paper to its old conservatism of appearance—although anything like a close reading would have shown it was not highly conservative in its written style. On the same day in which *Editor & Publisher*, newspaper magazine, devoted a whole page to his life and death (April, 1928) it carried a quotation from the head of a great newsgathering agency predicting the early end of the jazz era. Yellowness in journalism has not triumphed; the tempo has speeded up, pictorial journalism has come in, with the aid of processes undreamed of through the greater part of Mr. Piper's career. This, however, can be classed as bright, vivid, direct journalism, not necessarily "yellow."

In his years as editor of the *Oregonian* Mr. Piper became, like Mr. Scott, a real institution. With all his strength and studiousness he never lost the human touch. He liked to mix with his fellows. He was a familiar figure at meetings of editors and publishers. He liked them, and they liked him. He could disagree heartily without making the incident too personal (54).

During his administration the paper kept well up to the Scott tradition, and grew with the state and the city, both of which he knew thoroughly, in detail, and in their regional and national setting. As few men, he was informed on the politics, the commerce, the industry, the life of the people of the Pacific Coast and, particularly, the Pacific Northwest. Journalism was his life.

Edgar B. Piper's successor as managing editor and acting editorial head of the paper had had a broad printing, reporting and editing background, closely resembling that of his deceased chief, under whom he had been associate editor. R. G. Callvert's printing experience on the old Whatcom *Reveille*, published in what is now Bellingham, Wash., paralleled similar experience obtained by Mr. Piper on the *State Rights Democrat* in Albany. Mr. Callvert later became managing editor of that paper. Characteristically, he left his front-office job to go back to printing when (in 1901) the paper installed a linotype, so he could learn to operate the machine.

When Judge S. A. Callvert became land commissioner of the state of Washington, the family removed to Olympia and son Ronald for a time worked in the land office. Soon, however, he was doing newspaper correspondence in the state capital. This led to his employment as Olympia correspondent for the *Oregonian*, in 1903.

Two years of reporting and desk work in Los Angeles, and Mr. Callvert was back to his capital correspondence in Olympia. He joined the reporting staff of the *Oregonian* in 1909, one year before the death of Editor Harvey W. Scott. On Mr. Scott's death E. B. Piper appointed his capable local reporter with such a good political background as assistant managing editor. In the absence of the managing editor Mr. Callvert was always left in charge of the paper, and on Mr. Piper's death he was made acting managing editor. On the accession of Paul R. Kelty to the editorship in 1931, he was made associate editor. In 1939 he achieved a well-deserved national recognition by winning the Pulitzer prize for the best editorial writing on an American newspaper in 1938, with particular reference to "My Country, 'Tis of Thee," an editorial contrasting American individual liberty with the tyrannical regimentation prevailing over much of the world.

Paul Kelty, editor, 1931 to 1939, got his first newspaper job from his uncle, Harvey W. Scott, who put him on the *Evening Telegram*, then owned by the *Oregonian*, in 1896. His first job was editing telegraph, and in a year and a half, after some reporting experience, he became city editor. He was managing editor in 1904. He had never held a regular job as a reporter, but (or perhaps therefore) he used to leave the city desk and, later, the managing editor's desk every once in awhile and handle a big local story, just to show the boys (and himself) that he could. One of his big reporting assignments was the Harry Tracy chase, when that notorious outlaw

broke out of the Oregon penitentiary in the early summer of 1902 and left a path of terror and bloodshed over the Northwest before he was slain in a wheatfield in eastern Washington.

Mr. Kelty left the *Telegram* in 1905 and became city editor of the Los Angeles *Examiner*. During three years on that paper he was city editor, news editor, managing editor, and on the frequent occasions when he felt like it, reporter. He returned to the *Oregonian* as night editor in 1908, handling that work with outstanding success.

One of his best known achievements was his playing a successful hunch on the eve of the United States' break with Germany April 6, 1917 (55). Convinced from a close reading of the news from Washington that the break would come early the next morning, the night editor had Ned Blythe, then his assistant, work up an entire front page of new stuff for an extra, leaving the first column open. He wrote a banner line in advance (in days when it took an epochal story to command a banner in that paper): "Diplomatic Relations with Germany Broken." The first bulletins from Washington on the opening of the wire the next day confirmed the hunch of Kelty, who was already on the job, and the extra was on the street in a few minutes. He had beaten the whole coast.

Instructions from PK to staff members were almost always typewritten. Those little notes, slipped into the reporter's or desk man's typewriter, are still recalled by many as models of definite conciseness. They always said what the situation required, and no more.

In the summer of 1924 Mr. Kelty and his son Eugene S. Kelty, graduate of the University of Oregon School of Journalism, purchased the Eugene *Evening Guard* from J. E. Shelton and the estate of Charles H. Fisher, following a long-time yen for a career in the small-town daily field. After several years in the Eugene daily field and a year or so of rest Mr. Kelty was called in 1931 to the editorship of the *Oregonian*. He resigned the editorship in February 1939, and the position has not been filled. His three associates—Messrs. Callvert, Lampman, and Parrish—continue their functions as associate editors.

It would take many pages to do justice to the hundreds of capable, in many cases extremely talented, men and women who have made the *Oregonian* and the other Portland newspapers the great institutions they are; who have given Portland a set of newspapers recognized as distinctly outstanding in cities of their class.

It has been possible to mention the earlier ones in higher percentage, but not because they were, in very many cases, superior in their journalistic ideals and attainments. The effort has been to show, not too pointedly, the relative weakness of the earlier papers, particularly on the news and advertising ends. While, of course, such a thing as a Sunday magazine is a recent development.

Around 20 years ago, for instance, *Oregonian* editorial writers

were, besides Mr. Piper and Mr. Callvert, L. K. Hodges, W. J. Cuddy, Albert Hawkins, and Ben Lampman. Ten years before that the editorial writers had been, besides Mr. Scott, Charles H. Chapman, W. J. Cuddy, E. W. Wright, and Leslie M. Scott. Mr. Hodges is a man Mr. Scott would have particularly prized; his editorials dealt with the development of the port and of the Oregon country which is building a greater Portland. He is the author of "Twenty Eventful Years," a record of the development of Portland and Oregon through editorials he wrote for the *Oregonian* from the beginning of the Wilson administration until his retirement. W. J. Cuddy was "Uncle Bill," a Puckish wag of a paragrapher. Albert Hawkins, who had married Ada Coburn, daughter of Mrs. Catharine Amanda Scott Coburn and niece of Harvey Scott, was another all-around newspaper man, like Piper, Callvert, and Kelty. He had been an exceptional copy-editor until his transfer to the editorial page. He brought to the page a knowledge of history and an intelligent interest in things scientific which brought him alike the respect of historians, in whose work he frequently collaborated, and of scientists. Dr. Edmund S. Conklin, former head of the psychology department at the University of Oregon, regarded him as the best and most intelligent popularizer of psychological matters of any newspaper writer he had come across. Albert liked to reason things out and delighted to argue—with anybody. Ben Lampman had been the city editor's pride as a reporter, and Horace Thomas, then on the desk, was far from delighted to lose him, though glad for his advancement, when the editorial page took him over after about two years on the news end. Ben has a wide range of subjects; but it is usually easy to pick out his matter from its decidedly human touch, its whimsical note, its leisurely tempo, its feeling for the living things in the outdoors, which combines friendly appreciation with scientific knowledge of any kind of animal you want to name, including cats. Not enough space to do justice to Ben, who, besides all this, is a real poet. Phil Parrish, most recent acquisition to the editorial writers, is supplying the historical understanding lost at Albert Hawkins' death. Phil, with broad newspaper training, just has the habit of writing history, all the way from editorials to books. He is a recognized authority on the history of the Northwest. Mr. Parrish, Mr. Callvert, and Mr. Lampman are all designated associate editors.

On the death of Henry L. Pittock in 1919 C. A. Morden became manager of the paper, with Edgar B. Piper continuing in editorial charge. Ten years later Mr. Morden was succeeded by O. L. Price, formerly Mr. Pittock's secretary and business adviser. Mr. Price continued in active charge of the business end of the newspaper until the end of the 20-year period provided in the Pittock will, when reorganization was to be effected. Mr. Price was succeeded as manager by Palmer Hoyt, who under the reorganization was made publisher,

with Mrs. Kate P. Hebard, daughter of Mr. Pittock, as president of the company. The paper is still jointly owned by the Henry L. Pittock and Harvey W. Scott estates.

Accession of Palmer Hoyt to the position of publisher draws attention to probably the most phenomenal rise of a young man in the history of Oregon journalism. Palmer Hoyt, a native of Illinois, interrupted his college course at McMinnville (now Linfield) to go to war, becoming a deep-voiced sergeant major overseas. Returning to America he entered the University of Oregon, taking a degree in the School of Journalism there in 1923. In college his flair had been for sports and for writing short-stories, of which he has published more than 50. Perhaps the most effective way to show how Palmer Hoyt has advanced will be just to give the chronological story as it is shown in the *Who's Who in Oregon: 1923*, graduated from University of Oregon; 1923-26, telegraph editor *East Oregonian*, Pendleton; 1926-29, copy editor and reporter *Oregonian*; 1929-31, drama editor *Oregonian*; 1931-33, executive news editor *Oregonian*; 1933-38, managing editor *Oregonian*; 1938-39, manager *Oregonian*; 1939-, publisher (in charge of the whole organization). In 1939 he received the honorary degree of LL.D. from Linfield College.

It is no secret that just before Palmer Hoyt was made executive news editor he had been doing so well with his short-story work that he contemplated resigning from the *Oregonian* copy-desk position to give fiction his undivided attention. The prospect of heading the news organization held him on the paper.

Right behind Mr. Hoyt has come another young man with a similar urge for short-story writing. Arden X. Pangborn, leaving the University of Oregon, where he had been editor of the *Emerald*, in 1929, after a short spell of reporting, became city editor, succeeding the veteran John L. Travis. As Hoyt became managing editor he moved up to be executive news editor, taking his present position of managing editor when his immediate superior went on to be manager. "Pang" still bangs out mysteries and detective stories in odd moments.

The *Oregonian's* great break with its old tradition came under the direction of Guy T. Viskniskki, an old Hearst executive, who was called in to the paper as efficiency expert in 1934. Several changes in personnel, in the mechanical appearance, and in news arrangement and display followed. Which were good and which otherwise is a matter of individual judgment. The net result of various changes was an added popularization of the paper with a somewhat reduced devotion on the part of some old-timers, lovers of the old conservative ways.

MANY OUTSTANDING MEN

On the *Journal* Mr. Irvine's human touch through the years has been the outstanding characteristic of his writing on a wide range of

subjects. Marshall N. Dana, now in charge of the page, is seeking to widen its scope and is getting strong support from Dean Collins, who can write anything, and other members of the staff.

On the *Telegram* the editorial writing of David F. Morrison and N. J. Levinson has been mentioned. This was a strong team, with a wide range through the 1920's.

For the *News* Fred Boalt established a high standard of editorial writing of a style which brought the subject right to the reader in its simplest terms. This has been an inspiration to later editorial writers on the paper.

There have been so many good reporters in Portland, from the days of "Jerry" Coldwell, Al Slauson, "Fatty" Blake, Frank Cusick, Henry E. Reed, Martin Egan, down through John Kelly, Arthur Caylor, Bill Mahoney, Dan Markel, Katherine Watson Anderson, Hal Moore, Dave Hazen, Fred White, Fred Lockley, and a lot of others whom it is an injustice to omit, to the present crop of youngsters, that here is a field for a whole book by some capable and understanding writer who can get the boys and girls to talk. Jay Allen, foreign correspondent, was a good reporter. When we mention the *Oregon Journal's* Sterling Green, recently on Crookham's staff but now with the Associated Press, that brings to mind a group of others. But we'll have to leave them until whoever does it writes a book on the reporters. The guess here is, that even if it were done on a national scale, you couldn't keep some of the Portland boys out. Ask Publisher Palmer Hoyt, Managing Editor Arden X. Pangborn, or City Editor Robert Notson, of the *Oregonian*, about some of their star performers. Just mention the subject to City Editor Crookham of the *Journal*, or Managing Editor Donald Sterling or News Editor Jennings Sutor, or the *News-Telegram's* Tom E. Shea, and a lot of names will be supplied.

City editors of the last two or three decades have included Hugh Hume of the *Journal* and *Telegram*, Richard D. Cannon, of both those papers, Edgar B. Piper, and Clarke Leiter, and Horace E. Thomas, and Walter May, and Jack Travis of the *Oregonian*, E. W. Jorgenson of the *News*, and there are others who no doubt were well up to these standards. These include what Stanley Walker would call "hard, soft, and medium," but most of them have been medium.

Hugh Hume was one of the firmer ones. He had a way of deflating cubs that in some cases was good for their souls, in other cases not. The cub, so the story goes from one who had it done to him, would turn in his ambitious effort. The city editor would glance through it, tear it in two, then tear it across once more with elaborate care, drop it into the waste-basket, and go on about his work. Maybe he wouldn't comment on the story for hours; when he had more time he'd explain what was the matter with the yarn. (56).

JOURNALISM IN THE COUNTIES

CLACKAMAS

Oregon City.—The honor of starting two of Oregon's daily papers which have come down from the pioneer days to the present belongs to D. C. (DeWitt Clinton) Ireland, who had been printer for Schuyler Colfax at Mishawaka, Ind.; compositor for Horace Greeley; one of the founders of the *Pioneer Press* in St. Paul; breeder of thoroughbred horses; compositor and pioneer city editor of the *Morning Oregonian*.

Ireland left the *Oregonian* to found the Oregon City *Enterprise*, having in mind promoting the interests of Oregon City in connection with the railroad then projected but not built, which has become the main line of the Southern Pacific through the Willamette Valley.

The new publisher had in mind also, of course, the idea of making an independent living and getting out of the employee class. Throughout the greater part of his career he enjoyed exceptional financial success, clouded by one or two misadventures, one of which was not in journalism but in salmon-canning. But that is another story (1).

The first issue of the *Enterprise*, a four-page, seven-column paper, appeared October 27, 1866.

Ireland announced that the paper would be published every Saturday morning. The price was \$3 a year, \$4 "if delayed." For advertising the rate was \$2.50 a square of 12 lines for the first and \$1 for each subsequent insertion. A special offer of a column a year of 52 issues for \$100 was made.

In his salutatory Editor Ireland announced his policies to the extent of about 350 words, putting himself on record as one of the first of the *news* rather than *political* type of editor. What politics he played, however, were Democratic. He said, in part:

The establishment has been purchased by an association of gentlemen and given into our hands, and, as has been the case with us for the past few years of our connection with the leading paper of the state, we shall constantly aim to deserve well of the public. . . .

The first issue of the *Enterprise* devotes an editorial nearly a column long to promoting the state fair and saying a good word for agricultural fairs in general.

Three-quarters of a column of space is devoted to a description of the new pioneer paper mill in Oregon City. There is a half column of short miscellaneous items.

The legislature, just concluding its session in Salem, receives a 200-word review.

Page 3, as usual, is the "local" page. There is two columns of side-headed local items, the sort of news Ireland had been picking up in Portland while city editor of the *Oregonian*. The first of these items really is an editorial on the wealth of Clackamas county. Then there is another 200-word item mixed among the locals urging that Chinese be kept out of Oregon City.

The most interesting thing on the page is one of the first baseball stories published in Oregon. The game, it seems, ended 77 to 45. The score, before the days of box scores as now known, listed merely the lineup, with the full names of the players whenever known, the number of home runs, the score by innings. The lead says:

The Pioneer Baseball Club of Portland paid our city a visit on Saturday the 12th and participated with the Clackamas club in a match game. The day was pleasant and the playing fine. The first two innings put the Pioneers far ahead (they made 44 runs in those two) . . . and won them the game. . . . The following runs were made: . . .

More than half the item is given to an account of a sumptuous feast in the Barlow House. Resolutions were passed thanking everyone who had had any part in what was regarded as more of a social than a sporting event. The resolutions were signed by F. M. Warren, secretary, and Thomas F. Miner, president.

The paper was much like others of its day in appearance—an edition a few weeks later carried two columns of the announcement type of advertising (albeit rather neater and better-printed than was usual) at the left of the first page—including ads for lawyers, doctors, stationery store, foundry, real estate brokers, billiard parlors, saloons, marble workers, crockery and glassware, architects, music teachers. Two poems in an early issue, one of which emphasized that "we are marching, we are marching, from the cradle to the grave," and that "Angel fingers beckon you," graced the tops of columns 2 and 3. All the rest was the usual clipped miscellany, for the first page had not yet been devoted by the newspapers in general to anything like local news.

The advertising in the rest of the paper proclaims the virtues of all the known commodities of the day, from Florence Sewing Machines to Gleason cheese, handled exclusively by a Main street firm of bakers. Cancer cures were already beginning to hold out hope to sufferers; there was, for instance, an ad headed "Peace! Peace!" in which readers are told of Dr. Henley's "knifeless cancer cure."

Steamship and stage lines were extensive advertisers; a great reduction in regular fares from Portland is announced; the new rates were \$5 from Portland to Salem; \$8 to Albany, and \$12 to Eugene.

The advertiser had not yet learned his technique, and, for instance, "S. Ackerman wishes to inform," "William Barlow begs leave to call the attention of his old friends and customers," "C. W. Pope & Co., the subscribers, would respectfully announce," are characteristic of the ads of the day.

There wasn't much local news, but it was not uncommon in those days to get one's name in print by obtaining subscribers for the paper. So there was this item:

Still They Come.—Our friends, Dr. J. L. Barlow, Sheriff Burns, E. B. Kelly and B. C. Lewis have again placed us under obligations for lists of yearly subscribers. Thank you gentlemen. The larger the subscription list, the better will be the paper we shall be able to lay before you.

Inspection of files and comparison with the calendar indicate that the paper had a way of coming out some weeks on Friday and some on Saturday.

In July 1867 the *Enterprise* was enlarged to an eight-column paper to accommodate increased advertising.

Ireland's successor as publisher in 1869 was John Myers, who employed D. M. McKenney, a lawyer, and E. D. Kelly to get out the paper for him

Myers didn't stay long, and about 1870 we find two well-known names in early Oregon journalism connected with the story of the *Enterprise*. The first was M. H. Abbott, better known in connection with Albany and Baker journalism, who soon sold to Anthony Noltner, native German, then just past 30 years old, who had started his newspaper career as "devil" in the office of J. C. Avery's *Occidental Messenger* in Corvallis, and whose half-century in Oregon journalism covered most of the state.

F. S. Dement succeeded Noltner in 1875, succeeded by John Rock four years later. Rock kept the paper going for the next five years, then in 1884 J. A. White took charge, selling out to E. M. Rands, later a Clark county (Wash.) state senator, who became publisher January 2, 1887. Charles Meserve bought the *Enterprise* in the spring of 1889, selling a half interest in September 1890 to J. M. Lawrence. Meserve & Lawrence carried on until 1898, when, after the death of his wife and baby, Meserve withdrew (2). The paper was now taken over by a group of ten Oregon City business men, who sold it to L. L. Porter, another lawyer, who gave up his practice to become an editor.

It was under Mr. Porter's ownership that the linotype came to Oregon City in 1902. In 1906 he sold the paper to an Ohio man

named Thomas, who kept the paper only a few months. The paper was then again taken over by a group of business men, for whom H. A. Galloway conducted the paper a short time. They sold to E. E. Brodie February 7, 1908. Mr. Brodie had been, with A. E. Frost, publisher of the *Courier*, competing paper, of which we shall presently speak.

Mr. Brodie, a native of Oregon, was another of the long procession of newspapermen who included Astoria in his working itinerary. He went through high school there and for several years was a carrier on the *Morning Astorian*. In his own words (*Oregon Exchanges*, June 1918), "In the summers I learned to stick type, umpire baseball and ride on merry-go-rounds." After taking a few courses in the University of Oregon he got a \$12-a-month job on the old Florence *West*. Eighteen months of that, and he was in the red when he left town. A stretch of typesetting on the Eugene *Register*, then back to Astoria, and thence in 1901 to Oregon City, where he took the news-editing job on the *Enterprise*.

Mr. Brodie published the first edition of the *Morning Enterprise*, daily, January 8, 1911, while the weekly continued under the old name *Oregon City Enterprise*. New brick quarters were erected on the present site in 1919 and enlarged in 1927.

Mr. Brodie remained as publisher until January 1, 1935, when the paper was purchased from him by W. E. Tyler, F. T. Humphrey, George H. Brodie, and Charles F. Bollinger. Mr. Bollinger sold out his interest in June. Humphrey remained as editor, Tyler business manager, and George Brodie manager of the commercial printing department.

Edward E. Brodie, retiring owner, removed to San Francisco and associated himself with a leading advertising firm. After three years, however, he repurchased the paper and returned to Oregon City. Twice before Mr. Brodie had been away from his paper. One of these occasions was when, in 1921, the incoming Republican administration sent him along the trail of John Barrett and William H. Hornibrook, also Oregon newspaper men, to be minister to Siam. The other was a three-year stay in Helsinki (Helsingfors), where President Hoover had sent him to be minister to Finland. He died, widely mourned, of a heart attack in the state capitol at Salem, June 27, 1939.

Since 1879, under F. S. Dement's editorship, the *Enterprise* has been continuously Republican in politics.

While Mr. Brodie was in Siam, the *Enterprise* was managed and edited by Hal E. Hoss, Mr. Brodie's associate in the *Enterprise*, who was one of Oregon's best-loved newspaper men. He served five terms as secretary-treasurer and two terms as president of the Oregon State Editorial Association, and when his untimely death occurred in February 1935 he was serving his second term as Oregon's secretary

of state. While secretary of the association Mr. Hoss developed the possibilities of that position to the full extent feasible for one not devoting his whole time to the work, and he was the last unpaid secretary, being succeeded in 1927 by Harris Ellsworth as the first field manager.

During Mr. Brodie's absence in Finland the *Enterprise* was edited by H. B. Cartlidge, a former editor of the McMinnville *Telephone Register*.

The twice-a-week *Banner-Courier* of Oregon City is the consolidation of the *Clackamas County Banner* and the *Oregon City Courier*, in 1920. The *Oregon City Courier*, which in turn had absorbed the *Herald*, was established as a Friday weekly, independent Democratic in politics, by I. LeMahieu in 1883. LeMahieu conducted the paper until 1894 when A. W. Chaney took hold. Chaney's regime lasted for several years; J. H. Westover was publisher in 1904. The next year he was succeeded by Shirley Buck and H. L. McCann, who in turn gave place to E. E. Brodie and A. E. Frost in 1906. (The *Oregon City Enterprise* publisher that year, according to Ayer's Directory, was H. A. Galloway, who had published several other newspapers, in the Middle West and Oregon.) W. A. Shewman Jr. was the publisher in 1909. Two years later M. J. Browne took hold and ran the paper until 1915, when E. R. Brown purchased the paper. In 1917 C. W. Robey became publisher.

Meanwhile, in 1916, W. E. Hassler, who has founded several small newspapers in Oregon, established the *Clackamas County Banner*. A later publisher was J. C. Dimm, late of Springfield. This was merged with the *Courier* as the *Banner-Courier* in 1920, while Hal E. Hoss, who had become editor of the *Banner*, went over to the *Morning Enterprise* as managing editor for Mr. Brodie, and the consolidated paper was directed by Fred J. Tooze. Tooze and Earl C. Brownlee conducted the *Banner-Courier* in 1923, and in 1924 the paper was sold to E. A. Koen, late of the *Polk County Observer* at Dallas. Mr. Koen, experienced publisher, with his son E. P. Koen, who dropped studies in the University of Oregon at the end of his third year to plunge into active newspaper work, has been conducting the paper ever since.

The *Herald*, started in 1893 as a Friday Populist weekly, ran through to 1898, when it was taken over by the *Courier* and run for a time as the *Courier-Herald*. After a few years the *Herald* part of the name was dropped.

Other publications conducted at Oregon City have been the *Press*, a Republican semi-weekly, launched in 1896 by Maurice E. Bain, which was gone in two years; the *Clackamas Post*, a German-language newspaper, which ran during 1897, and the *Labor Exchange Accountant*, a labor paper conducted in 1896 and 1897 by A. J. and G. E. Kellogg.

There was also the *Western Stock Journal*, a monthly established in 1916 by Grant B. Dimick, who a few years later disappeared from Oregon City while under charges of defrauding clients he represented in property deals.

Canby.—This community has had three weekly newspapers since Herbert L. Gill, who started several newspapers in Oregon and Washington a generation ago, launched the *Clackamas County Register*, a Saturday paper, in 1896. After a few months he sold the paper to John D. Stevens, who suspended it in 1898.

Prior to this the town had had a one-third interest in the *Three Sisters*, a four-page six-column paper issued for Aurora, Barlow, and Canby by Maurice E. Bain, from 1890 to 1894.

The *Tribune*, a Friday weekly independent in politics, became a Republican paper, merged with the *Willamette Valley Irrigator*, using the combined name, with W. H. Lucke editor. F. M. Roth was editor and publisher in 1912. The next year the name was changed to the *Canby Irrigator*, H. P. Bennett editor and publisher.

The present newspaper, succeeding the *Irrigator* in the field, was started in 1915 as the *Clackamas County News*. In 1923 W. C. Culbertson, prominent Democratic politician, took hold of the paper, changing the name to the *Canby Herald*. In 1928 he gave way to H. E. Browne, who conducted the paper until 1937, when his health failed and he turned the paper over to C. F. Hall, the present publisher. Mr. Browne died in 1938.

Milwaukie.—The *Milwaukie Review*, present occupant of the field, was founded by George A. McArthur, typographical veteran of nearly half a century's experience, April 14, 1921. McArthur was one of the printers who, rather dubiously, went to the aid of Tom Dillon and M. H. Voorhees when they were starting the *East Side News* in Portland in 1902. He ran the *Review* until 1926, when C. O. Wilson, former intertype salesman, took hold. Wilson remained until 1930, when S. L. Burton, present owner, purchased the paper.

Milwaukie journalism, of course, goes right back to the beginning, when Lot Whitcomb started the *Western Star*. Portland won the battle for a future, and Milwaukie journalism apparently lay fallow until 1905, when the *Milwaukie Bee*, a Saturday weekly, Charles Ballard editor, tried out the field, moving to Sellwood, inside Portland city limits, the next year and becoming the *Sellwood Bee* (still running).

A little daily, the *News*, came and went in 1908.

The *Milwaukie Record*, a weekly, however, launched in the same year, kept going, under James P. Shaw publisher, lasting until 1911, when it was succeeded in the field by the *Milwaukie Appeal*, S. A. Thomas editor-publisher, issued Fridays. All gone by 1912.

C. W. Barzee started the *Alliance*, a semi-monthly Socialist publication, in 1912, but it soon dropped out.

Ayer's for 1916 lists the *Press*, a weekly published by the Press Publishing Company, as the only Milwaukie publication. In the 1921 Ayer's the field appeared as empty again. The *Review*, already mentioned, came along in 1921.

Molalla.—Molalla was another of the many Oregon towns whose journalism followed the railroad. When it was known that Molalla was going to be on the line, Gordon J. Taylor looked up the field and three months before train service began, the weekly *Pioneer* was issued—March 7, 1913.

During the World war, when Mr. Taylor went overseas as an entertainer, his son Walter J. Taylor conducted the paper. Mr. Taylor served several terms in the legislature. In 1930 he sold to J. Vila Blake, who gave way the next year to C. L. Ireland, old-time editor and printer, who learned his newspaper craft from his father, D. C. Ireland, one of the real pioneers of Oregon journalism. Mr. Ireland had been publisher of the *Sherman County Observer* at Moro. C. L. Ireland is an ex-president of the Oregon Editorial Association, which he headed in 1906.

Estacada.—Estacada's first newspaper was the weekly *Progress*, founded in 1908 by E. S. Womer. It was a four-page paper, 18x21. He ran the paper for several years, until in 1911 G. E. LaFollette took charge as editor and doubled the size of the *Progress*. Nina B. Ecker was editor in 1914, followed by R. M. Standish, under whom the name was changed to the *Eastern Clackamas News*. Upton H. Gibbs, former Episcopal clergyman, took hold in 1918, remaining until 1924, when Miss Leila C. Howe became editor for the Estacada Publishing Company. One of her associates in the publishing concern was Elliott Stewart, printing veteran of Washington and Alaska experience. Succeeding her as editor, W. A. Heylman took hold in 1928. Next year came L. D. Meade as editor, publisher, manager. Mr. Meade is still in charge.

WASHINGTON

Washington county journalism, of course, goes back to 1848, when the rather irregular *Oregon American and Evangelical Unionist* was started at Tualatin Plains, near the present Hillsboro. Even if we ignore that rather odd publication as a real newspaper, there is still the *Oregonian*, which was actually started in Washington county, for the county of Multnomah was not carved from Washington and Clackamas until four years after the *Oregonian* had made its bow, December 4, 1850. The new county, incidentally, was formed over the vigorous opposition of the Whig *Oregonian*, which regarded

it as merely a means of getting whatever the 1854 equivalent of "deserving Democrats" happened to be, into more offices. The *Oregonian* referred derisively to the new Multnomah county as "boot" county, from its odd shape.

Forest Grove takes the palm from its neighbor cities of Washington county as the seat of the first publication after the establishment of the county.

Forest Grove and Hillsboro.—Pacific University, in its *Forest Grove Monthly*, had a little four-column publication, practically a magazine, in existence as early as the fall of 1868—five years after Harvey Scott's graduation. The Oregon Historical Society has a copy of volume 2, No. 3, dated September, 1869.

The first actual newspaper was the *Forest Grove Independent*, a Thursday weekly, launched by Wheeler & Myers, March 22, 1873. The third issue, dated Saturday, April 5, 1873, carries under the title on page 1 the expressed purpose of the paper: "Our Aim, the Development of the Resources, Agricultural, Commercial, and Educational, of Washington County."

It was a four-page, seven-column paper at the start, with frequent later changes of format in those days when papers occasionally went to a nine-column blanket sheet. The front page carried the usual miscellaneous matter clipped from eastern publications. There was three-quarters of a column of advertising of the card type in the left column. Page 2 carried three columns of advertising; page 3, two columns, including a full-column "office ad" for commercial printing by the *Independent*—the ad, incidentally of the same size and style as one for W. I. Mayfield, Portland printer. Two columns of ads were carried on page 4. This was not very heavy advertising patronage—which may have had something to do with the early shift over to Hillsboro.

The name of Frank F. Myers was carried in the issue of May 24 as proprietor. The name was gone before November.

In a September issue the *Independent* copied not only the long telegraphic story from the New York *Herald* of August 20 on the execution of two murderers at Baltimore but also the eight-section head, which was credited also to the *Herald*, including such phrases as "Foul Murder," "Human Wolves," "Terrible Crime," "Salvation Made Easy."

By December 18 (volume 2, No. 38 in the file) the paper, now known as the *Washington Independent*, was dated out of Hillsboro with H. B. Luce editor and proprietor. The format had been changed to four-page, six-column. For advertising Luce was charging \$1.50 a square (about 12 lines) a week (figuring about 75 cents an inch or \$10 by the column). A square would be run for a year for \$10; in those days of hand composition the advertiser was allowed a premium for continuous unchanged copy. Label ads, without life or

unusual display, were much preferred; the art of advertising was in its infancy, and there was little realization of the value of space.

An example of an extra issued by a weekly paper is the edition of the *Independent*, at Forest Grove, February 28, 1874. The occasion, one might guess, was political. The extra, a seven-column one-page affair, printed on only one side, was taken up largely with a call signed by 375 citizens, whose names are signed, asking for a convention to name independent candidates for office. It was charged that "through political leaders and rings, comprising members of both parties, the agricultural, mechanical, and labor interests of Washington county have been criminally neglected and extravagantly taxed." The convention was called for Hillsboro April 4, 1874, to select candidates irrespective of party for all county officers and for members of the legislative assembly, to appoint delegates to a state convention to select candidates for state offices and for members of congress, to appoint a county central committee. . . .

An editorial in the same issue expresses sympathy with the grievances of the 375 citizens; wants the move a liberal and comprehensive one.

In the issue of October 14, 1875, five columns on the front page and a run-over of one column on page 4 were devoted to the annual address by Joseph Gaston at the Washington County fair. Gaston, newspaper editor-historian, was at the time engaged in promoting the West Side railroad against the East Side—a losing fight—and among other things he inveighed vigorously against railroad monopolies.

The speech very likely was set up by Henry G. Guild, recently from his native Illinois, who was working on his first newspaper job for Luce in 1875-77, and who had acquired so much competence and confidence at the end of this two years that he purchased the paper and ran it for a time, leaving to go to the Portland *Telegram* as a typo at 40 cents a thousand ems with a chance to hobnob with such picturesque figures as J. W. Redington, printer, editor, Indian war scout (3).

After a year or so Luce bought the paper back and continued its publication for many years, maintaining it at Hillsboro. Most of the time he ran it as an independent Republican paper. In 1885 the paper was sold to Jones & Tozier. The Tozier was Albert Tozier, who in that same year, at New Orleans, was one of the organizers of the National Editorial Association. Already he had started the tradition, as a boy of 12, of ringing out the old year on the bell of the old Hillsboro church—a custom he continued for 64 years, ceasing only when the infirmities of old age rendered him helpless. He had on occasion hurried back to Hillsboro from New York city in order not to break the custom; he had a feel for history and tradition.

Through his long life he was connected with many publications as editor or manager, and he served for years as custodian of the Oregon Historical Society's museum at Champoege. He served many years as secretary of the old Oregon Press Association. He had a great love for Oregon.

Tozier did not stay long on the Hillsboro paper; his partner, W. L. Jones, bought him out two years later. S. T. Linklater became publisher about 1890, followed by D. M. C. Gault in 1892. J. R. Beegle appears to have been in charge after his return from the World's Fair in 1893, but Gault resumed and stayed a long time.

Gault, born in Iowa in 1842, had received his formal education at the Forest Grove academy in the fifties; had broken in on the old Jacksonville *Sentinel* in 1865; was city editor of the Salem *Statesman* in '68 and '69; the next year he was one-third owner of the *Polk County Republican* at Dallas; he served a term in the legislature from Washington county and one from Multnomah county.

Gault remained in charge of the *Independent* for about 13 years. After two years under Irving Bath, publisher, and D. W. Bath, editor, the paper was purchased by S. C. Killen, who continued at the helm, running a paper as independent as the name implied and building up a reputation for his editorial soundness which made up for increasing weakness on the news end as time took its toll. He sold the paper, in his old age, to the *Argus*, lusty young competitor, only about 38 years old, in 1932 and retired to Portland, to watch the other fellows do it.

E. H. Flagg, Oregon editor-publisher whose record of half a century in Oregon journalism includes several papers started and many others edited, launched the *Washington Democrat* at Hillsboro, February 15, 1869. The *Independent*, a Republican paper, was then running, under the editorship of W. L. Jones, at the time.

The *Democrat* was an eight-column, four-page paper, the outside printed in Portland by Palmer & Rey. In about a year the paper was moved to Forest Grove, reversing the journey made by the old *Independent* in the early seventies. Prof. S. T. Adams of Pacific University was announced as local editor in the issue of August 15, 1890.

Almost simultaneously with the advent of the *Democrat* in Hillsboro, the Forest Grove *Times* was started, February 14, 1889, published by the Forest Grove Printing Company.

This provided plenty of competition in a field already occupied by the *Independent*.

Taking up the *Democrat*:

In the masthead, above the salutatory, was carried a card of endorsement for the new publisher, Mr. Flagg. It was signed by D. J. Switzer, county judge; E. E. Quick, county clerk; G. W. Cole, county treasurer; and W. A. Meeker, sheriff, all Columbia county officials, saying they had known Mr. Flagg for six years (he

had been publishing the St. Helens paper) and that he was "square and honest in business matters;" that the *Oregon Mist* had been an important factor in building up the county. "Any enterprise he is connected with is likely to be of advantage to the community in which he resides."

In his salutatory Mr. Flagg noted that the men signing the card of commendation were his political opponents. The *Democrat's* politics, he explained, were to be reliably Democratic; "but will not support incapable and dishonest men merely because they are labeled 'Democratic.'" He asked, "If anything of local interest has happened in your neighborhood, send it in as a news item, and I will be pleased to publish it. Church notices, lectures, concerts, and entertainments of all kinds, where the object is not exclusively money-making, will be published free of charge."

Mr. Flagg, continuing, said:

It is hardly necessary to remind the Democrats of Washington county of the need for a party organ. The recent election is too fresh in your minds to need any reminders . . . no such misrepresentation hereafter will be possible, as the Democrats will be on hand to nail any slanders . . . from unscrupulous political opponents.

The typography was typical of a rather undistinguished period. The effect of a good, newsy paper capably edited was injured by an odd assortment of ill-matched type. Timber-claim notices were conspicuous among the advertising. Important Willamette Valley names appear in the advertising: Baily, Tongue & Schulmerick (the *Democrat's* spelling) had a two-column advertisement for dry goods and groceries.

By August the *Democrat* had been enlarged to a nine-column, four-page paper, with only 9½ columns of advertising in 36 columns of space. When the paper was moved to Forest Grove the size was reduced to eight columns, or 32 in the paper.

Back to the *Times*:

May 25, 1891, the name of A. Rogers appears in the masthead as manager. The same name appears in the church directory as pastor of the Congregational church; probably Mr. Rogers was "doubling in brass." In a notice Mr. Rogers announced that he was taking full charge of the business and editorial management. P. O. Chilstrom, "who has been my associate under the new management, is retiring." In announcing the change, the new "manager" complains of lack of support, reciting that a neighboring Hillsboro office has invaded the field for job work, cutting the home rates in Forest Grove.

Meanwhile the *Democrat*, with a new publisher, G. A. Sanford succeeding Mr. Flagg, had run an evening daily paper, for a time

in 1890, then moved to Forest Grove, and February 13 the *Democrat* was absorbed by the *Times*, losing its identity to the other paper. J. Wheelock Marsh succeeded Mr. Rogers at the helm.

Austin Craig, son of David Watson Craig, Oregon pioneer printer-editor, established the *Washington County Hatchet* April 12, 1895. After two years it was merged with the *Times* under the lengthy title *Washington County Hatchet and Times*, which noses out the *Southern Coos County American*, of World War times, for the long-title championship. Austin Craig, late of the *Hatchet*, was editor. On his retirement, in 1899, the new publishers, George H. Himes and R. H. Pratt, buried the "*Hatchet*" and called the paper the *Times*. Mr. Pratt remained as editor until 1901. Walter Hoge, succeeding him, remained until 1906, when W. T. Fogle was bought out by his partner, with Manche Langly editor. The paper was having trouble in a competitive field.

Two other important newspapers meanwhile had been established—the *Argus* of Hillsboro and the *Washington County News* of Forest Grove. The *News* was established by Earl B. Hawks May 18, 1903, for the Washington County Publishing Company. J. F. Woods, formerly of the *Springfield News*, became editor and publisher October 6, 1904. Four years later, January 1, 1909, Gerald Volk purchased the paper and at once absorbed the Forest Grove *Times*. In 1910 A. E. Scott became a partner in the paper and in 1911, after buying out his partner, recognized the *Times* by changing the name of the paper to the *Washington County News-Times*. For a time in 1917-18, during Mr. Scott's absence, the paper was edited by J. P. Hurley. Mr. Scott continued at the helm until the summer of 1924, when, shortly after he had placed Earl C. Brownlee, for seven years on the *Oregon Journal*, in charge, he went to the hospital for an operation, from which he failed to rally, dying in August. Mr. Brownlee, together with George H. Bennett, purchased the paper from the heirs and carried it on, alone after the first year, until he sold it in 1928 and went, with Sheldon F. Sackett, into the *Salem Statesman*.

C. J. Gillette and Hugh McGilvra bought the *News-Times* late in 1928, and Mr. McGilvra is still there as editor and manager. Under the new regime the paper has won several firsts in newspaper competition—the Sigma Delta Chi best Oregon weekly contest in 1933, Casey's All-American (for Mr. McGilvra) in 1935, first prize in the National Editorial Association advertising promotion contest in 1935 among other triumphs. Mr. Gillette, after a season as managing editor of the *Coos Bay Times*, is now editor and manager of the *Lake County Examiner* at Lakeview.

The Hillsboro *Argus*, sole survivor of the long train of Hillsboro publications, was founded in March, 1894, by C. W. Clow and R. H. Mitchell. J. A. Bowen associated himself in the paper with

Mitchell October 4, 1894. That same fall Lucius A. Long came to the *Argus* in place of Mitchell. Claude Robinson later bought Bowen out, and Mrs. Emma C. McKinney, already on the paper, purchased Robinson's half interest in April 1904. Henry G. Guild, veteran Oregon newspaper editor, who more than a quarter of a century before had worked for H. B. Luce on the old Hillsboro *Independent*, purchased Long's interest in 1907 and was a partner of Mrs. McKinney until 1904, when she purchased his interest and Long returned to the paper with half-interest lease. A native of Wisconsin, where he was born in 1869, Long already had founded the *Pacific County* (Washington) *Independent*. He had either worked on or contributed to newspapers since he was 9 years old.

In 1923 Mrs. McKinney's son, W. Verne McKinney, Oregon State College graduate, became an active partner, and the paper is published under the name of McKinney & McKinney. He is editor and manager, with his mother as associate editor.

The *Argus* has won many honors in the last few years—including the Oregon best-weekly contest of Sigma Delta Chi for 1929 and 1936. Mr. McKinney has also achieved the honor of selection on one of Professor John H. Casey's All-American country newspaper teams. Honorable mention in National Editorial Association newspaper production contests came in 1934, 1935, and general excellence, 1935. The *Argus* was third-place winner in two national newspaper contests in 1937—general excellence and best editorial page; winner of second place in the National Editorial Association classified advertising contest in 1939; honorable mentions in general excellence and newspaper production contests, 1938, 1939.

In announcing appointment of Verne McKinney as right guard on the All-American Weekly Eleven for 1930, Professor Casey gave a short appreciation of the *Argus* and Mr. McKinney's work on it. He said:

Verne McKinney of the Hillsboro *Argus* wishes to give his mother, who is a partner with him in his publishing enterprise, credit for a large share of his success, but mothers are responsible in so large a measure for all of our successes. Besides, the ladies haven't taken to playing football in large enough numbers as yet. At right guard on the team I have Verne cast for the role of rural news editor because of his well-edited correspondence and his consistent efforts at agricultural development. The *Argus* was the first weekly in Oregon to take advantage of the circulation audit. The *Argus* has distinguished itself recently as best weekly in the state in a couple of contests. . . . An employment bureau is conducted at the newspaper office by Mrs. McKinney. In connection therewith, "work wanted" ads are run without

charge. This does those a good turn who need work and creates some good will for the paper at the same time.

Other newspapers have been established in Hillsboro and Forest Grove at various times, none of them as interesting or influential as those mentioned. During the heated political days of 1894-96 the Populists were represented in Hillsboro by a weekly called *The Other Side*, edited by W. H. Black and published by the Reford Publishing Society. Politics was quieter in 1898, and *The Other Side* disappeared.

In October 1909 a Republican weekly named the *Press* was launched by E. C. Klancke with B. C. Suit editor. It was issued Thursdays. In 1910 J. D. Foote became editor and publisher, with G. E. Secour as associate. Secour advanced to the editorship April 14, 1910, and carried on until July 24, 1913, when George Huntington Currey took hold as editor and owner. The paper was suspended in 1916.

It was succeeded in the field by the *Express*, W. C. Benfer, editor and publisher. This was gone in two years. The *News-Times* absorbed both of these papers, making the present paper a combination of the *Hatchet*, *Times*, *News*, *Press*, and *Express*.

Beaverton.—Beaverton's newspapers date back to 1891, when Oscar Thayer founded the *Chronicle*. The *Saturday Evening Journal* was launched in 1903 by a man named Bailey. From 1909 to 1912 Fry, Emmons & Whitmore carried on the *Beaverton Reporter*, which Earl E. Fisher bought in 1912, changing the name to the *Beaverton Owl*. Hicks (A.J.) & Davis bought the paper in 1914 and changed the name again to the *Beaverton Times*. This paper was conducted by R. H. Jonas from 1917 to 1921. The *Beaverton Review* was started in 1922 by Howard Boyd. Since 1923 it has been conducted by J. H. Hulett and Verne Bright. The present publisher (1939) is Glenn Miller.

Since 1927 H. H. Jeffries has been running the *Beaverton Enterprise* as part of his chain of weeklies in little towns close to Portland. V. P. Morgan is editor.

Sherwood.—The present Sherwood newspaper goes back to September 29, 1912, when it was started by M. Fleet and L. M. Beckwith as the *Sherwood News Sheet*. In 1914 the name of the paper was changed to *Tualatin Valley News*, and in 1923 to its present title, *Sherwood Valley News*. With the exception of 1917, when I. V. McAdoo was owner and publisher, Fleet and Beckwith have conducted the paper since the beginning.

Tigard.—The *Tigard Sentinel*, a member of the H. H. Jeffries chain, was founded in 1922 by Jeffries' Pioneer Publishing Company, with E. B. Nedry editor. Succeeding editors have been A. A. Jeffries and V. P. Morgan. The present publisher (1939) is H. H. Jeffries.

MULTNOMAH

The *Gresham Outlook*, a twice-a-week from the start through most of its history, was launched in 1911, with H. L. St. Clair, former printer on the *St. Paul Pioneer Press* and a divinity graduate prevented by ill health from preaching, as owner and publisher. The first number came off the press March 3, 1911. The original plant, inventoried at \$3,000,—a reminder, incidentally, that the days of starting a newspaper with a plant worth three or four hundred dollars were over—included a Junior Linotype, a small, less expensive model of the Linotype, fit only to set straight matter, without the great adaptability and scope of the larger machines; a "pony" (small) cylinder press, a job press, a small table stapler, a 19-inch paper-cutter, an imposing-stone, a few small tools, and a cabinet of display or "job" type.

The new paper crowded out a weekly already in the field, the *Beaver State Herald*, which succumbed in about six months.

The original quarters were three small housekeeping rooms, and the *Outlook* has had to move twice since then to accommodate expanding needs. When publication of a monthly magazine for the Multnomah Camp No. 77, Woodmen of the World, of Portland, was undertaken, a full-sized Model K was substituted for the Junior linotype, and later still another linotype was added, with new presses and power equipment.

In 1917 the business was incorporated under the name of the Outlook Publishing Company, with Mr. and Mrs. St. Clair and their son Chase as incorporators and stockholders. The first news writer was A. R. Lyman.

Aside from the editor himself and Chase St. Clair the company has been served longest by Miss Emma Johnson, linotype operator, who went to work on the junior machine a few weeks after the paper started. She was promoted to the standard machine on its installation. Mrs. H. L. St. Clair has served as bookkeeper, office manager, assistant editor and news writer for close to 25 years.

Since the death of Mr. St. Clair in 1938, his sons, L. T. and Chase E., have had charge of the paper.

Gresham's first newspaper, the weekly *Gazette*, was started by a Mr. Watson early in 1904. Within a few months the paper was taken over by Fred Conley, a local business man, who carried it along until February, 1905, when a group of three Gresham men assumed the financial burden and hired H. L. St. Clair as printer and manager. The name of the paper was changed at that time to the *East*

Multnomah Record. In August, 1905, Timothy Brownhill purchased the paper, enlarged the plant, and changed the name to the *Beaver State Herald*. He sold to H. A. Darnall in 1908, and Darnall continued publication until August, 1911, when he moved plant and paper to Lents, in Portland, where publication soon was suspended.

Multnomah.—The Multnomah *Community Press*, lately shortened to *Press*, member of the Jeffries chain of papers published at the neighboring towns of Multnomah, Aloha, Tigard, and Beaverton, has been running along since 1921, when it was founded by R. P. Conger, with Katherine Shaw as editor. A prior paper, locally owned, called the *Citizen*, suspended shortly after the advent of the *Community Press*.

MARION

Aurora.—Someone would have to do it, of course, so Herbert L. Gill, veteran Oregon publisher, christened an Aurora publication the *Borealis*. Mr. Gill started the *Borealis* in 1900 as a Saturday weekly. By 1905 he had associated with him H. A. Snyder. In 1906 Sigward Nelson was editing and publishing the paper, and it had faded from the journalistic sky by 1908.

In 1911 Mr. Gill started the *Observer* in Aurora, his second in the same town, and the *Observer* has come down to the present. Successive publishers have been Albert E. Adams, 1912; N. C. Westcott, 1912-1922; Paul Robinson, 1922-1927; George E. Knapp, 1927-1930; Paul Hendrix, 1930; Eddy P. Michell, 1931; J. L. Hutchens and Martell Hutchens, 1939.

The *Borealis*, however, was not Aurora's first publication, for the town had had a one-third interest in another paper, known as the *Three Sisters*, which supplied the news needs of Aurora, Barlow, and Canby, from 1890 to 1894. Maurice E. Bain was the publisher. Advertising came from the three sister-towns and also from Oregon City. One interesting little ad that recalled old times was noted in the issue of Thursday, March 8, 1894; it was a two-column reminder for "Ripans Tabules. 'One gives relief.' Headaches, Dyspepsia, Indigestion." If you recall reading this ad in your favorite newspaper, you can qualify as an old-timer.

But the *Three Sisters* went the way of the *Borealis*, and the *Observer* is alone in the field.

Mount Angel.—This little college town was without a newspaper until 1915, although the town was the seat of a thriving little Catholic college. The first number of the Mount Angel *Times* came off

the press September 24, 1915. The editor was B. C. Jones, political-minded and energetic, who had his printing done by the Benedictine Press, conducted by the Order of St. Benedict, in charge of Mt. Angel college.

Mr. Jones staved off the wolf for several months, and after him the field was unoccupied until J. M. Eisen established the Mount Angel *News* September 24, 1921. The *News* was a four-page seven-column newspaper. Nearly every merchant in town carried advertising in the first issue. Mr. Eisen was still at the helm in 1930. The present editor-publisher (1939) is E. B. Stolle.

Though without regular secular newspapers Mount Angel had been the seat of several ecclesiastical publications issued by the Benedictine Fathers as far back as 1888. Established in that year was the *St. Joseph's Blatt*, a Roman Catholic monthly magazine published in German. The Mount Angel community is made up largely of German families. The publication, however, had been started in Portland and was moved to Mount Angel when Rev. Dr. Alois Sommer, its founder, was called to the chair of medicine at Washington University, St. Louis. (4). Dr. Sommer and his nephew Ernst edited, set, and published the paper, then known as *St. Joseph's Blattchen*. With its pages 5x7¼ inches it was probably the smallest paper in America. The paper appeared at first semi-monthly.

When the paper was moved to Mount Angel College, September 1, 1889, Rev. Leo Huebscher, O. S. B., was appointed editor. In its earlier years until the format was changed, the paper was printed on a foot-driven job press. It took, Father Eugene Medved reports, (5) four runs to print the four pages and three men to operate the press—one to feed, one to pedal the machine, and one to ink. Largely under the direction of Brother Celestine Mueller, O. S. B., successor of Dr. Huebscher, the publication has developed. It is now a weekly with a circulation of 15,000.

Another publication of the Benedictine Fathers dates back to 1889, when the *Banner*, a monthly educational publication, was started. Ten years later it became the *Students' Banner* and in 1900 was known as the *Mount Angel Magazine*. It is now an English-language monthly known as the *St. Joseph Magazine*. Other names have been the *Pious Union Monthly* and *Our Patron*. The *St. Joseph Magazine* is a national Catholic family magazine. The circulation now exceeds 50,000 at \$3 a year. A coast edition contains 80 pages; the national edition is half that size.

In 1896 (6) the *Armen Seelen Freund*, a monthly religious magazine published in German, was purchased from Rev. F. B. Luebbermann, Mt. Vernon, Indiana. This is still issued from the Benedictine Press and enjoys 6,000 circulation at \$1 a year. Entirely devoted to religious matters, it contains no news.

Silverton.—The weekly *Appeal*, Silverton's first newspaper, was

started in 1880 by Henry G. Guild, Oregon journalistic pioneer, and it has come down to the present, outlasting several competitors. Guild was a young fellow of 25 when he started the *Appeal*. Born in Illinois August 18, 1855 (7) he got his typographical baptism at Grinnell, Iowa, where he was "devil" on the *Herald*. Coming north to Oregon, he worked driving team for Col. T. R. Cornelius at the little town of that name. While there he began sending news items to the Hillsboro *Independent*, then published by H. B. Luce. After a few months Luce sent for Guild, in 1876, and gave him a general utility job. "I set type, kicked the jobber, ran off the papers, set up jobs, wrote locals, and did anything and everything else there is to be done in a country plant," he told Mr. Lockley (8).

After a year with Luce, Guild went to Canyon City in 1877 and bought the Canyon City *Times* from Henry Gale. A year or so of that, and the Bannock Indian war called him from journalism. Returning from the wars, he sold the *Times* to J. M. Shepherd ("Old Shep"), who with his brother-in-law Delazon Smith had started the Albany *Democrat* in 1859. Guild then bought the Hillsboro *Independent* from his former employer Luce, but sold it back to him after a year and a half and went to Silverton, where he started the *Appeal*.

One of Guild's best friends in Silverton was the young Homer Davenport, who just lazied around, worked as little as possible, observed as much as he could, and drew, drew, drew all the time, finally justifying the confidence of his father, Storekeeper Timothy Davenport, that he would make a famous cartoonist. Homer's career with Hearst, "dollarmark plaid" cartoons of Mark Hanna, his international fame as the successor of the great Nast, his domestic unhappiness, and his death at 45, only a year after his father, are familiar history.

"You couldn't help liking Homer," Guild told Lockley (9), "no matter how much you felt that he ought to settle down and go to work. . . . One day he came in and drew a most excellent cartoon of me and presented it to me with his compliments. Like most of the other Silverton people I set little or no value on Homer's cartoons, so I did not save it."

Meanwhile Guild was running the *Appeal* as an independent weekly newspaper, issued on Saturdays. After ten years he sold it to a recently acquired partner, Lou Adams, and Fred Warnock. In 1890 Fred Warnock was listed in Ayer's as the editor. A later editor was H. E. Browne, who ran it from 1904 to 1910, part of the time in partnership with his brother, Gilford D. Browne. In April, 1910, H. E. Hodges, an employee, bought the *Appeal*, running it until the present publisher of the paper, John T. Hoblitt, purchased it from him in 1915. After publishing small papers in Veneta and

St. Paul, Oregon, Hodges moved to California, where he died in 1932.

The *Appeal* has had intermittent competition in its fine field. First there was the old *Tribune*, a Republican weekly started in 1889 by Davis & Wiles while Fred Warnock was getting out the *Appeal*. It ran for four years.

Then Churchill & Cook got into the arena with their *Marion County Record* (1894-1897).

Wiles & Hodges launched the *Silvertonian*, a Friday weekly, in 1902, and kept it going for four years.

Another *Tribune* was back in the field in 1915. Founded in Mount Angel in 1913, it was moved to Silverton by H. E. Browne, who sold it in 1920 to Edward B. Kottek, a former Minnesota printer and publisher. Kottek carried on the paper, with particular emphasis on the commercial printing, until August, 1931, when he sold it to John T. Hoblitt. Mr. Hoblitt consolidated the *Tribune* with his paper under the title *Appeal-Tribune*, and Mr. Kottek gave the job printing business his exclusive attention until his retirement five years later.

Stayton.—The Stayton *Times*, established in 1890, was the first newspaper in the town. It was started by Walter Lyon, who at one time was secretary to Governor Geer. Lyon sold the paper to Horace Mann, after three years. Mann ran the paper, a five-column, four-page Friday weekly, for three more years. Then E. F. Bennett, now of the Auterson-Bennett Printing Co., Portland, came into the field with an offer to buy the *Times*. The deal seemed sure to go through, but finally Mann refused to sell. It was then (February, 1896) that the *Mail*, which has come down to the present, was started by Bennett. Mann then moved the *Times* plant out of town.

The *Mail's* first editor-publisher was assisted in the publication of the four-page five-column paper by his son, H. E. Bennett. Soon he increased the size to six columns, eight pages, half of it ready-print. He sold to H. E. Browne, later founder of the Silverton *Tribune*, in 1900, who sold the paper to E. D. Alexander in 1901. Alexander later started a new paper, the *Standard* (in 1914) and consolidated it with the *Mail* in 1915. He leased the paper to A. F. Fletcher in 1930, took it over again a year later. He is now (1937) retired, and the paper is being published by Lawrence E. Spraker, formerly of Arlington and Condon, succeeding Ralph C. Curtis, formerly city editor of the *Statesman* at Salem, who recently returned to the *Statesman* as news editor. Other editors of the paper have been E. M. Olmsted, later with the Grangeville (Idaho) *Free Press*, and Charles S. Clark, later of the Turner *Tribune*.

Woodburn.—L. H. McMahan, now and for many years circuit judge in Marion county, was the founder of the Woodburn *Independent*, the first newspaper published in the town.

The first number of the *Independent* was issued in 1888. On the mechanical side the publisher was assisted by A. S. Auterson, a young printer from the Middle West, now a partner in the Auterson-Bennett Co., printers, Portland.

Mr. McMahan was succeeded in the ownership in 1892 by J. F. Day, a Presbyterian minister, and Mr. Auterson. In 1898 Mr. Auterson, who had acquired full ownership, sold the paper, first one half and then the other, to Herbert L. Gill, who had published newspapers in Pennsylvania, Colorado, Kansas, and Washington before coming to Oregon and who, among other achievements, had to his credit the founding, in 1890, of the first daily in Olympia, the *News*.

Mr. Gill sold the Woodburn *Independent* in 1911 and moved to Portland. In the meantime, however, he had started two papers in another town—the *Borealis* (1900) and the *Observer* (1911) in Aurora, just a few miles to the north of Woodburn.

A. E. Adams, to whom Mr. Gill had sold the *Independent*, carried it on for three years. He then appealed to Mr. Gill to return to Woodburn. "The people want you back," he wrote the former publisher. For a time he retained a half interest but finally disposed of it to Mr. Gill and left for California. Mr. Gill, who had associated with him his son, Wayne B. Gill, in charge of the mechanical department, retired in 1930 after 52 years in journalism. Since then the paper has been conducted by his son, in partnership with Rodney W. Alden, a former Salem newspaper man, as editor. Herbert L. Gill died in 1936.

The only competition met by the *Independent* came into the field when Mr. Gill left for Portland and moved out on his return. The Woodburn *Tribune*, a four-page seven-column publication, was started March 3, 1911, by R. M. and J. B. Barnes, editors and publishers. G. A. Hurley, active Oregon newspaper man, at one time a partner of A. E. Scott in the *News-Times* at Forest Grove, announced in the issue of July 14, 1911, that he was taking hold as editor and manager. The paper was sold by J. B. Barnes, owner, to L. H. McCarter October 13 of the same year. The last few months of its existence the *Tribune* was published by Collier & Lyon, who suspended March 6, 1914.

Mr. Gill the elder had associated with him on the news side of the paper his wife, Corinne B. Gill. Speaking of Judge McMahan, the founder, Mr. Gill wrote several years ago, "His paper was bright, fascinating, alive. He depended mostly on editorial work to get large circulation, finally going to a semi-weekly." The semi-weekly, however, was in 1891 a little in advance of the town, so close to Salem and Portland, and the paper soon was again made a weekly, which it has remained.

Politics were hot during the McMahan administration of the

Independent, and the young publisher, a real westerner, native of Baker county, Oregon, was a fighting editor, with a crusading reform paper. He attacked the alliance between politics and the liquor business and made his paper independent in fact as well as in name. "The first year," he said one day many years after (10), "25 men were after me to ship me. Finally one of them did catch me. I put a bullet in him. . . . No, didn't kill him, just stopped him." The Grangers were with the editor, and he managed to win his campaign. One of his aims was to put county office-holders on salary instead of on fees—with a view to cutting off unearned returns to many office-holders; this was brought about through legislative action.

Having kept the saloons out of Woodburn for four years, he moved on to Salem, where he started another *Independent* and continued his crusading.

Mr. Auterson recalls (11) being the first editor to boom Willis C. Hawley, then president of Willamette University, for congress.

Hubbard.—Hubbard journalism goes back to the *Beaver State News*, established there in 1906 by R. B. Conover. It ran six years.

The *News* was followed by the Hubbard *Enterprise*, founded in 1914 by L. C. McShane, who kept it going until 1925, when Alf M. Rhoades, old-time printer, whose nickname of course was "Dusty," spent a year rustling enough copy and ads to keep himself busy in the back shop. Then, in 1926, came Dr. P. O. Riley, erudite ex-college professor and after-dinner speaker, who held the helm until January, 1935, when the paper was suspended.

H. E. Browne of the Canby *Herald* at once started covering Hubbard with an adapted edition of the Canby *Herald* known as the Hubbard *Herald* but soon suspended. For the last eighteen months of its career the Hubbard *Enterprise* had been printed in Mr. Browne's shop at Canby.

The Hubbard *News* arrived in 1937, published by Glenn Miller. In the summer of 1938 he disposed of the paper to Ray Ryckman and Terry McIntyre of Salem and is now publishing at Beaverton.

BENTON

Corvallis.—Corvallis, once for a short time the capital of Oregon territory, has one of the longest newspaper histories of any of the cities in Oregon. (12).

The town's first paper was the *Oregon Statesman*. This paper, moved from Oregon City to Salem, has so long been associated with

Salem that perhaps few realize that it was not always published in that city. When the capital was moved to Corvallis, for a few months in 1855, however, Asahel Bush, printer-publisher-politician, moved along with it, going back to Salem with the final shift of the seat of government back to that town.

The next paper in Benton county—the first that really was a Corvallis institution—was the *Occidental Messenger*, started by J. C. Avery in June, 1857.

The "*Ox*" became the *Democratic Crisis*, with Odeneal as editor-publisher in February, 1859. Odeneal, soon tiring of his paper, cast a longing eye on J. H. Slater's bookstore. It happened that just about that time Slater was dreaming of what he could do if he just had a newspaper to play with. So they swapped, and Slater became the editor-publisher.

The name *Democratic Crisis* didn't sound business like enough for the new owner, who changed it to the *Oregon Weekly Union*. It supported Breckenridge and Lane in 1860. After the election of Lincoln, Slater urged that Oregon take a neutral stand in the impending war, and, May 18, 1861, vowed his unalterable opposition to a possible "war of subjugation" in the south. After the firing on Fort Sumter the paper, whose name was becoming a misfit (it was called the *Onion* by Bush of the *Statesman*, who had become a strong supporter of the preservation of the Union), grew more outspoken for the secessionists. It finally was suppressed by the government in 1863 for pro-southern utterances, as were several other newspapers in Portland, Eugene, Jacksonville, and Albany, and never was revived.

Slater, however, was not the editor at the time of its suppression; that "honor" belonged to Patrick Malone. Slater was of statesmanly stature, it seems. Admitted to the bar while in Corvallis, he later, while a resident of La Grande, became representative in congress and United States senator.

There was considerable pro-slavery sentiment, even, Dr. J. B. Horner says (13), a certain amount of negro slavery, in the Willamette valley at the time, and war feeling ran high in Oregon. The Corvallis *Gazette* was established in 1862 as a stanch Republican, Lincoln-following newspaper, with T. B. Odeneal as editor. This is the same Odeneal who had edited Avery's *Ox* and the *Democratic Crisis*, but, like Bush at Salem, he had been converted to the Union cause and the policies of Lincoln. W. F. Boyakin was editor in 1865. Later in the 60's William B. Carter, assuming the editorship, advocated Republican policies and also swung the *Gazette* over to the support of prohibition, making the paper the official organ of the grand lodge of the Independent Order of Good Templars in Oregon. The courage of the temperance policy from a business point of view may be realized when it is recalled that half the business

houses in Corvallis were saloons and little Philomath was the only dry town in the county. (14).

Sam L. Simpson, journalist-poet, moist author of "Beautiful Willamette," was made editor for the political campaign of 1870, with Mr. Carter, later state printer, in charge of the business department. Mr. Simpson thought it proper to make the following frank, albeit wordy, statement of his attitude and that of the paper on the liquor question:

Temperance ceases to be the specialty of this paper, as, in fact, it is not the forte of the present editor. Right here the bright habiliments of neutrality are laid aside forever, and wheeling into line the good champion of prohibition goes down in the smoke and fury of political war.

All of which rhetoric meant that the *Gazette* was no longer "dry."

Carter later resumed the editorship and continued at the helm until his death in 1880.

William Browne Carter was born in Sangamon county, Illinois, June, 1831. He learned the printing trade in Springfield, Illinois, and crossed the plains to Oregon in 1852. He was the first printer of the *Pacific Christian Advocate*, continuing on that publication until 1867, when he became editor of the *Gazette*. (15) He became state printer in 1878, succeeding M. V. Brown.

The *Gazette* was still printed on an old Washington hand-press, operated, Mr. Horner observes, "by the hand that wrote the editorials." Most of the time the paper had a "patent inside," leaving only two pages to be printed on the old hand-press and making only one impression necessary for each paper. The subscription price was \$3 a year. Editors following Carter and Simpson were numerous, including W. P. Keady, later speaker of the house in the Oregon legislature; M. S. Woodcock, James Yantis, Will H. Parry, later founder of the Salem *Capital Journal*, city editor of the Seattle *Post-Intelligencer*, city comptroller of Seattle, and member of the federal trade commission; Frank Conover, B. W. Johnson (1894), George Paul, Ruthyn Turney, W. P. Lafferty, G. A. Dearing, and Charles L. Springer, under whom the daily edition, first in Corvallis, was started in 1909.

On the death of William B. Carter, April 25, 1880, James A. Yantis and M. S. Woodcock bought the *Gazette*. The next year (May 6) Woodcock bought Yantis' interest. (16) January 1, 1884, the *Gazette* Publishing House was incorporated by M. S. Woodcock, A. P. Churchill, and Wallace Baldwin.

The building of the Oregon Pacific Railroad, from Corvallis to the coast in the eighties, which, as the promoters promised, was to be the western end of a transcontinental railroad, not only built up

the hopes of Yaquina Bay, then in Benton county, but dominated a lot of the commercial and political thinking of Corvallis at that time. Robert (Bob) Johnson, who came to Corvallis in 1882, and was for his first year in the city associate editor of the *Gazette* under the Woodcock ownership and foreman of the mechanical department, says it "was closely allied with the life of the newspapers in those days and for a time the promoters owned and controlled the utterances of every newspaper in Benton county." (17) When the scheme collapsed, the promoters' influence went with it and the newspapers were freed of their domination.

C. A. Cole, editor of the *Gazette*, was fired (18) "for his refusal to obey political instructions from the owners of the paper in that he supported the Republican nominee for state senator instead of the Democrat whom the owners favored." Cole was Parry's successor on the *Gazette*. "The railroad," Mr. Johnson relates, (19) "which had a controlling interest in the *Gazette* as well as the *Leader*, put out a subtle suggestion that Cole should not be too active for the Republican candidate for senator, who was less friendly than the Democratic candidate to the railroad. Cole, new in the town (he had conducted the *News* at Newport), asked me for advice.

"'Well, if you like your job,' I told him, 'you'd better do as you're told.'

"Cole, however, decided to support the Republican. The day after election he was removed as editor."

Smarting under this treatment (20) he told the railroad representative that he wanted to get out an issue and tell the people why he had been fired. The permission was granted, but proofs were to be submitted to Wallis Nash, representing the railroad company. Johnson set up the type for Cole, including a supplement explaining the situation fully from Cole's point of view. Proofs on the supplement were not submitted to the railroad man, and a bit of a political furore was created in the county when the unexpurgated material reached the readers.

As a result the Republicans decided to finance another paper, and the *Chronicle* was started as an independent Friday weekly in 1886, with Cole and Wallace R. Struble, who later conducted newspapers in eastern Washington, in charge. They failed to stem the tide, however, and the *Chronicle* soon died.

And here we come to the founding of the *Times*, which, with the *Gazette*, has come down to the present. Robert (Bob) Johnson, previously quoted, who later became a Corvallis banker, and was then one of the journalistic independents of the town, bought the *Chronicle* plant at sheriff's sale and in 1888 launched the *Times*, carrying right under the title logotype on page one the phrase "Independent, Fearless, and Free." This referred especially to railroad

influence. Johnson ran the *Times* for five years, selling in 1893 to B. F. Irvine, local agent and telegraph operator for the railroad. Irvine, a Linn county young man, graduate of Willamette, where he had been a varsity baseball pitcher, was to go from Corvallis to Portland in later years as editorial writer on the *Journal*, reaching the editorship, which he held for many years. That year (1893) the *Leader*, an older paper, and the *Times* were consolidated by Mr. Irvine as the *Times*. "The *Times*," said Professor Horner (21), "was a particularly strong newspaper."

Prosperity was "around the corner" and money was scarce in newspaper offices most of the time in those early days. Collections were a problem. Mr. Johnson recalls one incident which perhaps throws a bit of light on the conditions. Old Haslip, known as the "pilgrim printer," had worked on one of the papers for two days. Johnson happened into the office. "Have you seen the boss?" Haslip asked eagerly. "I've had nothing to eat for two days." Just then a customer came in with a poster job. Johnson, who was an all-around printer, got out the posters, charged the customer a dollar and a half C. O. D. and gave the famished typo the money. There were days when a certain publisher actually feared to go down town lest he run into insistent creditors. On one occasion he gave his printer an old watch in payment for running a hand-press. This publisher later in life succeeded much better elsewhere.

J. H. Upton, who later started the first paper in Curry county, gave the *Gazette* a little brief competition in 1869 and '70 with the *Willamette Valley Mercury*. He charged \$3 a year for a four-page, seven-column paper. It gave place to another competitor for the *Gazette*, the *Benton Democrat*, in 1871. The *Democrat*, established by R. G. Head, was a four-page, seven-column Saturday weekly, which soon claimed a circulation of 400 at \$3. G. W. Quivey was editor for several years in the middle seventies. W. A. Wheeler was editor and publisher in 1877.

"The only Democratic paper published in the county; in heart of a rich agricultural country on the Willamette river and on the line of the Oregon Central railroad" is part of its advertising in Ayer's. All this failed to save the *Democrat*, which suspended in 1878.

The suspension of the *Democrat* was followed by the advent of the *Benton County Blade* in 1879. Charles L. Mosher, a grandson of General Joseph Lane, was editor, and Charles L. Mosher & Co. publishers. The publishers charged \$2.50 a year for the paper.

The *Blade* failed to "cut it," and the next journalistic departure was the *New Benton Democrat*, established in 1880. Johnson Ode-Neal was editor. Its ad in Ayer's for 1881 said the paper would be "devoted, first, to the dissemination of general and local news; secondly, to the advancement of the interests of Benton county and its

inhabitants; thirdly, to the advocacy of the principles of the Democratic party." The paper was to be . . . free of all matters unfit for the family circle . . . lively, spicy, original, and reliable.

The *Benton Leader* was started by W. H. Mansfield in February, 1882 (22). In August, 1884, Mansfield admitted W. W. Saunders to partnership, and the new partner acted as editor. A shooting scrape in Albany, in which the other fellow was killed, left an opening for a young southerner named Martin Luther Pipes, who became editor of the *Leader*. Saunders, convicted and sentenced to the penitentiary for the slaying of C. L. Campbell over a girl, was finally pardoned after once escaping from the Albany jail while under death sentence. But his newspaper usefulness in Corvallis was over, and Pipes was made editor in 1886.

Though Mr. Pipes is remembered chiefly as lawyer and judge, he was eminent in Oregon journalism early in his career. In 1876 he started the *Semi-Weekly Telegram*, the first newspaper in Independence, in partnership with a printer named William A. Wheeler. This survived about six months. He also ran in 1881 the Independence *Riverside*, which had been started by G. W. Quivey two years before. He and George Belt conducted it for several weeks. (23). Then he was editor of the *Polk County Itemizer*, moving to Dallas to handle that position in 1882. He remained in Dallas for two years, then served two years as timekeeper on the Oregon Pacific railroad construction work out of Corvallis. He left this work to accept the position on the *Leader*. While on that newspaper he installed the first power press ever brought to Corvallis. This \$2,000 machine represented a considerable investment in those days. Pipes remained on the *Leader* until appointed to the circuit judgeship in 1893 to succeed Judge Robert S. Bean, who had just been appointed to the state supreme bench, where he served until elevated to the federal bench. It was while editor of the *Leader* that Mr. Pipes was elected first president of the Oregon State Editorial Association at Yaquina City (1887).

Mr. Pipes' elevation to the bench terminated his active journalistic career, though years afterward he contributed articles and editorials to newspapers in Corvallis and Portland at the request of editors who knew his wide knowledge and writing facility. Late in life he was appointed to a seat on the State Supreme Court bench.

One of Mr. Pipes' achievements as lawyer and editor was to help straighten out the situation affecting the title to the site of the educational institution which is now Oregon State Agricultural College. The state had deeded the land, in the 70's, to the Methodist Church South, for an agricultural college. When the local authorities of the church deeded the land back to the state to pave the way for an appropriation for building purposes in the 80's, the higher officials of the church contended there had been no authority

for the transfer. The matter was fought through the courts, going as high as the state supreme court, where the transfer to the state was upheld. Mr. Pipes was running the *Leader* at the time, and he cooperated in the dual capacity of publicist and lawyer, working with Wallis Nash and Tom Cauthorn. The title was upheld, and the legislature's appropriation of \$12,000 (regarded then as a lot of money) for building was saved.

The *Benton Democrat*, incidentally, on June 24, 1881, carried an attack on the management of the college by a resident of Marion county on the ground that it had no right to be called an agricultural college, since it really gave a general wide range of studies. President Arnold replied through the paper that although the students had an opportunity for general education, the college gave special attention to the various subjects bearing on scientific farming.

In 1897 John D. Daly launched a weekly known as the *Oregon Union*, which ran for two years. March 24, 1899, the *Union* and the *Gazette* were merged as the *Union Gazette*, which ran semi-weekly, Tuesday and Friday, with Daly and George Paul as editors and publishers. The name *Union* was soon dropped.

One of the big events of Corvallis history was the driving of the first spike for the Willamette Valley and Coast railway, by William B. Hamilton, president of the railroad company, in September 1879. The *Gazette* of September 5, 1879, said: "This argues well for the immediate prosecution of the work." The road went through to the coast, but neither Corvallis, nor Yaquina, nor Newport fulfilled the optimistic prophecies of the promoters by becoming a transcontinental railroad terminus.

The first daily in Corvallis goes to the credit of Charles L. Springer and the *Gazette*. N. R. Moore had gone to Corvallis in 1908 and leased the *Times* for a year from B. F. Irvine, who had just received from C. S. Jackson the offer to join the *Oregon Journal* staff as editorial writer. (24) Mr. Moore completed the purchase of the paper the next year and, with business conditions on the upgrade in Corvallis, began nursing the idea of starting a daily edition. In 1908 the *Gazette* was owned by M. S. Woodcock and edited by W. P. Lafferty. W. E. Smith was publishing the *Benton Republican*, started two years before. Mr. Moore had just purchased the *Times*. Then Charles L. Springer, of Montesano, Wash., came along and purchased the *Gazette*. He beat Moore to the punch by issuing the daily edition, May 1, 1909. Merle Hollister, still on the *Gazette-Times* news staff, was a compositor on the *Gazette* when the handset little four-page five-column daily was launched. The consolidation idea appealed to both Springer and Moore, since neither the *Times* nor the *Gazette* had a plant adequate to the publication of a daily paper.

What were they to call the combined paper? *Gazette-Times* or

Times-Gazette? A coin was flipped, as Mr. Moore tells it (25), and it was the *Gazette-Times* thereafter. The first issue of the combined paper was published June 15, 1909, with Mr. Moore editor and Mr. Springer publisher. The next year the first linotype in Corvallis was installed, with George Koch operator.

The present editor of the *Gazette-Times*, Claude E. Ingalls, came to Corvallis in 1915 from Washington, Kansas, where he had been publisher of the *Republican-Register*, and bought the paper. In 1920 the firm was made up of Mr. Ingalls, Mr. Springer, G. Lansing Hurd, who was business manager (now secretary of the Santa Rosa (Calif.) Chamber of Commerce), and Mr. Moore, who had come back to the paper after a year in California. C. A. Sprague, Ritzville (Washington) publisher, and M. K. Myers, of Portland, later made up the firm. Mr. Sprague, now publisher of the *Oregon Statesman* at Salem, came to the *G-T* in 1925 and Mr. Myers in 1923. Mr. Sprague withdrew from the Corvallis paper in 1936, and the partnership is now made up of Mr. Ingalls and Mr. Myers. In 1926 the firm erected its own publishing plant and increased its linotype battery to three machines. The plant was laid out and arranged by H. M. Lehnert, superintendent of the mechanical department, whose wife (Pansy Peters) was a compositor on the first daily issued in the town. Mr. Ingalls has served several terms as president of the variously-titled state editorial association, which finally became the Oregon Newspaper Publishers' Association.

Corvallis has been the seat of several other publications, some of which may be mentioned here. A semi-monthly known as the *Home Guard* was running in 1883. A monthly named the *Oregon Colonist* and *Resources of the Willamette Valley*, devoted to the attraction of immigration to that part of Oregon, ran from 1881 to 1885. Wallis and C. F. Nash were editors and publishers. The publication was supported by the railroad interests. W. T. Hoffman started a paper called the *Hornet* April 1, 1887. Soon gone. The *Western Pedagogue*, launched as an education monthly in 1889, ran for several years. C. Elton Blanchard was editor. The *Western Pedagogue* was moved in November 1893, to Drain, then seat of a state normal school, where publication was continued for a time by Byrd Bros.

The *Benton County Republican* was launched in 1906 as a Thursday weekly, Smith & Morgan publishers. The paper ran for several years with a fair measure of success.

Philomath.—Dr. John B. Horner, Oregon historian, was the editor of the first newspaper published in Philomath. He and J. C. Leasure (26) were editors and publishers of the weekly *Crucible*, published Thursdays in the little college town while Horner was a student there. This was in 1877. The paper consisted of four pages, 24x36, most of which was filled with matter pertaining to

the college. The subscription price was \$2.50 a year, and the publishers reported a circulation of 250.

Rev. Wayne S. Walker, A.M., of the college faculty, was the next editor (1878). The paper soon faded out.

The next Philomath paper was the weekly *Journal*, started by T. G. Robinson in February, 1896, as an eight-page Republican paper, 13x20, for which the publisher charged \$1.50 a year. This paper was suspended in April of the next year, succumbing to the same malnutrition that had starved out the *Crucible*.

F. S. Minshall, who was to continue ownership of the paper to 1937, started the *Benton County Review* in 1904, bringing the first number off the press February 1. A graduate of Otterbein College, Ohio, he taught school in Ohio and Indiana. Coming west, he did his first newspaper work for W. C. Conner on the Roseburg *Plaindealer* and later was city editor of the Corvallis *Gazette*, then a weekly.

Opening of tracts of government land in western Benton county gave Mr. Minshall his opportunity, and land notices were important in the early support of the paper. The equipment for printing the paper was that of the old Yaquina *Post*, which had suspended when the little town burned about thirty years before. The young publisher planked down \$100, most of it, he afterward said, borrowed, and the plant was his—Washington hand-press, 100 pounds of battered long primer, a few type cases, and an old imposing-stone.

The old-time "blacksmith" epithet for inept printers was no joke in this case. Mr. Minshall knew nothing of type-setting, and his back-shop employee was a young man from the nearby blacksmith shop, who had done some little composition. "That first issue," Mr. Minshall said many years afterward (27), "was a marvel. A rival printer asked me if I was trying to run a blacksmith shop and if I had used corncobs to ink my forms. One tramp printer said, 'I have been in a good many printing offices in my day, but this is the damndest-looking place I have ever been in yet.' And he was not far from right. Our equipment was old and almost worthless."

Tramp printers proved the salvation of this then printerless plant. Before long, however, Miss Hazel Merryman was enlisted as a compositor, and remained with the paper five years, fitting herself for later successful work in a large office in Seattle.

Profit from the land notices provided the money for a new plant at the end of three years.

The *Review* under Minshall was a "family" newspaper in more ways than one. All the five Minshall children, four daughters and one son, have received basic newspaper training in the home plant, and four Minshalls skilled as linotype operators have come from this old-time "blacksmith" shop.

The policy of the paper has been non-political, devoted more to information than to advice. Between May, 1914, and September, 1916, the publisher's ill health forced him to lease the *Review*, with Floyd Fisher as lessee. From September, 1917 to September, 1920, Minshall was in the field for the Loyal Legion of Loggers and Lumbermen. The family took charge in that interval.

The present publisher is L. T. Ward, who bought the paper in 1938.

DOUGLAS

Roseburg.—Roseburg journalism had an eventful start, what with fire and firearms. The first newspaper was the *Ensign*, a four-page weekly, at \$3, published by Gale Brothers (H. R. and Thomas). The first issue appeared (28) in May, 1867. The plant was destroyed by fire in September, 1871; publication was resumed January 6 of the next year. For a time in 1871 the little town of about 500 had two newspapers, since the *Plaindealer* was started in '70. The *Ensign* was sold to R. Tyson of The Dalles *Republican* in 1872. He then began publication of the weekly *Pantograph*, a four-page seven-column paper, for which he charged \$2.50 a year. The paper suspended in a few months.

The *Plaindealer*, ancestor of the *Umpqua Valley News* was started as a Democratic paper, in March, 1870, by William Thompson, picturesque westerner, who, born in Polk county, Missouri, in 1848, had come to Oregon in 1852 and settled near Eugene. There he attended Columbia College for one term, having for schoolmates such outstanding journalists as Harrison R. Kincaid and Joaquin Miller. With some type-setting and editorial experience under his belt, obtained on the Eugene *Herald-Register-Review* in Civil War years and the *Guard* in 1867-8, during which he became publisher of the paper at 18 and sold out for \$1200—with all this background he accepted \$1000 bonus from some good Joe Lane Democrats at Roseburg and started the *Plaindealer* for them. In his book, *Reminiscences of a Pioneer*, written in his old age at Alturas, California, he tells the story of his Roseburg experience:

My success (he wrote) was phenomenal (29), my subscription list running up to 1200 in two years. [Phenomenal if true, with the town's population only a few hundred.]. . . Success was not attained without gaining the enmity and bitter hatred of my would-be rivals in business. Theirs was an old established paper (the *Ensign*, started in 1867) conducted by two brothers, Henry and Thomas Gale. . . They sought to regain (business) by indulging in abuse of the

coarsest character. . . June 11, 1871, I went to my office. . . . to write my letters . . . on leaving the office I was joined by a young friend, Mr Virgil Conn. As we proceeded down the street towards the post office I saw the brothers standing talking on the street. . . I saw at once it was to be a fight. . .

He was, he went on to write, wounded in the neck, the bullet lodging back of his eye. Also, as he tells it, he was hit with a cane and shot several other times. He returned the fire, seriously wounding one of the brothers (H. R.) Thompson's condition was so serious that a noted surgeon, Dr. Sharples, was summoned from Eugene to attend him. H. R. Gale died in 1889, never having regained his strength after the shooting.

Thompson was then only 23 years old. Recovering slowly from his wounds, he sold the paper February 1, 1872, to L. F. Mosher, who soon associated with him John W. Kelly. Thompson then went to Salem and published the *Mercury*.

The *Plaindealer* (later the *Umpqua Valley News*) became Republican in 1874 and so continued. The *Plaindealer* is recalled by L. Wimberly, old-time publisher of the Roseburg *Review* (30), as a powerful political paper in the 80's.

The *Independent* was the successor of the *Ensign* and the *Pantograph*, appearing in April, 1875, under the direction of John W. Kelly, newspaper man from Walla Walla, Boise, LaGrande, Portland, and Salem. It was a four-page paper, eight columns, for which the publisher charged \$3 a year. Kelly was a strong writer and well versed in the so-called "Oregon style." He could, as Mr. Wimberly remembers, "burn 'em up when he felt so inclined." This paper was the forerunner of the Roseburg *Review*. Thus we have here already the two ancestors of the present *News-Review*—the *Plaindealer* and the *Independent*. The *Independent*, Walling says (31), "was sold to the Democrats in 1882."

The publishers of the *Plaindealer* include some well-known figures in Oregon journalism—besides Thompson, Kelly and his partner L. F. Mosher there were W. A. McPherson (1874) and W. H. Byars, who came in the next year and remained for several years. Both McPherson and Byars were prominent in Salem journalism—McPherson as publisher of the *Statesman* in the more or less difficult days following the departure of Asahel Bush from the paper, and Byars as a publisher of first the *Statesman* and later the *Capital Journal* in Salem. Under Byars the *Plaindealer* ran its first daily edition from February to April, 1879.

Another Roseburg paper of the late seventies was the *Western Star*, Democratic, started by C. L. Mosher in 1877. The paper (32) "went broke, and its former opponents got its type and machinery." Walling gave up the job of tracing out all the Roseburg papers

of the period, saying (33) "There have been sporadic sheets, generally dailies . . . political. Their young lives were invariably crushed out before they had attained a sufficient importance to demand a place in history." Among the editors of the *Star* was Fred Floed.

Newspaper promotion on the banks of the Umpqua was more active, apparently, in the 70's, after the coming of the railroad, than at any other time in its history.

Under the editorship of Rev. J. R. N. Bell, later of Corvallis, the name of the *Independent* was changed in 1882 to the *Roseburg Review*. Bell was managing editor of this influential paper, which became, as indicated above, the Democratic organ.

In 1887 there appeared on the newspaper horizon a young man who, after leaving the University of Oregon (1886) and teaching a term of school, had just cut his first journalistic teeth out at Oakland, a few miles north. He had been running the *Umpqua Herald* there. In Roseburg he got in touch with S. F. (Fred) Floed, experienced newspaper man, and they formed a partnership to publish a twice-a-week in competition with the two established weeklies, the *Plaindealer* and the *Review*.

Floed & Fisher christened the paper the *Umpqua Herald*, same as the paper Fisher had just given up at Oakland. He had, indeed, brought along with him the same old Washington hand-press on which he had run it off. The new paper was issued semi-weekly, the first in the town and one of the first in the state.

Soon a consolidation was effected with the *Review* under the *Review's* name. J. R. N. Bell was still editor, and Floed became his partner. Fisher sold out his interest but was back in a few months, buying out both partners in this staunch Democratic paper. This was about 1888.

L. Wimberly, Roseburg native who had learned the cases in Roseburg printshops, became a part owner with Mr. Fisher in the *Review* in 1890, starting a period of 30 years' ownership of papers in the town, the longest in the history of Roseburg. He later became sole owner of the *Review*.

The paper in 1890 was one of the several nine-column papers printed in Oregon since statehood. First enlarged in 1887 from 7 to 9 columns, it had been back down and was now up again to 9. On the first page (issue of December 11, 1890), the weekly, issued Thursday, claiming 2,000 circulation, had four columns of advertising on the left side of the front page, including the usual medicine ads. The rest of the page was taken up with a mass of miscellaneous material, clipped from here and there, some of it news, some of it "literary" matter. On page 2, besides the land notices and more than four columns of other advertising, there was in excess of three columns of editorial, heavily political. The local news coverage, apparently, was excellent. The whole nine columns of page 3 were

occupied with local news, with plenty of detail but rather formless writing. Page 4 was virtually all advertising. The paper had been semi-weekly for two months in 1889 but was now back to a weekly.

THE RAILROAD TO THE SEA

A railroad from Roseburg to ocean transportation at Coos Bay was a dream of those early years. It had been, in fact, a hope of several communities since the coming of the north-and-south line in the 70's.

Every western Oregon town, and some of the eastern ones, had dreams of railroad development and perhaps saw itself as a terminus of some line or other. That the road was never built is no fault of theirs or of the Roseburg boosters who fought for it and were ready to bleed for it financially.

In the weekly *Review* of Thursday, January 16, 1890, appeared one of the earliest stories promoting the project. The headline:

THE COMMITTEE

Our Enterprising Citizens Called
to the Front

Plan of Work to be Mapped
Out—Earnest Work Begins
to Count

Then follows, at the top of the story, the following list of names:

T. R. Sheridan	Dr. S. K. Buick
J. C. Fullerton	W. S. Hamilton
B. C. Agee	

Then the story:

The above gentlemen are the Committee appointed to assume charge of the preliminary matters to secure a Railroad from Roseburg to Coos Bay. . .

The business now before the committee is to correspond with the Coos County parties and secure the active cooperation of Coos County in this matter. Some efforts will also be made to secure a proposition from Railroad men concerning the building of the road. A mass meeting will then be called and the committee will make its report and the work of soliciting funds will then begin in earnest.

* * *

Work must commence this year!

Let everybody say so and it will be so!

The road will be a paying investment and will be the

initial step to a great trans-continental line making Roseburg the junction of two great systems of railroads!

It will reduce freight rates.

It will give us the San Francisco market.

It will open up a new country of which every mile has resources in agricultural land, or timber or mineral wealth.

It will raise the price of grain.

* * * *

You want it,

We want it,

Everybody wants it

And furthermore, all are determined to have it!

Just one word more.

Don't discourage it.

Don't say you can't build it,

Don't be a Mossback,

Don't be a Clam,

Boom the Railroad, Read the Bugle Call, Invest in Real Estate, get a move on and sing

"The Ocean to Roseburg!"

Now, after a start like that, it's a pity the project didn't succeed. The townspeople, valiantly led by their newspapers, were raising money for several years. For a time the trouble seemed to be that the railroad people preferred to connect the coast line with the main line at or near Wilbur. Then the depression of the 90's came and cut off most of the railroad building. The line was finally put through from Eugene to Marshfield in 1917.

The Review Publishing Company, with Wimberly, Floed, and Fisher associated, was organized February 12, 1891. Mr. Floed retired from the company June 13, 1902, and acquired an interest in the *Marion County Democrat*, Salem, with E. H. Flagg.

Shortly before this time the *Review* began the practice of running under its masthead on the editorial page a list of new subscribers.

Charles H. Fisher now carried his name at the masthead as managing editor, with Wimberly first as local editor, then as associate editor.

Mr. Fisher had the old Jeffersonian idea of cheap and restricted government activity. The newly created forest service was seen chiefly as an item of needless expense. An editorial in the *Review*, now a newly established daily paper, August 5, 1898, called the rangers' work

a vacation in the mountains at \$50 a month . . . and nothing more. . . The creation of forest reserves on a large scale with a big army of officials . . . is an extravagance and is wholly without benefit to the public.

Times are hard and the compensation of labor is falling, but the expenses of the government are increased on every hand, and taxes are constantly becoming more burdensome. Where will it all end?

Mr. Fisher did not live to get a look at a national budget of the 1930's.

One of Mr. Fisher's interesting departures while in charge of the *Review* in 1894 (it was then a semi-weekly) was to sell space in the paper to the Populists, in which they could express themselves in any way they wished in "America's Greatest Country Newspaper," as he was calling the *Review*. In the issue of June 11, 1894, he was busy explaining to indignant Populists that the proposed charge for a Populist column was not a discrimination but that he would have charged the Republican or the Democratic county central committee twice as much because the Populists "had no paper in the country, and we like to see fair play in politics as well as in everything else." "The *Review*," he said, "claims no distinction as a political organ, but it does claim to be a newspaper, and one of the best in the state, too."

He finally leased a column to the Populists, who ran the People's Party county ticket and some editorials favoring fiat money, etc. At the head the editor disclaimed for the *Review* all responsibility for anything in the column. It was continued through the campaign, filled with Populist doctrine. One day (April 19) a fictional conversation appeared:

"Poor Smith, I see the sheriff has closed him out at last."

...

"Pa, this is a bankers' panic, aided and abetted by such men as Cleveland, Sherman, Voorhees, Hoar & Company. It is another step toward serfdom for the masses."

Mr. Fisher continued as managing editor of the *Review* until February 5, 1901, with the paper firmly established since March 1, 1898, as a daily except Sunday publication, the only one then in Oregon south of Eugene. It was a five-column tabloid, about half advertising, 2 columns of advertising on the left side of the front page. Typographically it was a neat paper. He had not been getting along well with the *Plaindealer* editor, but that had nothing to do with his departure. He left for Boise, Idaho, where he was a founder and the first editor of the *Capital News*.

In his valedictory he said, in part:

To my friends in Douglas county I say farewell and will ever treasure and value their friendship. To my enemies, and they are a necessary result of fearless, out-spoken journalism, I also bid good-bye and call accounts settled.

The name of L. Wimberly appears as editor February 7, 1901, and B. W. Bates as foreman. This was an association which was to be resumed many years later. The battle for circulation between the two papers was spirited. In 1903 the *Plaindealer* reported 1800 and the *Review* 2,000. Both were semi-weeklies. The *Evening Review* claimed 450. In 1908 the *News*, successor to the *Plaindealer*, was claiming a few hundred more than its rival.

The *Plaindealer* was pounding along down the years as a regular Republican organ. Successive publishers after W. H. Byars were E. G. Hursh (1883-5), D. S. K. Buick, Benjamin & Buick, F. P. Cronemiller, who sold to ex-Postmaster W. F. Benjamin in 1894 after three years at the helm; J. B. Eddy, who bought out W. F. Benjamin, C. Y. Benjamin retaining an interest; E. D. Stratford.

In 1899 W. C. Conner, who has owned and edited a lot of newspapers in western Oregon in the last forty years, came from Myrtle Point, where he had been publishing the *Enterprise*, to be co-publisher of the twice-a-week *Plaindealer* with F. W. Beach, formerly of Lakeview and later of the *Hotel News* at Portland. This regime, which began April 17, 1899, was succeeded in August, 1902, by that of H. H. Brooks editor and Mary K. Brooks proprietor. Brooks ran under his masthead a statement that the

“editor of the *Plaindealer* has no intention of making a false statement reflecting upon the life or character of any person, officially or otherwise, and any statement published in these columns will be cheerfully corrected if erroneous and brought to our attention by the aggrieved party or parties.”

This sounded like good newspaper ethics. Brooks, however, was having his troubles. His name dropped out of the masthead May 5, 1904, and in an affidavit published in the *Plaindealer* June 2, W. C. Conner, former owner, alleged that Brooks had bluffed and bullied him into giving him an option on a half interest in the plant. He accused Brooks of using blackmailing methods and said he was forced finally to accept 45 cents on the dollar for his interest in the paper. June 27, 1904, there appeared in the paper a notice of the reorganization of the *Plaindealer* with W. C. Conner editor and F. H. Rogers manager. In a short time the paper, still a twice-a-week, was sold and in 1906 the name was changed to the *Umpqua Valley News*. The paper was now owned by a group of local Republicans made up of A. C. Marsters, Binger Hermann, Dr. K. L. Miller, George L. Brown, “Bill” Cardwell, and others. They hired W. E. Willis as editor and manager, and B. W. Bates, formerly of the *Review*, to run the mechanical department. Bates bought out the others in 1907 and started the *Evening News*, a daily, in 1908, be-

coming owner, editor, and publisher. In 1911 he sold the paper to Carl D. Shoemaker, later state game commissioner, and M. J. Shoemaker, who continued to run Republican. After six years the Shoemakers sold the paper back to Bates.

The period of the World war saw the papers running along, the *Review* and the *News*, both evening papers, and neither making much money under the intensive competition in a small city. Wimberly and Bates had been partners on the *Review*, were on friendly terms and not disposed toward mutual throat-cutting. Finally they got together to discuss the question of consolidating the papers. Mr. Bates found himself unable to raise the money his competitor was asking for the *Review*. Mr. Wimberly, who was feeling less robust than usual, finally, so the story goes, offered to let Mr. Bates take the paper over, with the idea that he would pay for it as soon as he could. Payments proved difficult until one day Roseburg found itself the center of one of the great murder mysteries of recent times—the Brumfield case of 1921. Remember it? The prosperous dentist who murdered a rancher, partly burned the body in Brumfield's car at a dangerous spot in the road where the dentist had been saying he feared he would have a wreck, then disappeared, leaving, he hoped, the impression that he had been the victim of the expected accident. Detectives uncovered the crime. Roseburg became the centre of nationwide interest. Metropolitan papers sent their reporters to the scene. Columns and columns of copy were sent out daily for weeks. The *Oregonian* sent young Don Skene, even then a recognized clever writer but not yet an experienced reporter. Charlie Stanton, Roseburg newsgatherer, used to coach him on the beginnings of his stories, which were still bothering Don. The story was the beginning of a career for Don Skene which sent him to New York and Europe and landed him among the top-flight newspaper writers of the country (34).

Well, anyhow, this story was the making of the *News-Review*. The circulation went up from 1500 to 2400 while the excitement was on—and it lasted some time, until finally Brumfield, convicted of murder, and awaiting execution, hanged himself at the state prison. The paper was now “paying big,” and there was no trouble about the payments to Mr. Wimberly. B. W. Bates and his son Bert G., who had become a partner and conducted “Prune Pickin's,” one of Oregon's good columns, had a fine property to sell when they disposed of it to the Frank Jenkins-Ernest Gilstrap combination in March 1929.

Harris Ellsworth, who was acting as the first field manager for the Oregon State Editorial Association (now the Oregon Newspaper Publishers Association), was made editor of the *News-Review* and is now in his eleventh year on the job. The newspaper operates its own radio, KRNR.

Mr. Wimberly of the old *Review*, who retired from journalism in 1920, has been living in Los Angeles.

Some of the other Roseburg newspapers:

There was the little Roseburg *Champion*, started (and practically finished) May 31, 1903. On its very first issue an accident on the press pied the forms of hand-set type in a hopeless heap, and a smaller makeshift paper that Sunday morning was the result. The *Champion* was licked in the first round—and it didn't "come back."

Back in 1906 J. W. Strange & Son, W. D. Strange, now in charge of the *News-Review* mechanical department, started the *Spokesman*, an independent weekly, issued Thursdays, which ran for about two years.

The Roseburg *Oracle*, a job printer's publication, came and left in 1900.

Two papers were started in 1914—The *Oregon Grange Bulletin*, semi-monthly, which the veteran C. H. Bailey continues to edit at Roseburg for the State Grange, and the *Tax Liberator*, a monthly started by Robert E. Smith, outstanding authority on taxation, which was moved to Portland and there ran for many years.

Clyde S. Shaw, of Oakland, started the Roseburg *Chieftain*, a weekly paper, in 1931, continuing it until 1938, when he sold to Steen M. Johnson, formerly of the *Sheridan Sun*.

Bert G. Bates and associates launched the Roseburg *Times* as a twice-a-week in 1934, raised it to a daily the next year. But the field did not require two dailies, and the paper was suspended in 1936.

Oakland.—This little town served in the 80's as the starting-point for an outstanding newspaper man. In 1886 just after finishing a year or two in the University of Oregon, Charles H. Fisher provided himself with capital by teaching school for a few months, and then, with the help of an older brother, William H., a Roseburg merchant, purchased (1887) the *Umpqua Herald*, which Milton H. Tower had just started in Oakland, population not more than 400. After a few months of rustling items, setting them up, and pulling the lever of an old Washington hand-press, young Fisher suspended the paper, moved to Roseburg (35), and started another *Umpqua Herald* there. But that's a Roseburg story. Mr. Tower is now (1939) a resident of Portland.

The Oakland field was then taken over by the *Enterprise*, a Friday weekly published by Mr. Tower. The paper too suspended, after Thomas R. Gribbe had conducted it for a year (1888).

The *Observer* was next, established in 1890 as a Friday weekly by H. J. Richmond. It was gone before the call came for information for the newspaper directory of 1892.

Next came T. G. Ruth, with the *Gazette*, started in 1897 and

continuing for two years. The *Oakland Owl* followed. D. E. (Dave) Vernon, who founded this paper April 6, 1899, was the actual ancestor of the present *Oakland Tribune*. He carried the paper for many years, once selling to W. C. Black, then buying it back. The name was changed to the *Advance*, and so it was in April 1919, when Claude A. Riddle, who before 1918 had been publishing the *Riddle Tribune*, moved to Oakland, leaving the field to Carl P. Cloud with his *Enterprise*. Riddle changed the name *Advance* to *Tribune*. He sold to Don Carlos Boyd, who after a few months sold to Rev. R. A. Hutchinson, Congregational minister, well known in the Northwest (1920).

Mr. Hutchinson was succeeded in 1921 by the present owners, Albert Lea Mallery and his wife, Olive S. Mallery, who had arrived less than a year before from Minnesota, Mr. Mallery's native state, where he had edited the *Alexandria Post-News*. In 1925 the Mallerys left Oakland, and for six years the paper was run by Clyde S. Shaw, formerly of the University Press, Eugene, and his sons, Barney and Dudley, together with Mrs. Shaw. Mr. Mallery returned in 1931 and since then has conducted the paper, assisted by Mrs. Mallery.

In 1924 and 1925, while at Oakland, Mallery served as president of the Oregon State Editorial Association.

Drain.—This little Douglas County town, former seat of a state normal school, has had several newspapers, none of which, until the present *Drain Enterprise*, endured. The *Drain Echo* seems to have been the first of Drain's newspapers. The founder of this Friday weekly was E. W. Kuykendall. Two years later he was succeeded as editor-publisher by J. M. McCollum, who in turn was followed in 1888 by E. P. Thorp, who founded the *Cottage Grove Leader* in 1899 and printed it in his Drain office for three months before installing a plant in Cottage Grove. Thorp continued the *Echo* at Drain until 1895, when he moved to Cottage Grove and combined the Cottage Grove and Drain papers as the *Echo-Leader*. Mr. Thorp died in 1897, and the *Echo* was suspended. The *Drain Press* followed, conducted by Edwin Rhodes, but it was discontinued in 1898.

Miss Laura E. Jones started the *North Douglas Watchman*, a Thursday weekly, in Drain in 1898. She continued in charge until 1900, when she sold to Benton Mires and Herman Miller. This paper was discontinued in 1901, to be followed by the *Nonpareil*, edited and published by A. T. Fetter. Later publishers of the *Nonpareil* were F. H. and E. A. Rogers, Sloan P. Shutt, C. L. Parker.

Drain's present paper, the *Enterprise*, was started May 4, 1922, by W. A. Priaulx, now of Chiloquin. Three years later the present publisher, H. R. Young, purchased the paper. Mrs. Young is his linotype operator.

Riddle.—This little town, on the railroad, takes its journalism in connection with its little neighbor, Canyonville, three miles distant, on the highway. The same paper serves in both communities a population of several hundred.

The Riddle *Enterprise* seems to have been the town's first paper. W. C. Conner, of Thorp & Conner, Drain and Cottage Grove publishers, started it in 1893, suspending when he went to Myrtle Point in 1897.

The field was taken over by the *Mite*, founded by Claude A. Riddle, former compositor on the *Review* and later editor or printer on other Douglas county publications. The little paper, started in 1896, gave up the struggle August 1897. It had been well named, for Publisher Riddle had gauged the size of the paper by the size of the field—four pages 6x11 inches, at \$1 a year.

In 1909 Mr. Riddle was back with another paper, which is regarded as the actual ancestor of the present *South Umpqua News*. This was the *Tribune*, issued Thursdays. With the exception of 1911, when R. K. Trivett held the helm, Mr. Riddle carried on until 1917. Two years later Carl P. Cloud, formerly a *Tribune* employee, launched the *Enterprise* and installed a linotype for his little paper, then the smallest Oregon town to boast machine composition, and carried on until 1925, when he sold to A. W. Anderson. The next year Ben E. H. Manning took over, continuing until January 3, 1930, when he was killed in an automobile accident. The paper was then handled by L. M. Kusler owner, with K. C. Gaines editor and publisher. H. J. Wilkins succeeded Mr. Gaines in 1931. L. E. Gaines took charge in 1935. The paper is published (1939) by W. C. Pelham.

For several years after 1904, while Riddle was without a publication, the Canyonville *Echo* was conducted by Harriet E. Scovill. Miss Margaret Scovill was in charge when publication was suspended in 1909, as the Riddle *Tribune* took up the battle.

Sutherlin.—The Sutherlin *Sun* had a comparatively short career (born August 29, 1910); but its editor and owner, Will J. Hayner, with 70 years of printing and publishing and editing experience behind him, was, so far as this writer has been able to learn, the oldest newspaper man in experience, if not in personal age, in the state of Oregon and one of the oldest in the country.

With the exception of four months of the eight years he was postmaster under the Wilson administration Mr. Hayner was continuously the *Sun's* editor and publisher. In that brief period the paper was directed by Lewis M. Beebe, now a California newspaper man, who had been editor of the *Springfield News* for several years.

Mr. Hayner was assisted by his wife, Mrs. Mary L. Hayner.

For several years she operated the paper's linotype, which was the first typesetting machine she ever had seen.

The *Sun's* plant was destroyed in a fire which swept the little business district of Sutherlin September 19, 1938. Mr. Hayner did not feel able to start again in such a limited field.

Will Hayner was 10 years old when he began his printing career, in the office of the *Allegany County Reporter*, county seat weekly in Belmont, New York. The *Reporter* had a circulation of 1200 and was printed on a Washington hand-press. "It was my job," Mr. Hayner told this writer, "to ink the forms after every paper was printed, and this job generally covered a period from about 4 in the afternoon until 1 or 2 o'clock the following morning—the length of time depending on the amount of beer the pressman drank during the process." After a few years of working on several newspapers in and near Belmont, young Hayner hit the road as a typographical tourist, meeting interesting old-timers and having experiences which have put life into a book he has prepared for publication entitled *The Trail of a Typo*. He came to Sutherlin from Burley, Idaho, where he had edited the *Bulletin* for several years. EXTRA!—Just as this proof is being read, the irrepressible old publisher is resuming publication of the *Sun* (September).

Gardiner and Reedsport.—These little towns on Winchester bay, at the mouth of the Umpqua, have a journalism story going back to 1902, when the *Gardiner Gazette* was founded by H. C. Davis. His successor at the helm within a few months was O. L. Williams, who carried on until 1906, when Miss Edith Smythe took hold. She announced for the 1908 Ayer's directory a circulation of 160 at \$1.50 a year. It is therefore not surprising that the community lay fallow journalistically for several years, from 1909 to 1913. Through its early years the paper was printed in the Roseburg *Review* office.

The *Port Umpqua Courier*, present Reedsport-Gardiner publication, printed at Reedsport, was established at Gardiner April 24, 1913, by J. H. Austin. He moved the paper to Reedsport in 1918, put in a plant, and began printing the paper in his own office.

Meanwhile George H. Baxter started the *Index* at Gardiner, continuing after the departure of the *Courier*. He suspended in 1921.

That same year George J. Ditgen and Maurice Richards became the publishers, and in 1923 were claiming 600 circulation. In 1926 James W. Reed became editor for Ditgen, and the circulation claim was boosted to 1,000. Four years later the paper came into the possession of Reeds, Inc., with Robin Reed, former world's amateur lightweight wrestling champion, brother of James, associated in the concern, and Fred Sefton editor. B. W. Talcott, experienced newspaper man with daily experience in Eugene and elsewhere, edited the paper from 1931 to 1933. Since then Robin Reed,

owner, has been, most of the time, in personal charge. C. A. Riddle, of Riddle, Oakland, Roseburg and other points, an experienced printer and editor, was associated with Mr. Reed in the editing and management for a time. The present (1939) managing editor is Lila Babbitt.

Glendale.—S. P. Shutt was the founder, in 1902, of the *Glendale News*, one of many papers he either founded or edited during his lifetime of newspaper work in the Northwest, mostly in Oregon. The paper was launched in 1902 as an independent weekly, issued Fridays. Later editors were William E. Homme (1907), J. L. Campbell (1908-24), Carl P. Cloud (1924), Howard F. Griffin (1925). In 1926 the paper was purchased by C. J. Shorb, of Mac's Printing Company, Gold Hill, who made it a member of his chain of weeklies and changed the name to the *Log*. After 1930 the paper had a succession of editors. For the last year the editor has been Wallace G. Iverson.

Myrtle Creek.—Charles W. Rice retired in June, 1937, a few months before this was written, after 31 years' continuous publication of the same Friday weekly paper, the *Mail*, a record equaled by few publishers in the history of Oregon. The paper was founded in 1903 by H. A. Williams, who sold the next year to Lew L. McKenney. In 1906 Mr. Rice purchased the paper, which was Republican and has so remained, under his ownership. The next publisher, A. K. Lulay, formerly published the *Siuslaw Region* at Florence and later for a time was in charge of the mechanical department of the *Stayton Mail*. Mr. Rice died in Pasadena, California, where he was run down by a hit-and-run driver, in February 1938. The present (1939) publisher is Claude Riddle.

JACKSON

Medford.—“Newest town in southern Oregon, is an important station on the railway. . . likely to become an important shipping-point. In the winter of 1883-4 about forty wooden buildings were put up, and foundations of a brick building of considerable size laid.”—Walling's *History of Jackson, Douglas, Curry and Coos Counties*, page 375.

Medford's journalism history and, in fact, its history in general, begins in old Jacksonville. Jacksonville goes right back to the fifties, and Jacksonville's first newspaper, the old *Table Rock Sentinel*, back to 1855 (36).

Jacksonville was an early southern Oregon metropolis. Situated near a rich mining region and having the advantage of location on the route to California, it grew from trading post to a consider-

able importance. Then came the railroad, which might have made Jacksonville but which, instead, developed a level bare spot in the valley into Medford, metropolis of southern Oregon. The story is, that a little more cooperative spirit on the part of Jacksonville's leading citizens in encouraging the railroad by a small subsidy and land for right-of-way would have put the town on the Southern Pacific's through line. The die was cast, the line missed Jacksonville, and since then Medford has looked toward the future, while Jacksonville still has its glorious past.

When the railroad put Medford on its map, the forty wooden buildings and the big brick went up in that winter season, and Medford was on the way.

Medford's first newspaper was the *Monitor*, founded in 1885 by M. A. McGinnis as a Friday weekly. This paper struggled along for two years, finally folding up in January 1887 when its editor-publisher, A. L. Johnson, got into financial difficulties and left the town. The paper has left no striking memories with the old-timers; but, anyway, it was a beginning, good enough, probably, for its small and struggling, though hopeful, field.

Next came the *Southern Oregon Transcript*, started in 1886 by C. B. Carlisle. It also appears to have been inconspicuous save for its chronological position.

Then came the *Mail*, which has come on down through the years. Thomas Harlan founded the *Mail* in 1888 as an independent paper, issued Thursdays. Next publisher was Newell Harlan, in 1890, then Felix G. Kertson in 1891. Ira Phelps is recalled by old-timers as one of the editors of the *Mail*, but the records are incomplete.

Better than the newspaper personnel old-timers recall the flood blockade of the winter of 1889-90 when the young town was cut off from all mail for 42 days. In February of 1890, Charlie Strang recalls, a foot of snow went off with a warm rain and carried out the railroad bridges. The mountain just slid into Cow Creek canyon to the north and put a lake 40 feet deep over the railroad. Meanwhile deep snow in the mountains to the south was keeping trains out from that direction. Supplies of all kinds ran short, and the papers were forced to suspend for a time. One issue of the Jacksonville *Times*, Charles Nickell's paper, came out printed on the backs of old Fourth of July posters.

A. S. Bliton, a young man from North Dakota, arrived in Medford, Sunday, January 6, 1893, full of enthusiasm for the West. So pleased was he with what he saw that he would have purchased the *Mail* that day had it been possible to transact business. So, he bought it from Publisher Kertson on Monday and ran it for 16 years. The paper was then known as the *Southern Oregon Mail*, but that seemed to cover too much territory and Mr. Bliton made it the

Medford Mail. He ran a four-page, seven-column paper, all home-printed. The paper had been running Populist. Mr. Bliton changed it to independent and lost a lot of his subscribers.

The town in those days had a population of less than a thousand, but the paper had 500 circulation when Bliton took it over. This was soon cut in two by the newcomer's unpopular political attitude, for neither Democrats, Republicans, nor Populists fancied this "independent" idea.

He kept to his line of policy, however, and, with the town prospering, managed to pick up friends. One of his earliest tasks was to quell quarrels and fights between east-side and west-side factions—divided by the Southern Pacific station, then near the center of the little town. In a year and a half he had the circulation up to 1500—much of it in the surrounding territory. For a time after 1894 he had W. T. York as a partner.

A line on Medford scales and standards in those days is gained from the fact that when the *Mail* in 1899 moved to new quarters in a brick building it was forced to pay what Publisher Bliton regarded as exorbitant rent of \$15 a month. After ten years the landlord erected a new brick building and sent the rent up to \$16!

About that time, 1909, Mr. Bliton sold the paper to George Putnam, who since 1907 had been the editor of the new *Tribune* and had brought an era of livelier journalism to Medford. Mr. Bliton, after many years with the C.-O. Power Company, is now an insurance agent.

Born in New Orleans and educated at the University of Nebraska, Putnam already had accumulated a lot of newspaper experience and had his journalistic character well formed. In 1896 he was reporter on the San Diego (Calif.) *Tribune*; 1899-1900, private secretary to N. W. Scripps; 1901, coast manager of the Scripps-MacRae press service; 1902-04, founder and editor of the Spokane (Wash.) *Press*; 1904, editor of the Eureka (Calif.) *Herald*; 1904-07, news editor of the *Oregon Journal*, part of the time under John F. Carroll, former Denver newspaper man who was helping C. S. Jackson make a crusading paper of the new *Oregon Journal*.

With this background nothing flabby in journalism could have been expected of the new acquisition to Medford journalism. He stirred things up.

Before taking up his Medford career, let's go back and sketch in briefly the rest of the Medford journalism background. The old *Monitor* had been revived in 1896 and, combined with the Gold Hill *Miner*, ran through two free-silver campaigns under the editorship of E. Everett Phipps as a silver organ, the *Monitor-Miner*. The *Medford Enquirer*, established as a weekly in 1894, was running along as a Democratic paper under the editorship of Horace Mann, suspending in 1904.

The Medford *Tribune* was, really, a continuation of the old Ashland *Tribune*, which, founded in 1896, had been conducted as a semi-weekly. Publisher J. M. Potter moved the plant to Medford in March 1906 and started the *Tribune* for the Tribune Publishing Co. as an evening and weekly Republican paper. The *Tribune* had, as a twice-a-week edition, the *Southern Oregonian*, established four years before by Sidney D. Charles. The *S. O.* had absorbed in 1906 the old Jacksonville *Times*, conducted so many years by Charles Nickell, and adopted its volume number, going back to 1877. The weekly *Sun*, issued Sundays, also had been running since 1906, when it was started by L. C. Branson and S. Sumpter Smith. All four of these papers are included with the *Mail* in the genealogy of the *Mail Tribune*.

In 1902 Mann ran for a time as a semi-weekly and was encouraged by the young semi-weekly *Southern Oregonian*, which greeted Mann's announcement with the hope (expressed June 21) that "the *Enquirer* will meet with the success which its enterprise merits. From a semi-weekly it is but another step to a daily; and when Medford is in a position to support a daily newspaper it can truly be called a metropolitan town."

The daily did not come from either the *Enquirer* or the *Southern Oregonian*. The *Enquirer* faded out before long, and the *Southern Oregonian* became the semi-weekly edition of the *Tribune* under George Putnam.

Both the *Mail* and the *Tribune* were publishing dailies. Both had started in 1906, the *Mail* issuing in the morning and the *Tribune* in the afternoon.

Under Editor Charles the *Southern Oregonian*, a four-page seven-column semi-weekly (Wednesday and Saturday), told its readers in its first week (April 5, 1902) that "advertisements would be inserted at reasonable rates." The twice-a-week was sold to subscribers at \$1.50 a year or \$1 for six months.

The paper advertised its telegraphic news as "the latest. Twenty hours ahead of the Portland and 25 hours ahead of the San Francisco papers."

An editorial urged the setting apart of Crater lake as a national park; another urged a state appropriation to help the historical society, the Native Sons, Native Daughters, and Pioneers' association in preserving early historical data and materials. An issue a little later (May 17) was one of the first school editions, prepared by school children, in the history of Oregon. "The *Southern Oregonian*," said an editorial, "concerned itself only with the mechanical part of the edition—all the rest was handled by the school children." The profits, \$60, went to buy uniforms for the high school band. Twenty-five hundred copies were printed.

So we have George Putnam in Medford in 1907 succeeding A.

F. Moore as editor of the *Tribune*, taking a look at the way things were going and not entirely pleased with the way public affairs were handled. He said so, from time to time, in a way that made him plenty of powerful enemies, a lot of friends, and sometimes effected the desired results.

First, he didn't like the only kind of water the people of Medford had available to drink. He declared, in an issue of the *Tribune* in December, 1907, (which drew comment from the *Ashland Tidings* of December 30) that "the water from Bear creek is so muddy that it is clogging the meters, prompting the inquiry, 'Was there any water ever made dirtier than that now being pumped into the city mains?'" Putnam ended his editorial with the statement that "it is a serious question whether to sell such stuff as water is not a violation of the pure food law, as well as obtaining money under false pretenses." This was only one of a number of editorials on the subject. Results came in time. Today the Medford water supply is famous for its clear coldness.

Then one day in 1907 there occurred what has been called by other paper the "famous Barnum-Reddy fight." Putnam in the *Tribune* accused W. S. Barnum, president of the Rogue River Valley railroad, of attacking Mayor J. F. Reddy of Medford with an axe. Mr. Putnam, who was an eye-witness of the incident, was (37) the "sole witness for Mayor Reddy in his effort to have the Rogue River Valley Railroad president indicted for assault, the preponderance of evidence before the jury, however, being to the effect that Barnum was not guilty of assault as charged by the mayor and editor. While the matter was still pending before jury and court the Medford editor published an article in severe criticism of the jury and prosecuting officials" . . . He was indicted by the grand jury, and Judge Hanna issued a bench warrant for his arrest.

"Near midnight of December 21," said the *Southern Oregonian* of February 5, 1908, "while the editor of this paper (Putnam, also editor of the *Tribune*) was speeding north to spend the Christmas holidays, he was pulled from a berth in a Pullman sleeper at Roseburg, denied communication with friends, and thrown into the Douglas county jail to remain until noon of the next day, because of the alleged libel of Deputy District Attorney Clarence J. Reames and the Jackson county grand jury in a criticism of their action in exonerating President W. S. Barnum of the Rogue River railway, who made a murderous assault upon Mayor J. F. Reddy with an ax."

Following this, the editor exposed the conditions of the Douglas county jail, which was later declared unfit for habitation.

The editor was returned to Jacksonville, tried, and convicted, in a trial whose conduct brought criticism not only from the editor's own paper but from the *Portland Oregonian*.

"Judge Hanna's ruling yesterday," said the *Tribune* of January 11, 1908, in the course of the trial, "practically shut out all material evidence for the defendant, by denying him the statutory right to prove the truth of his alleged libelous article, after he had testified as to the proper motive for publication." One of the witnesses for Putnam was Oswald West, then railroad commissioner, later governor.

To make a long story short, the supreme court of the state of Oregon came to the rescue of Putnam, who, incidentally, had the story in his own paper covered colorlessly, with all subjective description studiously avoided.

The record of the case in the Jackson county courthouse shows the following summary:

- 21 December 1907—True bill for libel.
- 11 January 1908—Found guilty and fined \$150.
- 1 February 1909—Supreme court finds error in trial as alleged; judgment of lower court in all things reversed and set aside and new trial awarded to the appellant.
- 14 April 1909—Circuit court allows Putnam \$45 for his court costs.
- 24 January 1910—Case dismissed for want of prosecution; further ordered defendant and his bond be exonerated.

This was a complete vindication of Putnam's conduct as an editor. As long as he remained in Medford, about eleven more years from the date of his trial, he continued to criticise freely whenever he thought public interest demanded.

When the *Daily Tribune* entered its fourth year (March 20, 1909), just a few weeks before the consolidation of the *Mail* and the *Tribune* as the *Mail Tribune*, Editor Putnam said, in a double-column leading editorial of several hundred words:

The paper that has no enemies has no friends. . . The *Tribune* has critics—but "to escape criticism, say nothing, do nothing, be nothing," and the *Tribune* has something to say, something to do, and intends always to be vital force in the life of the community. It has the courage of its convictions.

A bitter personal fight has been made against the *Tribune* because it printed the truth. It has fought anew the battle for the freedom of the press. It has been boycotted because its policy could not be controlled. Its editor has been thrown in jail, unjustly convicted and fined, slugged on the streets, and denied justice by two grand juries. . . But having established the justice of its cause, *The Tribune*, with charity for all, bears malice toward none.

The paper had 13 columns of advertising out of a total of 28 columns of space that day—a percentage which usually means a profitable paper.

There was no change of policy during the Putnam direction of the paper—though old-timers say they think the rather less volatile George Putnam of today could have accomplished as much with less explosion as in the old days of storm and stress.

George Putnam left Medford in 1919 to take over the *Capital Journal* in Salem, which he is still publishing today. In a final editorial, April 1, 1919, he took only 250 words to say good-bye, announcing his retirement as president of the Medford Printing Company and editor of the *Mail Tribune*,

having sold my interests to my associates, Messrs. Ruhl and Smith of the *Medford Sun*. For eleven and one-half years it has been my pleasure to daily tell the current story of the Rogue river valley . . . and to have been a vital factor in community development.

During all these years . . . years of boom, years of slump and years of recuperation . . . the *Mail Tribune* has been aggressively on the firing-line for progress—social, industrial and political—or endeavors to be.

An indulgent public has apparently become convinced of my sincerity—for I have not been jailed or assaulted for a long time. Its toleration . . . has earned it a respite—or some would say—a surcease of evil.

The new editor of the *Mail Tribune*, Robert W. Ruhl, had come to Medford in 1911 and bought a substantial interest in both the weekly *Sun* and the daily *Mail Tribune*. He conducted the *Sun* in a way that attracted attention to the soundness and the cleverness of the paper. An Illinois native, he had been graduated at Harvard. One of his classmates there and a fellow-member of the *Harvard Crimson* staff was Franklin D. Roosevelt. Early newspaper experience, after the *Crimson*, was gained in 1904-06 on the *New York Globe* and *Commercial Advertiser*. In 1907-09 he was on the editorial staff of the *Republican* in his native town of Rockford. Two years on the *Spokane Spokesman-Review* staff, and he was ready to step out for himself. He chose Medford and bought into both papers there.

In his unsigned salutatory April 2, 1919, Mr. Ruhl, speaking for himself and Mr. Smith, said, in part:

In short, to be as brief and painless as possible, this paper is to be independent, as a reading of the title to the left indicates. Not independent in a non-partisan sense, but independent in a literal and perfectly sincere sense. Shocking, we know, but true, quite true.

This was published, it was said, in response to

a number of requests . . . that this paper state its policy. . . When it comes to pledging this paper to one political organization, we confess we are somewhat at sea with neither sail nor compass. In fact, we can discern no political land in sight. Not only do the political eggs seem hopelessly scrambled, but the entire political atmosphere appears in such a state of fluxional obfuscation as to render any immediate homage entirely impossible.

Reference was made to the jangling elements in each of the political parties—Wilson and Champ Clark, Taft and Senator Poindexter.

As soon as the fog lifts, and we can see what the parties are and what they stand for, we are going to back the one we like best and run on high till the end of the campaign. . . . In fact,—and here comes another shameful confession—this paper is to be much more concerned with news, and the advancement of the material welfare of this section of the state than it is with who sits in the White House, or the political complexion of the master game warden.

This independent policy, it seems, has, in the main, been followed through the years. As a political attitude, it is far from being as strange doctrine now as it was about twenty years ago.

The most conspicuous achievement—though Mr. Ruhl himself does not regard it as anything but his duty as an editor—of the *Mail Tribune* came in connection with the Banks tragedy of 1933, when the sane, courageous fight of the newspaper on a violent group of politicians that flouted law and order in the town won it the Pulitzer prize.

The *Medford Daily News*, publication of which played a part in the downfall of Llewellyn A. Banks, former wealthy California orchardist, was the outgrowth of several Medford papers.

The *Medford Clarion*, weekly, Friday, was founded in 1920 by W. E. Phipps, built up a good circulation, claiming as high as 2500 in 1923. In 1924 it became the *Jackson County News*, with Lee B. Tuttle editor. The paper became the *Daily News* October 19, 1926, with Mr. Tuttle still in editorial control and continuing a moderately liberal editorial policy. Dan Bowerman was news editor. The paper was never very prosperous, and in 1929 it was purchased by Banks, who had extensive Jackson county interests as well as his California properties. Banks had some ideas, but a certain lack of balance was apparent from the beginning. He was antagonistic and suspicious. His news staff was kept jittery. He opposed important interests in Medford and was soon in trouble.

One day early in his newspaper career he called in his business manager and asked him how much it would cost him to run the paper if he had no advertising and no paid subscribers. The manager disliked to contemplate such a situation but gave him the figures. Banks replied that he could easily handle that situation for an indefinite period.

Reverses came, and Banks was to discover that nothing loses faster than a losing newspaper. Soon the paper was on the financial rocks, and the worse the finances, the wider became Banks' field of enemies, real and imaginary. He backed a "good government league" to fight for civic reforms in Medford—which sounds reasonable enough, but Banks' zeal was fanatic and his personal contacts were violent. What he might have accomplished with better balance and a less violently emotional set, it is hard to say. But the net result of two years of his activities in Medford was a community divided sharply against itself and a very unhappy, dangerous atmosphere.

Finally his affairs fell into chaos. He lost his paper for debt. Crushed by his troubles and goaded by some of his enemies, he shot and killed (March 16, 1933) a peace officer who had come to arrest him in connection with a theft of some ballots in an election. He was convicted of second-degree murder at a trial held in Eugene and is now serving a life sentence in the state penitentiary.

Meanwhile a rational editor was achieving recognition for his steadfast work in striving to hold the community together. For a "campaign against unscrupulous politicians in Jackson County" the Pulitzer prize, a \$500 gold medal, was awarded the *Mail Tribune*, edited by Robert W. Ruhl.

Reorganization of the *Medford News* after the Banks fiasco resulted in the purchase of the paper by Moore Hamilton, who is conducting a constructive Friday weekly from the plant which a few years ago was the center of community chaos.

Meanwhile Earl H. Fehl, politically minded, had taken over the *Pacific Record-Herald*, descendant of an old Jackson county newspaper, and was playing a game roughly parallel to that of Banks. Fehl, elected county judge, became involved in the ballot trouble and was sent to the state hospital at Salem. He was released later on condition that he stay away from the scene of his troubles, Jackson county. His wife conducted the paper for a time but finally gave it up.

An interesting Medford publication which ran along from 1909 to 1912 was the *Saturday Review*, published by M. E. Worrell. The paper expressed itself as devoted to society, real estate, markets, local markets, domestic science, women's clubs, higher life, books and magazines, music and the drama, the week's events. The paper sold for \$1.50 a year and advertising at 25 cents an inch.

Medford newspapers have normally had strong staffs through the

years. One of those who has received the largest measure of notice is Arthur Perry, city editor and columnist on the *Mail Tribune*. His "Smudge Pot" column received the highest praise in Alfred Powers' *History of Oregon Literature*, and Edson Marshall, novelist, former Medford resident, is quoted as saying that Perry, popular though he is at Medford, where he has done newspaper work for more than twenty years, is much greater than his home folks have any idea.

S. Sumpter Smith, former business manager of the *Mail Tribune*, died November 5, 1935, at the age of 65 after a long and honorable career in newspaper work. E. R. Gilstrap, formerly of Eugene, is the present manager of the paper.

Jacksonville.—This little town was the metropolis of southern Oregon when statehood came, and it held its position for a good many years. We have noted (39) the beginning of the *Table Rock Sentinel* in 1855, when W. G. T'Vault, Oregon's first editor, whose grandson, Thomas G. Kenney, is a resident of Medford, added another first to his list by becoming the first editor in Jackson county. Just before statehood the name of the *Sentinel* was changed to *Oregon Sentinel*, which it retained to the last days, when the rise of Medford and the decline of Jacksonville brought about the death of the historic old paper.

In October 1859 the paper passed into the hands of O'Meara and Treanor. Treanor retired in less than a year, and O'Meara abandoned the paper in May 1861 (40). The paper had been consistently Democratic, intensely so, up to this point, resulting in boycott by the loyal Unionists.

Just before abandoning the *Sentinel* O'Meara had published an editorial deprecating the possibility of the extension of the war to the Pacific Coast.

Let us not so shape events (he wrote Saturday, May 4) that the emigrant shall but escape war at the East and find it in their new sought homes in the farthest West. We should all forget our past political and other differences; forget that we ever disputed or quarreled, sink the past and prepare ourselves, no matter how the issue Eastward may result, to be in fact a compact, united, harmonious people forevermore.

This was not exactly calculated to stimulate support for the Union forces who were rushing to the colors just about then.

Nearly three columns of his first page in the same issue was devoted to full quotation of a speech made April 2, 1861, by John C. Breckenridge in the Kentucky house of representatives suggesting secession.

These items may have been something to do with hastening O'Meara's departure from the paper.

A change came with the acquisition of the *Sentinel* by Henry Denlinger and W. M. Hand, printers, in 1861, and it was never again a Democratic partisan—usually, in fact, strongly Republican. Hand left within the year to volunteer in the Union army, and Denlinger carried on the paper until July 1864. His editor was young Orange Jacobs, a strong Union man, who expressed his sentiments strongly in the paper. His two years and a half on the *Sentinel*, which he left in July 1864, were characterized by brilliant writing not only in his editorials but through the body of the paper. He became a lawyer, and in 1867 went to Washington territory, where he became eminent in the law and rose to be a justice of the territorial supreme court.

T'Vault, founder of the *Sentinel*, let his pro-Southern feelings overcome his normal American patriotism in Civil war times. The following exchange, taken from the Jacksonville *Democratic Times* and the *Oregon Sentinel* indicates his feeling for the Pacific Republican plan which had loyal Union men of the West worried at this time. T'Vault, who had started the *Sentinel* and had seen it drift from pro-secession clear to extreme Republican in a few years, had written the *Portland Times* as follows:

Lewiston, July 7th, 1862.

Editor *Times*:—I see in the daily issue of the 2d inst. of your paper, the obituary notice and coroner's inquest, held over a dead body found at Portland, from which you say it "leaves but little doubt that the dead body was that of Col. T'Vault." As to my obituary, I am thankful for your references. But few men live to read what is said of them, after death; however, I assure you that I am still alive, and expect to live to occupy a high and honorable position in the Pacific Republic.

The Colonel had, more or less, "asked for it," and here is how Orange Jacobs landed on his exposed chin:

By request (Jacobs commented in the *Oregon Sentinel*) we copy the above from the *Portland Times*. Well, Colonel, we are glad to learn that you are still alive. You *may* live to occupy a *high position* in a Pacific Republic, but we have serious doubts about its *honorable* nature. We don't believe you will ever occupy either.

July 9, 1862.

The *Sentinel's* next owner was B. F. Dowell, who published the paper from 1864 to 1878, using the following editors in succession: J. M. Sutton, D. M. C. Gault, William M. Turner, E. B. Watson, Harrison Kellay, and Ed F. Lewis. Frank Krause pur-

chased the paper from Dowell in 1878 and had Turner with him as editor from 1880 to 1882.

The *Sentinel* in those days of more than half a century ago (1883) was a seven-column, four-page paper issued Saturdays at \$3 a year. There were five columns of advertising on the left side of the first page in the issue of October 13, 1883, and the other two columns, with a runover, were filled with an interesting list of "Our Heaviest Taxpayers." There were 350 of them who paid on a valuation of more than \$2,000. At the top was C. E. Tilton, valuation \$25,000, and next H. F. Baum with \$23,900, then G. Karewski \$22,455.

Page 2 was filled with editorial and miscellany, two columns, and advertising, five columns. G. Karewski, just mentioned, had a big display ad topped with black type an inch deep: "Attention Everybody! Stoves, Agricultural Implements."

Page 3 had six columns of locals and personals, with no headlines, and a column of advertising. Page 4, six and a half columns of advertising and the rest miscellaneous matter. The paper's format changed from time to time. For instance, under D. M. C. Gault, in 1868, there were six wide (2½-inch) columns.

Krause was still editor through 1886. The next publishers were Will Jackson and J. W. Merritt, then M. Langell in 1887. The paper was sold to Charles Nickell March 16, 1888, and suspended, leaving the shrinking field to the Democratic Jacksonville *Times*.

Another *Sentinel* appeared in 1902, with Charles Meserve editor. It was discontinued in 1906.

In 1857 Beggs & Burns had started the Jacksonville *Herald*, a short-lived paper (40). In the records of Jackson county is a bill of sale from William J. Beggs to W. G. T'Vault covering the plant of the *Herald*. The items listed will give an accurate idea of what the well-equipped newspaper had to have in its back shop in 1858. The plant was used in August 14, 1861, by O'Meara & Pomeroy to start the *Southern Oregon Gazette*. This paper was so intensely Democratic under O'Meara that in a few months it was barred from the mails.

Following is the list of material sold by Beggs and Burns:

One Imperial No. 3 Wash. press, one rolling frame and apparatus, and roller and roller mold, 2 double chases, 1 pair of cases, 5 job chases, 1 job hand roller frame, 1 cabinet galley with slides, 1 small cabinet for cases, 17 pairs of cases, 1 bookcase, 1 stove and pipe, 1 bank and 1 table, 4 double stands, 1 slice galley, 4 brass proof galleys, 4 wood galleys, 1 wooden job stick, 1 iron job-stick, 3 composing-sticks, part of a keg of news ink, part of a keg of book ink, 2 small cans of red ink, 1 lead-cutter, 2 chairs, 2 stools, 1 large font of Bourgeoise about 300 pounds, 1 large font of

Brevier, about 300 pounds, 8 fonts of English, 3 varieties of border, 6 fonts job type, metal, 25 pounds more or less of display type for paper, lead advertising rules, cuts, etc., paper boards, wriglets, brass and wood rules, sponge, proof brush, lye brush, planer mallet, basket, bucket, dipper, wash-pan, boiler and kettle for rollers, wrench, screw-driver, saw, miter box, a lot of blank deeds, notes of hand cards, envelopes, note paper, bill paper, wrapping paper, pens, and six printer's candlesticks, and everything else appertaining to the office of the newspaper lately known as the Jacksonville *Herald*. Consideration \$1400.

In May 1862 the *Civilian* was started to take the place of the *Gazette*. D. William Douthitt was publisher. The paper, less violent than the *Gazette*, was strongly enough Democratic to be rather unpopular with a large element of the population, and the end came in a few months.

Mr. T'Vault, who seems to have owned the plant, having purchased it when the *Herald* failed, now started the *Intelligencer*, but it died late in 1864. This was T'Vault's last Oregon newspaper. He died of small-pox in Jacksonville in 1869.

In January 1865 P. J. Malone, formerly of Portland, Albany, and Corvallis, started the *Oregon Reporter*; but he retired at the end of the first volume, having failed to make an impression. He was succeeded by Frank R. Stuart, who remained until 1867, when Stuart and Fidler (W. W.) changed the name to the *Southern Oregon Press*. A few months, and this venture too had failed, and the plant was used to start the *Reveille* in July 1868 for the Democratic committee. It soon died from malnutrition. Voluntary contributions from politicians were insufficient for its needs.

The next year P. D. Hull and Charles Nickell started the *Democratic News* to take the place of the *Reveille*. The plant was destroyed by fire in 1871, and Nickell launched the *Democratic Times* to look after Democracy's needs in Jacksonville. This paper went right on down to the twentieth century, conducted most of the time by Nickell himself, until its consolidation with the *Southern Oregonian* about 30 years ago. Nickell was a prominent and popular figure in southern Oregon and active in the state editorial association, but his fame was in eclipse before the end. Most of the time his paper was a weekly, issued, at various times, on almost every day in the week. Beginning in 1895 it ran for a time as semi-weekly, Monday and Thursday.

The present Jacksonville paper is the weekly *Post*, issued on Friday, with occasional lapses, since 1906, when it was founded by J. B. Barnes. S. P. Shutt, D. W. Bagshaw, Blanche Johnstone Cook, W. T. Bray, C. J. Shorb, R. E. Blankenberg, have been

among the several editors. The present publisher is Wallace Iverson.

One of the type cases of the Jacksonville *Times*, which became part of the equipment of the *Southern Oregonian*, then of the *Tribune* and the *Mail Tribune*, had come from the old *Table Rock Sentinel*, which took over the equipment of the defunct *Umpqua Gazette* of Scottsburg in 1855. Bullet-marks on it indicated it had been used, very likely, as an improvised breastwork against the Indians in the fighting of that period.

Gold Hill.—This little Jackson county town is known chiefly as the place where the Lampmans, Ben Hur and Rex, got their journalistic start. It was on the *Gold Hill News* that Ben Lampman attracted the attention of the *Oregonian* by his nature paragraphs, poems, and general writing ability—and he left Gold Hill for Portland in 1916—to remain. Rex Lampman, another Gold Hill *News* man, worked on many newspapers, large and small, all over the country, doing editorial, features, columns, whatever was needed, until overtaken by ill health in the last few years.

But the *News*, established in 1897 by E. K. Churchill, was not Gold Hill's first paper. E. Everett Phipps had established the weekly *Miner* there in 1895. This was a four-page, seven-column paper, with two columns of ads on the front page. The subscription price was \$1.50 a year. In the 1896 campaign it carried the People's Party (Populist) ticket at its masthead, including E. E. Phipps for county superintendent of schools. After a year or so he moved the paper to Medford and combined it with the *Monitor* as the *Monitor-Miner*.

The Lampman regime at Gold Hill was followed by that of Howard E. Wharton. He was followed, in turn, by C. J. Shorb, who added the *News* to his chain of small papers. Then came R. E. Blankenberg, who took over the Shorb chain, and the current editor is Wallace G. Iverson. Early editors, before the Lampmans, were John Conger, Charles Bros., F. W. Sears, John Hammersley, Lynn Purdin, Harry Murray.

Central Point.—S. A. Pattison, later of Condon and Heppner, founded Central Point's first paper, the *Central Point Herald*, a Thursday weekly, in 1906. It was an independent paper, four pages, five columns. The town's population was 322. Mr. Pattison ran the paper for several years.

After a hiatus of a good many years, an epidemic of journalism broke out in Central Point in 1928, when both the *American*, a Friday weekly, started by John B. Sheley, and the *Star*, a member of the C. J. Shorb chain, entered the restricted field. The *Star* withdrew in 1930. Ellis C. Galt edited the *American* that year. The present editor, A. E. Powell, old-time printer and editor, has been connected with the *American* for several years.

Rogue River.—This tiny little town in Jackson county also had

its newspaper—at least one. C. J. Shorb tried it as a member of his chain of southern Oregon country papers in 1926; but the place was too small, and the paper died the same year. More recently the town is covered in a local way by the *Rogue Record*, combined town and school weekly mimeographed publication, under the direction of Miss Nell Perrine. The paper is now (1939) in its sixth year.

Ashland.—The Ashland *Tidings*, now more than 63 years old, was Ashland's first newspaper. The town had 500 population in 1876, when its journalism was born. The first issue of the *Tidings*, then, of course, a weekly, came off the press June 17, 1876. J. M. Sutton was the first editor, publisher, and owner.

The advent of the newspaper was a great event and so recognized, and there was a grand scramble for the first number to come off the old Washington hand-press. Welborn Beeson, who had hauled the press from Roseburg, a distance of 125 miles, had been promised the first copy, but C. B. Watson, who two years later was to establish the first newspaper in Lake county (41), and Clark Taylor got the first and second copies, as it happened.

The health of the first editor soon failed, and after a few issues J. M. McCall & Co., Ashland merchants, took over the paper. Capt. O. C. Applegate was the next publisher, taking hold in 1878, in time to get his name into Pettengill's 1878 newspaper directory.

William Leeds and Corliss Merritt purchased the paper in 1879. Mr. Merritt soon sold out to Mr. Leeds, who conducted the paper for many years, starting a semi-weekly in 1892. He became state printer in 1894, serving for eight years, and died in southern California in 1921.

Another long-time publisher of the *Tidings* was F. D. Wagner, who had been "roller boy" on the paper in 1881 and had grown up with the plant. He was taken in by Mr. Leeds as partner and active manager in 1894, when Leeds took over the duties of state printer. He soon purchased the Leeds interest and continued as editor and publisher until 1911. R. B. Bennett and F. M. Bennett, later of Hood River and The Dalles, conducted the paper through 1911 and 1912, when Bert R. Greer purchased it.

The first linotype was installed in 1908 by Mr. Wagner, who ran the paper as a semi-weekly. The *Daily Tidings* dates from September 1, 1919, under the ownership of Mr. Greer, who conducted the paper until his death in 1927.

The *Tidings* was then taken over by the Ashland Printing Company, with C. J. Read editor and manager. In 1928 Mr. Read was succeeded as editor and manager by G. M. Green, who has continued direction of the paper.

The best Publisher Sutton could do in his first issue was two pages of local news, editorial, and advertising, with the other two pages "patent" ready-print. The equipment consisted of the old hand-

press, in at the birth of almost all the pioneer papers; a few fonts of type, and a hand-inking job press. In his opening editorial Mr. Sutton said: "Believing that there is ample room in southern Oregon for a good independent family newspaper, we have resolved to make our effort to establish such a one." The paper continued independent in politics until the late eighties, when, following the suspension of the old Jacksonville *Sentinel*, it became a Republican organ.

The *Tidings* has not been without competitors through the years. E. J. Kaiser, well-known southern Oregon newspaper man, started the *Valley Record* as a Thursday weekly in 1888 while Mr. Leeds was publishing the *Tidings*. This newspaper ran under Mr. Kaiser's direction until 1912, when he became postmaster at Ashland and Charles B. Wolf took hold of the paper. Mr. Wolf dropped the *Valley* from the title on taking control. The paper was suspended in 1919 by W. M. Barber, who had succeeded Mr. Wolf as owner. Mr. Kaiser was back in control during 1917, on retiring from the postmastership.

The *Tribune*, founded in 1896 as a weekly, ran along, part of the time as a Wednesday-Saturday semi-weekly, until 1906. A. C. Jacobsen and J. M. Potter, successively, were editors.

Town Talk, a weekly, started in 1896 and suspended in 1902, had for one of its publishers George C. Stanley, who later became interested in mining and merchandising.

POLK

Dallas.—A Baptist Democratic weekly, the *Religious Expositor*, was Polk County's first contribution to Oregon journalism. It was published at Eola, a little town near the Marion county line, by C. M. Mattoon, in 1856. The first number, which was closer to the last than the hopeful publisher had any inkling, appeared May 6. After a few issues the paper was moved, July 19, to Corvallis, where it died October 11, a few months before the appearance of J. C. Avery's *Occidental Messenger*.

The Dallas *Weekly Itemizer*, which survives as a part of Earle Richardson's *Polk County Itemizer-Observer*, published at Dallas, was the county's next newspaper, the first one of any real significance. The first number appeared in 1868. (42). It was founded, like so many other newspapers, by J. H. Upton, and its first name was the *Polk County Signal*. The *Signal* was a political newspaper, Democratic, "born," Vivian Fiske says, "for the political campaign in which Joseph E. Smith defeated David Logan for congress." It was a four-page seven-column paper, issued on Mondays, and Mr. Upton was asking \$3 a year.

The paper's next name was the *Oregon Republican*, given it in March 1870 by R. H. Tyson, editor and publisher, who changed the publication day to Saturday, cut the price to \$2 a year, and claimed 500 circulation. When P. C. Sullivan purchased the paper from Tyson in 1872 he called it the *Liberal Republican*, synchronizing with the Liberal Republican campaign of Horace Greeley, whom the newspaper supported for president. John J. Daly was the editor.

Several changes of ownership followed this disastrous campaign. Henry Sullivan and A. R. Lyle took hold but before long sold out to Reese Clark, later of Woodland, Calif. Clark in turn sold to Casey & Hammond, and Ed Casey soon became sole owner. The name had been changed to the *Dallas Itemizer*, December 2, 1872, under Hammond, Rubell, and Hedges, editors and publishers. Casey changed publication day to Saturday. Casey's ownership dates from 1875 to 1877, when Crosson & Williams (Walter) took hold. George E. Good became owner the next year. Good changed the name in 1879 to the *Polk County Itemizer*, which it remained throughout its independent career. The paper struggled financially, owing to the publisher's lack of business enterprise, and the first power press, installed by Good several years before any paper in the larger town of Corvallis made the venture, remained unpaid-for several years later. For one year Good tried to serve both Independence and Dallas with the same paper, printing it all at home but having one side (two pages) set up in Independence under the direction of M. L. Pipes, editor. In 1882 Mr. Pipes moved to Dallas and for more than a year occupied the chair of editor of the *Itemizer*.

Good sold to Rev. J. S. McCain in that year, and he to V. P. Fiske in 1883. Glass & Prudhomme became the publishers in 1885, and W. A. Wash in June 1888.

Mr. Wash was an interesting editor. Let's take a look at the *Itemizer* under his direction. Here's the issue of Friday, January 12, 1894. The paper, issued Fridays, had an 8-column, 13-em format. Five columns of ads on the left side of the first page, the rest boiler-plate (ready-set) miscellany. On the second page was a column of editorial and the rest nearby correspondence, mostly from Independence and Monmouth; two columns of advertising. Page 3 was almost solid with short items, sized from the top down with the largest at the bottom of each column. No heads adorned the items, which were separated by added space (the printer would say, by slugs). Half a column of advertising. Mr. Wash didn't need much space for set editorials, for he expressed himself and his attitudes in the news columns whenever the spirit moved him.

Sad indeed (he wrote, in the midst of the news items) and unfortunate must be the life of any woman tied to a drunkard or gambler. The moderate drinkers and amateur

gamblers of a few years ago are the drunkards and gamblers of today. Parents, for the sake of your daughters, suffer them not to associate with young men who frequent saloons and gambling places.

Another, on the same page:

Some people have no thought or idea of economy. For instance, they spend, say, \$20 a year for bacon and lard, bought a little at a time, when they could have bought for \$12 a 200-pound dressed hog and themselves made of it the same amount. A number of families in Dallas bought several hogs, made their own lard, and are now curing their own bacon.

Also this subjective little item:

The laws against stealing were made for the protection of honest people. There are a few rogues in different parts of the country, and it is almost certain that before another winter comes some of them will be wearing striped clothes among the other convicts over at Salem.

This news editorial item:

The city council have been petitioned to use their utmost endeavor to suppress gambling in Dallas, and it remains to be seen what action they may take. Is it possible that any member of the council will express himself as in sympathy with gambling or to let it alone? Both the state and the city laws forbid it, because of its continual bad influences and bad results, and if our city council will set their faces as one man against it in the saloons and elsewhere in Dallas, most of it can be suppressed. Will they do it?

Mr. Wash on cigarettes:

It is probable that congress will increase the tax on cigarettes from 50c to \$1.50. It would be a blessing to young men if they could be legislated out of existence, for they are sapping the mental and physical energies of thousands.

Page 4 contained two columns of advertising and six columns of boiler plate. A column of plate credited to the Department of Publicity and Promotion of the California Midwinter International Exposition was an advance blurb for the show, which opened January 1.

Glass & Prudhomme, predecessors of Wash, were two early members of the Portland typographical union who later became a big printing firm in Portland. Wash conducted the paper until 1906. In that year Fiske repurchased the paper, continuing as sole owner until it was consolidated with the *Observer* in 1927. M. L. Boyd, together with J. E. Bloom for three years and individually for the remainder of Mr. Fiske's ownership, had the *Itemizer* under lease.

The *Polk County Observer* was started in Monmouth in 1888 by Charles C. Doughty and George Snyder and was moved to Dallas. A few months later (January 29 of the next year) Snyder withdrew as a partner, and in 1892 Carey Hayter purchased an interest. In 1899 Mr. Hayter bought Mr. Doughty's interest and continued as publisher until 1910, when he leased the paper to Jack Allgood and Dean Collins. Collins was a young graduate of Dallas Academy and the University of Oregon who later was to advance into the front rank in Portland journalism.

In 1911 the *Observer* was sold to Eugene Foster and William Totten. After Foster's death Totten sold to Volk and Parsell in 1914. Parsell sold to Volk, and Volk to Lew Cates in 1914. H. W. Brune bought the paper in 1916 and turned it back to Cates the next year to enlist in the army. E. E. Southard then purchased the paper, and in a few months Cates had it back again. The last owner prior to Earle Richardson was E. A. Koen, later of Oregon City, who conducted the *Observer* from 1919 until March 1, 1924. The *Observer* plant was destroyed by fire in April 1921, but Koen did not miss an issue and soon had an enlarged plant. Richardson came to Dallas from Elgin, where he had conducted the *Elgin Recorder*, his first independent publishing venture, for a short time. He had previously been associated with W. Arthur Steele in the publication of the *Clatskanie Chief*. To the *Chief* he had gone after two years of work as an employee, part of it on the *Cottage Grove Sentinel* under Elbert Bede and the rest on the *Oregonian* as a reporter under City Editor Horace E. Thomas. He had been graduated from the University of Oregon School of Journalism in 1920.

The *Itemizer-Observer*, notwithstanding a general policy of sparing use of editorial, is not backward when anything really needs to be said. What Mr. Richardson can do on occasion was demonstrated in his two-year fight against a dishonest public official, conducted in the face of what the *Oregonian* in an editorial of appreciation published December 12, 1933, called "severe and threatening" disapproval. Reviewing the case, the *Itemizer-Observer* expressed the editor's attitude as follows:

We decided that if necessary we would walk out of Dallas still able to look our fellowmen in the eye, and hold our own head high, even though it cost us everything we had in the world.

Threats of retaliation should the editor dare to discuss in print "the repeated neglect of the court to pass sentence" were published in the paper and ignored. The outcome was victory for the paper and the public interest; but the issue was long doubtful. "The people of Polk county and of Dallas," the *Oregonian* concluded, "should be proud of the *Itemizer-Observer* and its editor."

The other Dallas publications were the *Valley Transcript*, the *News*, and the *Oregon Woodman*. The *Transcript* was established by A. V. R. Snyder November 1, 1892, and continued until June 1, 1895, when it was moved to McMinnville. During those years the small Polk county seat of government had three newspapers—the *Transcript*, the *Itemizer*, and the *Observer*. The *Woodman* was a weekly fraternal paper, conducted by V. P. Fiske from March 1896 to March 1908. It was printed in the *Itemizer* office. The *News* was a Friday weekly conducted by E. C. Pentland, formerly of Independence, which was born and died within the same year of 1899.

Monmouth.—Prof. T. F. Campbell, who was president of Christian College, Monmouth, from 1869 to 1883 and the father of Prince L. Campbell, president of the University of Oregon from 1902 to 1925, was the founder of the first paper founded in Monmouth, the *Christian Messenger*, which also was the first paper started by the Christian church (Campbellite) on the Pacific coast. (43). Almost all its space was devoted to Coast news and very little to local. The first number came off the press October 8, 1870. The paper was established by Mr. Campbell to help him publicize and build up the college. He had come from Missouri in 1869 to be president of the college, and the paper was started at the beginning of his second year as head of the institution. The equipment included a steam press, which was one of the first in the Willamette valley. The printing was done by a printer named Dellinger, who happened along at the time. His successor, when he moved after a few weeks, was Robert Foulkes, a printer recently from Wales, who had settled at Falls City. When the publisher sought to interview him, the newcomer could not speak English and Mrs. Foulkes acted as interpreter. Mr. Foulkes remained with the paper as long as it was published in Monmouth (it was moved away a few years after President Campbell went back to Missouri to head a Christian college there.)

Robert Foulkes later moved to Portland, where his son David, who set his first type on the *Messenger* in 1884, became a journeyman printer, working for George H. Himes, then went to the *Oregonian* in 1889, working up to be head of the entire mechanical department of the paper, in which position he remained until 1934.

One of Mr. Campbell's employees in 1879 was Mary Stump, business manager and proofreader. She later became the second wife of President-Publisher Campbell. Other helpers on the paper were Armilda Doughty and her brother Charles. Charles later founded the *Polk County Observer* in Monmouth (1888) and moved it the next year to Dallas, where, as part of the *Itemizer-Observer*, it has come down to the present. Young Prince L. Campbell used to come in Thursdays with John Stump to help fold the papers and swap the latest good stories. Miss Maggie Butler of Monmouth was another helper.

President T. F. Campbell wrote much for the *Messenger*, which is credited with assisting greatly in early Christian education in Oregon. The students of the college also used the paper as a vehicle for their offerings. The paper built up a circulation of nearly 2,000 a week.

Let's take a glance at the first number of the *Christian Messenger*. Saturday, October 8, 1870, it was a six-column four-page paper, issued from its office under the Good Templars' hall, Monmouth. The announced subscription price was \$2 a year, and advertising rates were \$2.50 a square (10 lines one column wide, or less) for the first insertion and \$1 for each subsequent insertion. The whole paper was characterized by what newspaper men would call the "religious slant." The salutatory indicated it was frankly a religious paper; the need was seen for a denominational medium. "We will give," said the editor, "a faithful history of current events and an impartial history of the times. Partizan politics and sectional issues that might be offensive to any portion of our citizens we will studiously avoid. All unlovely personalities and individual controversies, not involving a general principle, will be carefully excluded. No man will be permitted to cater to a vindictive spirit, or gratify his malice or hatred against a brother or fellow-citizen through the columns of this paper." The *Messenger*, in this connection, promised amends for any harm done, unintentionally, in this paper. "We will try to distinguish between the man and the principle he advocates." The paper promised not to oppose a good cause because advocated by a bad man, or vice versa.

All of which is pretty good gospel to this day, as instructions to young reporters and country correspondents.

An editorial advocated adequate organization by the legislature of the common school system in Oregon; another editorial supported the resolution in the legislature asking Congress to pass an act whereby the 500,000 acres of land granted at statehood for internal improvement or, in certain cases, for education, be applied exclusively to educational purposes.

In another column T. F. Campbell, editor-educator, recites that in the year he had been in Monmouth he opened Christian College (September 6), made 175 sermons, on 53 texts, four lectures on education, and one on temperance. A busy man!

In 1876 D. T. Stanley became editor and publisher. The publication day was changed to Friday. The next year the name became the *Pacific Christian Messenger* and the publication day was changed to Saturday. D. T. Stanley had associated with him Thomas Porter. In 1878 Mr. Campbell was back as editor with Miss Mary Stump as publisher. Editors during the eighties were Mr. Stanley, again, Bruce Wolverton, J. F. Floyd (1884), then Stanley again. In 1886 the paper was known as the *Christian Herald*. Soon afterward the paper

was moved to San Francisco, where it continued for several years. It was finally among the casualties of the earthquake and fire that destroyed the San Francisco business district in 1906.

The Monmouth *Democrat* was started in 1892 by A. B. McMullian, who ran it for about a year, when it was suspended.

Next came the Monmouth *Herald*, which has continued to the present. It was established September 4, 1908, by W. T. Fogle, who sold it in 1910 to David E. Stitt. R. B. Swenson, the present owner, who has built the paper to a very prosperous status, purchased the *Herald* in March 1916.

Mr. Swenson, who had come west in 1913 and settled temporarily in southern California, came north in 1915 and helped the publishers wind up the affairs of the old Bandon *Recorder*, which was then being crowded out of the field by the up-and-coming *Western World*. Mr. Stitt, who had pioneered in Bandon as a livery stable proprietor and had gone into newspaper work as something better suited to his tastes and a better line in which to employ his two daughters, had left Bandon in 1910 for the non-competitive field of Monmouth.

When Mr. Swenson took hold, the *Herald* was printed a page at a time on a large California job-press. The plant consisted of "two jobbers and a motor, some type, stones, and a paper-cutter," as Mr. Swenson recently expressed it. It was operated in a small home in the Monmouth residence district. Since then the *Herald* has changed presses three times, each a little better than the previous one. The new owner continued to set type by hand for a year or two, then bought a Unitype, soon displacing that by a linotype.

The *Herald* on one occasion printed "next week's paper" and put it in the post office ahead of "this week's paper." Explaining this chronological phenomenon, Mr. Swenson says the family (synonymous with office force) was to take a two weeks' vacation in the Yosemite. They filled the advance edition entirely with reminiscences and other time copy, climbed into the car, and headed south. Mr. Swenson was one of the first Oregon publishers to change his format to tabloid. He likes it that way.

Independence.—Martin Luther Pipes, who had arrived in Oregon May 17, 1875, from Mansfield, Louisiana, with his bride of a few weeks, went immediately to Independence, where he was to start the town's first newspaper. He taught school for a year, then (in 1876) started the *Semi-Weekly Telegram*. Mr. Pipes, a staunch Democrat, was assisted with the mechanical work by W. P. Conoway, an equally zealous Republican, from Missouri. The editor, who had started with the traditional "hatful" of type and an obsolete press, had to depend heavily on Conoway for the mechanical work, and not being much of a printer himself, found it necessary to watch

Conoway like a hawk to keep him from making embarrassing changes in the Democratic editorials. (44).

The paper lasted only six months, but it served to cut the journalistic eye teeth of the first president of the Oregon State Editorial Association.

The next paper in Independence was the *Riverside*, established by Quivey (G. W.) & Waller in 1879. It was an independent weekly, issued Fridays. It ran for five years.

The *West Side*, next in chronological order, and a namesake of a paper started at McMinnville in 1870, was to give his journalistic baptism to another considerable newspaper figure, Will H. Parry, founder of the Salem *Capital Journal*. The *West Side* was established by Parry in 1883 as an independent weekly, issued on Fridays. When Parry moved on to Corvallis in 1886 Will W. Brooks became editor and publisher, then (1888) E. C. Pentland, (1890) the anonymous Polk County Publishing Company. In 1891 the editor was J. R. N. Bell, who, like Pipes and Parry and Pentland, had been one of the founders of the state association, later becoming a loyal citizen of Corvallis. In 1893 Pentland was back as editor. In 1899 Editor J. W. Crawford made the paper Republican. The paper ran as a semi-weekly, the *West Side Enterprise*, in 1906, having been consolidated in 1905 with the *Enterprise*, which had been established by J. T. Ford in 1894. The paper later dropped the *West Side* part of the name.

The *Enterprise* had been established as a Democratic weekly, published Thursdays. Successive publishers up to 1905, when it consolidated with the *West Side*, were J. T. Ford (1894), Harry E. Wagoner (1897), Wagoner Bros. (1904), Walter Lyon (1905). In 1908 the consolidated paper, again known as the *Enterprise*, was back on the weekly schedule, with Charles E. Hicks issuing the paper on Thursday only. Z. C. Kimball, present owner, purchased the paper in 1920. A recent transfer gave the paper a new owner, Ralph H. Klitzing, formerly of the *Oregon Statesman*.

About that time another newspaper, which had been running in Independence, the weekly *Monitor*, since August 1, 1912, published by G. A. Hurley, suspended.

The *Enterprise* has had no competition since then.

LANE

Cottage Grove.—In less than half a century Cottage Grove has had a long succession of newspapers, editors and publishers, and many of the men engaged in Cottage Grove journalism have since become active and prominent on other publications and in other lines

of work. The one man who spent the most time, did the most work, became the best known as the Cottage Grove editor, and has supplied most of the information herein contained about the journalism of the community since the beginning, is Elbert Bede, editor of the paper for 25 years.

Cottage Grove's first newspaper, the *Leader*, was not printed in Cottage Grove but in Drain, 18 miles south, a much livelier town at that time. The first paper came off the press at Drain July 15, 1889. The editor was E. P. Thorp, who was at that time publishing the Drain *Echo*, established four years before.

On October 12 of the same year the *Leader* started publication in its home town. F. W. Chausse, later a member of the Portland printing firm of Chausse-Prudhomme, Portland, was the editor and publisher. Mr. Thorp continued with the *Echo* at Drain, but in 1895 came to Cottage Grove, bought out Mr. Chausse, and continued the Drain and Cottage Grove papers as the *Echo-Leader*.

A number of years ago, while equipment was being replaced in the office of the *Sentinel*, a much later newspaper, an old case was discarded. On the reverse side was found this legend: "E. P. Thorp, Drain, Ore. C.O.D. \$5735." That figure probably represented a large payment on the first newspaper plant that figures in the history of Cottage Grove journalism. The equipment included an army press. In the possession of the *Sentinel* is an old tombstone that shows signs of having done service as an imposing stone. A figure chiseled upside down in the inscription is believed to account for the discarding of the stone for cemetery memorial purposes. Years ago when an old building was razed, this stone and other items were found inside the walls. The building had once housed the *Leader*, and the stone evidently had been walled inside while the building was so occupied. Among the items inside the walls were some old iron quoins, patterned after the old wooden quoins for form-locking. They had to be driven into place with a "shooting-stick."

In February, 1897, Mr. Thorp dropped dead while on his way to the office, and the paper was taken over by L. F. Wooley, son of a pioneer preacher, who changed the title back to the *Leader*. Mr. Wooley died in Eugene within recent years. C. W. Wallace, another pioneer minister's son, became editor and publisher four years later, running an "independent Democratic" newspaper. Mr. Wallace was later in the mercantile business in Cottage Grove and is now living in Sunnydale, Washington.

There are at least three names still on the *Sentinel's* subscription list that have been there since the regime of Wooley and Wallace.

W. C. Conner, later for many years editor of the *Northwest Poultry Journal* at Salem, took over the *Leader* in 1903. He had been an apprentice under Mr. Chausse and was sent by Mr. Thorp to Riddle to establish a paper there (45).

Mr. Conner sold to A. Clifford Gage, later publisher of the *Angora Journal* and the *Portland Spectator*, June 17, 1904. In December of the same year Mr. Gage sold to a corporation made up of Herbert Eakin, banker; O. O. Veatch, merchant; F. J. Hard, mining promoter, and Frank Rosenburg, secretary of the commercial club. The paper became a Tuesday-Friday semi-weekly in 1905 under the title *Lane County Leader*.

Horace Mann had established the *Messenger*, a Friday weekly, in 1897. Two years later he sold to C. J. Howard, who changed the name to the *Bohemia Nugget*. Starting as "Independent," it became Republican the next year (according to announcement in Ayer's Directory). Mr. Hard, manager of the *Leader*, was at the same time owner of the *Nugget*—a fact not publicly known. Mr. Howard is living at Dorena, a short distance from Cottage Grove, serving as postmaster. From now on editors and publishers came and went fast.

July 18, 1901, T. H. Supple of Portland became associated with Howard but sold his interest back the next February, and April 18, 1902, Lee Henry took an interest with Howard. In the next August Henry bought Howard out, but in November Howard again took over the paper. January 2, 1903, Rev. Barton C. V. Brown became associated with Howard. As late as April 8, 1929, a news item told of Mr. Brown's opening a meeting of Death Valley pioneers at Stovepipe Wells, Death Valley, California. November 27, 1903, A. P. Bettersworth appeared as sole owner, although the paper actually was owned by C. J. Hurd. Bettersworth lasted only a few weeks, when he was succeeded by Col. Warner A. Root. Elbert Bede observes that the early papers in the town were strong for colonels and preachers. The Bohemia Nugget Publishing Company was mast-headed as the publisher.

J. McKean Fisher was editor of the *Nugget* during 1906, and W. C. Conner and Joe DuBruille were publishers of the *Leader* in 1907. The two papers were consolidated late in 1907, when Conner and DuBruille bought the *Nugget* and let the name die.

In 1905, having disposed of his interest in the *Leader* to Mr. Hard, C. J. Howard established a paper known as the *Western Oregon*. D. M. C. Gault, veteran publisher, now deceased, who also served a term as Cottage Grove postmaster, was editor of the paper in 1907, with Howard as manager. March 19, 1908, Mr. Howard became sole owner. July 31 of the same year D. W. and I. S. Bath became the owners. I. S. Bath later became a publisher at Goldendale, Washington.

It was Lew A. Cates, old-time Oregon newspaper man and owner at one time or another of several Oregon newspapers, who named the *Sentinel*, legatee and survivor of a long chain of papers. He

bought the *Western Oregon* October 1, 1909, and changed the name to the *Sentinel*.

September 1, 1911, Elbert Bede, who had come from Minnesota, where he had had his journalistic baptism as printer and publisher, purchased the *Sentinel*, retaining his interest until 1936. He soon took as a partner J. W. Grant, who is now a publisher at Barron, Wisconsin.

Meanwhile the *Leader* was running along. At almost the moment when Mr. Bede bought the *Sentinel* Dean & Dryden purchased the *Leader* from W. C. Conner and a year later sold it to Bede & Grant, giving them an exclusive field.

Mr. Conner revived the defunct *Leader* in June, 1913. The *Sentinel* owners had discontinued use of the name as part of their title. February 18, 1914, J. D. Quillen purchased the *Leader*, but a short time later Conner was again owner. He sold the paper to W. H. Tyrrell of Iowa, June 2, 1915.

Bede now bought the interest of Grant in the *Sentinel*, and a short time later he and Tyrrell formed a partnership, combining the *Sentinel* and the *Leader*. Bede had now purchased a *Leader* twice. Since then the *Sentinel* has held the field. Soon Bede became the sole owner. April 3, 1918, Elbert Smith became associated with Bede, and the partnership continued for several years, Mr. Smith, who had been appointed postmaster of Cottage Grove, became inactive on the paper. In 1936 the paper was sold to Judge Leonard S. Goddard, who had not long before retired from the supreme bench of the Philippine islands, and A. W. Shofstall, mechanical superintendent of the *Sentinel*. Mr. Goddard had gone to the islands with the American troops at the time of the Filipino insurrection, remained there to practice law, and was appointed to the judiciary of the islands. Since the fall of 1938 W. C. Martin has been publisher. Judge Goddard moved to California.

During the year the *Leader* was owned by Dean & Dryden, D. H. Talmadge, Salen philosopher, veteran editor and columnist, was editor for a time.

A Prohibition paper named the Cottage Grove *Moderator*, established in 1889, was listed in Ayer's Directory as having run for several years and achieved by 1896 a circulation of 700. H. W. Ross was listed as editor in the 1897 Ayer's.

Junction City.—Junction City's early journalism is shrouded in more or less haze. But there is no question that the *Times*, launched in 1891, had two predecessors. The first of these, listed in Ayer's Newspaper Directory for 1880, was the *Republican*, a weekly started (says Ayer's) in 1878 as a Republican paper, issued on Wednesdays. The founder was O. T. Porter, who also was the founder of the Harrisburg *Nucleus* in 1876. The *Republican* was a

four-page paper, 21x28, and the subscription price was \$2.50. The next year the publishers were Porter & Parker.

The next paper, following several years after the demise of the *Republican*, was the *Junction City Pilot*, established in 1888 as a Democratic weekly, issued on Fridays, by J. M. McCollum. In 1890 the paper was conducted by J. B. Morin and Ira Phelps. The next year the paper was suspended when Morin went to Harrisburg and started the *Courier*.

This left the promising field open, and it was soon occupied by the *Times*, founded by S. L. Moorhead. Morin paid the following tribute to Junction in announcing, through the *Harrisburg Courier*, the approaching advent of the *Times*:

The *Junction City Times* will appear next week. The field in which the *Times* will work is a good one, and though we abandoned it only a few weeks ago, the reason is not that we loved Junction less, but because we love our present location more.

But—Mr. Morin and his *Courier* were gone from Harrisburg in three years, while Mr. Moorhead carried on the *Times* for about 23 years.

Mr. Moorhead's salutatory on going to Junction from Eugene and bringing out the first issue October 10, 1891, was, in a modest way, rather a model for that type of article. It read:

The *Times* greets you brightly and cheerily, and we trust it will receive as responsive a throb from the hearts of the people with whom we are associated. Its mission will be to assist every enterprise that will tend to the upbuilding of city and community, and while we can do but little ourselves, we will be found in the procession of progress battling for the interests of all.

The *Times* will eschew politics and pursue an independent course. We may have occasion to make mention of certain nominees when the time arrives, but each deviation will be in the interest of this part of the county . . .

We want the assistance and hearty cooperation of every citizen, irrespective of party affiliation. . . . We have an abiding faith in this little city, and we are here to stay. While we cannot please all, we will aim to do what is just and right between man and man.

A prospectus carried in another column declared the paper to be "fearless, free, and independent," resembling Bob Johnson's "independent, fearless, and free" on the *Corvallis Times* two years before.

Moorhead gave the people a good home-town weekly, and appreciation was expressed by a steady increase in advertising. He was mayor of the town in 1895. During the early years of the paper's

existence, the county-division ferment noted in the Harrisburg *Nucleus* a few years earlier reappeared. In 1893 there was rather strong agitation for dividing the county into Lane and Blaine counties, and Mr. Moorhead was sharply criticised at Eugene for his fairly consistent support of the proposed division.

In an anniversary editorial published in 1926, Thomas Nelson wrote: "When and if on leaving Junction City we are held in as high esteem by the people as S. L. Moorhead we will feel that our work here has not been in vain."

Moorhead ran the paper in an eight-page five-column format. Four of the pages were ready-print. It was published every Saturday. The subscription price was \$2 during the greater part of his stay at the helm.

In June, 1914, the publisher sold to George H. Baxter and moved to Cowlitz county, Washington. February 1, 1915, Baxter was succeeded by William C. Parry, who changed the publication day to Wednesday and made it a four-page six-column paper. The young publisher's health soon failed, and he died late in 1918, after having reported for a time on the *Oregonian*. L. W. Charles succeeded him as publisher.

Don Carlos Boyd, a native Oregonian fresh from the Astoria *Budget*, purchased the *Times* in January, 1919, and carried on excellently. The next October he sold a half interest to Thomas Nelson. When Boyd sold to E. Watrous, Mr. Nelson remained as partner. Soon Mr. and Mrs. Nelson purchased the Watrous interest.

Mr. Nelson grew up at the printer's case in the day of "tramp printers," and he is rather proud of having himself been a "typographical tourist." "When I crossed the Snake river into Oregon in 1889, on the 'blind baggage,' " he once said, "my worldly possessions were six bits in cash and an extra pair of sox." He was foreman of the old *Daily Reveille* at Baker, partner in the John Day *Sentinel*, proprietor of a commercial printing plant in Eugene. His experience includes virtually all positions on newspapers from devil to managing editor. Mr. Nelson is musician (leader of the orchestra in Junction), and inventor, having to his credit bits of printing equipment and a 13-month calendar scheme, on which he says he has not found anyone antedating him (1896).

Under Mr. Nelson's regime the paper promptly installed a linotype, the first issue set on which appeared December 11, 1919. The paper also adopted the metropolitan policy of changing the size to suit the amount of business, and while the usual size was eight pages, ten were not infrequent. In April, 1920, Mr. Nelson moved the paper into a new concrete-floored home—where the linotype and everybody else would be a bit happier.

The publisher regards as the outstanding achievement of his administration the paper's instrumentality in securing the Horton wood-

en-track railroad from Junction City to the Horton district about 15 miles away.

He was president of the Oregon Press Conference in 1932.

Eugene.—The year of the establishment of the *Eugene Guard* is definite at 1867; the month, however, is uncertain. A researcher (46) who worked in the archives of the Oregon Historical Society at Portland places the date at March, 1867. Volume 2, No. 5, however, the oldest issue on file in the University of Oregon library, is dated November 21, 1868, indicating October 24, 1867, as the date of the first issue. This would not, though, be entirely conclusive, since regularity and continuity of publication was not so heavily emphasized in those early days as later, and a hiatus is not impossible.

The founder was J. B. Alexander, whose grandson, George L. Alexander, was for many years publisher of the *Lebanon Express*, retiring not long ago at an advanced age. The founder did not remain long, and the issue of November 21, 1868, found J. W. Skaggs in charge, as, apparently, he had been for several months.

The next week there appeared at the masthead the firm name Thompson & Victor as publishers of the young Democratic weekly. William Victor, who, in the words of his partner, "was a half-breed Cherokee Indian" (47), left no great impression on Oregon journalism; but Thompson, his fellow-printer turned publisher, was a militant and picturesque figure, known for many years up and down the Pacific Coast as "Bud" Thompson.

Thompson had broken into journalism under Joaquin Miller on the old *Eugene Herald*, taking a job as printer in 1862 instead of obeying his father's wishes and going to school. He had been a student at the old Columbia College in Eugene in 1859. An older student was Cincinnatus Hiner (Joaquin) Miller, for whom Thompson already had developed great admiration. Miller, Thompson, W. H. Byars (later a newspaper man in Salem and surveyor general of the state), Finley Watson, Miller's brother George Melvin, and George Ogle "bached" in a shack 12x14 feet in size on the outskirts of Eugene. The president of the little college was a Professor Ryan, referred to elsewhere in this volume as the man who indulged in a bit of extra-curricular gunplay. He shot and wounded B. J. Pengra, publisher of the *People's Press*, for pro-union, anti-secession articles he believed Pengra had written but which really were the work of young Harrison R. Kincaid, who also was a Columbia College student.

The *Democratic Herald* had been founded in 1859, but failed to make the grade, suspending in 1860. It was soon revived by Anthony Noltner with Joaquin Miller as editor. Miller, as Thompson recalled, espoused the cause of the confederacy as the under dog, and the paper was one of several Willamette Valley papers suspended in the early years of the Civil war. After its resumption the govern-

ment again threatened suspension on account of treasonable utterances, and Miller left for eastern Oregon and the Idaho mines. Thompson continued on the paper, working, successively, under Noltner and James O'Meara, old-timer who at one time or another edited several of Oregon's leading papers of the 60's and 70's.

The disposition of some to regard the Eugene *Guard* (now the *Register-Guard*) as dating from 1859, is based on the supposition that in some way it is a direct successor of the old *Herald* (1859)-*Register* (1862)-*Review* (1863). This, however, is not the case. September 16, 1865, was the suspension date of this newspaper, which (48) was combined with the *Washington Democrat* and the *Arena* of Noltner, Hicks, and Bellinger to be issued in Salem under the title of *Democratic Review* by Hicks after the retirement of the others. Hicks moved on to Portland the next year. Even if the plant had been moved back to Eugene to be used on the *Guard* by J. B. Alexander in 1867, this would give no obvious justification for a claim of continuity of publication; for ownership, location, and name would seem to be the earmarks of common identity rather than the mere use of the same physical plant—and there is no evidence that the *Arena* plant was moved back to Eugene for use on the *Guard*.

Kincaid's *Oregon State Journal* gave the following send-off to its departing contemporary:

Died.—The Eugene City *Review* has this day fizzled, died, become defunct and ceased to exist. It has been on the decline for many months, and since poor Jeff and Lee made their last "compromise" with Grant, it has been sinking very rapidly under a load of grief and disappointment, aggravated by serious financial embarrassments. Some say it has not died, but merely fizzled. Whether it died of grief or starvation is not yet known. We understand that the remains of the *Review* and *W. L. Democrat* are to be conveyed to Salem, where they will be united with the *Arena*. The combined debris will then be interred, Messrs. Noltner, Bellinger and Hicks performing the obsequies. The citizens of Salem may be considerably annoyed by the concern before it reaches its final resting place, but we hope they will bear their affliction with Christian fortitude.

In his autobiography (49) Thompson tells picturesquely of the difficulties of publishing a southern-sympathizing paper in Eugene in early Civil war times.

I remained there (on Noltner and Miller's paper) three years (wrote Thompson) and during that time did not lose three days; that is, if we except the occasions when, for a week or two, the *Herald* (50) was excluded from the United States mails for disloyal utterances. Publication would be

suspended for a week or so and then come out under another name . . . these little vacations came so regularly that I began to enjoy them—I would go hunting. Thus Miller and Noltner struggled along, issuing their publication under three or four different names. There was talk at different times of providing Mr. Miller a residence at Fort Alcatraz, with board and lodgings at the expense of the United States government. . . .

The date assigned by Thompson for the sale of Miller's interest in the paper to Noltner was the spring of 1864. Thompson's own departure from Eugene came soon afterward, for reasons having no journalistic significance. He had helped Henry Mulkey, a political prisoner, to escape and sensed that, for a time at least, the Eugene environment would not be healthful. After a time the flurry over the incident blew over, and Thompson felt free to return.

A short stay on the Albany *Democrat* and some work on a Salem paper was followed by a summer spent in the hills up the McKenzie river, where he put on 50 pounds in weight. He then came back to Eugene and went to work for Skaggs on the new *Guard*.

It had not been so very long since T. J. Dryer had turned the *Oregonian* over to H. L. Pittock rather than keep up the struggle of trying to pay him wages as a printer. Skaggs was having similar trouble, and that's how the masthead came to carry the firm name Thompson & Victor. As Thompson told the story (51):

After I had worked there about two weeks the proprietor said to me, "I can't make the paper go. It will give me a black eye if the paper suspends publication while I am the owner. If you will take it I will give you not only the Washington hand-press and the type, but two bundles of paper and two cords of wood."

"In fact," said Thompson in another version (52), I was given the office on a promise to run the paper and keep it alive. I so far succeeded that after a year and a half I sold out, clearing \$1200. The paper, the Eugene *Guard*, is still in existence."

With this money Thompson, then 23 years old, went to Roseburg and started the *Plaindealer*.

Close reading of Thompson's book fails to reveal one single reference to his partner, Victor. He did, however, refer to Victor in the interview with Fred Lockley.

One of Thompson's memorable achievements with his Eugene *Guard* was his successful campaign for a better school house for Eugene. For five months (53) he kept up a continuous battle, bringing on a business men's boycott that threatened the paper's existence. A skunk (it appears) had come up through the floor of the old

schoolhouse and driven teachers and pupils away from there. The business men didn't relish repeated references to the odoriferous conditions surrounding early education in Eugene, and the taxpayers recoiled from the prospect of putting up a new building. Friends rallied to the support of the paper, and it not only won its school fight but stayed solvent.

Thompson came near deserting journalism for law before going to Roseburg. "Bob Bean" and he studied law together for a year. The Roseburg prospect, however, was regarded as too good to miss. "Bob Bean" is better remembered as Robert Sharp Bean, valedictorian of the first class to be graduated from the University of Oregon, in 1878, and for many years a distinguished member of the Oregon supreme bench and the federal bench in Oregon.

The man who succeeded Thompson & Victor in charge of the *Guard* was George J. Buys, who, with A. Eltzroth, announced purchase of the paper December 18, 1869. June 4 of the next year Buys announced the purchase of Eltzroth's interest. Buys continued as publisher for eight years, when he sold to Ira and John R. Campbell, whose close to 30 years' ownership constitutes the longest single proprietorship in the history of the paper. The Campbells were prominent figures in Oregon journalism, and nine years after they took over the *Guard* Ira L. Campbell was one of the founders of the Oregon Press Association at that famous meeting on Yaquina bay in 1887. Under the Campbell regime the paper first became a daily, in 1890.

And now came another of the big names in Eugene *Guard* history, that of Charles H. Fisher, the only man to enjoy more than one period of ownership (or part ownership) of the paper. Mr. Fisher, born in Douglas county in 1866, had been a Roseburg newspaper man (54). After his Roseburg experience, Mr. Fisher went to Boise, Idaho, in 1901 and founded there the Boise *Capital News*. It was from there that he came back to Oregon to publish the Eugene *Guard*. Mr. Fisher was prominent in Oregon civic as well as journalistic life, serving for several years as a member of the board of regents of the University of Oregon.

Charles H. Fisher's name as editor and publisher appears in the *Guard's* masthead July 12, 1907. He remained for five years, then moved to Salem, taking over the Salem *Capital Journal* in 1912.

His successor in Eugene was E. J. Finneran, who proceeded to parallel in Eugene the meteoric course of Sam Evans with the *Northwestern* in Klamath Falls. The *Guard* installed a perfecting press, in a town of 10,000, with a circulation less than half of that number, which would have been adequate for several times the circulation. The pressman, once he had started the machine, had to keep an extra sharp eye on it or he'd find himself with an extra thousand papers on his hands.

Appointment of E. J. Adams as receiver for the *Guard* was announced January 28, 1916, and Mr. Adams, later private secretary to Senator Stanfield and then an attache of the Federal Trade Commission, conducted the paper for nearly three months. The week of April 1-5 he permitted the students of the new School of Journalism of the University of Oregon to direct the publication of the paper, under the eye of Eric W. Allen, then in his fourth year at the head of the University's work in journalism.

Commenting on the financial fate of the paper, in the issue of January 29, Mr. Adams called it "a case of overconfidence in the immediate future . . . wrecked by a European submarine in the sea of business depression. . . ."

In the issue of April 11, 1916, announcement was made of the purchase of the paper by Charles H. Fisher and J. E. Shelton. The *Guard* Printing Co. was formed, with Fisher as president and Shelton as editor and manager. Mr. Fisher continued in Salem as active editor-publisher of the *Capital Journal*. Five years later he returned to Eugene, having sold the Salem paper to George Putnam, recently from Medford. Three years later, April 5, 1924, Mr. Fisher died, and the paper was sold within a few months to Paul R. Kelty, night editor of the *Morning Oregonian* of Portland, who became editor and associated with him as manager his son, Eugene S. Kelty.

After three years the Keltys sold (March 1, 1927) to Alton F. Baker, formerly of the Cleveland *Plain Dealer*. Mr. Baker, son of Elbert H. Baker, for many years publisher of the Cleveland paper, and brother of Frank S. Baker, Tacoma (Wash.) publisher, brought with him from Cleveland the *Plain Dealer's* star reporter, William M. Tugman, as managing editor. This effective set-up has persisted to the date of this writing.

November 17, 1930, Mr. Baker purchased the Eugene *Register*, which had recently moved over into the evening field with the *Guard*, and consolidated the papers as the *Register-Guard*. Several of the employees of the *Register*, including Horace Burnett, veteran city editor, who knows everybody in Lane county, were taken over into the new organization.

Since the consolidation the paper has grown steadily in strength and influence. Both Mr. Baker and Mr. Tugman are called on for a heavy share of their time in connection with the promotion of Eugene's commercial, civic, and educational interests.

A predecessor of the *Guard* was the *Oregon State Journal*, itself an offshoot of an earlier paper, the *State Republican*. These papers bring in some of the most interesting names in Eugene and Oregon journalism.

The *State Republican* was started January 1, 1862, by Shaw & Davis, using the plant of the defunct *People's Press*. Hilyard Shaw was one of the earliest pioneers of Eugene and interested in keeping

an anti-slavery paper going in the town. He soon turned over the paper to James Newton Gale, one of several journalistic brothers who came west in 1853 from Posey county, Indiana. Gale was at the time conducting a bookstore in Eugene. Like his three brothers, Jones, Tom, and Henry R., James Newton Gale was a printer, and Shaw regarded him as the man to keep the Republican flag waving.

Gale had married Elizabeth Kincaid, sister of Harrison R. Kincaid, and he employed Harrison, then just 26 years old, to help get out the paper. Kincaid already had distinguished himself, more or less anonymously, on the old *People's Press*, as told in a previous chapter. Gale ran the *Republican* until May, 1863, when it was consolidated with the *Oregon Argus*. Early in 1864 he went to Portland to become editor of the *Union*, started on the same floor as the *Oregonian* in its old waterfront office. Influential citizens were backing the new paper, on which two elements had combined—the Republicans who had fallen out with Editor Amory Holbrook of the *Oregonian*, and the printers, who, recently formed into a union, had had a disagreement with Publisher Pittock. W. Lair Hill was the first editor, acting for Governor Gibbs and fellow-Republicans. He was succeeded by Gale. When the *Union* was suspended in May, Gale was called to Astoria by a group of business men to edit the *Marine Gazette*, Astoria's first paper. He remained there a year. Mrs. Gale's dislike for the cool climate of Astoria led him to leave for Olympia, where he was associated with Elisha Treat Gunn in starting the *Transcript*. He and his wife went from Astoria to Olympia in Indian canoes, up the Columbia to the Cowlitz, then up the Cowlitz. . . . Handicapped in his later years by failing health, he died at Olympia in 1889, aged 58. His daughter, Mrs. A. C. Barette, lives in Eugene.

When the *Argus-Republican* merger was taken over by the *Statesman* in November, 1863, Mr. Kincaid, with Joel Ware and William Thompson, obtained the part of the *Argus* plant (including the old *Spectator* press) which was not needed on the *Statesman*, and started (March 12, 1864) the *Oregon State Journal*, Republican paper. Thompson left the partnership immediately, Ware took very little part in publishing the *State Journal*, and Kincaid carried on the paper for 45 years, suspending it in 1909, when he was 73 years old. He was secretary of state 1895-1899. The paper continued throughout a devoted and influential advocate of Republican policies.

The *Register* was established in 1884 by S. M. Yuran, practical printer, and J. M. Hodson, as a Wednesday weekly. Later Yoran Bros. (Darwin E. and William C.) handled the paper and conducted a semi-weekly, Wednesdays and Saturdays. In 1898 Condon & Edwards (Chester Edwards and Seymour W. Condon), who had bought the paper from the Yorans, established the *Morning Register*, which ran continuously until 1930, a short time before the

paper, then running an evening edition only, was merged with the *Evening Guard*. Edwards' partner in the firm that started the daily was a well-known 1882 graduate of the University of Oregon, who later went to California and became an editorial writer on Los Angeles papers.

In July, 1899, Will G. and W. Frank Gilstrap, who had given Springfield its first newspaper, the *Messenger*, a few years before, purchased the *Register*. The Gilstraps built up the mechanical equipment, put in a Cottrell press immediately on taking charge, installed a linotype in 1903, and a Cox Duplex press in 1908, the first press in Eugene to print paper from a roll. In 1905 the *Register* installed the Associated Press service, and the paper became the largest in Oregon outside of Portland.

In 1918, W. G. Gilstrap having retired several years before, W. F. Gilstrap sold his stock and retired as president and manager of the company. The paper was now directed by Frank Jenkins, editor, and Ernest Gilstrap, manager, who together had purchased the greater part of the stock in the paper. For many years Otto Gilstrap was telegraph editor and Horace Burnett city editor of the paper.

The *Morning Register* format was very conservative, resembling the *Oregonian* of those days in general makeup. It was never necessary for the news editor to "dummy" the front page, for the makeup scheme was always the same—alternating large and small single-column heads while the paper was printed on a seven-column page, and the same except for two small heads side by side in the fourth and fifth columns after the eight-column 12-em form was adopted. The paper featured its telegraph service, and a local news story had to be "tops" to fight its way on the front page. *Register* readers had been brought up on that sort of thing, and apparently they liked it. In the last few years the page was brightened up with Frank Jenkins' editorial comment column played under a box head and a by-line in the first column of the page.

In 1930 Richard C. (Dick) Horn, who had been vice-president of the University of Oregon student body and a student of advertising in the School of Journalism, worked up a shopping news in Eugene. This and a weekly paper, the *Record*, edited by Fred Guyon and published by Elmer Maxey's Willamette Press at Springfield, combined to form the *Morning News*, a daily paper started to fit into the morning field abandoned by the *Register*, which had been consolidated with the *Evening Guard* late in 1930. In November, 1931, the paper was started with Joseph Koke, a leading Eugene commercial printer, as financial backer, John W. Anderson managing editor, Richard C. Horn manager. Fred Guyon was city editor, Harry Dutton sports editor, Helen Reynolds Wadleigh society and local.

The start was made in the depths of the depression, and it took hard work and close figuring to keep the paper afloat during those difficult times.

At the beginning of 1937 Sheldon F. Sackett, publisher of the *Marshfield Times* and former managing editor of the *Salem Statesman*, took an option on the paper, moved in and streamlined the makeup, threw a lot of pep into the organization, then withdrew apparently through some hitch in the arrangements, the details of which were not made public.

Later in the year Fred F. Chitty, Olympia publisher, came to Eugene and became publisher of the *News*, Mr. Anderson remaining as managing editor. The present editor and publisher is Arthur W. Priaulx, former journalism student at the University of Oregon, ex-chairman of the Republican state central committee, who had published the *Chiloquin Review* for several years. Mr. Priaulx has re-formed the whole editorial and business organization. Business manager is R. Allen Bean, formerly of *Freewater*.

Springfield.—So far as present records go, W. F. (Frank) Gilstrap of Eugene and his late brother W. G. (Will) Gilstrap, formerly of Eugene, were the fathers of journalism in Springfield. Mr. Gilstrap, later for many years one of the publishers of the *Eugene Register*, started the old *Messenger*, four-page weekly issued on Fridays, in 1892. This continued for a little over a year, and the field was then unoccupied for three years.

The Gilstraps were persuaded to come to Springfield from Oakesdale, Wash., where they were publishing the weekly *Sun*, Frank Gilstrap's first journalistic venture, by a Lane County optimist who brought Springfield's future a good deal closer to 1893 than it actually turned out. The town was supported chiefly by the Wheeler sawmill, predecessor of the big Booth-Kelly plant and using the same mill-race for its logs. Development was retarded by the general depression and some unfavorable local conditions.

The paper printed nothing but local news, was set entirely by hand, and printed on a Washington hand-press, the same kind of machine used on Oregon's first newspaper nearly half a century before. The circulation was about 500. Will Gilstrap did the editorial and news work, and Frank attended to the mechanical and business ends.

Springfield was then without a paper until 1896, when John Kelly launched the *Nonpareil*, which he edited through '96 and '97. In 1898 he sold to J. F. Woods, who changed the name to the *Springfield News* in 1903. He sold the paper in 1909 to Lewis M. Beebe. Beebe carried the paper along for about five years.

In the meantime Charles P. Poole, who later became county coroner, undertook in 1913 the editorship of the *Lane County Star*, a Prohibition paper, for the Lane County Publishing Association.

Two years later Beebe combined the papers under the title *Lane County News*. The Lane County Publishing Association now took over the paper, and its editor was William A. Dill, graduate of the University of Oregon, and former member of Eugene newspaper staffs, who was later to go from the *Oregonian* to a journalism teaching position at the University of Kansas. He died at Lawrence in the spring of 1939. In place of two papers the town now had one issued twice a week, on Mondays and Thursdays, for which no more was charged than the weekly had sold for—\$1.50.

In 1916 Walter R. Dimm, graduate with the first full four-year class of the University of Oregon School of Journalism, was associated with his father, J. C. Dimm, practical printer, in the publication of the paper. They got the circulation up to 968. From 1919 up to 1924 there were several changes. The paper was made a weekly, issued Fridays; and successive publishers were Lynn W. Miller, Tague & Cagley, Robert A. Brodie, Tyler (S. H.) & Freeland (S. M.). Freeland & Henderson (T. V.). In 1924 H. Elmer Maxey, who for several years had been a reporter on the Eugene *Daily Guard*, became the publisher and has continued to date. One of the first things he did was to raise the size of the paper from five to six columns and to cut the subscription price from \$2 to \$1.25.

The paper is now usually eight columns, the number of pages flexible according to the amount of advertising to be carried.

Under Mr. Maxey the paper has taken an active part in the promotion of the Willamette Valley navigation and irrigation project, the first stages of which have been approved by the federal government. He is the president of the organization actively promoting the project, which is expected to be the greatest single impetus given the development of the Willamette valley.

As this is written, Charles H. Dickson, artist-reporter-editor, formerly of Seattle and Baltimore, is organizing a new tabloid paper to be published in Springfield for the rural residents of the upper Willamette valley.

Florence.—Two names come at once to mind in Florence journalism—W. H. Weatherson and M. D. Morgan. Mr. Weatherson, who succeeded B. F. Alley, founder of the Florence *West*, in 1898, as publisher of the first newspaper in western Lane county, gave the paper a unique, homey flavor in the days when the trip from Florence to Eugene was a longer, more difficult journey than the run to San Francisco is today and when Florence, therefore, enjoyed fairly complete isolation. Mr. Weatherson conducted the *West*, with the help of Mrs. Weatherson for many years, giving up to become postmaster about 1920. The other man, M. D. Morgan, formerly of Harrisburg, is the editor today of the latest of the successors of the old *West*, the *Siuslaw Oar*, founded June 8, 1928. Mr. Morgan

is assisted by his son Leland. He is possessed of a salty wit, which he employs on occasion.

The *West* found it difficult to get supplies in those days of bad communication, with a bar blocking the way from the sea much of the time, and a mountain road, almost impassable, discouraging communication by land. One or two issues of the paper were printed, in part, on heliotrope paper.

The *West* suspended for two years during the World war—1916 to 1918, and during that hiatus Capt. Robert S. Huston, printer and Spanish-American war veteran, filled in with the *Siuslaw Pilot*. When the *West* was resumed, in 1918, Mrs. Weatherson served as associate editor, carrying out much of the editorial and mechanical work of the paper.

The successor of the *West*, which suspended in 1921, was the *Siuslaw Region*, edited by A. K. Lulay, in 1921 and 1922. The next year Ralph Moore founded the *Siuslaw News*, which ran in 1923 and 1924. Then came the *Siuslaw Oar*, the Morgan paper.

WASCO

The Dalles.—Oregon statehood was followed, within a few weeks, by the appearance, April 1, 1859, of the first newspaper in eastern Oregon. This was *The Dalles Journal*, a weekly paper, established by Capt. Thomas Jordan, then commandant at Fort Dalles. The paper, according to an early resident, Mrs. Lord (55), "was edited by two educated soldiers." Captain Jordan's printer was a Virginian named Thomas Snyder, who later was a printer on the *Oregonian* and is recalled by George H. Himes (56) as having participated in the production of the *Oregonian's* Lincoln assassination extra April 15, 1865. Snyder was new from the South.

W. H. Newell, capable newspaper man, well known also in the annals of Washington journalism a bit later, purchased the *Journal* April 1, 1860, and carried it on for five years, the last three as a morning daily. On taking charge he changed the name to the *Mountaineer*.

Newell "was an able writer but extremely deaf," commented Mrs. Lord (57), and she told of an occasion when a particularly gusty wind blew off the front of his office in the Victor Trevitt building while he was busy in the back shop. When his attention was directed to it, he said, "Well, well, I thought I heard something."

Newell left the paper Nov. 1, 1865, to become publisher of the *Walla Walla Statesman*, oldest paper in eastern Washington. *The Daily Mountaineer*, a six-column folio, ran for another year under

Cowne & Halloran, then resumed (June 23, 1866) its former status as a weekly. The four years of daily publication covered the period of greatest activity in the Idaho mining country, for which The Dalles was one of the leading outfitting points.

Cowne & Halloran were succeeded by W. M. Hand, described as a man of great personal affability, who jollied his way along for 12 years, until his untimely death, September 19, 1881, when he was only 47. Col. T. S. Lang conducted the paper until its consolidation with The Dalles *Times*, August 14, 1882.

The *Times* had been established by R. J. Marsh and John Michell, April 27, 1880. It was a seven-column, four-page daily paper, and Republican. In their salutatory the new owners said they had lived in the country for 15 years. The consolidated paper was christened the *Times-Mountaineer*, and as such ran along for 18 years. This *Times-Mountaineer* of 1882 was one of the biggest blanket sheets in the history of Oregon. It was nine standard 13-em columns wide and of proportionate length. It was printed on one of the oldest presses on the Pacific Coast—the old Potter which had been used to print the *Alta California*, historic California publication. The first issue of the *Times-Mountaineer* was an evening paper, but it was at once changed to a morning paper. This was the second daily published in the town, and it was in marked contrast to the little four-column daily conducted by Cowne & Halloran in 1866. This little paper (the Cowne-Halloran one) had $11\frac{1}{4}$ of its 16 14-inch columns filled with advertising. The first page was as full of ads as that of the *London Times*. Its single half-column editorial dealt with the subject of selecting the best possible route for a good road to the Idaho mines, on which the prosperity of The Dalles was then so heavily dependent.

The old *Mountaineer's* news style was crisp and concise—pretty modern in comparison with what some of the other papers were doing at that time. The *Mountaineer's* leads were plain and direct, without the great emphasis on the chronology of detail which characterized much of the newswriting of those early days. The reporter, however, was sometimes submerged under the legal phrasing of court procedure, as in this item:

Committed.—James Lomax (colored) was yesterday committed to jail to take his trial in the next term of the District Court on a charge of petty larceny; in this, that being employed by the Oregon Steam Navigation Company on their steamers above Celilo he did feloniously take and convert to his own use certain knives, forks, spoons, blankets, and other articles of value, in the county of Wasco and the state of Oregon.

Among the contributors to the *Times-Mountaineer* were Joaquin

Miller and his gifted wife, Minnie Myrtle Dyer Miller. John Michell was editor of the paper in the early nineties.

J. H. Douthit bought the *Times-Mountaineer* September 1, 1895. The daily *Times-Mountaineer*, which had been running intermittently, was suspended November 23, 1900 (58). The paper was now losing ground in the face of developing competition. November 12, 1901, the *Times-Mountaineer* began publication of a semi-weekly edition, a six-column folio, on Tuesdays and Thursdays. The paper was suspended September 30, 1904. Its valedictory editorial said it had been losing money for three years. Thus died the oldest paper in eastern Oregon, started, as the *Journal*, in the year of Oregon's admission to the Union. Successive editors had been Captain Jordan, W. H. Newell, Lieutenant Halloran, Lieutenant Catley, Henry Miller (at one time editorial written on the *Oregonian*), George B. Curry, Col. Thomas S. Lang, John Michell, and J. A. Douthit. By this time the *Chronicle*, daily and weekly, established in 1890, had virtually absorbed the field. But more about the *Chronicle* later.

Virtually lost in the haze of time is The Dalles and Wasco county's second newspaper, called *The Weekly*, issued for a short time in 1860.

The third paper issued at The Dalles was W. W. Bancroft's *Daily Journal*, which ran opposition to the *Mountaineer*, giving the city two dailies during those Civil war years which were at the same time boom times for The Dalles, because of mining activity in Idaho, which was dying out just as the war was coming to an end (59). The *Daily Journal* was a Democratic paper. Little further information about it survives.

The fourth paper issued in The Dalles is mentioned here only because its editor and publisher was M. H. Abbott, either founder or editor of several prominent Oregon papers in Albany, Baker, La Grande, Pendleton, and The Dalles. His paper in The Dalles was the *Tribune*, started October 28, 1875, and run for two years, after which it was discontinued and the plant removed to La Grande to start the *Gazette*. The *Tribune* was a Democratic six-column weekly.

T. B. Merry, an able writer who was soon to be the first editor of the *Sunday Oregonian*, ran the *Inland Empire* in The Dalles for two years, starting it July 6, 1878, and suspending December 10, 1880. This was paper No. 5 for The Dalles.

The Wasco *Weekly Sun*, which ran for 13 years, from June 4, 1881, until the great flood of 1894, was another publication washed out of existence by the high water. The founder was T. Draper, and it had nine or ten owners before the flood, at which time its publisher was D. C. Ireland, whose name dots this story at frequent intervals. The flood washed out the plant, and publication never was resumed. Successive editors so far as checked have been F. S. Floed of Roseburg; W. S. Worthington, Col. T. S. Lang, F. C. Middleton,

T. H. Ward, George P. Morgan, James W. Armsworthy, then Mr. Ireland.

Several other papers fill out the list for The Dalles—the *Oregon Democratic Journal* (1884-85), M. H. Abbott editor; the *Trade Journal* (1896), T. J. Simpson editor; the *Morning Dispatch*, founded in 1896, with J. G. Miller editor, which failed to last long; the *Baptist Sentinel*, religious weekly founded in 1889, which ran for several years; the *Economist*, monthly (1889-90), published by the American Progressive League at the *Times-Mountaineer* office, with Dr. Wingate editor; and finally, the *Chronicle*, daily and semi-weekly, founded Dec. 10, 1890, which in its daily edition has come down to the present, and the weekly *Optimist*, founded by George H. Flag in 1906 and now published by Ralph B. Bennett. A namesake of Mr. Bennett's, old Addison Bennett, later of the *Oregonian*, served for a time as editor of the *Optimist*.

The *Chronicle*, launched as an evening daily, was born of a municipal fight concerning the water question. J. H. Cradlebaugh was the first editor. The principal stockholders were D. M. French, J. W. French, Robert Mays, B. F. Laughlin, W. Lord, Max Vogt, Hugh Glenn, I. C. Nicholson, A. S. McAllister, S. L. Brooks. The five incorporators, D. M. and J. W. French, Mays, Brooks, and Laughlin, subscribed \$500 each of the total capital stock of \$5,000. Laughlin was the first business manager (60).

February 26, 1891, Hugh Gourlay became editor. J. H. Cradlebaugh had gone to Hood River to edit the *Glacier*. D. C. Ireland, veteran of Portland, Oregon City, Astoria, etc., etc., was editor for a time, resigning to edit the *Wasco Sun* (1893-94). Editors of the *Chronicle* up to 1905 were Cradlebaugh, Gourlay, Ireland, S. L. Brooks (later circuit judge), F. W. Wilson, Cradlebaugh again, R. J. Gorman, Miss Rose Michell, John Michell, and Miss Rose Michell again.

Later publishers of the *Chronicle* have been H. G. Miller, H. T. Hopkins, Clarence Hedges, W. P. Merry, and Ben R. Litfin. Mr. Litfin, now sole owner, became associated in the ownership of the *Chronicle* in 1909, selling to Mr. Hedges in 1915, repurchasing an interest in 1920, and becoming sole owner in 1923.

The story of how Ben Litfin landed in The Dalles three days before Christmas, 1906, with 20 cents in his pocket and remained to become publisher of a newspaper which he developed beyond the dreams of any of his predecessors, is told by Charles M. Hulten of the University of Oregon journalism faculty (61). Litfin (he relates) found the *Chronicle* plant a junk shop when put to work by H. G. Miller, former Minnesotan then running the *Chronicle* for the stock company. Miller was delighted with Litfin's manner of cleaning up the shop and made a place for him. After Miller had been kicked out by his employers and brought back, in 1908, Litfin

became co-manager with him, and together they purchased the paper. They sold to Clarence Hedges, formerly of Salinas, California, in 1915, but Litfin remained as manager. In 1920 Litfin and W. P. Merry, real estate operator and fruit-rancher, bought the paper, and January 1, 1923, Merry sold to Litfin, who became the sole owner.

And here is the part of the story that is good for newspaper men's souls. Accustomed to dictating the policy of the paper, regardless of ownership, for 30 years (62), several of the advertisers, soon after Ben got the paper, demanded that he suppress the news of a sensational divorce case involving a prominent business man. A boycott was threatened. Ben went to a meeting called by some of the advertisers for the purpose of telling him where to head in. He spoke to them briefly.

"I'm going to print the news," he told them, "and people are going to take my paper because of that. I'm going to make my paper so widely read that you'll have to buy space in its columns. And if you want to boycott, I'll fill up the columns with Portland advertising." Portland is 90 miles from The Dalles, not far in days of motor transportation.

There was no boycott. Trouble over this sort of thing has been minor since then, and the print-the-news policy has been maintained.

The *Chronicle*, through almost all its life an evening paper, was morning paper for a few weeks in 1908. When the stockholders fired Miller, they hired G. W. Willis to clean out the office, with the exception of young Litfin, and bring in a competent crew. Willis turned the *Chronicle* into a morning paper. Litfin, who had been made night foreman, thought he saw weaknesses in Willis's conduct of the paper. He protested to the stockholders, threatening to leave if not heeded. The upshot was, that Miller came back and restored the evening schedule, which has not since been interrupted.

Ben Litfin has a flair for politics. He is a state committeeman for the Republican party in Wasco county but will not himself run for office. He has been president of The Dalles Chamber of Commerce, a director of the Oregon State Editorial Association. When he can get away from the office, he shoots rather an effective game of golf.

Dufur.—In a recent check-up (1933) the publishers of the Dufur *Dispatch* calculated that the paper had changed hands 18 times since its first number appeared as Dufur's first newspaper, December 12, 1891. This ought to be some sort of a record, but it probably isn't in a country whose pioneer newspaper men were both mobile and impecunious on the average.

Ayer's directory makes a note of a Dufur *Democrat*, a Saturday weekly published by the Democratic Publishing Company, in 1890; but it failed to last and nobody seems to remember it (63). There have been, incidentally, more owners of the *Dispatch* than

Ayer's has been able to keep track of, and Mr. Schwab and Fred Lockley have been able to run down several not given a mention in the directories.

W. H. Brooks led the procession. He moved a plant in from Monmouth and edited the paper while Mrs. Brooks set up his copy at the case. The first four years after the move are all fogged up (64). By 1896, in any event, Mr. Brooks had given place as publisher to H. S. Turner, who carried on from 1896 to January, 1898, when he turned the paper over to Edith Douglas. She managed and edited it until May, 1899, when Heisler & Temple took hold, letting go in December to Henry Menefee. The new owner managed to stick it out for a year, relinquishing control February 1, 1901, to Charles Reed. Reed handled the publication until March, 1903, when he took in a partner, and Reed & Shepard conducted the paper until 1905, when Shepard left the firm and Reed carried on until January, 1909.

The next owner, T. C. Queen, stayed a while, publishing the *Dispatch* for 12 uninterrupted years, until September, 1921. Schwab (65) credits him with giving his readers "a fine, newsy paper, especially during the war period, when his paper contained much interesting news concerning Dufur boys . . . in the great conflict." M. E. Phillips published the paper from September, 1921, until 1923; then A. Y. Zoller was in charge until April, 1924.

Mr. Queen returned to the paper at that time, bringing a new partner, L. C. Wright, who handled the mechanical end. Mr. Zoller came back in 1925 with Fred Vieth and published the paper until March, 1926. The next owners were two war veterans, D. C. Evans and L. C. Bliem, who, until June 21, 1928, "turned out the best papers since the . . . first edition in 1891," says Mr. Schwab. L. S. Wright was the next owner, carrying on until July 8, 1930, when he gave way to D. C. Evans and James Nelson. Moe Bros. of Hood River (Mark E. and Roger) took hold in January, 1933, with Lee Schwab as editor and Ray McGuire in charge of the mechanical department. The present editors and publishers (1939) are R. C. and L. A. McGuire.

Dufur, as a matter of fact, was a better little town than most of the Oregon communities when their first newspapers were published. The population was estimated at 500, and the first plant was valued at \$3600. The old days when \$500 would install a working newspaper plant were passing in 1891. Even so, the paper had its struggles, and one of the sources of this history noted, with grim humor, that the "outstanding event in the paper's history" was the continued effort of owner after owner to keep from starving to death.

Antelope.—This little community, later the scene of the writing apprenticeship of the young H. L. Davis, whose *Honey In the*

Horn was a Harper's and Pulitzer prize-winner and a best seller in 1935, boasted a weekly paper as early as 1892. The *Herald* was launched, for the first time, July 22 of that year, by E. M. Shutt. It was to be slid off the ways again before its final trip to the journalistic boneyard.

When Shutt went to Heppner to assume his duties as sheriff of the county in 1897, he sold the paper to M. E. Miller, who took charge October 29. At that time Ayer's directory credited the town with a population of 60 and the paper with a circulation of 400. Wasco county, however, had 12,000 population, making the 400 not so highly imaginative if the matter of "net paid" were not too much emphasized. The asked price was \$2 a year for this four-page paper, 15x22.

In the summer of 1898 Antelope was visited by a fire which seriously damaged the little business district. Shortly after this, Max Lueddemann took over the paper, the business of which had been hard hit by fire and depression. September 20 of the next year Mr. Lueddemann associated E. L. Goodwin with him, and in November of the next year Mr. Goodwin retired from the partnership. In the spring of 1905 H. G. Kibbee purchased the paper from Lueddemann, who in the meantime had established a little paper in the infant town of Bend. Both town and paper were to expand far beyond the hopes of the founders. B. F. Ames was editing the *Herald* in 1909, and the *Herald's* first suspension came the next year.

Mr. Lueddemann was at Antelope during one of the most serious outbreaks between cattlemen and the encroaching sheepmen; and when he got a by-line on his story about it in the *Oregonian* he wasn't sure he liked it, for both sides were more than touchy. When the town's population was 200, there was a liquor saloon every 200 feet, and sheepmen who had been out with their flocks for several months would come in and, laying their \$200 or so of accumulated wages on the bar would say to the bartender, "Just tell me when it's all gone, Bill." In a few days Bill, who almost universally was honest, would pass the word across the bar, and it would be "back to the sheep" for another stretch.

This, however, is far from the "whole picture" of these central Oregon towns, for Mr. Lueddemann found such places as Antelope full of interesting, intelligent people, whose social affairs were pleasant for the young college man from the South who had come to run their paper, and there were many suits of evening clothes in the town.

Bill Kemp was city marshal and printer for Lueddemann at the same time, and the publisher himself was city recorder.

Small as was this little town of 200-odd souls, it had all the advantages of newspaper competition right after the turn of the century. In July 1900 A. M. Kircheiner (66) started the Antelope *Re-*

publican in opposition to the *Herald*. He ran it until October 1901, then sold to Mr. Lueddemann. Still another paper, the *Appeal*, tried the field from 1913 to 1905 and gave it up.

Though Antelope had shrunk to a mere 175 inhabitants in 1917, Harold (H. L.) Davis, backed by the Herald Publishing Company, took up the fight again in that year and continued in charge until 1921. H. C. Rooper carried on from there until the final suspension of the paper four years later.

LINN

Albany.—The *Oregon Democrat*, predecessor if not ancestor of the *State Rights Democrat* which in time developed into a part of the present *Democrat-Herald*, was the first newspaper in Albany, the first in Linn county, and one of the earliest in Oregon. It was established November 18, 1859, by Delazon Smith, one of Oregon's first two United States senators, and his brother-in-law, Jesse M. Shepherd. Smith continued as editor until his death, November 18, 1860, using it largely to make war on the so-called Salem clique of Salem politicians, in which his senatorial colleague, J. W. Nesmith, and his journalistic colleague, Asahel Bush, both were "charter members."

The *Democrat* gave its late editor one of the longest and most laudatory obituary editorials ever given an Oregon editor. It was written by Rev. Thomas H. Pearne, of the *Pacific Christian Advocate*, a political opponent but personal friend, and the newspaper's column rules were turned upside down to give the proper effect of mourning.

Shepherd continued publication until February, 1861, when he sold to W. G. Haley and his brother-in-law, A. L. Stinson. Haley, the editor, was a son of Judge S. D. Haley, prominent early Albany jurist.

The paper was still appearing as the *Oregon Democrat*, January 28, 1862, with the serial number volume 3, number 14 (which checks with the November 1859 start by Smith & Shepherd.) The name at the masthead of this issue, however, is W. G. Haley, proprietor. Soon afterward Pat Malone appeared on the scene and the paper, suppressed, resumed under the name *Albany Inquirer*, with Pat as editor. Malone was well known as a strong southern sympathizer, and it was not long until he too was in trouble with the government for pro-secession utterances. His paper was excluded from the mails April 30, 1862, by General George Wright, in charge of the federal army in the Northwest.

Malone, in fact, was doubly unfortunate in his expressions of opposition to the war. He was editing the Corvallis *Weekly Union*,

successor of the old *Occidental Messenger* and the *Democratic Crisis*, when it was suppressed in 1863 for the same sort of thing. Publication was resumed during the summer.

The *Inquirer* appears to have kept its name after the suppression. Haley & Stinson are at the helm of Volume 1, No. 10 (September 27, 1862), a copy of which is in the files of the Oregon Historical Society.

The name *Inquirer* was soon dropped, however, and Haley & Stinson were back in the field with the *Oregon Democrat*, of which volume 1, number 2, is on file in the Historical Society, under date of June 20, 1863.

Finally the *Democrat* and the *Inquirer* had disappeared from the scene, with their various woes and suppressions, and were succeeded in 1865 by something brand-new, the *State Rights Democrat*. This is the paper which is regarded by the publishers of the present *Democrat-Herald* as the actual ancestor of their paper. The confused history of the older papers is not claimed as any part of their own family tree, which begins with the first issue of the *State Rights Democrat* August 1, 1865. James O'Meara was back as editor, remaining one year.

In July, 1866, the paper was taken over by M. H. Abbott, Mart V. Brown, and John Travers. Travers retired from the firm in the following December.

Meanwhile the *Albany Journal*, a weekly catering to the Republican sentiment in Oregon, had been established March 12, 1863, by the Albany Publishing Company, of which T. Monteith, J. H. Foster, A. Hanson, H. M. Brown, and H. N. George were directors. William McPherson was editor in 1866, when, having been elected state printer, he moved to Salem. The paper was allowed to die. It was revived in 1867 by Pickett & Co. but died in the following March, when the company went bankrupt.

The *Register*, Republican in politics, was established in Albany by Coll Van Cleve, editor and publisher, with the plant of the defunct *Journal*, in September of the same year (1868). This paper continued under the same management for many years, ran as a daily in 1875, and was still on the scene when, in 1879, Will G. Steel started the *Albany Herald*.

It disappeared when Van Cleve went to Yaquina to run the *Post* in the middle 80's, attracted by railroad development at Yaquina bay.

In May 1869 Abbott of the *State Rights Democrat* went to Baker and established the *Bedrock Democrat*. His partner in the Baker venture was L. L. McArthur, a recent arrival from Virginia, who had been a colonel in the Confederate army.

C. B. Bellinger, a lawyer residing at Monroe, whose relatively brief excursion into journalism was far overshadowed by a long and distinguished career as lawyer, compiler of codes, professor of law,

and jurist, purchased a half interest in the *State Rights Democrat* in 1869. His partner was Mart V. Brown. Mr. Bellinger retired from the firm July 12, 1870, removing to East Portland, where he re-entered the practice of law. He had already edited the *Arena*, a Democratic weekly, at Salem, and later edited and published the *Salem Review*. Soon after going to Portland he founded and for two years edited the *Portland News*, which in 1877 was succeeded by the *Portland Telegram*. The law, however, was his career, and on the death of United States Circuit Judge Matthew P. Deady in 1893 he succeeded to that position, which he held until his death twelve years later.

On Bellinger's retirement Mart V. Brown conducted the *Democrat* along until 1874, when he was elected state printer and left the paper, selling a half interest to his brother-in-law, Claiborne H. Stewart, who had been employed in the office for about seven years. The paper ran as an evening daily for a time, beginning in December 1875. Mr. Brown died in 1881, and Mr. Stewart brought into the firm with a half interest George E. Chamberlain, rising Albany lawyer, later to be governor and United States senator. Chamberlain bought into the paper June 23, 1882, and Stewart, who had been elected county clerk, sold his interest to T. J. Stites. Chamberlain in turn became too busy to look after the paper and sold his interest to Fred P. Nutting, who remained with the paper as part owner and later editor and publisher from December 22, 1882, to 1912. Mr. Stites remained for 12 years.

Soon after taking hold, Mr. Nutting had the *State Rights* part of the title removed and called the paper the *Albany Weekly Democrat*.

Mr. Nutting, who was to have a long and memorable history in Oregon journalism, had had little experience. He had learned the printing trade in New York state and had been admitted to the bar in Rochester, N. Y. "To make a newspaper prosper," he wrote in the *Democrat-Herald* 43 years later (67), "it was necessary in a place as small as Albany, with low prices, to get down and push the plow. And I pushed the best I knew how. I did the local work and helped in the mechanical department, particularly a while before press time, as well after starting the daily as before. . . . My proclivity seemed to be condensation. Most of us are cranky about something, and it seemed to be my part to boil things down, and get as many things to boil down as I could find, and to do it on time.

"While I was on the paper, I always had a special column of short paragraphs, wise and otherwise. For a while it was called The Man About Town, and then one day I changed it to "Misfits," which seemed to offer a wide range, from gossip to philosophy, and very few issues ever appeared without this column, or part of a column."

One of Mr. Nutting's best news items, albeit condensed in his own good fashion, was the following, which appeared September 7, 1883:

Married—On Thursday evening, Sept. 6, 1883, at the residence of L. E. Blain, by S. G. Irvine, D.D., Mr. Fred P. Nutting and Miss Olive Miller—both of Albany. We congratulate ourselves.

The *Democrat* started a daily, under Mr. Nutting's regime, May 7, 1888, and it has never missed a regular issue since. The opposition *Herald*, then published by Train & Whitney, had started a daily edition a little while before.

Four sirters—Lily Rideout, on the paper for 25 years; and her three sisters, Mrs. Omer Hendrickson, Mrs. Grant Froman, and Mrs. Mae Dumond,—were among the best-known compositors in the years of Mr. Nutting's regime. One of the early carriers was Willard L. Marks, now chairman of the State Board of Higher Education.

In 1912 Mr. Nutting sold the paper to W. H. Hornibrook, a former state senator in Idaho, having been connected with the paper for 34 years, 30 as publisher. Mr. Hornibrook, one of three Oregon newspaper men to obtain the position of minister to Siam, was publisher of the paper until January 1, 1919, when he sold it to Ralph R. Cronise, his city editor, and William L. Jackson, Albany business man, who continue as publishers.

William Gladstone Steel, Oregon newspaper man who virtually put Crater Lake on the map as a scenic resort and became a leading authority on Oregon geography and on American place-names, came into the Albany picture in 1879 with a strong purpose in mind but no money in pocket. His aim was to start a newspaper in Albany, notwithstanding the two already published there, the *Register* and the *Democrat*. Mr. Steel told the story interestingly back in 1923 in an interview with Freda Goodrich. (68)

"I did not even have enough money to pay the freight from Portland on the machinery which had been lent to me without charge," he said. "I only knew that I wanted to start the publication of a newspaper at Albany. I went to Sam Robinson, Portland representative of the American Type Founders' Company, who, fortunately, was a friend of mine, and told him what I wanted. He offered me \$250 worth of machinery and equipment if I would pay the freight on it. I could not even do that, so I sought aid from Ed Hirsch, then state treasurer.

"Ed," I said, "I want to start a paper in Albany, and I haven't any money. Can you lend me some?"

"How much do you want?"

"I told him that \$25 would do, and he gasped. But he gave me the \$25, and I paid the freight on the machinery."

Mr. Steel bolstered his credit by offering Van Cleve \$1500 cash for his paper. The publisher held for \$2,000—which, in Steel's opinion, was too much.

"I didn't have 15 cents to offer," said Mr. Steel, "but I knew that the fact that I had made him an offer would circulate quickly throughout the community and prepare the way for my coming."

When he had paid the drayage costs on his machinery, the new publisher was absolutely broke. By adroit use of credit, however, he managed to get the paper going. The first number of the Albany *Herald* came out October 3, 1879. The new paper provided a 19th century believe-it-or-not when it carried Linn county for the Republicans in the 1880 elections. Mr. Steel left in the next June, without a great deal more than he had brought in, but the paper, left in the hands of partners, was established, and it ran, through various ownerships, until E. M. Reagan, publisher since 1913, sold it to the *Democrat* publishers, who consolidated the two as the *Democrat-Herald*, in 1925. Mr. Reagan, now living in Eugene, became interested in oil development in the Southwest.

James Pottinger, who died at his home in Victoria, B. C., in 1932, became publisher of the *Herald* in 1881. He stayed but a short time in Oregon but also worked for a time on the *Oregonian*.

His partner on the *Herald* was Orville T. Porter, formerly of the Harrisburg *Nucleus*. In 1883 the publishers were Porter & Jones. The next year a combination was made with the *Disseminator*, moved from Harrisburg, under the title *Herald-Disseminator*, and a weekly paper was issued Fridays.

In 1884 the semi-weekly *Bulletin* was started, and Mr. Porter became its editor. He was credited by Editor Nutting of the *Democrat* (69) with being a "versatile writer, with a very extensive vocabulary." In 1886 the *Bulletin* became a morning paper, daily except Sunday, continuing the semi-weekly. The next year it had disappeared.

The *Herald* was established in 1885 by Train (S. C.) & Whitney (J. R.), new publishers, as a morning daily, (except Sunday), Republican in politics. This four-page paper, 18x22, reported a circulation of 750. Mr. Train was at one time Albany postmaster, and Mr. Whitney state printer.

Besides those already mentioned, other owners of the *Herald* have been C. G. Rawlings, George Westgate, C. C. Page and E. M. Reagan. At the time of the consolidation the *Democrat* was running as a morning paper, and the *Herald* was issued in the evening. The *Herald* had moved from the morning field in 1908. Thomas D. Potwin was editor of the consolidated paper until 1933, when he went to the *Oregonian*.

One of the distinctive features of the Albany *Democrat* and, later, of the *Democrat-Herald* for several years was the Sunday

(later Saturday) edition started by Charles Alexander for Jackson and Cronise in November, 1920. This edition was largely devoted to the cultivation of literary talent in the Albany district, and it supplied an outlet for the early production of a good many promising writers. Alexander himself built up a nationwide reputation as a writer of fiction, short and long, as well as feature articles.

When the paper was merged with the *Herald* as the *Democrat-Herald* in 1925, Alexander's section was moved to the Saturday issue. The last issue of this special literary section of the Saturday paper appeared June 6, 1931, in the depression period.

The *Herald's* career covered an even half-century.

The Albany *Sunday Telescope* was set up in 1891 by C. W. Watts publisher. The paper was four pages 13x18 inches. The circulation was reported at 850. The *Telescope* was soon dismantled.

The middle nineties, characterized by a flood of Populist and free-silver papers throughout the West, saw several started in Albany. The *Populist*, a Wednesday weekly, ran from 1893 through the 1896 campaign. The publisher was anonymously listed as the Populist Publishing Co. The *People's Press*, a Socialist organ, was issued Fridays by A. D. Hale editor and publisher from 1893 to 1903. A sworn circulation of 1500 was advertised.

The *Oregon Silver Imprint*, established in 1896 as a Wednesday weekly by Finch & Campbell, was edited the next year by J. A. Finch alone, and the next year, its last, by Johnston S. Smith. Another publication launched by Finch, the *Bell*, failed to last, and Finch moved to Portland. There he became a lawyer. His career ended in Salem, where he was dropped through a trap for shooting to death a fellow-member of the bar.

Another short-lived paper was the *Argus*, published and run for a short time in 1906 by Paul B. Johnston. Still another that failed to make the grade was the Albany *Citizen*, published in 1910 by Ethen N. Kibbey editor and Paul S. Ware business manager. It lasted only a few months. (70).

Trade and class publications appeared and disappeared through the years. Among these were the *Oregon Good Templar*, started in 1871, M. C. George editor; the *Oregon Granger*, 1875, A. S. Mercer editor; *Oregon Cultivator*, agricultural organ, edited from 1873 to 1876 by N. W. Garretson.

The *Western Stamp Collector*, a twice-a-week journal of nationwide circulation, established in Mill City, Marion county, in 1932 as a successor to the Mill City *Logue*, a struggling weekly almost dead from the depression, was moved to Albany in August 1935, leaving Mill City without a publication. The town had, as a matter of fact, been without a local newspaper for three years, since the *Stamp Collector* succeeded the Mill City *Logue*.

Mr. and Mrs. Al Van Dahl, both of them linotypers on the

Salem *Capital Journal*, had purchased the *Logue* in December 1930, just in time to run into the stretch of hard times which followed the panic in 1929. Mr. Van Dahl had been a co-publisher of the *Baker Herald* at the time of its consolidation with the *Democrat*, and he longed to get back into the publishing field. When the meagre field threatened a loss of the firm's working capital, Mr. and Mrs. Van Dahl gradually turned an old hobby of his into account by incorporating a philatelic section in his local paper. Before long this feature had overshadowed everything else in the paper, and the *Mill City Logue and Western Stamp Collector* was changed to the *Western Stamp Collector*, with the local news gradually giving place to the philatelic matter. The paper was made a twice-a-week in November 1934. The circulation, starting at a few hundred, climbed to 15,000 after the national scope was attained.

Mr. Van Dahl devotes his time to the extensive correspondence and the editing, while Mrs. Van Dahl handles the circulation. At the time of the move the staff had grown to include a linotype operator, job man, pressman and assistant pressman as well as the two publishers, Al and Arlene Van Dahl. A new press, folder, another job press, and more magazines for the linotype were installed when the move to Albany was made.

Harrisburg.—The centennial year of 1876 saw the birth of journalism in Harrisburg, when O. T. Porter started the *Nucleus*, a four-page Saturday weekly, Republican, 22x32, for which he charged \$2.50 a year.

Like a good many other newspapers of the period, the *Nucleus* had a mission and frankly proclaimed it. In Pettengill's newspaper directory for 1878 the publisher, announcing a circulation of 400, and proclaiming that "it will soon . . . possibly treble its circulation," declared that "portions of Linn, Lane, and Benton counties are destined, at no distant day, to be separated and form a new county, with Harrisburg as the county seat. The *Nucleus* will be THE newspaper of Nucleus county. . . . Circulation in six incorporated villages." In Ayer's for the same year Porter asserted that the *Nucleus* "circulates as the local journal of Brownsville, Halsey, Junction, and Harrisburg, none of which has a smaller population than 300, all incorporated."

The ambitious dreams of Mr. Porter failed to save his little paper. Brownsville and Junction proceeded at once to establish their own papers, and within three years the *Nucleus* was not.

Then came the *Disseminator*. Started in Harrisburg by S. S. Train in 1882, it ran for two years when it was combined with the *Albany Herald* and moved to Albany.

In 1891 came the *Courier*, a Friday weekly organ of the Farmers' Alliance, with J. B. Morin, editor and publisher. The paper ran three years.

Next in the procession was the *Linn County Review*, established in 1893 as a Friday weekly. Le Masters (C. G.) & Cartwright (J. F.) were editors and the Review Publishing Co. (probably a group of local business men) publishers. The paper ran for four years, conducted by Cartwright in its last year.

The *Bulletin* was started as an independent, issued Thursdays, by A. P. Bettersworth Jr. as editor and publisher, in August 1901. It was an eight-page five-column paper and sold for \$1.50 a year. Six years later Ira A. Phelps, who had been publisher of the *Santiam News* at Scio in 1899, took charge. The next publisher, M. D. Morgan, was to remain for 17 years. He later became publisher of the *Siuslaw Oar* at Florence. His successor was the veteran Sloan P. Shutt, who was nearing the end of his journalistic trail. In 1927 Guy Hughes, who for several years had published the *Halfway Herald*, took hold and remained for seven years, being succeeded by Hugh D. Mars, formerly of Jefferson, when overtaken by ill health. Mr. Hughes died in August 1938.

Brownsville.—George A. Dyson, newspaper pioneer, started the first paper ever published in Brownsville. This was the *Brownsville Advertiser*, which appeared in 1878, too late, apparently, to get a notice in Pettengill's newspaper directory of that year. It had disappeared before the data for Ayer's newspaper annual for 1881 were made up. Old-timers have little or no information about it.

Dr. John B. Horner, who later was for many years professor of history at Oregon State College, and George Blakely of Brownsville promoted the next paper, the *Brownsville Banner*, and J. H. Stine, founder of so many Oregon newspapers, started the *Informant*. All these were in the eighties, but information on them is vague.

To Homer Davenport, of Silverton, who was to become a world-famous cartoonist, goes the honor of suggesting to his friend Albert B. Cavender the idea of starting the *Times*, the newspaper which has come on down to the present. Cavender was working, at the time, on the new *Woodburn Independent*, just started by L. H. McMahan. Cavender came to Brownsville and, with A. S. McDonald, issued the first number of the *Times* in June 1889. McDonald was editor, and Cavender attended to the business and mechanical ends. There was a chuckle in the line carried across the first page, right under the title: "Devoted to the Interests of Brownsville and Vicinity, and the Editors' Pocket-Books." The pocket-books, incidentally, seem to have been fairly well filled out, since the paper, independent politically, ran up a circulation of 700 at \$2 within a year, and a copy of No. 7 in volume 2 carried 13 columns of advertising out of 28 (the paper was a seven-column quarto).

George A. Dyson, who had started the first paper, carried a 2½-inch single-column ad on the first page for his hardware store, where he also did "repairing at short notice." The biggest ad in the paper, a

three-column full-length display, was carried by O. P. Coshow & Co., of the Brownsville Real Estate Agency. The paper was all printed in Brownsville, in contrast with many of its contemporaries, whose papers were half "patent," printed by the old Palmer & Rey plant (later American Type Founders Company) at Portland.

Another of the ads was for the Oregonian Railway Co., C. N. Scott, receiver, which was running from Portland to Woodburn, Silverton, Brownsville, and Coburg on the "east side," and Dundee, Sheridan, Dallas, Monmouth, and Airlie on the west side of the river. An item in the news columns indicated that the woolen mills were using 300,000 pounds of wool a year.

Cavender, who attended to the press work, commented that the old Washington hand-press on which the *Times* was printed at that time, was "a wonderful machine for physical exercise."

Cavender became the sole owner of the paper in 1892. W. A. Calder, a school-teacher, had purchased McDonald's interests the previous year.

F. M. Brown bought an interest in the plant in 1894 and in 1906 purchased Cavender's interest and conducted the newspaper for many years. Other editors have been D. H. Talmadge, C. V. Averill, and Milo E. Taylor.

William H. Wheeler, who wound up a long career in journalism as publisher of the Halsey *Enterprise*, was lessee and editor of the Brownsville *Times* from 1919 to 1921.

Mr. Talmadge became more widely known as an editorial-page columnist on the *Oregonian* for several years. He is recognized as one of the leading literary craftsmen in Oregon journalism.

Lebanon.—Lebanon's first paper, which has survived all competition for half a century, was named for a railroad train which has not survived—the Lebanon Express on the old Oregonian railway. The paper was started by J. H. Stine, founder of a good many Oregon newspapers, who had just come from Polk county, and its first issue came off the press March 5, 1887. Kirkpatrick (H. Y.) & Bugler were the publishers of the paper the next year.

Two years later George L. Alexander and Jack Adams started the *Lebanon Advance*, a People's party weekly, issued on Fridays. Both of these men had done newspaper work in Eugene. Mr. Alexander is the son of J. B. Alexander, one of the real pioneers of Oregon journalism, who had started Eugene's first paper, the *News*, in November 1856, and had also founded the *Eugene Guard* in 1867. Adams & Alexander continued the *Advance* for several years.

Finally, in 1897, the paper was combined with the *Express*, which had been conducted by H. Y. Kirkpatrick, under the title *Express-Advance*. Mr. Alexander was associated with Mr. Kirkpatrick in its publication and remained on the paper, which he edited for many

years, until his retirement in 1936. In 1899 the paper was issued as a semi-weekly.

Meanwhile the *Criterion*, a competing weekly, issued Tuesdays, was established (1898) by W. M. Brown. The next year it was published Wednesdays. A. B. Hoag was at the helm 1901 to 1904, when Mr. Brown resumed control, running a Republican newspaper. D. C. Humphrey took it over in 1905. Taking hold in 1908 was N. M. Newport, who changed publication day to Thursday.

For one year, 1912, the competition was three-cornered, with a weekly called the *Tribune* in the field. It failed to last out the year. The *Criterion*, the same year, under W. T. Fogle, changed its name for a year to the *Linn County Advocate*, then went back to its old name. The name *Criterion* was re-established by W. C. DePew, formerly of the *Amity Standard*, who conducted the paper for ten years, finally selling to A. L. Bostwick, who sold the paper to the *Express* in 1924 and returned to daily newspaper work. He is now on the *Oregonian* news staff.

The *Express* had dropped the *Advance* part of its name in 1912. The circulation battle between the *Express* and the *Criterion* was close for several years, the *Express* finally achieving a good lead (1250 to 869) in 1924. The *Express* was conducted by G. L. Alexander and H. E. Browne in 1913. By 1915 Mr. Alexander alone conducted the paper. T. R. MacMillan came to the *Express* in 1920 and remained throughout Mr. Alexander's stay on the paper as his partner. H. W. Fredericks and R. M. Hayden purchased the paper in 1936.

Halsey.—Halsey's newspapers go back to 1889, when Morris & Phelps (Ira A.) started the *News* as a Saturday weekly. C. Gray (1891) was the next publisher of the *News*. In 1893 the mast-head carried the firm name Gray & Cross. The paper was styled "independent" in Ayer's for 1895. It was missing from the directories for 1898.

There follows a hiatus in Halsey journalism until 1912, though there is vague gossip to the effect that for a short time the Halsey barber ran a paper as a side line, adding clipping to his shearing and shaving.

D. F. Dean, founder of other Oregon papers, established in 1912 the newspaper which, with occasional short skips because of sketchy support, continued to the recent present.

Information regarding the early life of the *Enterprise* is scarce. William H. Wheeler, veteran printer-publisher, a later owner of the paper, found the office serving largely as a warehouse for stacks and stacks of old newspapers (71) in which the *Enterprise* was much mixed with other newspapers from all over the state. They had not been regularly filed, so rather than bother with unscrambling the mass he "let the entire lot go up in smoke." Much of the information

gained of the early days of the *Enterprise* has been gleaned from files in the library of the University of Oregon.

After two years Dean sold the paper to William A. Priaulx, another veteran, who has conducted newspapers in several other Oregon towns. In 1916 Mr. Priaulx brought in D. H. Talmadge as editor. May 16, 1918, Mr. Talmadge became owner as well as editor. He ran a bright and newsy six-column all-home-print newspaper. In July of the next year Mr. Talmadge sold out to Charles F. Ballard of Portland, who cut the size to five columns. In June 1921 Mr. Ballard sold to D. F. Dean, the founder. This veteran, in the meantime, however, had crippled his hands in logging camp work and in two months he sold to William H. Wheeler, already mentioned. Wheeler, 75 years old, had just completed a lease on the Brownsville *Times*. He was assisted in his work by his 74-year-old wife, who did the newsgathering and the bookkeeping. Together they raised the size of the paper back to six columns, and ran six pages, one-third of which was plate matter. They also raised the advertising rates from 12½ cents to 20 cents an inch and the subscription price to \$2 (\$1.50 to those who paid in advance).

Wheeler changed the name of the paper in 1925 to the *Rural Enterprise* and made it eight pages. In the meantime his first wife had died and No. 2 assisted him in making the *Rural Enterprise* more of a farm-community paper. He sold in 1927 to H. F. and A. A. Lake, who changed the name back to the *Halsey Enterprise* and in 1929 combined it with the *Greater Oregon* of Albany and moved it to the county seat. The field has since been re-occupied by the *Halsey Journal*, launched in 1932 by C. V. Averill & Son, formerly of Brownsville (now, 1939, known as the *Halsey Review*).

Scio.—Scio's first newspaper, the weekly *News*, could not boast even a Washington hand-press when it was born as the first newspaper in Linn county outside of Albany. The founder was Dr. H. H. King, and the first copy came off the old jobber February 3, 1870. The paper lasted less than a year, "folding up" January 11, 1871.

The little paper had begun to be a drain on the publisher's resources, he explained in his valedictory. "Besides being an expense, it detracts from other business," he said. "To our patrons who, notwithstanding the diminutiveness of our paper, have given us their support," he concluded, "we return our hearty thanks. And to those, though few indeed, who are yet in arrears, we ask you very kindly to remit the amount to us immediately; our financial affairs are very precarious just now."

Coll Van Cleve, founder of several early newspapers, founded the *Scio Press* in 1889. It was a Populist paper, four pages 18x24. Van Cleve charged his subscribers \$2 a year and claimed a list of 600. The paper was sold within a year to T. L. Dugger, who published it for seven years.

The next paper, the *Santiam News*, was founded by Albert Cole and Roy Hill in 1897. Ira A. Phelps was publisher in 1899, D. C. Humphrey in 1904, and T. L. Dugger in 1909.

The present *Scio Tribune* is the result of the consolidation of the *Sweet Home Tribune*, which was brought to Scio in 1914 by T. L. Dugger, and the *News*, which was still running at Scio. The *News* was sold to the *Tribune* in that year.

Sweet Home.—The *Sweet Home New Era*, successor of several newspaper ventures in this field, was started in September 1929 by G. H. Crusen as a 6-column 4-page paper, for which the subscriber was charged \$1.50 a year. The town is small, but the paper has been lively and well made up. It was here that the late Mrs. O. Feigum, wide-eyed country correspondent, always interested and often astonished, did her picturesque work—this lover of nature and chronicler of the first robins, trilliums, etc., who was made famous by Ben Hur Lampman and Ed Miller of the *Oregonian* through editorial recognition and special interviews. Mrs. Feigum told Sunday Editor Miller that she got her tips by listening in on the rural party lines.

The present publisher of the *New Era* is John T. Russell, whose big fight now is to keep his town from being drowned out of existence by one of the proposed great dams of the Willamette valley project.

CLATSOP

Astoria.—Astoria journalism goes back to August 1864, when James Newton Gale, recently from Eugene, Salem, and Portland, where he had edited papers (as told in the appropriate spots of this work), started the old *Marine Gazette*. Gale, as George H. Himes and Mrs. A. C. Barette of Eugene, Gale's daughter, recall, was invited to Astoria by a group of promoters. His wife, sister of H. R. Kincaid, Eugene publisher, did not like Astoria, and he moved on to Puget Sound within a year, becoming a pioneer publisher in the new territory of Washington.

He was succeeded by W. W. Parker, son-in-law of W. L. Adams, remembered as the able and caustic founder of the *Oregon City Argus*. Parker is supposed to have been helped and coached by Adams, for he was not himself a newspaper man. Adams had gone to Astoria as collector of customs, a reward for his part in directing organization of the young Republican party in Oregon. (72).

Adams had purchased the *Spectator* plant for \$1200 after the suspension of Oregon's first newspaper, and it was type from the *Spectator* which was used in printing, first the *Argus*, then the *Marine Gazette*. The *Oregon State Journal* of Eugene was printed on

the *Spectator's* old Washington hand-press, which is now preserved as a relic at the University of Oregon Press, Eugene, having been presented to the School of Journalism by H. R. and W. L. Kincaid after the suspension of the *State Journal*.

The *Marine Gazette*, a four-page paper of six wide (15-em) columns, died with No. 6 of volume 3 (September 24, 1866); but it is remembered as a good little paper, which left its mark in Oregon as having published anonymously in serial form W. H. Gray's *History of Oregon* until its suspension interrupted.

Announcement of publication of the history was made in the issue of August 15, 1865, under the general head of "Local and Miscellaneous Items." The sidehead read: "Interesting History," and here is the announcement:

We have engaged one of the earliest American settlers on the Oregon coast, an intelligent and entirely reliable person, to write a complete history of Oregon settlers and settlements, their influence upon each other and upon the natives, and foreign settlements among them, from about 1836 to 1850, giving a complete political, religious, and social history of the country during that period, which we shall publish in the *Gazette*, commencing with the next number, and occupying from one to two columns in each paper. These articles, which will last a year or more, will be worth more than the price of the paper a year.

It was D. W. Craig, Adams' warm friend and former associate on the *Argus*, friend and law pupil of Abraham Lincoln, who suggested to Mr. Gray that he publish his history in book form. Gray and Craig corresponded in 1867, the year after the *Marine Gazette's* demise. Craig wrote Gray (March 31 of that year): "Not one in a thousand ever saw or heard of that sheet (the *Gazette*), on account of its limited circulation, and your writing through that medium was like wasting your breath on the desert air. I would like very much to see your history undertaken and finished in a permanent form as the events embraced in the time it treats of were of vast moment in the life of the Northwest coast." (73).

A prospectus of Gray's history was issued by H. G. Walling & Co., book and job printers of Portland, in the same year, but Gray's book ultimately was done in 1870 by another house.

The history was carried in the *Gazette* under the heading: "History of the First Efforts to Settle an American Family in Oregon" by "An Oregonian Since 1836." Six columns of this was carried in the issue of July 2, 1866.

The paper carried considerable news, written rather formlessly. The victory of the Union party at the preceding election received nine lines, together with a two-column table of the general results by

counties. "Pretty good" was the comment at the close of the little story.

Parker, though getting out rather a creditable paper, assisted by his wife, Inez Adams Parker, had not his father-in-law's flair for journalism. He suspended the paper, apparently, because he preferred to do something else. At the time, he was helping his father-in-law in the custom-house. When he got ready to suspend, he just stopped, announcing the "Close of the *Gazette*" as follows:

The occasion of this so sudden stoppage is the demand upon our time and services, which are necessarily very fully occupied in other unavoidable duties. We tried much, and offered very reasonable inducements over a year since, to get someone who had time to spare to undertake the conduct of the *Gazette*; but, as no one else would undertake it, we did.

The paper has been as remunerative as was anticipated and is now nearly or quite self-sustaining. The fact is established that a small paper properly managed in Astoria will pay all expenses except editorial services.

Here is a reflection on the rather slight value placed by early publishers on "editorial services." The publishers were, for the most part, printers or perhaps lawyers. Copy was largely "reprint." Preparation of local news copy ranked very low in the scale of appreciation in those days.

We part company (Parker concluded) with our little circle of readers with much reluctance, though mingled with joy for the anticipated release from the drudgery of looking over 30 exchanges and making up thence or otherwise the very limited contents of such a paper as the *Gazette* has been. The *Gazette* press and office goes to Oregon City, where will be issued from it, we understand, a lively country paper.
THE EDITOR.

The "lively country paper" was the Oregon City *Enterprise*, which was to come from the press October 27 of the same year. Seven years later DeWitt Clinton Ireland, founder of the *Enterprise*, was to establish in Astoria a newspaper which, like the *Enterprise*, has come right on down to the present.

Ireland, the founder of the *Astorian*, was a Vermont Yankee, born on the Fourth of July 1836 at Rutland. He learned the printing trade sticking type on a small religious and educational paper while he was attending an Episcopal school for boys at Mishawaka, Ind. There he worked also on the Mishawaka *Free Press*, of which Schuyler Colfax, later vice-president of the United States, was editor. This paper, the first copy of which is retained by the Ireland family, is still published, now known as the *Enterprise*.

Before coming west (74) he worked on the Chicago *Herald* and

later on the Detroit *Free Press* under W. F. Storey. He was already a reporter when Lincoln was nominated for the presidency.

One of Mr. Ireland's first typesetting "sits" was on the New York *Tribune*, where he was one of the few typos who could decipher Horace Greeley's notorious scrawl. (75).

Before coming to Oregon in 1861 D. C. Ireland worked in the Scribner book-publishing plant in New York City. Later while foreman, for several years, of the printing plant in the state penitentiary at Jackson, Mich., he invented the side arms of the Gordon job press. Up to that time pulleys and belts had been used to transmit the power to the wheels.

While in St. Paul employed as a printer on the *Pioneer Press* he married Olive Lightburn, adopted daughter of Mr. Prentiss, publisher of the paper.

Just before starting west he served 90 days as a volunteer in the Union army. In the spring of 1862 he started west across the plains, bringing with him a stallion that became famous as a sire. The name was Emigrant. A short period of work on "the old mission farm" at The Dalles, two years on the Oregon City *Enterprise*, a spell of running a pack train into the Boise basin placer diggings, a bit of prospecting on the Fraser river, in British Columbia, where he made some money, a successful investment in an Astoria salmon cannery, and he was ready to start the *Astorian*.

Mr. Ireland started both the *Weekly* (Friday) and the *Daily Astorian*. The daily was launched May 1, 1876, ten years after he had started the Oregon City *Enterprise*, three years after the *Weekly Historian*, and one year after his son, Clinton L., who has devoted a lifetime to publishing in Oregon, was born in Astoria.

The *Daily Astorian* was a neat little five-column folio, of which the Vancouver (Wash.) *Independent* said a few days later: "It makes the best first appearance of any daily ever started in Oregon. . . . well filled with advertisements . . . a newsy sheet."

One feature which would distinguish it from the papers of today was the 16-section head on the telegraph news of the day, all of which was run under the one heading.

Mr. Ireland had led up to the daily by issuing a thrice-a-week within six months of the launching of the weekly.

In January 1877 the *Astorian* installed a steam engine to operate its press. "The steam engine is pronounced a perfect success," chuckled the paper in its issue of January 11, 1877.

Ireland sold the paper to John F. Halloran in 1880 for \$10,000 in gold. (76).

After several changes of ownership succeeding Halloran, who associated with him P. W. Parker (77), the *Astorian* was purchased by John S. Dellinger in 1903, and Mr. Dellinger published the paper until his death February 3, 1930. Mr. Dellinger was a publisher of

experience in the Middle West before coming to the Pacific Coast in 1891. His first Oregon venture was the *Bay City Tribune*, a weekly paper, which he conducted for two years before moving to Astoria. For a time he published two newspapers from his printing shop—the *Astoria Daily News* and the *Nehalem Herald*.

In 1897 he was associated with O. W. Dunbar, also of Astoria, in shipping a newspaper plant to Alaska, where Dunbar published Alaska's first daily newspaper, the *Skagway Morning Alaskan*. After publishing the *Port Oregon Tribune* at Warrenton for a time, he purchased the *Morning Astorian* from Lyle & Patterson.

The *Astorian* led the whole West in replacing hand composition with machines.

Of several versions, the *Editor & Publisher* account (78) of the coming of the linotype to Astoria and to Oregon checks best with the records of the Mergenthaler Linotype Co. The date was 1892; Oregon led the Pacific Coast, for there was no linotype in California or Washington at that time; and Astoria led Oregon. A current story, based on fallible memory, that Samuel Elmore, fish-canner, then financial backer of the *Astorian*, saw the machine on exhibition at the Chicago world's fair and immediately ordered one for his paper, is discredited by two facts—the linotype was shipped from the factory at Brooklyn August 15, 1892 (79), and the world's fair, opened a year late, did not swing its gates to the public until the next year.

This machine, serial number 578, was lost in the *Astoria* fire of December 1922.

The facts as related in *Editor & Publisher* were, that P. W. Parker of Parker & Halloran, publishers of the paper, convinced from the performance of the machines in the New York *Tribune* office and at many other points in the East, that the new invention was practical and economical, made a trip to New York to get one. At that time the company was renting, rather than selling, the machines, then called by the operators Mergenthalers (generally "Mergs") from their inventor rather than Linotypes from their operation. Astoria, however, was so far away as to involve excessive shipping charges, and to get No. 578 Mr. Parker had to buy it.

Astoria now became a sort of holy city for the printers who wished to keep abreast of their vocation. There was a constant effort to get work there, and many an operator who has since put in a lifetime on the linotype learned its operation on the little paper at the mouth of the Columbia.

Seven months later the *Oregon Statesman* at Salem purchased two machines, followed the next year by the *Oregonian*, Portland, with eight.

John E. and William F. Gratke in 1919 sold the *Budget*, founded in 1892, to a group headed by E. B. Aldrich, editor of the *East Oregonian*; and Merle R. Chessman, Mr. Aldrich's news editor, was

sent to Astoria to assume the editorship. He is now entering his twenty-first year on the job—during which time the paper has grown tremendously, promoted civic development, and survived all its competition.

Astoria's biggest story was the fire disaster of December 8, 1922, which laid waste the business section of town with millions of dollars loss and incidentally wiped out the newspaper plants of both the *Astorian* and the *Budget*. Both papers mingled firefighting and relief with the publication of extras in other plants. The Finnish paper *Toveri* and the Seaside *Signal* plants were used until the *Astorian* and the *Budget* could replace and repair their destroyed and damaged equipment. Portland papers sent down full staffs to cover the disaster. The *Telegram* sent David W. Hazen, Lawrence Davies, Gardiner P. Bissell, and Earl W. Murphy. The *Oregonian's* contingent consisted of James D. Olson, Floyd W. Maxwell, and Jay Allen; for the *Journal*, Phil Parrish and George S. O'Neal; *News*, Tom E. Shea.

Only one issue of an Astoria paper was missed as a result of the disaster, but it took the finest courage and cooperation to keep the continuity. The *Astorian* was defeated on the day of the fire because the power went off just as the paper was going on the press. The day after the fire the *Astorian* declared in an editorial:

Astoria will not stand in stunned dismay, pondering on a past disaster. . . . Let every citizen unite with the common purpose to advance, to grow again; let none lag; let none be dismayed. . . . "Let's go."

This slogan was rattled from typewriters set up on packing-boxes in temporary editorial quarters (80). Rescued linotypes echoed the command. Every man of the *Astorian* and *Budget* staffs was on the job every minute. The *Budget's* loss was particularly heavy; not only was its plant, including three linotypes, a Ludlow typograph, and three job presses, damaged beyond repair. but also its new building, of which only the walls were left standing. The *Astorian* saved two of its linotypes, though losing the historic machine that had introduced line-casting composition in Oregon. Typical of what the whole Astoria newspaper gang was doing, the *Astorian* staff worked 44 hours without sleep from the time disaster struck. Within four days the papers were printing their regular-sized editions, and before the end of the month had new machinery replacing the old destroyed.

It was the judgment of newspapermen that the Astoria fire-sufferers acted in keeping with the best traditions of journalism in emergency.

After the death of Mr. Dellinger (1930) the *Astorian* was merged with the Astoria *Budget*, its younger afternoon competitor, and the combined paper, the *Astorian-Budget*, is edited by Merle

R. Chessman, who had been editor of the *Evening Budget*. He has been an outstanding Oregon journalist since his graduation from the University of Oregon in 1909. While on the Pendleton *East Oregonian*, before going to Astoria as editor of the *Budget*, he achieved a widening repute as a columnist. At Astoria he has won recognition for public service, both through his editorial utterances and his personal work for Astoria through federal departments and bureaus at Washington.

Among the editors who worked on the *Astorian* besides P. W. Parker, of a pioneer Astoria family, were E. W. Wright, later marine editor of the *Oregonian*, famed as the author of the *Marine History of the Northwest*, and J. L. Duffy, characterized by John E. Gratke, old-time Astoria publisher, as the "classic editor" of the *Astorian*.

Among the reporters were John R. Rathom, later editor of the Providence *Journal*; John Barrett, who became minister to Siam and the head of the Pan-American Union; Samuel L. Simpson, the "poet laureate" of Oregon.

Simpson, a newspaper man by vocation and a poet by talents and inclination, "takes front rank," as Alfred Powers expressed it, (81) "with Burns and Poe, among the drinking poets. He was a member of the staff of Dunbar and Gratke's Astoria *Budget* when he wrote (in 1896) the ode on "The Launching of the Battleship Oregon," which was built at the Union Iron Works, San Francisco. Bob Johnson, Corvallis newspaper veteran, who knew him well, gives a reasonable version of why it was that the ode had to be telegraphed to San Francisco to be read at the launching. Simpson had been commissioned to write the dedicatory verses. Day followed day; no poetry. The muse was elusive, and the thirsty bard sought spirituous inspiration. Sam delayed, and waited, and procrastinated, and . . . well, anyhow, Narcissus White Kinney of Astoria, who was to read the poem, took her train for San Francisco without it. As the eleventh hour approached, Simpson's friends put on the pressure. Sam wrote the poem in Oscar Dunbar's house, and, as Merle Chessman tells it, the business men of Astoria made up a purse (82) to pay the wire tolls, and the poem of 78 lines, which is found in his published works, was telegraphed through in time to be read at the launching.

Astoria was the home port of a long list of newspapers, some reference to which will be made in these pages. The two most important of all, however, are the *Astorian*, already noted, and the *Budget*. The *Budget* was founded as a weekly in October, 1892, by Oscar W. Dunbar, native Oregonian, born in the Waldo hills near Salem, and John E. Gratke. Dunbar was one of the most picturesque, fightingest characters ever connected with Oregon journalism. Let us sketch in a bit of his remarkable career.

He learned the printer's trade on the *Oregonian*, became a char-

ter member of the typographical union in Portland, worked for a time as a printer in Seattle, had been a reporter on the *Call* and the *Chronicle* in San Francisco, and already had started three newspapers—the *Star* of Victoria, B. C., the *East Portland Star*, and the *Astoria Town Talk*.

Illness of his little daughter, Claire Agnes (now Mrs. Claire Dunbar Roberts, dramatic reader, of Spokane) had caused Dunbar to leave Portland for the coast, and he took a position on the *Astoria Pioneer*, edited by D. C. Ireland.

Difference of opinion with the editor caused two of the *Pioneer's* printers to quit—Dunbar and C. J. Curtis. The result was two more weekly papers for Astoria, the *Herald*, with Curtis as editor, and the *Town Talk*, with Dunbar editor—in 1890.

After two years as editor of the *Town Talk*, Mr. Dunbar started the *Budget*, evening except Sunday, and weekly, taking in with him as partner a young man who eight years before had begun a career of nearly forty successful years in Astoria journalism—John E. Gratke, who was editor of the *Budget* from 1897 to 1920.

The "Oregon style" of personal journalism, lively with invective, prevailed in Astoria; but did not affect the editor's personal relations. The editors, as Mr. Dunbar's daughter expressed it later, "were very friendly enemies, ripping and roaring at each other through the papers, but understanding friends on the outside."

When Dunbar started *Town Talk*, he lost no time in getting the community to buzzing. A leading citizen was "Slippery Slim" in the columns of the paper, and, as Mrs. Roberts recalls, the newsboys on the street used to call "Town Talk! All about Slippery Sam!" and even the parrot out in front of Jeffries' saloon joined in the chorus. Then one fatal day the paper went a step too far and slipped "Slippery Sam" in with his surname. The startling allegations made brought on a criminal libel case, and the editor was sentenced by Judge Frank Taylor to a year in the county jail. Indignation in Astoria was widespread, for Dunbar's friends were many. "The deputy sheriff," Mrs. Roberts recalls, "gave up his room to my father. Citizens declared they would furnish the deputy's room with the finest furniture that could be had if my father were not pardoned within the month. Thirty-five citizens went to the jail during visiting hours the first Sunday and asked admittance. They perched everywhere.

"A petition was gotten up and signed by hundreds of citizens. My mother and I took it to Governor Pennoyer in Portland. [The governor issued the pardon.]

"While in jail my father continued to write his scathing stories. He had so many enemies who were willing to do anything that my mother tied the petition to my body and never let me out of her sight as we went on the old steamer *Telephone*, and even as we went to

the Governor's home. The petition was granted, and in two weeks and three days from the time he was jailed my father was freed. The brass band came to the jail. My mother, father, and myself were driven through the city, and my father was presented with a beautiful watch . . . for his fearlessness."

This fighting editor did not hesitate to criticise the courts—which was the root of much of his trouble. On one occasion he contrasted the treatment given a rich saloonkeeper, who got off with a year for a killing, with that of another man, an obscure fisherman, who drew a three-year sentence for stealing two salmon. Frequency of "shanghai-ing" also came in for scathing comment by the editor.

The Alaska gold rush was on in 1897, when the adventurous editor sold out to his partner, John E. Gratke, and left for the north. He reached Skagway September 12, 1897, set up a printing plant in a ramshackle old shed, and less than two months after the little old steamer *Portland* had started all the gold excitement by bringing its famous "ton of gold" into Seattle harbor, Dunbar launched the *Alaskan*, the first daily newspaper in the great northern territory. Dunbar's "silent partner" in the enterprise, as noted elsewhere, was John S. Dellinger, later publisher of the *Astorian*.

It is a great temptation to wander off here and tell the story of Oscar Dunbar's encounters with Jefferson R. ("Soapy") Smith, the murderous gambler-boss of Skagway, who ruled the town with a gang of terrorists until Marshal Frank H. Reid, formerly of Whatcom, Wash., shot him to death in a duel on the old wharf, giving his own life for the safety of his people. Suffice it to say that Smith's offer to give Dunbar \$50 an issue for keeping his name out of the paper was scorned, with all the theatricals which the fighting editor liked so well, and Dunbar never did give in to the gang, though on one occasion it took a melodramatic last-minute rush by a band of citizens to save him from Soapy and his gang. (83).

The daughter, incidentally, then a young girl, became the first woman newspaper reporter in Alaska. Selling the *Alaskan*, Dunbar conducted two other publications (the *Skagway Budget* and the *Alaska Travelers' Guide*). He went to Pendleton in 1902 and died there March 18, 1904. (84).

In a brief account of Astoria's journalism, written a short time before his death in 1936, John E. Gratke mentions the *Eagle* as one of a number of newspapers "born at intervals in Astoria that now slumber in the graveyard of the Fourth Estate."

Some of the others:

There was the *Transcript*, a Saturday weekly started by Snyder Bros. in 1881 and conducted for a few years.

The *Independent*, launched in 1883, ran as an evening daily for nearly three years.

The *Astoria Gateway-Herald*, weekly, was conducted from 1885

to 1888 by A. V. R. Snyder, lately city editor of The Dalles *Times-Mountaineer*.

The *Press*, a Friday weekly started in 1887, was edited and published through to 1892 by Irving McQuary.

The *Pioneer*, already mentioned, was launched by D. C. Ireland, who had sold the *Astorian* in 1880 and lost the money in a salmon cannery. It saw the light in 1887 as a morning paper competing with the *Astorian*. Editor in 1889 was C. J. Curtis. The paper was discontinued in 1891 after both Curtis and Oscar Dunbar had left Ireland and started those papers of their own, the *Herald* and *Town Talk*. The *Herald* ran weekly on Sunday until 1895, when its publication day was changed to Saturday. It was dead in 1907. *Town Talk*, first a Saturday weekly, then an evening paper (except Sunday) with a Friday weekly, ran until 1892, when its publisher, Dunbar, started the *Budget*.

D. C. Ireland appears again as an Astoria publisher with his *Express*, started in 1890 as a weekly and running for a year or so.

The *Examiner*, an evening paper, is credited by Ayer's directory to the Town Talk Printing and Publishing Co. Weekly, 1889, Friday; evening except Sunday 1891; not listed in 1895.

The *Columbian*, started as a weekly in 1881, became a morning daily in 1890, with L. G. Carpenter editor. It had dropped out of the field by 1892.

A daily which occupied the evening field for several years was the *News*, started in 1895. It was dead by 1907. The paper was independent in politics. It was credited by Ayer's in 1897 with 700 subscribers. In 1905, combined with the *Herald*, it was running daily except Monday as the *News-Herald*.

The *Acorn*, established in 1894 as a Friday Democratic weekly by Percy B. Sooly publisher with A. A. Cleveland editor. It ran for three years.

Then there was the *Leader*, a paper published in 1907 from the Owl Printery as an independent weekly. W. L. Thorndyke was editor.

Two of the latest publications to try the Astoria field were the *Times*, weekly, launched in 1922 by Owen Merrick and J. E. Myers, and the *Morning Messenger*, started in 1931, with Samuel T. Hopkins, formerly of the Vancouver (Wash.) *Evening Columbian*, as editor. The *Times* suspended in 1923 and the *Messenger* in 1934.

Astoria papers and editors have, rather consistently, enjoyed a high standing in Oregon journalism. Public service, or what the editor regarded as such, has loomed large in the editorial consciousness. It was so right from the beginning. When D. C. Ireland started the *Astorian* in 1873 he had as one of his great aims promotion of a law compelling free pilotage into the Columbia. This took some

nerve, in what was then one of the most lawless towns on the Pacific Coast. It meant inviting the active enmity of a crew of dangerous men in days when shooting and shanghai-ing were bits of ordinary routine. Success was not to come for many years, but Ireland made the first courageous effort.

The first of the newspapers printed in Finnish in Astoria, which has a large Finnish fishing population, was the *Unsi Kotimaa*, published weekly from 1881 to 1890 by August Nylund. Then came the *Lannetar*, also a weekly, launched in 1890 and issued Fridays by Adolph Rupp, editor; Alex Ketonen and J. E. Saari publishers. The directories failed to list the paper during the depression period of the middle 90's; but it was started again in 1897, issued Thursdays by the Lannetar Publishing Company, with H. A. Harper editor. In 1900 V. E. Bergman was editor and C. C. Rosenberg publisher; two years later Rosenberg was both editor and publisher, and by 1906 the paper was dead.

It was followed (1907) by the *Toveri*, established November 7 of that year. The publisher was the Western Workmen's Publishing Society. The paper, a labor publication, ran first as a twice-a-week, then as a thrice-a-week for the first few years and was changed into a daily in 1912. In 1930 the editor and several members of the staff were arrested on charges of communism, and some of the staff members were deported to Russia. At the end of 1930 the paper was consolidated with the *Tyomies* and moved to Superior, Wis. The *Toveritar*, weekly edition, ran parallel for several years.

The *Lannen Suometar*, founded in 1922, has been conducted as a Tuesday-Friday semi-weekly by the Finnish Lutheran Book Concern, with H. L. Olilla editor and general manager.

One of the outstanding bits of work of an Astoria news man was not a news story at all but a book—*The Memoirs of Li Hung Chang*, by Maj. W. Francis Mannix, who for several years up to his death in 1922 was news editor of the *Astorian*. Major Mannix, a clever writer, took rank through the authorship of that book, with the great hoaxers of history. For the work, published in England and America about 25 years ago, was exposed as a fake by Ralph D. Paine, noted war correspondent and writer on journalistic subjects, who had known Mannix in the Orient. Mannix had fooled not only the critics but such eminent authorities on Oriental affairs as John W. Foster, American secretary of state. The ingenuity of the book was marvelous—and all the writer had to start with was service as a private in the Ninth Infantry with the American forces in the Boxer rebellion of 1900 and books on China he had studied while in jail in Honolulu. His imagination did the rest. (85).

Seaside.—E. N. Hurd, with 17 consecutive years as publisher of the *Seaside Signal*, weekly published Wednesdays, set up a record which Max Schafer, who succeeded him as publisher in 1928, is:

crawling up on as fast as time will let him. The paper was established in 1905 by R. M. Watson, who issued the paper on Saturdays. In 1911 Watson was succeeded by E. N. Hurd and W. B. Scott as editors, who changed the publication day to Wednesday. The paper has undergone several changes of size. Hurd was in charge alone in 1912, and it was 1928 before Max Schafer formed the Seaside Publishing Company and started putting out the *Signal* as an independent Republican paper. Schafer is a University of Oregon graduate, son of Dr. Joseph Schafer, who for many years was head of the University's history department. Before going to Seaside he was a member of Herbert J. Campbell's staff on the Vancouver (Wash). *Evening Columbian*.

In August 1933 Mr. Hurd purchased the *Ventura County* (Calif.) *News*, a weekly paper.

Another paper, the *Sentinel*, a Republican Saturday weekly, ran from 1903 to 1906. C. J. Curtis was editor.

Warrenton.—John S. Dellinger, best known in connection with the *Astorian*, helped found Warrenton's first paper, the *Port Oregon Tribune*, a Friday weekly, Republican, in 1896. Dellinger & Mason were listed in Ayer's as editors and publishers. Three years later G. G. Haley became editor and publisher. The publication was suspended in 1906. The paper, four pages, six columns, sold for \$2 a year.

Warrenton's next paper was the *News*, founded February 1, 1915, by E. H. Flagg. It was consolidated in 1926 with the Warrenton *Argus*, established in the previous year by G. Clifford Barlow. The consolidated paper was suspended in 1929.

UMATILLA

Umatilla.—Umatilla county journalism started in the little hamlet of Umatilla, at the confluence of the river of that name and the Columbia. This was in April 1865, when Nelson Whitney purchased and shipped the plant of the defunct Portland *Times* up the river and started the *Umatilla Advertiser*, an independent newspaper, soon changed to Republican. (86).

In December, 1866, Avery & Dow started the *Columbia Press*, changing the name soon to the *Umatilla Press*. This gave the Democrats an organ in competition with the Republican *Advertiser*. Umatilla was the county seat of the county, organized in 1862, and was the political center of eastern Oregon at that time. Under Judge L. L. McArthur, founder of the Baker *Democrat*, the name was changed to the *Index*. The town was too small for the two papers, and the *Advertiser* and the *Index* merged under the name *Adver-*

tiser. When the county seat was moved to Pendleton in 1869, the paper suspended (87).

Pendleton.—Pendleton's first newspaper was the *Pendletonian*, started in 1871 and running for only a short time that year. The plant was destroyed by fire, and the only relic of this paper is a little old-style jobber still preserved, used as a weight, in the office of the *East Oregonian* (88).

Just what the new county seat Umatilla county, and the county itself, for that matter, did for an official newspaper between 1869, when the old Umatilla *Advertiser* is said to have suspended, and 1871, when the *Pendletonian* was launched, and again from the fiery demise of the *Pendletonian* until 1873, when M. H. Abbott of Baker started the *Eastern Oregon Tribune*, neither Gilbert nor William Parsons *History of Umatilla County* explains.

Two years later Abbott moved his plant to The Dalles, where he launched another *Eastern Oregon Tribune*.

This was 1875, and in the same year, on October 16, M. P. Bull started the one Umatilla county newspaper which has come right on down to the present without suspension or change of name—the *East Oregonian*. Bull ran a Democratic paper, but seemed to be in danger of falling into Republican hands. Therefore, October 9, 1877, a group of faithful Tilden followers formed the East Oregonian Publishing Co. and purchased the publication. The corporation was made up of J. H. Turner, S. Rothschild, Henry Bowman, J. M. Bentley, J. W. Bowman, G. W. Webb, and A. Jacobson.

The *East Oregonian*, which started with a patent ready-printed outside, had a good appearance from the start, according to Parsons (89). Among the advertisers were Lot Livermore and J. H. Raley, both memorable Pendleton names. In an early issue the subscribers were assured that they would not be cheated out of their money and that a bond would be given to guarantee them against any loss. This, no doubt, had reference to the chances sometimes taken in paying a year's subscription in advance for a paper that would fold up and quit at the end of the first few months.

The Republicans had their inning in the establishment of the Pendleton *Independent* almost immediately afterward—January 3, 1878—by Fred Page-Tustin and I. C. Disoway, with the backing of Lot Livermore, Pendleton business man.

Files of the early Pendleton papers for their first years are incomplete. Here's a brief glimpse at the *Independent*, which, like the others, was still a weekly, April 24, 1879, when Fred Page-Tustin (the hyphen was there; he dropped it later) & Co. were conducting the paper. It was a four-page seven-column publication, columns 2 1/3 inches wide. First page was clear of advertising, but the whole paper contained 12 columns out of the 28. In the whole paper

there was not more than two or three columns of local news. So-called telegraph news, probably clipped from Portland daily papers, appeared on the first page, with one-line label heads—"Telegraphic," "Eastern States," "Army Appropriation Bill." One column of editorial appeared on page 2—less than most of the papers were running in those days. One little item told that Maud Miller, daughter of the poet Joaquin, was playing in one of the Portland theatres.

The paper had Republican leanings and soon had gone all the way over. Tustin, an Englishman, was for many years United States commissioner at Pendleton and later a lawyer in Seattle. Disoway died soon after the founding of the paper, and Tustin carried on as editor until December, 1879, when E. E. Sharon and Ben S. Burroughs purchased it. Here another personal note enters in, for it happened that both the publishers were interested in the same young woman. Burroughs won, and the partners found it more difficult to get along smoothly thereafter. So Sharon retired. George Reading, an Ohio man new to both Pendleton and journalism, bought his half-interest, and under Reading & Burroughs the name of the paper was changed in 1881 to the *Tribune*. Mrs Burroughs, the innocent cause of this newspaper upheaval (it isn't her story, by the way, but that of other old-timers) used to help her husband in the office. He taught her to set type. She is still living in Pendleton, surrounded by her books and reputed one of the best-read and most erudite women in the community. One story she does tell, not particularly for publication, is of the time when her husband remained at the office all night handling election returns. Lack of telephone connection made the job more difficult and, incidentally, prevented Burroughs from keeping in close touch with his young bride. Finally, long past midnight, she could stand it no longer, and off she started for the office, having taken the precaution to arm herself against any rough characters, then rather numerous, by slipping the family butcherknife into her coat-pocket.

Burroughs, a new Jersey native who had learned his printing there and in Iowa, bought Reading's interest in 1882, and conducted the paper himself until January, 1887, when James B. Eddy purchased a half-interest. That same year James A. Fee bought the Burroughs interest. Mr. Burroughs later spent a good many years in Alaska, mostly in newspaper work. His last newspaper there was the *Katalla Alaskan*, published in a place now well-nigh forgotten, though important in the days following the 1897 Alaska gold-rush. He died in 1923.

In 1888, Mr. Eddy obtained full control of the paper.

J. H. Turner followed Bull as publisher of the *E. O.* Then came B. B. Bishop.

In August, 1880, there came to the paper as editor, publisher

and half-owner with Turner, one of several distinguished men connected with Pendleton journalism—Lewis Berkeley Cox, native of the District of Columbia, graduate of Washington and Lee, then of Columbia Law School at Washington, who handled the paper well despite his lack of journalistic training and experience.

Arriving in Pendleton in 1880, he entered the practice of law but soon purchased the *East Oregonian*, retaining ownership until February of 1882. One of his first improvements was to discard the ready-print and give his readers an all-home-printed paper. Cox, of course, was a much bigger gun in law than in journalism, in which he remained only a short time.

He ran a newsy, readable paper. News, though, was still formless to a considerable extent. Not much, apparently, was done to copy after it reached the office by way of preparing it for the reader, and the editors didn't worry much about the time element.

In the issue of Saturday, October 9, 1880, while the paper was still a weekly, there appeared, under the head of Local and Other Intelligence, a notice to the readers that there had been a terrible fire in Heppner, full particulars of which would appear next week.

The "terrible fire" was described the next week. It had occurred on the 7th, two days before the paper's mailing-date. Heppner was about seventy miles distant. The correspondent was allowed to tell his story like this:

Nothing comes to hand more punctually than the *E. O.*, and not speaking my sentiments alone, we know it is honestly conducted.

Last Wednesday night, the 7th inst., the dwelling of William McKennon was destroyed by fire from the explosion of a kerosene lamp. Mrs. McKennon was absent at the moment of the explosion, having gone up to attend lodge and had not yet returned. The explosion took place about 10 o'clock. Mrs. McKennon and her three children narrowly escaped perishing in the flames by getting out through the window . . .

Mr. McKennon's house was insured in the Connecticut Insurance Co. for \$500; the loss was about \$1,000. The company will be watched in this place to see if they come to time.

Another news story which could have been made less poisonous by a little editing appeared on the 9th. Under the headline Murder Will Out the reporter in the course of the story proceeded to convict a suspect before any judge or jury could do anything in the matter, saying, in part:

We think there is no doubt but that this man is guilty of the charge and moreover sufficient has come to light to

demonstrate the fact that there is a regularly organized and well drilled band of outlaws operating throughout Eastern Oregon and Washington Territory, and our settlers will have to look well to their interests, as neither life nor property will be safe at their hands when want begins to press them this winter . . .

Cox sold his half-interest in the paper to Charles Christie, a young man from Portland, April 2, 1881, and published a veiledictory pointing out that his venture into journalism was an experiment.

I had no practical experience in the business (he said) and had not money enough to pay the printer's devil for rolling the first issue; but I undertook to pay for it on the 15th day of November and on the 16th I paid the last dollar of my purchase price. For being able to do this, I am indebted to the kind assistance of my associate, Mr. Turner, and to the support of our patrons.

Mr. Cox explained that his first choice of profession was law and that he was unwilling to give it up, therefore had insufficient time to make the paper what he wanted it to be. . . .

Mr. Cox proceeded to explain that he personally had written whatever had appeared in the editorial columns . . . "be the same good, bad, or indifferent, I claim the authorship of it. Mr. Turner has been more than once unjustly, and without cause, criticised in an unfavorable manner for publications in the paper. He wrote nothing during my association with him and . . . had no connection with the paper editorially for a long time previous thereto."

The new editor said in his salutatory that he had a holy horror of "personal journalism," but that he would not allow anyone to attack him without at least a show of retaliation. Only a few weeks later (May 27, 1881) Christie announced his retirement on account of ill-health. The next week Turner & Cox, in a signed statement, explained that this really was the reason for his early withdrawal.

It is generally known that C. S. Jackson, noted Pendleton and Portland publisher, bought into the paper in 1882; but perhaps it is not so well known that this was after he had made a previous effort to get possession of it the previous year—when he was only 21 years old. The *East Oregonian* contained a friendly statement by John Hailey Jr. and C. S. Jackson explaining that they were selling the paper back to L. B. Cox, and wishing him well. A statement by Cox in the same paper said: "Having drawn from my practice, I will hereafter go it alone."

Thus the situation rested, with Cox running the paper, until January 20, 1882, when young Jackson was back in the picture. On page 1 there appeared the firm name Guyer & Jackson as publishers.

J. A. Guyer had provided the financial backing that the young Jackson needed. On the editorial page was a 400-word article by L. B. Cox saying he was turning the paper over to the new owners February 1.

Thus was introduced into the journalism of Pendleton and of Oregon a character which has been one of the most influential in the history of Oregon journalism—"Sam" Jackson.

C. S. Jackson was born on his father's Virginia plantation September 15, 1860. His bent toward printing was early demonstrated. When he was 16 years old his father gave him \$20 to help finance a trip to the Centennial Exposition at Philadelphia. Instead, the young Jackson used the money to buy a small hand printing-press and some type. With this he set up a little printing business, putting back into the "plant" the profits from job printing done for friends and neighbors.

Three years later young Jackson came west—oddly enough going to Pendleton in April, 1880, from Portland, a move he was to retrace later. His father gave him \$250 for the trip to Oregon—and this time Sam used the money for the specified purpose. His first job in Pendleton was the agency for a stage line—and one of the best of the many Sam Jackson stories, some of which, with himself as the butt, he told over and over with evident relish, was included in an article written by Samuel G. Blythe for the "Who's Who and Why" department of the *Saturday Evening Post*, November 2, 1911. After relating that the young Sam thought Oregonians really had web feet, Blythe told of Sam's first job in Pendleton. "Dear Pa," the young man is said to have written, "I've got a good job. I get forty dollars a month and room and board, and I'm doing fine. Your loving son, Sam."

Three weeks later, so the story goes, Sam received this reply:

"Dear Sam: I have your letter saying you are getting forty dollars a month as stage agent. You must not keep that place, Sam. You are not worth it. Your loving father."

Jackson is supposed to have received the job because the employer thought he was as homely as Abraham Lincoln and believed such an unpromising looking youngster must, after all, be good for something.

As a publisher, a framer of editorial policies, a crusader for whatever he thought would benefit the people of Pendleton and of Oregon, there is a unanimity of praise for this son of Virginia.

Judge Norborne Berkeley, early resident, speaks (90) of Jackson's courage, generosity, and boundless energy—all of which contributed to his newspaper success. "He was entirely fearless," said Judge Berkeley. "'Sam, you ought to carry a gun,' I used to say to him; but in those wild days of 55 years ago he never did." This in spite of the fact that his paper was outspoken against the cattle-

rustlers and it was generally known that a Pendleton newspaper man was head of the Stockmen's Protective Association (vigilance committee). He cared little for hunting or fishing—which made him a conspicuous exception to the general run of the Virginians who had settled around Pendleton, all of whom were outdoor men. Jackson's big-hearted sympathy with those in distress was universally recognized among his old friends at Pendleton.

This was the man, with a taste for printing and a yen for newspaper work but without experience, who now took hold of the *East Oregonian*, for Mr. Guyer was a silent partner. Like Cox, Turner, Tustin, and others, he was a lawyer (born in Maryland Sept. 9, 1852), and he gave little time to the paper.

Before buying the paper Jackson had done some work for Publisher Cox, who thought well of his writing and had him contribute not only local news but also semi-editorial articles, signed "Sandy Bottom." Fred Lockley, writing of Mr. Jackson, observed that when he sold back the quarter interest he had bought in the paper in 1882, he made \$250 profit on the deal—exemplifying another trait of Jackson's, his business ability. The young publisher kept his stage line agency until the railroad reached Pendleton (1884) and the stage line was discontinued.

In acquiring, first, the quarter interest in the paper and later buying all of it, Mr. Jackson followed the simple business method of a small cash payment and a note for the balance.

In the article already quoted, Lockley commented that Jackson prepared himself for the bigger things by familiarizing himself with every detail of his publishing business. "He had no money to hire bookkeepers, editors, circulation managers, or advertising men, so he learned every detail of the publishing business by doing the work himself."

In August J. P. Wager, from Schuyler county, New York (born May 24, 1854) bought a financial interest in the paper and undertook the direction of the *East Oregonian's* editorial columns, subject to Jackson's general supervision. He was later a news editor on the *Portland Telegram*.

One of his first moves was to make the paper a semi-weekly, February 3, 1882. It was then a four-page seven-column sheet, issued Tuesdays and Fridays.

Meanwhile the town was growing, the railroad had come in, and Jackson had his heart set on a daily for Pendleton. Finally, March 1, 1888, appeared volume 1, number 1 of the *Daily East Oregonian*. The semi-weekly, incidentally, has been kept going and is still issued today. For a good many years the paper ran daily, weekly, and semi-weekly, each aimed at a different set of readers.

The salutatory of the new daily ran:

HERE WE ARE.

This is the first number of a new enterprise in Pendleton whose success will depend chiefly upon the amount of substantial, willing patronage which is accorded to it. The plan of the publishers is to make it as much of a newspaper, as nearly a newspaper, as is possible in a town of this size. . . .

Unlike our new neighbor, the *Daily East Oregonian* is not started for campaign purposes. It is started as a NEWS-PAPER and has come to stay, if possible. Very likely, and quite probably, it will support the Democratic nominees beforehand. Its first business is to furnish the people with a newspaper which shall be a credit to a small inland town like this. Politics it will certainly be interested in; and readers may depend upon it for all political news; but politics is after all a secondary consideration.

What think you of the plan? Your deeds will show.

The people of Pendleton responded, and the *Daily East Oregonian* has been running ever since, without a miss.

The *Daily East Oregonian* started out as a six-column, four-page paper. It was neat-appearing. The first page carried one column of advertising down the left. The paper used to run close to 50 per cent advertising—rather heavy in a small-sized paper. Before long, with increased advertising patronage, the paper carried three columns of advertising on the left side of the first page. It has been noted that Mr. Jackson kept his stage job until the line was discontinued, despite his status as a publisher. When the daily was started he was still in the insurance business and the paper carried an ad, full two-columns, for Compton & Jackson, Insurance, E. O. Building, Pendleton. Whether this was an “office plugger” or actual paid advertising is not known.

The paper's local coverage was impressive. Four columns of local news, with the brevities sized from small to big down the column, were a regular feature.

Back to the *Tribune*:

After the retirement of Mr. Eddy November 1, 1889, changes were frequent on the *Tribune* for a time. Under the Home Publication Company, Judge William Martin president and Lot Livermore, one of the heaviest stockholders, “Louis Seibold, a young, bold and adventurous newspaper man, was placed in charge” (91) and on November 18, the first daily morning edition of the *Tribune* appeared. It was really a first-class paper, almost metropolitan in standards, with a telegraph service. Seibold, who appears to have been an earlier edition of Klamath Falls' Sam Evans, knew better how to run a good paper than how to pay for one, and in six months the *Tribune* was \$6,000 in the red. Seibold then went east. He became

a famous big-story reporter, serving many years on the *New York World*, but this did not help the finances of the *Tribune* of 1889.

In 1890 J. B. Eddy was back again as editor but after a month he leased the plant to J. W. Strane and H. W. McComas. April 1, 1891, Stephen A. Lowell and Charles Wilkins were the publishers, keeping control until January 1, 1893, when John C. Leasure, another lawyer (who died in San Francisco in 1901) and A. J. Stillman took charge.

John P. McManus became editor and the *Tribune's* Republican manager for the group of stockholders January 1, 1894, but proved unsatisfactory to them and November 21, 1896, they removed him, putting in Homer H. Hallock.

This brought additional sharp competition in a rather dull season, for July 23, 1897, McManus founded the Pendleton *Republican*, a weekly newspaper representing the John H. Mitchell faction of the Republican party, while the *Tribune* supported the Scott-Corbett wing in what was really a bitter political war.

The situation was rushing toward change. Elmer P. Dodd, a young Idaho man just out of college and without knowledge of journalistic practice, came in and bought the *Tribune* in 1898. What he lacked in experience, however, he made up in energy and intelligence. He had graduated from Indiana University after having had a year in an Iowa academy and one year at Stanford.

Young Mr. Dodd had grown up in the saddle in southern Idaho and knew cattle, wide-open spaces, the rule of the range, livestock, markets, and a lot of such things that made pretty fair background for a Pendleton editor. He found the *Tribune*, a daily morning paper, in wobbly financial condition. He discontinued the daily immediately and after publishing the paper a year or so as a weekly, added a Sunday morning edition (1900), which was delivered by carrier around Pendleton as well as sent through the mails. This venture proved profitable. In April, 1899, Dodd had bought the McManus paper, the weekly *Republican*, and combined it with his own under the name *Tribune*.

Dodd was doing well for a young man without actual journalistic experience. What he did to supply the lack of either journalistic training or experience was interesting: He employed a former San Francisco *Examiner* man to teach him newswriting. "He blue-penciled every item," Mr. Dodd said a short time ago, "but gave me the right ideas." Soon afterward the young publisher employed an advertising solicitor with big daily newspaper experience, from whom he picked up the advertising end. Somewhat similar was his progress into the commercial printing phase of the business.

The new *Tribune* publisher, making all these changes and improvements, had gone \$7,000 in the red, and he sold a half interest

to B. E. Kennedy, who handled the business end of the paper well for a time until failing health compelled his retirement.

Kennedy sold his interest to Charles Sampson, who sold to H. W. Stewart, later of Springfield. Then came Gov. T. T. Geer, who had been defeated for renomination in the convention and took hold as soon as George E. Chamberlain took over the governorship at the beginning of 1903. Geer was a capable journalist, and Dodd moved over to the business side, letting the ex-governor write the editorials and handle the news end. Differences cropped out between the partners as to editorial policies and methods, particularly Mr. Greer's tendency to whack old friends of Mr. Dodd, to whom the former publisher felt grateful for past support. So Dodd and Geer parted company, Dodd selling out, December 6, 1906. The publishers were now Geer and Mitchell.

It was Mr. Dodd's judgment that factionalism in politics was on the way out; that the direct primary law was reducing the importance of the old political organ, that the tendency was toward fewer newspapers, and that there was something incompatible between the effort to have the newspaper serve the whole community and the old super-partisanship in politics. Already, the newspaper under the terrific competition provided by Sam Jackson's *East Oregonian*, was paying none too well. Mr. Dodd appears to have forecast both the Pendleton and the general situation accurately.

During his conduct of the *Tribune* Mr. Dodd for a time ran the Baker *Herald* also for nearly a year. He used to spend three days a week in Pendleton and three in Baker. He finally sold the *Herald* to his former manager, B. E. Kennedy, who had recovered his health, and Bruce Dennis. Mr. Dodd also started the *Freewater Times*, in 1901, using the old Pendleton *Republican* plant.

The tide was now running against the *Tribune*, and in 1907 Geer & Mitchell gave up. The new owner was George Robbins, proprietor of a variety store, took it over and changed the name to the *Live Wire* and ran it as a twice-a-week, Sunday and Thursday. He later made the paper a daily, evening except Sunday. At the close of the Robbins regime the name was changed back to the *Tribune*. In 1916 William E. Lowell and George F. Gilmore were editors and publishers of the *Tribune*, still running as an evening daily. The paper ran downhill, following the tendencies Publisher Dodd had sensed years before.

C. J. Owen, formerly managing editor of the Portland *Telegram*, came to the *Tribune* as manager in 1916, but resigned in April, 1919, after an unsuccessful effort to turn the paper into a money-maker.

Finally the paper was placed under a receivership in 1920. Harry L. Kuck, formerly of the Albany *Herald*, had come to Pendleton a short time before and taken the managing editorship with

the understanding that he was to bid in the paper at the sale. This was carried out, and Kuck, dynamic, aggressive, a hard fighter, took hold as publisher. William E. Lowell, former publisher, remained for a time as city editor. The paper already, in March, had taken one step designed to prolong its life—it had moved out of the *East Oregonian's* evening field and become a morning paper, and such it remained to the end.

Publisher Kuck's aggressive policy led him into conflict with county and city administrations. Strong opposition was built up against him. In the meantime, with a young and clever staff, he was running an interesting paper even aside from its crusading. The question whether his crusades helped or hurt the paper financially will not be answered here. They did not seem to be dictated by anything other than a desire to improve conditions. Kuck fought hard, but he lost. The paper was suspended in 1924.

Meanwhile the *East Oregonian* had gone ahead and prospered. C. S. Jackson had not burned his Pendleton bridges when he bought the *Oregon Journal* in 1902. Having moved to Portland, he employed Fred Lockley, who had been manager of the *Pacific Monthly* in Portland, to drive (horses, not a car) through eastern, central, and southern Oregon to enlist support for the *Journal*. Jackson, far from patting Fred on the back for lining up a lot of subscribers for the *Journal* in Pendleton, objected that he didn't want so many, since the *Journal* was not yet what he wanted to make it and it wasn't wise to antagonize so many potential readers. At that time Jackson was running the *Northwest Livestock and Woolgrowers' Journal* as well as the *East Oregonian*, and he made Mr. Lockley manager. Then about 1904 he sold Lockley a quarter interest in the *East Oregonian*. Lockley at that time covered much of eastern Oregon for the *East Oregonian*, traveling by horseback or team. He has kept on traveling, much of the time, ever since, mostly working for the *Oregon Journal*, for which he produced a daily interview feature for the last 27 years. In that time he has interviewed more than 10,000 persons—"army officers, world travelers, explorers, government officials . . . Indian war veterans, mule-skinners, bull-whackers, scouts, pioneers, saints and sinners, heroes and hobos, and innumerable other human documents bound in broadcloth or buckskin." (92) In the spring of 1939 Fred started contributing only to the Sunday paper.

In 1904, about the same time that Lockley went to the *East Oregonian*, a young man named Edwin B. Aldrich (son of J. H. Aldrich of the *Newport News*, who was one of the founders of the Oregon State Press Association in 1887), four years out of the Oregon Agricultural College, came to the staff. In 1908 he became a stockholder, when he and Lee D. Drake, now business manager of the *E. O.*, purchased Fred Lockley's stock; that year he became

editor succeeding Bert Huffman, editor since 1902, and has remained at the helm of the paper for 31 years, while the paper has maintained and extended its influence, and he has been drafted for a wide variety of public work, from regent of Oregon State College to member of the state highway commission. Aldrich and associates bought out Jackson's whole remaining interest in the *E. O.* in 1913.

One day in 1909 a young man dropped into Editor Aldrich's office and asked him for a job. To make a long story short, it was Merle R. Chessman, a recent graduate of the University of Oregon, and he got it. He had had no newspaper experience, but he learned fast and was soon city editor and telegraph editor of the paper—a position he held until he left for his present position in Astoria, in 1919, when Mr. Aldrich, with three of his associates in the *East Oregonian*—Merle Chessman, Lee D. Drake, Fred W. Lampkin—purchased the *Astoria Budget* from John E. and William F. Gratke and put Chessman in as editor. Since then the *Astoria Budget* has been conducted in connection with the *East Oregonian*.

Since the failure of the *Tribune* in 1924 the *East Oregonian* has been without opposition in its field.

Things were different back in 1903 and 1904, when the town had three daily papers. This brings back into the story Oscar W. Dunbar, charter member of the Portland typographical union, co-founder, with John E. Gratke, of the *Astoria Budget*, adventurous Alaska publisher.

There were already two papers in the town—the morning *Tribune*, the evening *East Oregonian*. "Fine," said Dunbar, "I'll start a noon paper." He had been running the weekly *Pendletonian*, which he had started in 1902. There had been a *Pendletonian* in 1871, but that didn't worry Mr. Dunbar, who was a short, thickset man with a voice like a bull's when he wanted it to be. He converted this *Pendletonian* into a daily paper in June, 1903, calling the new publication the *Daily Guide*. His plant was destroyed by fire, and he rebuilt. He had a lot of courage.

Among Dunbar's employees was young Lee D. Drake, who had just quit the *East Oregonian*, for financial reasons. Lee was just leaving on the relief train for Heppner after the flood catastrophe of June 15, 1903, when Dunbar got word to him that there was a job waiting for him. He was just starting the little *Daily Gazette*, a five-column paper, which would come pretty near ranking as a tabloid today in more respects than mere format.

The *Guide*, as Drake recalls (93), was the luncheon paper, popular with the business men at their noon lunches. The paper was run off on a little press that could handle only one page at a time (some of the time the paper was a four-page six-column size), and the circulation soon ran up to a thousand. Dunbar's daughter, Claire Agnes, was a reporter-compositor; Drake solicited advertising and

subscriptions; other employees were Rude Edwards, who fed the press and delivered papers, and his wife, Gertrude, a hand compositor.

The little paper cut a wide swath politically. Dunbar had a genius for picking out the popular side of any controversy. He was a stunter, too. At the end of some particularly sensational yarn, which had the readers gripping their chairs, he would sometimes use the old James Gordon Bennett trick—a weasel phrase, “Of course, this is not so, but it might happen any time.”

The weak spot in the *Guide's* armor was the health of the editor. He became afflicted with dropsy, and for months, though he remained doggedly on the job, the end was obvious. He died in 1904. Drake sold his interest and went to work for E. P. Dodd on the *Tribune*, later going back to the *E. O.*, on which, together with its allied *Astorian-Budget*, he has spent more than 30 years.

Pendleton's biggest news-covering job was on something that didn't happen in the town at all. This was the Heppner flood catastrophe of June, 1903. First news of the cloudburst reached Pendleton June 15, and the *East Oregonian* came out that day with 3 1/2 columns of detail on the disaster, seventy miles away, under a four-column display head. The next ten days the paper carried more than 30 columns of news on the catastrophe, which cost hundreds of lives, and the relief work, with editorials urging help for the sufferers. By-lines were not in style in the newspapers of those days, and some excellent news reporting went to the reader anonymously.

E. P. Dodd, then editor of the *Tribune*, was among the news men who went to the scene. “About 11 a. m.,” he said recently, “I was told of the flood and asked to join a party going to Heppner. We secured an engine and a box-car to Echo. Before leaving Pendleton I telephoned ahead for a saddle horse, and one was ready for me. We sauntered along across the desert during a hot June day, until the sweat was well up on the saddler, and then he took a gallop, and the next 15 miles of the 50 he took on the dead run, reaching Heppner with me at about dusk. I left him in a feed barn and gathered the story. In two hours I had over 200 names of the drowned, all the facts and some of the incidents, a bit to eat and was again astride of the faithful sorrel down the washed-out roadway for Ione, the nearest telegraph office left operating by the ravages of the torrents. Believe it or not, that animal never broke a gallop through that 18 miles and we reached Ione by 2 a. m. The *Oregonian* staff correspondent was there with piles of interviews and hearsay, and would not give me the wires, until I told him what I had. He cleared the ways and sent the story to the morning paper (*Tribune*) and the *Oregonian* and *A. P.*, in time for morning editions. I have forgotten who the *Oregonian* man was and never saw him afterwards. My paper was advertising by bulletins that I would

reach the wires by morning—which the horse did. Why they took that chance I never knew, as no one knew anything except that I was on the way. However, the long chance won, and the *Tribune* was on the street with the names . . .”

Mr. Dodd's early experience on the range stood him in good stead in covering this most difficult story, without doubt the biggest in the history of eastern Oregon.

Second only, perhaps, to the Heppner story, so far as the Pendleton papers were concerned, was the Hickman capture of February, 1928. The reporter who broke that story was Parker E. Branin, son of Charlie Branin, veteran Associated Press wire chief, who after three years in the University of Oregon School of Journalism had gone to the *E. O.* and was city editor in 1924. He was on the spot when the Pendleton officers, Gurdane and Lieuallen, made the capture a few miles out of town, and he at once interviewed the slayer (who had kidnaped and killed a grade-school girl in Los Angeles and escaped after throwing her broken body, wrapped in papers, out of an automobile in Los Angeles and escaped up the coast), giving his confession at the same time to his own paper and the Associated Press, for which he was correspondent. Branin, who was killed in an automobile accident in Idaho not long afterward, never believed his story was anything much, but unquestionably it was a remarkable story, and his telling did it justice.

Other Pendleton publications can be given brief mention. There was the weekly *Home Press*, an independent publication, issued Fridays by J. E. McQuary & Son, which was launched in 1884 and ran for six years.

Lee D. Drake recalls publishing the *Skeptic* in 1896, when he was a boy of 14. This was a three-column letter-size weekly printed in Thomas Nelson's shop and it ran until the publisher moved to a less eminent position on the staff of the *E. O.* Blaine Hallock was another Pendleton boy publisher.

Freewater.—The *Herald*, an independent farmers' journal, published Thursdays, started in 1890 by McComas & Freeman, was Freewater's first paper. The next year the paper was removed to Pendleton, where it became known as the *Alliance Herald* and was the organ first of the Farmers' Alliance for Umatilla county and later for the People's party (94). Among the editors were William A. Semple and Henry Price.

In 1894 William Parsons, author of the *History of Umatilla County*, became editor and manager. In 1896 his son, William O. Parsons, became manager and editor of the *Herald*.

The next year the publication date was changed from Thursday to Sunday, and it became known as the *Sunday Herald*. The paper ran for a time as a daily, in the interest of Populist activities; but in 1898 it died with the decline of populism.

Years after the *Herald's* suspension it was followed by the *Times*, the present occupant of the field. The *Times* was founded by E. P. Dodd, editor of the Pendleton *Tribune*, in 1901. He sold the paper to E. R. Fuller the next year. The next publisher was Miles Iverhold, then Charles A. Patterson; finally, about 1908, D. C. Sanderson & Son took hold. On the death of the elder Mr. Sanderson in 1918, his son, E. Y. Sanderson, took charge of the paper. On his death, about two years later, publication was continued by Mrs. E. Y. Sanderson and R. E. Bean, who are the present publishers. Managing editor (1939) is H. P. McPherson.

Weston.—“Weston—oh, yes,” you say, “where Clark Wood gets out the *Leader* and writes those paragraphs that get quoted all over the country.” Well, it is a fact that Colonel Wood, the all-American paragrapher, has put Weston on the map more than any other of its possessions or activities or achievements during recent years.

So here we are writing about Wood first and the *Leader* second and Weston third. But there's “glory enough for all.” Clark Wood, an Iowa native, who came to Oregon when he was 2 years old, has been in journalism, and Oregon journalism at that, for 57 years since, as a youngster of 13 with his eight-grade diploma only a few months old, he got his first newspaper job as a printer's devil on the *Leader*. He owns the paper now. It isn't a big paper, and his town is not quite a metropolis (paper and town each count something like 400 noses), but the small field is, and has been, Colonel Wood's deliberate choice.

After a year of inking forms on the old Washington hand-press, sweeping the floor, and setting up and throwing-in an occasional stick of type under the direction of Felix Mitchell, veteran of Oregon printing, young Clark Wood took a job as compositor on the *East Oregonian* at Pendleton, then a semi-weekly owned by C. S. Jackson, later of the *Journal*. Four years of that, and Jackson made his young printer city editor of the new daily *E. O.* It was a courtesy title, Colonel Wood later explained, since he himself was the entire reporting staff. Four years of that, and two years as city treasurer.

Several months of reporting on the *La Grande Daily Chronicle* then published by Ed L. Eckley, in 1895-96, amplified his experience, and Clark Wood returned in 1896 to the Weston *Leader* as publisher—and that gets this story back to that paper. The *Leader*, Weston's first paper, was launched December 7, 1878, by D. C. Black and Paul d'Heirry. It was a six-column folio, with 13-em, 21-inch columns. One of the prominent early members of the staff was Harry L. Bowmer, who founded several newspapers in the Northwest.

At the end of its second year (December, 1880), the paper was purchased by W. T. Williamson and G. P. McColl, who enlarged

the paper to a seven-column folio and printed it all at home. After a period of political "independence," they also made the paper Democratic. These two partners were physicians, classmates in medicine at the University of California, and they continued their practice in Weston while getting out the paper. McColl, a Scotchman, was also in the drug business. (95)

Publishers who followed were McColl, himself, in 1883; Felix R. Mitchell, 1886; Baker & Ridenour (Emsley), 1888; M. A. Baker, 1889; Foster & Boyd, 1890; H. L. Bowmer, editor, 1891. The paper appears to have been called the *Philistine* for a short time following 1893, when M. J. Harvey was editor and publisher. The name *Leader* was resumed, and Clark Wood came into the picture again in 1896, this time as editor and publisher.

He was tempted away from Weston once to the big show—in 1913, when C. S. Jackson enticed him over to Portland, to write editorial paragraphs and do rewrite on the *Oregon Journal*. After a year, he returned to the small field and has since remained in Weston. "In the city," Mr. Wood once said in a paragraph, "the average man is a unit, in the country an individual." This he later cited as his reason for going back to the country. (96)

While in Pendleton he served three years as city treasurer (1891-94). He has done about everything one can do in connection with a newspaper. As he once expressed it, (97) he was "a linotype operator, a unitype operator, a hand compositor, ad man, job man, pressman, news writer, editorial writer, and to some extent a paragrapher." The paragraphing end (editorial-short writing) of his paper has become his main interest. In twenty years or so of paragraphing, the Wood quips were quoted in *Literary Digest's* "Topics in Brief" nearly a thousand times—a record equalled by few American editorial wisecrackers though coveted by all of them.

The *Leader* plant was twice destroyed by fire—and in the second fire, in 1895, all files prior to that date were destroyed. The newspaper had a good deal to do with the founding of the old Weston state normal school, in which Clark Wood, himself, was a student, and for the start of the Weston-Elgin highway.

Yes, here's what those shorts that Colonel Wood grinds out are like:

1920 sample—Santa Barbara lady bathers paint polka dots on their bare limbs. If a vote were taken on the propriety of this practice, the eyes would probably have it.

We hope a dark horse wins the next Mexican presidential election if it will insure a stable government.

1934—If the old-age pension scheme becomes a law, many a boy and girl over sixty will be a favorite of the in-laws.

Give John Barleycorn an inch, and he raises 'ell.

In 1939.—They're still like that.

Milton.—The *Milton Eagle*, first newspaper published in Milton, spread its wings and soared forth to carry the news of the town on January 14, 1887. The first editor was Charles Besserer, acting for a number of citizens of Milton, who had organized the Milton Publishing Company the previous December. The ten organizers were Nathan Pierce, A. M. Elam, Fred Morie, M. V. Wormington, E. S. Crockett, S. C. Stone, F. G. Hull, W. S. Brown, L. B. Plante, and E. C. Walker.

H. L. Bowmer, founder of many papers, put his name in the masthead as editor Friday the Thirteenth of April 1888, and the new editor who thus defied superstition remained nearly three years as editor and publisher. In 1897 the name Eagle Publishing Company appeared at the masthead and remained there for about 11 years, changing to Brown Bros. in 1908.

In July of the next year Bruce Shangle became editor and publisher, and about a year later C. E. Didion became associate editor and publisher. Mr. Shangle, just after acquiring full control of the paper again, sold it in 1916 to J. G. Carrick & Sons, who in turn sold the same December to N. J. Van Skike. Mr. Van Skike remained four years, then sold, October 7, 1921, to Bernard Mainwaring, who later became editor and co-publisher of the *Baker Evening Herald*. The next year Mr. Mainwaring sold to Twiford & Wolverton. Mr. Wolverton was later succeeded by Paul R. Kingston, and in July, 1926, Frank J. Wheeler purchased the paper. In 1934 Mr. Wheeler was elected president of the Oregon Press Conference at its annual meeting at the University of Oregon.

The *Eagle*, with the exception of a short time, when it was cut to six columns, has been throughout its career a seven-column, 13-em, four-page paper. It is the oldest business establishment in its city.

Athena.—When one thinks of journalism in Athena, the mind turns at once to F. B. Boyd, who conducted or helped conduct the *Press* for more than 40 years. Mr. Boyd, a native of Iowa and a graduate of Grinnell, spent virtually his entire journalistic career on one paper. He did not, however, found the paper, which was launched by J. E. McQuary and D. A. Hendricks January 1, 1887, as an independent newspaper, published Fridays.

Nor did the *Press* always have the field to itself. There was the *Inland Republican*, started by D. A. Hendricks in 1890 as a partisan in politics. The paper, issued Saturdays, ran about five years. In the meantime Irving McQuary had become editor and publisher of the *Press* (1891). The next change brought Mr. Boyd to the paper as a part-time owner with J. W. Smith in 1893. From that time until his death, April 22, 1934, Mr. Boyd was editor of the paper, and publisher, too, for almost the whole period. Arthur D.

Taylor, who had been associated with Mr. Boyd, succeeded him as editor.

Echo.—W. H. Crary, present publisher of the *Echo News*, has been owner of the paper for nearly 25 years. He purchased it in 1915 from Al Carden, who had founded the *News* two years before. Before going to Echo, Mr. Crary had been for many years a newspaper editor in Alaska, conducting the *Valdez Prospector*.

One of his first acts after purchasing the *News* was to install a linotype, which he operates himself in addition to writing news and editorials, looking after the job work and the other chores which fall to the publisher getting out an eight-page paper in a smaller field.

The *News* was not the first publication in Echo. Back in 1909 W. M. Castle was getting out the *Echoes*, an independent eight-page five-column paper, which he continued to publish until 1913, when the *News* entered the field. Still earlier there was the *Register*, founded in 1906 by Brown & Cridge. E. H. Brown became editor and publisher two years later. Both of these papers were still going in 1912 (98). The town had a population of 250, and the *Register* reported a circulation of 900; but notwithstanding this extraordinary statistical showing this eight-page paper and its competition were both succeeded by the *News* in 1913.

Hermiston.—Horace Greeley Newport is the journalistic name of the man, neither editor nor printer, who founded the *Hermiston Herald*, in September, 1906. Newport, with William Skinner, was in the townsite business (99) and felt the urge to issue a newspaper in Hermiston. The enterprise was pushed along by fear that E. H. Brown, publisher of the *Echo Register*, unfriendly to Newport & Skinner, would himself install the paper.

Associated in the publication enterprise were Mr. and Mrs. A. C. Crawford. Mr. Crawford put up \$100, and the townsite company the remainder. Mrs. Crawford, a Stanford graduate, helped gather the news and obtain the advertising. C. E. Baker of Pendleton, linotype operator on the *Tribune*, helped whip the first issue into shape, and Colonel Horace Greeley Newport carried the papers down to the railroad station, to be distributed through the Hermiston post-office to every citizen of the town. A green penny stamp on each paid the cost. The same set-up was continued for several months, with the Pendleton *Tribune* doing the printing, until Mr. Baker and his wife took over the ownership from the townsite company and moved to Hermiston. The Bakers carried on the publication, with a Washington hand-press and an outfit of type, until 1910, when they sold to F. R. Reeves.

Mr. Reeves ran the paper for seven years and a half, finally selling out to M. D. O'Connell and moving to Santa Rosa, Calif. The next owner was Bernard Mainwaring, now editor of the *Baker*

Democrat-Herald. Successive editor-publishers since Mainwaring were Raymond Crowder, now of the Arlington *Bulletin*; Athey and Kingsley; J. F. Harvey, and J. M. Biggs, from whom the paper was purchased by Pauline M. Stoop and Alfred Quiring in 1930. It is issued Thursdays at \$2 a year. Publishers (1939) are Alfred and Leander Quiring.

YAMHILL

McMinnville.—Lafayette, Oregon, is not such a wide break in the green of the Oregon landscape in these days of 1939. But Lafayette has a proud history—a lot more of it than can even be hinted at here—and one of its many claims to distinction is, that it was the birthplace of the ancestors of both the present McMinnville newspapers. For Lafayette was the elder brother (sister, if you please) of the present county seat of Yamhill county—and thereby hang a good many tales.

Yamhill county journalism had its inception in January 1866 with the launching of the *Lafayette Courier* (100). The pioneer publisher was J. H. Upton, one of the most ubiquitous of all the tribe of early Oregon's wandering journalists. The first issue of the *Courier* appeared on the first day of the year as a five-column four-page paper. Upton, as usual, soon moved on, and the paper, Democratic in politics, went to Jasper W. Johnson, who moved the paper to McMinnville. He sold the plant to W. A. McPherson, one of Oregon's early state printers. He changed the name to the *Pacific Blade*, whose appearance was noted by the *Salem Statesman* of October 14, 1869. McPherson changed the paper's politics to Republican.

When the *Blade* got into financial trouble and suspended, T. B. Handley purchased the plant (in 1870) and used it to publish a paper called the *West Side*. The next year an interest in the paper was sold to George W. Snyder and Billy Boone, practical printers from Salem. The paper, a six-column folio, claimed a circulation of about 650 at \$2.50 a year. In 1872 Boone, later a reporter in Portland, and Handley retired, leaving George Snyder in sole charge of the paper.

It was George Snyder who gave the name *Yamhill County Reporter* to this publication, which through the years had been, successively, the *Courier*, the *Blade*, and the *West Side*. He was joined the same year (1872) by his brother, A. V. R. Snyder, like himself a practical printer, from Illinois. In reports to Ayer's directories, the *Reporter's* founding date is given as 1870, indicating that the early publishers were inclined to regard the *West Side*, and not the *Courier* or the *Blade*, as the real ancestor of the *Reporter*. Snyder Bros. de-

veloped the paper, and by 1882, when the partnership was dissolved, it had been built up to eight pages, selling at \$2.50 a year. First one Snyder (George) and then the other (A. V. R.) took a turn as publisher.

Chronology brings us now to the origins of the present *Telephone Register*. This, as already indicated, goes back to little Lafayette, which was still the Yamhill county seat. In August 1881 W. M. Townsend and S. R. Frazier (Townsend & Frazier) founded the *Oregon Register* at Lafayette. Within two years Frazier had left the firm (he was later a city editor of the *Oregonian* and founder of the *Seattle Press*, the direct forerunner of the present *Seattle Times*) and Townsend carried on alone for two years.

Of the new *Oregon Register* the *East Oregonian* of Pendleton said, August 19:

We have received the initial number of the *Oregon Register*, published at Lafayette by Messrs. Townsend and Frazier. We cannot speak very highly of its typographical appearance, but that can be improved. The senior member of the firm is the Hon. William Townsend, who made such a telling speech in Pendleton during the campaign last fall, and we predict he will make a success of it. It will be Democratic in politics.

Then the Westerfield Brothers (A. B. and W. I.) took hold for two years, succeeded in 1888 by Frank S. Harding, when they went to Lafayette to found the *Yamhill County Ledger*, started in 1889. So we leave Mr. Harding in charge of the *Register* while we go back and pick up the *Telephone*.

But there's another little paper that intervenes—the *Daily Campaign*.

McMinnville, apparently, always has been a good newspaper town. How many can recall, however, that it had two dailies in 1886, more than 50 years ago? Not at the same time, but in the same year.

Col. J. C. Cooper, always an active citizen, had a most enjoyable little excursion into journalism in 1886. It was in the midst of the Cleveland administration, and Cooper thought the Republicans needed a bit of printed stimulation if they were to get anywhere that year. So he started the *Daily Campaign*. And a breezy little publication it was. It was a four-page, five-column paper, with ready-printed (Palmer & Rey) inside, with the McMinnville news and political gossip on pages 1 and 4. Announcing that the purpose was to support the Republican party, the opening editorial said, in the last paragraph: "Hence the mission of the *Daily Campaign* is to urge every Republican in this county and state to do his duty at the polls." "Every Republican and everybody else in the county," the *Campaign* proclaimed, "should subscribe for the *Campaign* one week at least. . . . Mr. A. V. R. Snyder, the jolliest rustler and the best local editor

in the Willamette valley, has been employed to rustle for the *Daily Campaign*. Give him your hand, your items, and your subscription. The *Campaign* is not started in opposition to any other paper, especially the *Reporter*, from whose hands we have received many kind favors. This county needs the *Reporter*, and we want it to thrive. In the meantime we shall scamper through this campaign, ask for a little business, boom our county, elect the entire Republican ticket, and quit."

And the *Campaign* did just about that. The paper was good-humored throughout. Incidentally, this live-and-let-live spirit was usually evident in Yamhill county journalism, one exception being a certain bitterness, such as usually accompanies such things, between Lafayette and McMinnville during the county seat fight about this time. And even that was not long-lived.

So the *Campaign* ran just 57 issues, carrying two or three columns of short local matter every day in addition to the advertising and the political editorial. So on June 11, with election successfully over, Mr. Cooper (with Mr. Snyder) patted the *Campaign* on the back for the "most complete Republican victory in the county in 16 years," lamented the election of Sylvester Pennoyer, Democrat, as governor, and smilingly gave up the ghost.

Commenting on its short but successful career, the *Salem Statesman* said:

The *Daily Campaign* laughed itself to death over the result of the election, and a semi-weekly paper (101) has risen up out of its ruins.

Now we can pick up the *Telephone*.

The departure of the little *Daily Campaign* seemed to leave a hole in Yamhill journalism almost instantly filled by the *Twice-a-Week West Side Telephone* of McMinnville, which made its appearance Tuesday, June 15, 1886.

The publishers were Talmadge & Turner, who asked \$2 a year for the 104 issues of a four-page six-column paper. Of this paper, only the two outside pages were printed in McMinnville, the rest coming from Palmer & Rey's ready-print shop at Portland, with the inside open for McMinnville news, editorials, and miscellany.

The salutatory was unusually modest. Under the heading "Our Howdy," the publishers said, in part:

To our mind the average newspaper salutatory is a platitude most unbearable, composed of glowing promises. . . . Yamhill county has two excellent newspapers. (102). That much is cheerfully conceded, to the credit of all concerned. And our observation leads us to believe that there is room for another journal as nearly as good as the present ones as it is possible to make it.

At the head of page 3 (the local page) is a notice of having engaged A. V. R. Snyder (103) to take charge of the news and editorial departments.

The paper was neat-appearing. The front page was clear of advertising and only $5\frac{1}{4}$ of the 24 columns in the paper were given up to advertising. The ads provide interesting samples of the things commonly advertised in the sixties, seventies, eighties, and part of the nineties—St. Jacob's Oil, Royal Baking Powder, Nervine, Mexican Mustang Liniment, an opium cure, a cure for constipation, a cure for consumption—the word *cure*, of course, employed by this writer with plenty of mental reservation—also a cure for "lost manhood," and two Palmer & Rey ads telling publishers, present or prospective, of two seven-column used hand-presses for sale.

Now comes the second daily of McMinnville's big year 1886. D. C. Ireland, formerly of Mishawaka, St. Paul, Jackson (Mich.), Portland, Oregon City, Astoria, and many other way-points, was editing the *Yamhill Reporter*. It was small, a three-column, four-page affair, but, like all of Ireland's papers, neat-appearing. He charged 10 cents a week by carrier for this offshoot of the larger weekly, and the carrier was young Leonard Ireland. Advertising patronage was generous; and it is of interest that the three advertisements on the first page were for educational institutions—one for the "Oregon State University at Eugene," signed by Prof. John Straub, secretary of the faculty; another for McMinnville College (now Linfield), E. C. Anderson president; and the third for the McMinnville Business College. Two livery-stable ads tended to keep the *Daily Reporter's* atmosphere from seeming too rarefied.

The first issue appeared September 1, 1886. The issue of the 16th contained one full page (three 10-inch columns) of locals. Ireland was the news-reporting type of editor. The paper was enlarged to four columns October 1, and the readers were asked to take either the daily or the weekly, rather than both. "McMinnville," said Ireland, "will never again be without its own daily paper. . . . We paid for the privilege of coming to this little city to reside and do business, and we propose to stay, and pay our way as we go along." But the daily did not stay long, and neither did Mr. Ireland.

The little daily ran a long feature "Pioneers of '42-'43" serially during 1886. Its first issue was folded in as a supplement to the weekly, and the announcement was made that regular separate publication would begin Monday, September 6. There were 16 local items in the first issue, four and a half columns of "straight reading-matter," the rest advertising. The single sport item reported that "In the free-for-all match next week Melton is entered. He is a noble old horse; and although 18 years of age, still has the same style about him."

The New Year's issue of the daily (January 1, 1887) was an eight-page special booster edition, with a 13-section head over the big

writeup. McMinnville, incorporated in 1876, it was related, had a population in 1886 of 1100, and the county's population was 10,000. The big booster writeup ended with the phrase "Oregon Forever. Old Yamhill against the world!"

The origin of this phrase is perhaps not generally known to Oregon people. William O. Powell, Yamhill county commissioner, explained it to this writer recently. The phrase, he said, is properly "Yamhill (not "old Yamhill") against the World." No antagonism is intended. Mr. Powell's uncle, W. S. Powell, was in charge of the Yamhill county exhibit of wheat at the Philadelphia Centennial exposition in 1876. On the exhibit when prepared for shipment he had stenciled the phrase "Yamhill against the world." The wheat exhibit won first prize at the exposition—and the phrase became a tradition.

E. L. E. White, Ireland's partner, used to publish a bit of his own verse in the paper occasionally. A note in the special edition gave the population of Lafayette at 600 and observed that the "interests of the place are well looked after by the *Register*, a weekly paper published by Westerfield Brothers." Newberg's population was given at 150.

White became the sole proprietor the next year and changed the paper to a semi-weekly. Graham Glass Jr. was the next owner (1888), and in 1890 F. H. Barnhart bought the paper and remained for nine years, selling in 1901 to D. I. Asbury, former Canyon City editor, who built up the paper both editorially and mechanically.

The McMinnville *News* was established by O. G. Estes in 1901. It was a weekly paper, issued Wednesdays. Like the *Reporter*, it was Republican. Consolidation was natural with so many newspapers in the county, and in 1905 the *News* was merged with the *Reporter* under the present name, with Asbury of the *Reporter* and Estes of the *News* as publishers. C. C. Hammerly purchased the *News-Reporter* in 1908, enlarged it to eight pages and ran it for four years as a Thursday weekly.

Edgar Meresse, the present editor, came to the paper in 1911, when he and Reyn M. Rosensteel became owners. The News-Reporter Publishing Company was formed in 1931 to make over the newspaper and the printery of the Model Press; in this company Mr. Meresse, M. C. Brooks, and S. S. Dow are stockholders. The paper is now a six-column, eight-page paper.

H. L. Heath bought out H. F. Turner in May 1887. It was in this year that, after a bitter campaign, McMinnville succeeded in taking the county seat away from Lafayette, thereby virtually terminating Lafayette's importance as a newspaper field. Under Mr. Turner the *Telephone* had agitated the question of removal.

The issue of March 15 told of a Lafayette boycott of the Heath Dramatic Company for "hiring teams in McMinnville." The bitterness was not difficult to understand when the effect of the loss was

considered. The *Telephone* of May 13 carried a story relating that a former Lafayette man was coming back to sell his holdings, now that the county seat was lost. His property, half a block from the court-house, consisted of half a block of land improved with a two-story, ten-roomed house, large and commodious barn, fruit trees, etc., all for \$375.

The issue of July 29, 1887, carried, under the heading "Dead—But Arisen in its Place a Live Democratic Paper," the announcement that the semi-weekly was suspended, to be replaced by the *Weekly West Side Telephone*. "The paper," the announcement said, "is Democratic from principle, and we ask the hearty support of the Democratic party of Yamhill county. Come and subscribe for the first issue of the weekly, only \$1.50 a year.

"... There are four papers in the county—the independent *Herald* (Dayton), the Republican *Reporter*, the Democratic *Register*, which has a strong tendency toward prohibition; last and greatest in the interest of the Democratic party is the *Weekly Telephone*."

Consolidation of the *Telephone* and the *Register*, both Democratic, under the name *Telephone Register*, was effected February 1, 1889, with F. S. Harding of the *Register* and H. L. Heath of the *Telephone*, editors and publishers. In 1894 Mr. Heath, who had been the editor with Mr. Harding in charge of the mechanical end, bought out his partner and remained until he went to the Philippine Islands in 1898 as captain of Company, Oregon National Guard. Mr. Heath remained in the Philippines after the war, made money in the hemp and flax business, became president of the Manila chamber of commerce. A few years ago he returned to Oregon and died in 1937.

Mr. Harding conducted the paper until 1903 (104), when George E. Martin, with William Hagerty as a partner, purchased it. A year of ownership by H. L. McCann was followed by the return of Mr. Martin to the paper. Mr. Martin as publisher hired D. I. Asbury, former owner, as editor, and in that capacity he served for several years. In 1911 W. D. Williams, from Tennessee, purchased the paper, selling in 1913 to James A. Clarke. John G. Eckman edited the paper for Mr. Clarke, who was directing the *Pacific Baptist* at the time. The paper now drifted away from the Democratic party, becoming independent politically. A Tuesday-Friday semi-weekly was issued in 1912 and 1913 but was dropped for the weekly, and with occasional forays into the semi-weekly field the paper has remained a weekly ever since. After Mr. Clarke's death in 1920 his widow assumed control, keeping Mr. Eckman as editor.

Mrs. Clarke sold the paper February 1, 1921, to George E. Martin, Lynn C. Burch, and Irl S. McSherry, with Mr. Martin as business manager, in which position he had been serving much of the time since he first came to the paper in 1908; Mr. Burch as head of the mechanical department, in which branch of the paper he had been

engaged for years, and Irl S. McSherry, young college graduate, as editor. The paper now continued its Republican drift by becoming "independent Republican," also enlarging to eight columns.

In 1925 Mr. McSherry sold his interest to Sheldon F. Sackett, and the paper came into the possession of Mr. Sackett and Harry B. Cartlidge. Mr. Sackett, a McMinnville boy, son of County Judge Sackett, was now making his first big plunge into journalism after having graduated from Willamette, done some school-teaching, and some newspaper work on the Eugene *Register*. The paper continued under the Sackett-Carlidge direction until 1928, when Lars E. Bladine, Iowa newspaper man of long experience, purchased the paper. J. B. (Jack) Bladine came on ahead and conducted the paper until his father could wind up his Iowa interests. Mr. Bladine Sr. is owner and publisher, and Jack Bladine editor and manager.

The paper has had a full share of recognition, having won "best Oregon weekly" contests on a number of occasions. Its greatest recognition came in 1939, when it won the National Editorial Association contest and was rated the best country weekly in the United States. Lars Bladine, publisher, has acted as president of the Oregon Press Conference, as president of the Oregon Newspaper Publishers Association, and as secretary of the Republican state central committee.

Lafayette.—The *Courier* and the *Oregon Register*, Lafayette's earliest newspapers, are discussed in connection with McMinnville, since they are the forebears of the present McMinnville papers. Now for the later days and the sunset of Lafayette journalism. With the *Courier* and the *Register* both gone from the town, A. R. Westerfield in 1889 launched the *Yamhill County Ledger*, a Friday Democratic weekly 24x35 inches (seven columns), for which he charged \$2 a year. The town's population had shrunk to something like 500. In 1892 the publishing firm was Carpenter & Westerfield. By 1895 Thad H. Duprey was publishing the paper on Saturdays. It was dead in 1897.

In 1892 G. A. Graves tried the field with the *Valley Times* and was able to keep going until 1897.

Another paper, the *Visitor*, J. A. Hart editor and publisher, tried the shrinking field in 1914, but the local field was gone, and the enlarged McMinnville papers were too handy, and the *Visitor* found the welcomes too few and quit. Apparently this was all, journalistic-ally, for Lafayette.

Dayton.—Dayton's first newspaper was the semi-monthly *Free Press*, started in 1881 by A. L. Saylor, editor and publisher. It faded out by 1885, and that year it was succeeded by the *Herald*, a Wednesday weekly independent in politics, edited and published by M. M. Bannister. With an occasional interruption the *Herald* ran through to 1909.

The *Dayton Optimist*, started in 1906, ran through to 1909, when it was suspended by L. B. Stone.

The *Tribune* has been running almost steadily since its establishment in 1912, since which time it has undergone several changes of ownership and at least one suspension. Fred T. Mellinger was publishing the *Tribune* in 1922 when a wider field beckoned at Tillamook, and he suspended the paper and went to the Tillamook *Herald*, where he has been ever since. In January 1925 A. N. Merrill revived the paper and continued it for more than a year. In 1927 the Oregon newspaper directory gave the name of J. F. Robertson as editor, owner, publisher, and manager. Next year John E. Black was listed as the owner, with J. E. Mellinger reporter. In 1929 C. W. Van Wormer, publisher of the Yamhill *Record*, was listed as publisher of the *Tribune*. He sold to E. B. Stolle June 1, 1931. Subsequent publishers have been C. M. Sutton, M. Byron Hughes, C. M. Sutton again, J. R. Todd, and Jessie M. Taylor and Milo E. Taylor, present publisher and editor.

Newberg.—The *Graphic* goes back to 1888, when Hiatt & Hobson started it as an independent four-page weekly newspaper, issued Saturdays, at a cost to subscribers of \$2 a year. In 1890 the paper was published by Frank P. Baum. E. H. Woodward, who owned the *Graphic* longer than any other person, took hold in 1892 and published it until his death in 1920.

Mr. Woodward made the paper Republican, cut the price to \$1.50, and reported 450 subscribers in 1903. Within ten years he had built this figure up to 950, holding it close to 1,000 until his death, when the paper was sold to W. J. Nottage and Chester A. Dimond. Nottage & Dimond continued the publication until Mr. Nottage sold his interests to King Cady in 1936.

In the middle 90's some opposition to the *Graphic* appeared. The Yamhill *Independent*, Orm C. Emery editor, was started in 1894 as an independent paper, issued Thursdays at \$1.50 a year. It failed to last.

The *Chehalem Valley Times* appeared on the scene in 1891, published by Graves Brothers. G. A. Graves was editor. The paper was dead in three years. Of a later editor, unnamed, the *Oregonian* said, under date of December 4, 1893:

One of the most notable instances of self-control on record is that of the editor of the *Chehalem Valley Times* of Newberg, who recently served a short term in jail. He has the floor, but will say nothing about the committing magistrate.

Still another paper, the Newberg *Independent*, is mentioned in the Corvallis *Gazette* of July 23, 1897. There is no trace of it in any records seen by this writer.

Another opposition paper, the *Enterprise*, came into the field in

1902. This four-page paper, edited and published by G. A. Graves, continued under his direction until 1910, when it was taken over by J. C. and M. T. Gregory. The next year the publisher was R. M. Rounsteel, and for the next five years John T. Bell. Simon S. Dow was the last editor of the *Enterprise*, which was suspended in 1919.

John D. Burt, formerly of the *Carlton Sentinel*, and Don Woodman, formerly of the *Yamhill Spokesman*, established the *Scribe* in Newberg in 1931. Mr. Woodman withdrew from the publication in 1935 and is now (1939) on the *Oregonian* news staff. Mr. Burt later sold to Robert H. Harper and Paul D. Dent, present (1939) publishers. Both the *Graphic* and the *Scribe* are issued Thursdays.

Amity.—This town, McMinnville's small neighbor to the south, had three weekly newspapers in 1891, when journalism first came to the little town of 400. One of these was named the *Popgun*, and it ceased firing after a year or two. Editors and publishers were Long & Harvis. A second, also published on Friday, was the *Oregon Blade*, an "independent" publication edited and published by R. A. Harris. It lasted six years.

The most vigorous of the three was the *Valley Times*, a Thursday paper edited and published by G. A. Graves. It was independent in politics. In 1897 Mr. Graves was claiming 400 circulation at \$1 a year. It was a four-page 15x22 "job." A later editor, noted in the newspaper directory of 1903, was Adolphus Rea. The town had declined to 292; the paper was still sticking to its 400 circulation claim. But the *Times* was dead in 1904.

Next came the *Standard*, which has come down through the years. The first issue, under the direction of W. C. DePew, later of Lebanon, came off the press April 8, 1910. The town had grown, and the paper now consisted of eight pages, for which the charge was \$1.50 a year. Mr. DePew was Republican, and so was the *Standard*. C. G. LeMasters took the helm in 1912. H. J. Richter, present editor and publisher, took hold in 1917. The *Standard* had installed a Unitype in 1912, and Mr. Richter discarded this typesetting apparatus for regular use after it had set up the paper for 20 years.

Carlton.—The *Carlton Herald*, first newspaper in this Yamhill county town, was established in January 1901. After it perished, the *Observer* was launched by Herbert Graves in 1906, succeeded by the *Sentinel*, which, founded in March of that year by B. F. Munger, continued through under various owners until 1931. Longest ownership in the lifetime of the *Sentinel* was that of John D. Burt, who carried it on from 1923 to December 1931, when, with Don Woodman of the *Yamhill Independent*, he started the *Weekly Scribe* at Newberg. The paper was then suspended.

A second *Herald* was started in January 1929 by Dorland Kirk. A later editor, J. L. Hutchins, sold to John E. Black, formerly publisher of the *Dayton Tribune*, in January 1934. February 1, 1935,

Gladys Sutton, wife of C. M. Sutton, editor of the *Dayton Tribune*, purchased the paper from James W. Gould, who succeeded Black. Mrs. Sutton is still conducting the Carlton paper.

GRANT

Canyon City.—The county seat of Grant county always has been a quaint old place with a lot of history, and the home of newspapers of picturesque, distinctive quality. Changes of newspaper names and ownerships were frequent in the earlier years.

The first paper published in Grant county was issued in Canyon City in October, 1868, under the name *City Journal*, R. H. J. Comer editor and publisher. Comer took his equipment in from The Dalles by pack train. The animals probably were not overloaded; the equipment consisted of a job press and enough ad and body type to throw together a tiny paper.

The old *City Journal* was a three-column folio, $7\frac{3}{4}$ by $10\frac{1}{4}$ inches over all, with the then standard 13-em columns. No ambitious promises were made by the publishers as to just when the paper would come out. It was to be "published semi-occasionally by the Typographical Society for the proprietors." It was the fourth issue, June 28, 1869, before R. H. J. Comer announced himself as the printer of the paper, the first printer of Canyon City (105).

The salutatory, a gem of frankness, flashing a dry humor which has not been lost by subsequent Canyon City editors, was entitled "Our Say." It read as follows:

Believing that the time is far distant when the public interests of Grant county will justify the publication of a large-sized paper, the proprietors of the *City Journal* have, at a small expense, determined to issue a paper whenever they feel so disposed, and we hope our brethren in the same calling will do as they have a mind to.

To the generous public, we will say that it is our intention to have a large circulation, but if they do not wish to read the *Journal* they can throw it out of their (we hope) peaceful homes; and our terms are such that all can have it in their libraries for future reference.

The latest news our readers will, in all probability find in the *Mountaineer*, *Oregonian*, *Herald*, *N. Y. Tribune*, *La Crosse Democrat*, or any other paper they are in the habit of picking up and reading.

Local news being of such a nature that everybody, or any other man, knows every other person's business, except their own, we shall publish only such as suits our purpose.

Communications of the long-winded kind will, perhaps, appear in our columns.

Hoping that all our friends will take a lively interest in their own affairs, we conclude our say.

"This establishment," the *City Journal* told its readers in an advertisement, "is *not* prepared to print any books or posters, but can do small job printing if the Devil can be found at home."

In the early seventies the name was changed to the *Canyon City Express* and later to the *Grant County Express* (106). H. R. Gale, formerly of Roseburg, became editor in 1876, about the time the name was changed to the *Grant County Times*. In 1879 a new owner, S. H. Shepherd, changed the name to the *Grant County News*, an independent paper issued on Saturdays. The next editors, who carried the paper, successively, until D. I. Asbury, later of McMinnville, purchased it in 1886, were H. J. Neal, W. C. McFadden and J. T. Donnelly, who gave Asbury a bill of sale July 27, 1886.

Mr. Asbury carried the paper along until 1898, when he sold to P. F. Chandler and Robert Glen. After five years Mr. Glen sold his interest to C. J. McIntosh, who remained five years. He later became professor of industrial editing at the Oregon State Agricultural College. Five years later, in 1908, Clinton P. Haight, a few years out of the law school of the University of Oregon, purchased the McIntosh half, and the firm of Chandler & Haight was formed. In the same year the new firm purchased the *Blue Mountain Eagle*, which had been moved from Long Creek to Canyon City eight years before and which had been published by Patterson & Ward. The papers were consolidated under the name *Blue Mountain Eagle*, which has continued down to the present. Through the old *News* end of the consolidation, however, the *Eagle* traces its ancestry clear back to the beginnings of the little old *City Journal* of early statehood days.

Joaquin Miller, former Eugene newspaper man and later county judge of Grant county, known to world-wide fame as the "poet of the Sierras," was a frequent contributor to the Canyon City paper in the sixties and seventies.

William (Bud) Thompson, lifelong friend, who had worked for him in Eugene on the *Eugene City Herald-Register-Review* (titles changed frequently in those days of federal suppressions in the early 60's), speaks highly, in his book of reminiscences of Miller's courage and of his honesty and independence.

Chandler & Haight have a few copies of the county's first paper and of the *Grant County Express*. Complete files of these publications were destroyed by fire.

The old Long Creek *Eagle*, which in time gave its name to one

of the most picturesque of Oregon country papers, was founded by C. E. Dustin and Peter Connolly in November 1886. Though the official population of the town (Long Creek) was 150 or so, they carried on until September 1889, when they sold to John H. Kahn, who two years later sold to Orin L. Patterson. In 1898, the same year when Mr. Chandler bought the *News*, the name of the Long Creek paper was changed to *Blue Mountain Eagle*.

Clinton P. Haight, present editor of the *Eagle*, and co-publisher with P. F. Chandler, is known as one of the leading authorities on the coyote, which he seriously regards as the cagiest and perhaps the most intelligent of animals. He was elected to the legislature in 1934 and made a name for satirically humorous speeches.

When the *Eagle* flew over to Canyon City, the Long Creek *Ranger* was placed in the journalistic saddle by Charles A. Coe, in 1900, as a Friday independent Republican weekly. In 1908 Weir & Allen (W. E. Weir and J. H. Allen) purchased the paper and were still conducting the paper when it was finally suspended in 1930. Through most of the 1920's, the *Ranger* was edited and published by Grace Porter (Mrs. Tanler).

One other paper, perhaps, needs a brief mention. Keeler H. Gabbert, formerly of Josephine county and later of St. Helens, whose urge to start papers exceeded his strength to keep them going, launched a paper called the *Avalanche-Journal* in 1896. It was described in Ayer's for 1897 as "Republican. Eight pages. 11x16. \$1.50." It soon faded out.

Prairie City.—The *Grant County Journal* is the old Prairie City *Miner* under a change of name dating back to 1912. The *Miner* was established by W. W. Watson and edited, successively, by A. M. F. Kircheiner, C. P. Haight, William E. Weir, and Albert G. Owen.

Editors and publishers of the *Journal* since 1913 have been, successively, Jesse H. Allen and Philip F. A. Boche, Don Jolley, George H. Flagg, C. S. Rice and F. E. Donaldson, W. Glenn, and Lester A. Wolf.

UNION

Union.—In a period of more than 60 years (107), Union has had at least four newspapers—the *Mountain Sentinel*, the *Grande Ronde Post*, the *Oregon Scout*, and the *Eastern Oregon Republican*. Of these, only one survives, the *Eastern Oregon Republican*, still published at Union.

The *Blue Mountain Sentinel* of La Grande was moved to Union in the middle 70's (probably 1876, after the loss by La Grande of the county seat to Union in 1874. Mrs. H. M. McComas, widow

of the publisher, says, "about 1875.") The paper, then published by E. S. McComas and his partner-printer, Jasper Stevens, was a seven-column folio, issued each Saturday and printed on a Washington hand-press. The original subscription price was \$4 a year. The paper, Democratic in politics, was edited, successively, by E. S. McComas, his brother W. H. McComas, F. M. Ish, Ed. E. Gates, John E. Jeffrey, J. B. Fithian, L. B. Rinehart, J. O. Kuhn and George H. Owen, partners, until its suspension in 1886. The plant was moved to La Grande by Owen & Kuhn that year and used to start the *Journal*, a Democratic paper.

A high point in the history of this paper was its publication of the first daily edition in Union county. Beginning Monday, September 3, 1883, L. J. Davis and J. E. Jeffreys published the *Daily Sentinel*, a four-column folio, in the *Sentinel* office at Union. The daily, which appears to have been a separate venture from the weekly, ran for six consecutive issues, then suspended.

Another achievement was the publication of an Indian war extra June 20, 1877, while the paper was still a weekly. The editor was E. S. McComas, elsewhere mentioned (108) in connection with his interview with Chief Joseph. The extra, apparently printed on a job press, was really more of a special edition, since it contained no other material and was not made-over from a previous regular issue. The text, with its hortatory editorial head and its skeletonized construction, follows:

SENTINEL EXTRA!!

CITIZENS TO ARMS!!!!

Indians Murdering Settlers on Camas
Prairie, Slate Creek, and
Palouse!!!

Seven or Eight Hundred Indians
Supposed to be in Arms!!

Union, June 20, 10 o'clock A. M. Latest reports by courier from Walla Walla to Mr. Veasey in Wallowa, inform the settlers that a large band of Indians are heading in the direction of the Wallowa Valley.

Captain Perry and many soldiers under his command, surrounded in a canyon on Slate Creek.

Captain Perry killed.

Lieutenant Boomis wounded.

Many soldiers killed and the remainder fighting desperately against heavy odds.

Thirty families, from Camas Prairie to the mouth of White Bird, killed.

Spokane, Coeur d'Alene, Palouse, Yakima, Flat Head, and White Bluff Indians all massing together for war.

One hundred volunteers, citizens of Walla Walla, start to Idaho this morning.

Such are the telegraphic and couriers' reports, received here. Citizens of Union County are requested to meet at Union this evening at 4 o'clock to report number of available men, horses, and arms.

E. S. McComas	E. C. Brainerd
C. O. Skackhamer	H. F. Bloch
R. S. Cates	J. H. Shinn
M. Johnston	Sieg. Baer
D. F. Dwight	A. Maer
M. Bockowitz	E. H. Tully

The *Grand Ronde Post* was established in Union in July 1882 by John L. Sharpstein and J. C. Swash, from Walla Walla. Mr. Sharpstein, who was a young lawyer, remained with the paper but a short time, then returned to Walla Walla and re-entered the law, becoming prominent later in both law and politics. Mr. Swash conducted the paper alone after Sharpstein left.

The *Post* is remembered for having brought the first cylinder press to Union county. Politically it was independent. It was a seven-column folio, issued on Fridays. The paper lasted only a year, discontinuing after a fire that destroyed its quarters Tuesday, June 19, 1883. The Friday after the fire Mr. Swash issued No. 43 of Volume 1 from the office of the *Mountain Sentinel*, and that, a small-sized publication, was the last number of the *Post*.

The *Oregon Scout*, a weekly newspaper Democratic in politics, was Union's next newspaper. It was established in Union in July 1884 by Amos K. Jones and Charles M. Jones, photographers, and Emery Clingham, a printer. At first issued as a four-column folio, it was printed one page at a time on a quarter medium job press but was later enlarged to a six-column eight-page paper, printed on a hand-power cylinder press. Later the firm was changed to Jones & Chancey. B. Chancey took over the publication March 5, 1891, continuing for several years. Amos K. Jones succeeded Chancey and conducted the paper until his death in 1899. W. H. McComas then took charge, continuing until 1901, when W. A. Maxwell purchased the paper and began a long regime, which lasted until December 1916. Floyd W. Maxwell, son of the publisher, then took charge and continued publication until February 11, 1918, when he went to war and the *Scout* plant was sold to the *Eastern Oregon Republican*, its

competitor in the field, and the *Scout* discontinued. Floyd Maxwell, returning from the service, became editor of the *Emerald*, University of Oregon student paper, and later became motion-picture editor of the *Oregonian*, thence going into theatre management and into public relations work.

Others connected with the publication of the *Scout* during the ownership of Mr. Maxwell, at different times, were Christ Christensen, Lowell & Sheets, R. J. Kitchen, and B. F. Wilson.

The *Eastern Oregon Republican*, latest paper to be established in Union, is now in undisputed possession of the field. It is the second paper of the name in Union county; the name of the old *Gazette* at La Grande was changed to *Eastern Oregon Republican* in 1879 and remained such for two years. The *Republican* in Union was launched by the Eastern Oregon Publishing Company, a corporation, with G. M. Irwin as the first editor, in September 1888. Irwin was succeeded April 2, 1889, by Frank C. Middleton, who carried on until April 1, 1890. (109). Lewis J. Davis was the next editor, continuing until March 7, 1903, when the plant was purchased from L. J. Davis and M. F. Davis by Scibird & Glover, with George A. Scibird as editor and manager. John C. Glover died in February 1908, ending a partnership of 24 years, 19 in Colorado and five in Oregon. His interest was purchased by Mr. Scibird, who continued the publication until May 17, 1930, when, after 27 years under one management, the paper was sold to W. C. and Violet Lewis, of Goldfield, Nevada, who a short time later installed a linotype. The Lewises remained in charge for several years. The present editor (1939) is Don MacPherson.

From May 1, 1894, to November 9, 1895, under the Davis editorship, the *Republican* was issued semi-weekly. The paper at first was an eight-column folio, but in 1890 was changed to six columns, eight pages, and on December 23, 1907, became a seven-column folio. The paper has been printed on the one press throughout, a Campbell cylinder, operated first by hand power, then by a gasoline engine, and finally by electric power. The paper was handset until November 1919, when a Unitype was installed, succeeded fourteen years later by the Linotype.

The sale of the *Republican* by Mr. Scibird in 1930, after 27 years' connection with it, meant the retirement of a real veteran, after 61 years in journalism. Mr. Scibird, then 74, a native of Illinois, had done his early journalism in his native state and in Colorado. Among other achievements he issued the first daily paper published in Leadville, the *Leadville Eclipse*, printed on a Washington hand-press, in 1879.

Mr. Scibird, whose great hobby was horseback-riding, continued his riding until his last years. He died in Union February 5, 1936, within a few days of his 80th birthday. In an interview given at the

time of his retirement Mr. Scibird summarized his pet ideas as follows:

Working hours, 7 a. m. to 5 p. m., winter and summer, longer if necessary

Office always in order.

All bills paid promptly; help paid always at end of week.

No delicacy in collecting—no hesitancy in asking for money earned.

Always fair with employees.

Never a cheap workman—a fair price for good work.

Elgin.—The Elgin *Recorder*, first newspaper published in Elgin, succeeded the *Annotator*, published in the neighboring village of Summerville, when the owner, J. E. Devine, correctly decided that the town was too small to require or support their paper, which had been established in 1889. Devine sold the small plant to A. R. Tuttle, father of Lee B. Tuttle, who has been prominent in Oregon journalism for many years, and G. B. Swinehart.

The new owners, two young school-teachers at the time, moved the plant to Elgin, to which a branch line of the O. R. & N. railroad was about to extend northward from LaGrande. The move was made in February of 1891, and it required all of one day to move the equipment through the deep snow on horse-drawn bobsleds the eight miles from Summerville to Elgin. The first issue of the *Recorder* came off the press February 24, 1891. The publishers distinguished themselves by surviving two fires within a year of each other. In each instance the small plant was wiped out, within the first four years of the paper's existence, without missing an issue. The second fire, too, came in 1893, during depression days. Mr. Tuttle Sr., who had bought Mr. Swinehart's interest, died in 1904, and his work was carried on by his son Lee. (110).

E. H. Flagg, veteran Oregon publisher, bought the paper from Lee Tuttle in 1908, later selling to W. J. Henry, who carried on until 1917, meanwhile installing the first Linotype in Elgin. Mr. Henry, who is now living at the national home for union printers at Colorado Springs, sold the paper back to Lee Tuttle and associates. E. E. Southard, another newspaper veteran, was the next owner, purchasing the paper from Mr. Tuttle after about 16 years newspaper experience in Portland. A year later he sold to W. M. Dynes, who stayed less than a year before selling in 1922 to Earle Richardson, of the Clatskanie *Chief*. Two years later Richardson sold to J. M. Cummins, who remained a year and then (1925) sold to J. Y. Wright. He soon sold to Fred C. Sefton and went back to Montana. Mr. Sefton sold to Manly M. Arant, Polk county boy, brother of

Lucien P. Arant of Baker, in 1928. Arant disposed of the paper in 1930 to Everett W. Fitch and Paul T. Sagaser. W. L. Flower and Mrs. Ruth P. Flower were the next owners, followed by A. R. McCall September 1, 1931. The present publisher (1939) is Fred Guthrey.

A fire which, September 27, 1930, burned a block of residences, a church, and a lodge building, gave Manly Arant, then publisher, a chance for a metropolitan feat. He rushed the *Recorder* forms with the story of the fire to La Grande, the county seat, 20 miles away, ran off an extra there, and sold 300 copies to curious La Granders at 10 cents each.

Another Elgin paper, founded in 1908, about the time Mr. Flagg bought the *Recorder*, was the *Elgin Leader*, H. A. Snyder and H. H. Palmer publishers and H. H. Palmer editor. It was a Thursday Republican paper. The *Recorder* was too strong, and the *Leader* soon suspended.

Summerville, an unfulfilled hope in Union county, had three newspapers in four years, and since then has had no more.

La Grande.—The newspaper history of La Grande revolves to a considerable extent around the Currey family from 1896, when George Hoskins Currey started the *Eastern Oregon Observer*, forerunner of the *Evening Observer* of today, to 1931, when his son George Huntington Currey, who had successfully published several Oregon newspapers, sold out his *District News* and retired from journalism to devote his energies for a time to psychological and sociological research, chiefly in California. (111).

La Grande, county seat of Union county, was founded in 1861 by Oregon Trail immigrants, just two years before the town of Union was started 15 miles to the southeast. The early history of La Grande journalism is to a degree the account of the rivalry of these two ambitious communities—rivalry over the county seat and rivalry over railroad development when the Union Pacific built through the country in 1884.

For seven years after its founding La Grande was without a newspaper. Then, suddenly, two newspapers raced for the field; and in the course of a few hours, as Mr. Currey expresses it, "La Grande became a properly 'fortified' post-Civil war community with both a Democratic and a Republican weekly newspaper. The race for the honor of printing the first newspaper in La Grande still lingers in the memories of the pioneers. The Democrats won. Editor E. S. McComas and Printer John E. Jeffrey rushed out Vol. 1, No. 1 of the *Mountain Sentinel* a few hours before Publishers Micajah Baker and George Coggan were able to get the first number of their Republican *Blue Mountain Times* off the press." After about a year, Baker, who was an attorney, and Coggan, a stockman and rancher, killed by Indians near Meacham in 1878, discontinued the *Times*.

The *Times* was never particularly strong. An examination of the third number of the paper, issued Saturday, May 2, 1868, shows little editorial and less news; the editor's shears kept the printers in copy.

Page 3 carried a column and a half of side-headed local news. As usual in the papers of the day, great emphasis was laid on how the news was obtained. For instance:

Body Found.—We learn from O. R. Wilkinson, of this city, that the body of a man was found . . .

Horses Stolen.—We are informed by a gentleman just down from Shasta . . .

On page 4, among the three columns of clipped miscellany and news, is a half-column story from the San Francisco *Bulletin* indicating the prevalence of the same style on the metropolitan paper.

The *Times* was succeeded, in September 1870, by a second Democratic paper launched to compete with the *Sentinel*. This paper, published by John W. Kelley and Charles V. Harding, was discontinued after a short time.

M. P. Bull, later founder of the Pendleton *East Oregonian*, took over the *Sentinel* for a time, but after La Grande lost the county seat to Union he turned the paper back to McComas, August 22, 1874. McComas moved it to Union in 1876 (112) and associated with him Jasper H. Stevens in place of John E. Jeffrey as printer and co-publisher. For several years La Grande worried along without a newspaper.

This McComas, incidentally, was a personage. He had (113) come to Oregon from Iowa in 1862 and started mining in Baker county. He was appointed a deputy assessor in the district comprising Union county, then a part of Baker, and in this capacity made the first assessment ever made in the Grand Ronde valley, thus getting his first glimpse of that beautiful country. In 1866, having moved to La Grande, he was chosen clerk of the new Union county. His connection with the starting of the *Sentinel* has been told. Up to 1881 he continued editor of the *Sentinel* in its new home at Union. All the time he was a leader in Oregon Democratic politics.

In 1865 he organized a writing school in Baker county, giving the district a name that has persisted to this day. So many of the residents had to sign X as a substitute mark for their names that McComas at once got the idea of teaching them to write and of naming the district. He called it Sawbuck, from the resemblance of the "signatures" to that useful bit of woodshed furniture.

It was while he was editor of the *Sentinel* that he accompanied the peace commissioners into the Wallowa valley in 1877 to try to settle with Chief Joseph just before the beginning of the Nez Perce war. He and another scout went boldly into Chief Joseph's camp, though the tribe was, of course, far from friendly. From this meeting

McComas was able to send a big news story to all the important Pacific Coast papers by wire. It was really an interview with the old warrior. The old chief sat, with his fighting men in a circle around him and the two scouts as he told his story of the trouble with the whites. The chief (114) got down on his knees and drew a rough map of northeastern Oregon in the sand with his fingers, drew an inner circle representing the Willowa valley, and with tears in his eyes, said: "This has been the home of my fathers as long as the oldest Nez Perce can remember. You can take all outside of this valley; but this valley is my home, and I am going to fight for it and my children will fight for it. That is all I have to say." And he motioned the scouts to leave.

It was in this same year of 1877 that a group of Republican business men and property-owners, headed by W. J. Snodgrass and Daniel Chaplin, founded the *La Grande Gazette*. This paper, whose first editor was "a man named Abbott" [M. H.] who moved the *Oregon Tribune* plant from The Dalles, continued as the leading paper of La Grande until well into the late 90's. Abbott's successor was Micajah Baker, who had edited the *Times* in 1868. After a short time Rev. H. K. Hines, president of the pioneer Blue Mountain University, became editor.

Sheddon F. Wilson, a newly-arrived attorney, took over the *Gazette* in 1879 and changed the name to the *Eastern Oregon Republican*. In about a year Snodgrass and his business partner (named Minor) had the paper back. In June 1881 E. L. Eckley, young graduate of Blue Mountain University, and E. T. Beidleman, printer, purchased the paper (and changed the name, says Currey, without giving the new name). After a year Eckley became sole publisher until September 1884, when the paper again reverted to Snodgrass. Alonzo Cleaver, the next editor, who died in Portland in 1938, restored the original name, and the *Gazette*, as a Republican weekly, continued until about 1898.

The year 1884 saw the coming of the railroad, making possible the industrial development of La Grande. The new line missed La Grande by a mile, and Union by two miles. These were considerable distances in those days of small towns and slow transportation. "While Union stormed its indignation, La Grande moved down to the tracks, 'New Town' having outdistanced 'Old Town' before the rails were connected and train service inaugurated." (115).

So when Mr. Eckley gave up the *Gazette* he had his eyes on the new town growing up around the railroad. He teamed up with Don Carlos Boyd and founded the *Argus*, the first newspaper in La Grande's present business center. C. H. Finn, an attorney, soon succeeded Boyd and edited the paper until a fire in August 1886 wiped out both the building and the paper.

In the fall of the same year J. O. Kuhn and George H. Owen,

his brother-in-law, who had purchased the old *Mountain Sentinel* from McComas, moved it back from Union after 10 years, setting it up in the new part of the town, a mile nearer the railroad than the old town had been. They changed the name to the *Journal* and made the politics Democratic as the paper had been when founded.

Soon afterward the old *Gazette*, Republican paper, was moved by Snodgrass and associates from "old town" and housed in a fine new brick building of its own in the growing new business section. The original townsite was now without a paper. Under the Snodgrass ownership W. F. Snodgrass, a son of the founder, was editor for a time. Other editors were Mr. Stevenson, C. T. McDaniel, who later went into the banking business at Wallowa.

Meanwhile the *Journal* passed from Kuhn and Owen to a group of Democrats headed by Henry Rinehart. Rinehart's editors included G. W. Post and Bert Huffman, the Blue Mountain poet, who occasionally sends a poem from his Alberta home to newspapers in his native country. Huffman, born in Union county in 1870 (116) was a man of varied occupations. Lula R. Lorenz, writing of him, said: "He is an editorial writer of recognized force and virility, is a locomotive engineer, has farmed, raised stock, operated sawmills, trailed horses across the plains, mountaineered and roughed it in every phase of western life." More versatile than most, yet he is not untypical of the men who edited and published so many of the early Oregon papers. His poem, "The Lament of the Umatilla," has the honor, according to N. J. Levinson, then Sunday editor of the *Oregonian*, of being the first original poem that had been paid for in half a century of their publication by the *Oregonian* (117). He was managing editor of the *East Oregonian*, Pendleton, when his book of poems was published, by that newspaper, in 1907.

The era of the daily was approaching. Patterson and Scott, two newspaper men from South Dakota, purchased the *Journal* in 1888. Patterson was sharp of tongue and pen, and his editorials and speeches built Democratic prestige for the paper. To this firm belongs the credit of attempting the first daily in La Grande. The *Daily Journal* appeared in November 1889; it was a small letter-press folder carrying under its masthead the slogan "Little Acorns Make Big Trees." This watchword gave the paper the nickname "The Little Acorn." The final issue, No. 72, appeared January 31, 1890, with four 6x9-inch pages, each made up of two 13-em columns. The valedictory blisteringly consigned to Hades all non-supporters of the Little Acorn.

Publisher Glenn of Weiser, Idaho, who followed Patterson and Scott in charge of the weekly *Journal*, changed the name for a time to the *La Grande Post*.

Stimulated by the piping political times, the eighteen-nineties saw three brand-new papers springing up in La Grande—the *Grande Ronde Chronicle*, the *Observer*, and the *Union County Farmer*. Two

of these, the *Chronicle* and the *Observer*, emerged as dailies; the other La Grande papers mentioned up to this time were absorbed or disappeared.

The *Chronicle* weekly was started by E. S. McComas November 1, 1890, on his return from Union; his partner was John Devine, a printer. Wadsworth W. Parker bought out Devine, and E. L. Eckley and his wife, Hattie J. Eckley, purchased McComas' interests. Parker went east in 1893 and remained there, becoming noted as an expert typographer. The Eckleys became sole owners of the paper and changed the name to the La Grande *Chronicle*. They started the evening daily *Chronicle* March 15, 1894. It was a full seven-column, four-page paper with a pony telegraph news service.

The *Union County Farmer*, a weekly, was started in 1894 by Charles Fitch, who shipped a new plant into La Grande to represent the growing People's (Populist) party. Fitch soon turned the paper over to Bird F. Lewis, who edited it for several years and then went into commercial printing.

La Grande now (1896) had four newspapers—the Democratic daily *Chronicle* and weekly *Journal*, the Republican weekly *Gazette*, and the radical Populist weekly *Farmer*. A fifth paper, the only one of the five to survive, was started October 20, 1896—the *Eastern Oregon Observer*. This was started by George H. (Hoskins) Currey and developed under his direction into the La Grande *Evening Observer* of today. George Hoskins Currey was the grandson of Providence M. Currey, the first school-teacher of La Grande, and the son of Col. George B. Currey, noted Indian-fighter, commander of the Department of the Pacific in active charge of Fort Hoskins, Vancouver, Washington, at the end of the Civil war.

George Hoskins Currey had been a schoolmate of Editor Eckley at the Blue Mountain University, had married Edith Huntington, a niece of Editor Micajah Baker of the pioneer *Times*, and had himself been an early editor of the *Courier* at Grants Pass.

Currey moved the plant of the former Baker City *Blade* to La Grande and launched the *Observer* as a Populist weekly opposed to the radical tendencies of the People's Party movement. The new paper started with 8-column pages, 20x25 inches in size. The next summer Fred B. Currey, brother of George H., returned to La Grande from southern Oregon, and on June 2, 1897, the *Observer* carried the name of Currey Brothers, editors and publishers.

During the campaign of 1898, from December 1, 1897, to June 1898, the *Observer* published a morning paper without discontinuing the weekly. This purely campaign move led to a demand for a regular morning daily paper, and the present daily *Observer* was established November 1, 1901. After the fusion of the Populists and the Democrats in 1898 the *Observer* proclaimed its political independence, but leaned toward progressive Republicanism.

Meanwhile the old *Gazette*, with its name changed to the *Advocate* (1898) had disappeared. The *Chronicle* moved into the *Gazette* building; and the Curreys, with the aid of George's father-in-law, A. C. Huntington, erected the first *Observer* building on the site of the present one. The *Observer* absorbed the *Journal*, and Lewis stopped publication of the *Farmer*. Then in 1903 the *Observer* switched from the morning to the evening field. The Eckleys soon afterward abandoned the evening daily *Chronicle*, continuing the weekly. This left the evening and weekly *Observer* and the weekly *Chronicle* occupying the La Grande field, and never since has the *Observer* had more than one competitor.

The *Observer* introduced machine composition with a No. 5 Mergenthaler in 1907. Later in the year Fred B. Currey sold his interest in the paper to George H. Currey, who again became sole publisher and editor. A. W. Nelson, reporter on the *Observer*, became city editor. After eight years, he purchased the *Observer* commercial printing equipment and established the Nelson Printing Company, which he continued until 1935.

In 1907 E. L. Eckley discontinued the *Chronicle*, and Molly K. Proebstel launched the *La Grande Morning Star*. In 1910 Bruce Dennis, then city editor of the *Baker Herald*, moved to La Grande and purchased the *Observer*. In the fall of 1911 he bought the *Star* and consolidated it with the *Observer*. Then O. L. Palmer, A. L. Lindbeck, and Clark Wood of Oklahoma (not of Weston) moved a newspaper plant from Oklahoma and started the *Morning Messenger*. They sold to the *Observer* after only a few months. Wood returned to Oklahoma, Palmer entered commercial printing, Lindbeck is now Salem correspondent for the *Oregon Journal*.

Bruce Dennis sold the *Observer* in 1914 to Clarke Leiter, Mrs. Leiter, and Don Meyers. Clarke Leiter had been city editor of the *Oregonian*. He installed the first web press in La Grande and added to the metropolitan aspect of the *Observer*. During the Leiter ownership Roy W. Gakeler and a printer, Hamilton, published a farmers' weekly, the *Alliance*, which soon disappeared.

In 1918 Leiter sold the *Observer* back to Bruce Dennis and became news editor of the *Portland Telegram* under the Wheeler regime. He is now professor of journalism at the University of Illinois.

Dennis sold the paper again in 1925, this time to Frank B. Appleby and Harve Mathews. Appleby, who had been a successful publisher in Iowa, and Mathews developed the plant, erected the present building, and June 19, 1930, sold to P. R. Finlay, formerly of Iowa. Appleby and Mathews purchased the Ontario (Calif.) *Report*. Appleby died suddenly in the summer of 1936. Bruce Dennis, soon after selling the *Observer*, purchased the Klamath Falls *Herald and News*, selling them later to enter public-relations work.

On October 24, 1924, L. C. Binford started the weekly *Eastern*

Oregon Scout. He sold the paper March 1, 1925, to George Huntington Currey, son of the founder of the *Observer*, who changed the name to the *La Grande District News*. Binford is now a Portland attorney. George Huntington Currey was at the time publishing the *Arlington Bulletin*, the *Boardman Mirror*, and the *Stanfield Standard*. After a short interval, during which his uncle, Fred B. Currey, conducted the *News*, George Huntington Currey remained with the *News* until September 1931, when the Curreys sold to the *Observer* and retired from the newspaper field. Olive M. Currey (Mrs. George Huntington) under this regime became La Grande's first full-fledged woman newspaper editor.

In 1932 C. J. Shorb, who had been a western Oregon publisher, installed a new plant in the District News building and established the weekly *Eastern Oregon Review*, published Fridays, from an office "next to police station," as it is announced in the masthead.

P. R. Finlay, publisher of the *Observer*, died February 6, 1932, and La Grande's daily, one of the largest and most successful in Oregon outside of Portland, was published and managed by his son, Harold M. Finlay, until 1938.

Harvey Bowen is the present (1939) editor-manager. Mr. Finlay is conducting the La Grande radio station.

The *La Grande Tribune*, a weekly, started November 6, 1931, by R. C. Cooke and M. M. Arant, was published for a few issues.

BAKER

The present Baker *Democrat-Herald* is the direct continuation of the old *Bedrock Democrat*, Baker's first newspaper, founded in 1870 by L. L. McArthur, a former Confederate army officer, and M. H. Abbott, formerly of Albany, whose name occurs frequently in the annals of the old Oregon journalism. When he and Abbott started the *Democrat*, McArthur was county judge. He later became circuit judge, and his activities soon carried him entirely away from journalism and into a successful bar-and-bench career. But, as co-founder of the *Bedrock Democrat*, his niche in Oregon journalism is permanent.

This old paper, one of the oldest in eastern Oregon, told the story of a picturesque community—of a mining boom that flourished and failed; of the building of two railroads; of the burning of a wooden jail from which four trapped victims mainly sought escape while crowds stood helpless outside; of the hold-up of the Sumpter stage-coach, the mining country's first and only big bullion robbery. Its files are full of history.

Baker was already becoming a mining center, and the local news columns of the *Democrat's* first issue, Saturday, May 11, 1870, contained references to the mining camps of the county. The editorial columns were devoted to political questions, as was the general rule in those days, and the public debt, following the Civil war—which had mounted to a mere fraction of the figures of the 1930's, drew comment. (118).

The *Democrat* was a four-page paper 21x28 (6-col.). The circulation, at \$4 a year, was reported at 480.

In the second number, May 18, appeared the announcement that the Pioneer stage line had reduced the running time from Umatilla to Boise to three days. May 29 there came a rather unseasonable snowstorm which aroused the editor to comment disgustedly about the "poets who sing of genial spring, its balmy breezes and budding trees," etc.

Judge McArthur, whose wife was a daughter of United States Senator James W. Nesmith of Oregon and sister of the wife of Levi Ankeny of Walla Walla, prominent banker and later United States senator from Washington, and whose two sons, Clifton N., later U. S. representative from Oregon, and Lewis A., authority on Oregon history, were active in the civic and business life of Oregon, retired from the *Democrat* in July, and Abbott became sole proprietor.

Two years later (Aug. 1, 1872) J. M. Shepherd purchased the paper, and May 5, 1875, Mr. Shepherd associated with him his son, H. C. Shepherd, as a partner. J. M. Shepherd ("old Shep") was a brother-in-law of Delazon Smith and with him had founded the old Albany *Democrat* in 1859 and had later founded Idaho's first newspaper, the *Idaho City World*.

In 1873 young I. B. Bowen became, as a lad of 14, an apprentice on the paper, beginning a career on the *Democrat* which was to last for close to half a century.

Shepherd sold out, Dec. 15, 1880, to the Bedrock Publishing Co., with I. B. Bowen and J. T. Donnelly, local editors. April 1, 1882, the masthead carried the firm name of J. T. Donnelly & Co.

The firm Bowen & Small (which included J. T. Donnelly as a partner) purchased the paper May 9, 1887, and continued ownership for many years. Mr. Bowen was a real pioneer of the Baker country, having crossed the plains with his parents to the Baker valley from his birthplace in Illinois in 1862. He was then in his fourth year. Young Bowen was graduated from the Baker City Academy and attended school also in Salem. During a six-year absence from the *Democrat* he was employed for five years as an apprentice in the printing office of George H. Himes in Portland. Completing his apprenticeship he returned to the *Democrat* and soon afterward formed the company whose name was to remain at the masthead of the *Democrat* for four decades. The Bowen-Small Company leased the

paper, still a weekly. The partners purchased the paper May 9, 1887, and made it a daily under the name of the *Morning Democrat*.

In 1893 (119) the *Democrat* had a steam Cottrell rotary press and a complete plant valued at about \$10,000, employed 12 persons in the mechanical department, running a day and a night force. The weekly circulation was about 2500. The daily reported about 1200.

Competition entered the field in 1873 with the establishment of the *Herald*, also Democratic, by R. B. Boyd & Co. When the *Herald*, issued Wednesday, was purchased in 1876, the *Democrat* had the field to itself for about five years. The *Herald* ran Democratic for two years, then in 1875, with W. S. James as editor, switched over to the Republicans. Even this move failed to save it, however, and it was dead within the year. The paper was listed in Ayer's as co-operative, one of the first in Oregon.

In 1874 the *Democrat* defied its competition with the announcement, in Ayer's Directory, that "it is the old, reliable, and well-established Democratic paper and has a larger paying circulation list than any other two papers published in eastern Oregon; it is the state official paper for Baker and Grant counties."

M. H. Abbott, who had retired from the *Democrat* in 1872, was back in the field October 20, 1880, with a competing paper, the *Baker County Reveille*, issued weekly on Wednesday by himself and sons, with Morris D. Abbott editor. The issue of July 6, 1887 (v. 7, no. 40) announced the editor's death. The paper, Democratic, changed publication days twice (to Friday, then to Wednesday), and in 1889 became an evening publication issued every day except Sunday, with a weekly in connection. It was suspended in 1891.

It was while J. M. Shepherd & Co. were publishing the *Democrat* that (in 1878) the world was told, through Pettengill's Newspaper Directory for that year, that "the county is fast settling up with an unexceptional class of people." Perhaps the descendants of Baker's enterprising pioneers would regard this compliment that missed fire as exceptionable.

The Baker *Herald*, for many years a prosperous evening newspaper with Republican leanings, had its origin in a Populist newspaper of the early 90's. When the *Enquirer* was burned out, in 1892, it was followed by another paper of similar politics, christened the *Epigram* by its founders, John F. Foster and L. C. Bell, son of J. R. N. Bell, of Roseburg and Corvallis, in 1893. It was a four-page paper, 15x22. Issued Mondays and Thursdays, it claimed 500 circulation at \$2 a year. It was soon changed to a Saturday weekly. In 1900 the title had become the *Herald*, an independent paper, H. F. Cassidy editor. The next year the *Herald* was sold to E. P. Dodd of the Pendleton *Tribune*, who made it an evening (except Sunday) daily with a weekly edition. He used to spend three days a week in Baker and three in Pendleton.

In 1907 Mr. Dodd sold the *Herald* to Bruce Dennis and B. E. Kennedy, who raised the price from \$4 to \$6 a year for an eight-page daily. Four years later C. C. Powell and H. W. Tenney became editors for Dennis, and in 1918 W. H. Walton took over the editorship. George Huntington Currey, who had been editing and publishing the *Malheur Enterprise* at Vale, became editor and publisher of the *Herald* in June 1920. Lee Bostwick, now of the *Oregonian*, was a partner. Three years later the publishers were H. E. Hendryx, James T. Beamish, and Al Van Dahl. In 1925 Bernard Mainwaring, who had successfully published several weekly papers in Oregon after his graduation from Oregon State College, and Lucien P. Arant, a University of Oregon graduate with wide newspaper experience, including several years as a news editor on the *Oregonian*, acquired the *Herald*.

The *Democrat*, meanwhile, had come down under the ownership of the Bowen-Small Company until 1928. Will H. Evans had succeeded George B. Small in April 1919 as holder of the half interest not owned by Mr. Bowen. Mr. Evans himself had been with the paper for 25 years when the Bowen interest was sold to Ernest L. Crockatt, sales manager of the Eastern Oregon Light and Power Co., in 1929. Crockatt, who became editor, had been employed in various capacities on the Tillamook *Headlight*, the *Oregonian*, the *Oregon Journal*, the Pendleton *East Oregonian*, and the Pendleton *Tribune*. Within the year the Crockatt interest was sold to Ralph H. Mitchell, experienced newspaperman of Minneapolis and Portland, who had been a news editor on both the *Oregonian* and the *Journal*.

Soon Mitchell announced acquirement of full ownership.

The next step was the consolidation of the old *Democrat*, pioneer of 1870, with the newer but perhaps more vigorous *Herald*, as the *Democrat-Herald*, an evening newspaper, in 1929. The first issue of the consolidated newspaper appeared January 26, 1929, with Bernard Mainwaring, editor of the *Herald*, as editor; Lucien P. Arant, manager of the *Herald*, as manager. Will H. Evans of the *Democrat* remained as advertising manager. The paper is published every evening except Sunday.

By 1892 the People's party ("Populists") was becoming powerful in the Northwest; and when it became obvious that the Baker Populists were determined to start a newspaper, M. D. Abbott, who had become sole publisher of the *Reveille* in 1882, and had published the paper as a daily "independent Democratic" until 1890, sold the plant to the People's Publishing Company, which started the *Enquirer* as a daily and weekly. The *Enquirer's* daily suspended in July, and the next month, when the plant was partly destroyed by fire, the weekly was suspended.

Several other papers published in the 80's and 90's left little im-

press on the journalism of Baker county. The *Tribune*, started in 1882 as a semi-weekly edited and published by G. W. Plumley, was changed to a Friday weekly in 1888 and disappeared soon afterward when Plumley sold it to the Oregon Blade Publishing Co., which issued a daily and a weekly (Thursday). E. G. Hurst, editor, announced the *Blade* politics as independent. By 1894 the paper had become Republican. A. C. McClelland became editor soon afterward. The paper was dead in three years.

The *Sage Brush*, started as a morning daily in 1883 by J. M. Shepherd, and announced as an independent paper in the 1885 Ayer's, was listed in 1886 as edited and published by the Bedrock Democrat Publishing Co. Active in charge were Edward M. Mack, now of Portland, and George B. Small. Shepherd's name was back at the masthead the next year, and in 1888 the *Sage Brush* had withered from the hillside.

The *Herald* was preceded as an evening daily by the *Evening Republican*, founded in 1896 by B. F. Alley. This Republican paper ran along until 1902. E. E. Young was the last listed editor and publisher, taking hold in 1901.

An independent weekly which appeared every Saturday for four years was the *Maverick*, founded in 1905 by J. W. Connella and L. Bush Livermore, who had been friends and associates in Everett, Wash., in the 90's, when Connella was a fighting editor of the *News*, then a weekly, and Livermore was cutting his eye teeth as a cub reporter with an interest in sports. They came to Baker from the *Evening Miner* at Sumpter, where Livermore had been working for Connella.

Whitney, a little Baker county town, had two Saturday weekly papers during this heyday of the county following the turn of the century. The *News*, published by Coolidge & Jackson, ran for four years following its establishment in 1901. The *Whitney Pointer*, launched in April 1903 and published by the Business Men's League under the auspices of the town council, survived for even a shorter period in spite of its municipal sponsorship.

The *Baker Record-Courier*, published weekly on Thursday by C. M. Brinton & Sons, is a consolidation of three weeklies—the *North Powder News* (1901), the *Haines Record* (1903), and the *Huntington Courier* (1930). Mr. Brinton is now one of the oldest publishers, in point of newspaper ownership, in eastern Oregon.

The *Eastern Oregon News* was started in Baker as a weekly in April, 1931, and is still in operation in 1939. Owners and publishers are Ryder Brothers. H. E. Hendryx, formerly of the *Herald*, is editor; Gilman M. Ryder assistant editor and advertising manager, and William H. Ryder circulation manager.

Sumpter.—This town in Baker County, Oregon, with no surviving newspaper, may, journalistically, have no hope of posterity, but

it has had its days of glamour. Those were the days of its mining activity, the late 90's and the early 1900's. To one visiting Baker and Sumpter today, it would be hardly credible that 35 years ago Sumpter had as many daily and weekly newspapers as Baker. Though it has no paper now, in 1903 the town boasted two daily papers and one weekly. One of these, the *Reporter*, had been going since 1900, much of the time as a morning daily. The *Reporter* was founded by J. Nat Hudson, who later became a Portland lawyer (120). The first issue appeared December 5, 1900, and before long the paper, started as a hobby for a young lawyer, was taking most of his time. He charged 5 cents a week for a five-column, four-page daily. Hudson had conducted the weekly *News* before starting the *Reporter*. The *News* was launched in 1896 as an independent Republican paper. Walter C. Bignold was a later editor.

The evening paper was the *Miner*, with a weekly edition, started in 1899. The daily had been started in 1902, and T. G. Gwynne and J. W. Connella, editor and publisher respectively, were putting out a 12x22-inch paper for \$5 a year; circulation, 800.

W. D. B. Dodson, former *Oregonian* cub and war correspondent in the Philippines, was editing the weekly *Blue Mountain American*, for Charles Lieberstein, publisher. This paper, started in 1896, was still in the directories in 1910, two years after all the others had disappeared. Dodson, later on the *Oregon Journal*, became executive vice-president of the Portland chamber of commerce, a position he holds today.

One of the several editors and publishers of the *American* was H. E. Hendryx, later of the Baker *Herald*, who had the paper in 1908. Still another was Edward Everett Young, 1900.

M. C. Athey, later a Portland newspaper man, was editor of another of the Sumpter journalistic ventures, the *Chronicle*, in 1900 and 1901.

COOS

Marshfield.—The *Coos Bay Times* is the result of a combination of two of its predecessors, the weekly and daily *Coast Mail* and the Marshfield *Advertiser*. The *Times* was launched in 1906, a morning daily, directed by a group of business men who wanted a stronger paper in the community. The Coos Bay Times Publishing Company was formed by J. M. Blake, Marshfield lawyer; C. D. Temple, George W. Kaufman, Gus W. Kramer, Alva Doll, and Andrew McClelland of Pueblo, Colo. All of these attended the first meeting of the corporation except McClelland. At the meeting, held in Blake's law office, Mr. Temple was chairman and Mr. Kaufman secretary.

Board members in addition to these were Messrs. Kramer, Doll, and Blake (121).

Kramer, probably the most picturesque member of the group, had been editor of the *Advertiser*, and his brother Ernest, its owner. The Kramers received \$2500 for their newspaper and plant, and a like sum was paid to P. C. Levar for the *Mail*. The salary paid Kramer as editor and manager was \$100 a month, and it was, he recalled recently, a night-and-day job. Revenues were limited in the small and in those days isolated community of about 700 population, far from railroad transportation and with nothing that would now be classed as a real highway. In less than a year Kramer gave up the struggle and left the paper to other hands.

This early editor, a native of Hanover, Germany (1876), had come to this country as a boy of 5, worked his way through high school and the National law school at Washington, D. C. Before his law school days he had been a southern cotton mill worker at 50 cents a week, cub printer, tramp journeyman typo, publisher of several papers in Arkansas and Utah. After his law graduation, he practiced for several years before getting into Oregon journalism. At various times in his life he has been professional cornetist, ham actor, minstrel in blackface, railroad builder, Linotype operator, and commercial printer. He is now (1936) and has been for 15 years a member of the Walter T. Lyon Printing Company at San Francisco.

Like a good many other Oregon dailies, the daily *Times* started small—a four-column folio, confined to local events.

After the Kramer regime, the *Times* was purchased by Michael C. Maloney and his brother, Dan E. Maloney, who conducted the paper, the former as active editor-publisher, Dan as manager, for a full twenty years. M. C. Maloney, who had been an editorial writer on the New York *World* and the Chicago *Tribune*, took hold as publisher in December, 1907, and at once changed it over to the evening side. It has continued ever since as an evening paper. In his valedictory, issued Saturday, December 31, 1927, Mr. Maloney briefly reviewed the progress of the paper.

Mr. Maloney recalled that the daily started under the Kramer regime was not the first daily paper on Coos bay. The Spanish-American war, great stimulant to journalistic enterprise, prodded the *Times* editor, T. H. Barry, to get out a daily paper. Telegraphic dispatches were arranged for, to meet the demand of avid readers of war news in those early-summer days of 1898, and a one-page daily paper was issued. For this paper, printed on only one side, the publisher was able to get \$1 a month from enough subscribers to keep the paper going until the end of the war. The Maloney regime was one of keen journalistic battle, and it was the desperately competitive situation between the *Times* and the competing *Southwestern Oregon Daily News* that resulted in the Maloneys' selling out. They moved

to California, where for several years they published the *Register*, a daily paper, at Santa Ana. M. C. Maloney died in San Francisco as a result of an accident, May 15, 1931.

Like other editors, Maloney had his libel suits resulting from extreme statements of matters for which more subtle, less dynamic and combative persons might have found a smoother expression. But Maloney always thought he was right. He sought to be a crusader for "ideals, principles, and policies," as he expressed it in his farewell message to the people of Coos Bay. "A square deal for everyone" was his T. Rooseveltian announcement at the opening of his editorship. All people were to be treated alike. The truth was to be printed "without fear or favor."

So in his valedictory he said:

"The question always applied to every problem of editorial policy on the *Coos Bay Times* was not 'Does it pay?' but 'Is it right or is it wrong?' And to arrive at this decision the editor had to make his own investigation and be guided by his own judgment."

The Maloneys had developed the paper from its small beginnings up to a modern newspaper of six to 16 pages daily with an annual edition of 70 to 80 pages.

A committee of merchants consisting of George C. Huggins, George A. Martin, and J. O. Fisher took up the matter of solving the difficult situation reflected in the over-keen competition. At a meeting of 60 to 70 Marshfield business men it was decided to bring in E. J. Murray, veteran publisher of Klamath Falls, to work out the solution. With their backing and the cordial endorsement of the *Coos Bay Times* publishers, he took over the paper. The war was over. The *Southwestern Oregon Daily News* went back to the weekly field; and soon Mr. Murray, his task accomplished, was ready to retire from Coos Bay.

One of the distinctive features of the *Times*, carried daily, year in and year out, under the Maloneys, was the "sky-line" quotation in 30-point Gothic capitals, boxed across the eight columns, above the title on page 1. Maloney's last, in the issue of December 31, 1927, read: "The best book, next to the Bible, is not listed among the best sellers. It is the pocketbook. The cook book is also good." Mr. Maloney was always conscious of religion. He had the business man's legitimate interest in profits. And good cooking was not lost on him.

Newspaper men will long remember Albert E. (Jack) Guyton, city editor of the *Times*, when the paper was owned by M. C. Maloney and D. E. Maloney, as a newshound who lived for his work. Born in Chicago October 20, 1873, he had had years of experience as reporter and editor on Illinois and Missouri papers before coming to Oregon. He was a big-story man, and occasional shipwrecks on the Coos Bay bar gave him his place in the sun. At the time of his death,

November 19, 1924, he was southwestern Oregon correspondent for the *Portland Telegram*, Seattle and San Francisco papers, the *Timberman*, and the *Four-L Bulletin*.

Now let us trace the earlier journalistic history of Coos county. "The locality (in western Oregon) longest without a newspaper," says Bancroft [Frances Fuller Victor] (122) was Coos Bay, which, although settled early, isolated by a lack of roads from the interior, and having considerable business, had no printing press until October 1870, when the *Monthly Guide* was started at Empire City, a sheet of four pages about 6x4 inches in size. It ran until changed into the *Coos Bay News* in March 1873, when it was enlarged to 12x18 inches. In September of the same year it was removed to Marshfield and again enlarged.

Orvil Dodge, historian of southwestern Oregon, however, contends (123) that "a six by nine sheet called the *Bumblebee*" appeared in 1869 and was, therefore, the first paper to appear on the bay. It is, indeed, questionable whether a publication issued as infrequently as once a month, like the *Guide*, could really be called a newspaper, and even more questionable whether a publication like the *Bumblebee*, appearing apparently only once, can claim such classification.

But still we're not out of the woods on this question. Under the heading *Empire City Ayer's Directory* in the seventies lists the *Coos County Record* (1871), edited and published by Watson & Webster, (4 pages 23x32, \$2.50, circulation 328) and in 1877 lists the paper under Marshfield, failing to list it in 1878. The only newspaper listed for Marshfield in Pettengill's Newspaper Directory for 1878 is the *Coos Bay News*, published every Wednesday, official organ of Coos county, \$3 a year.

Dodge notes the *Coos County Record* (124), published by M. L. Hanscam, but says it was a venture made in 1873, "after the *News* came to light."

With the claim of the *Monthly Guide* and the *Bumblebee* thrown out, the palm for priority of publication goes, it seems, to the *News*, started in March 1873. Ayer's date for the *Record* is 1874. The paper was listed in the 1875 Ayer's Directory as a Thursday weekly, 4 pages, 21x38, \$2.50, C. W. Tower and M. L. Hanscam editors and publishers, and is characterized as the "only Republican paper in the county." In 1876 the paper was credited to Empire City, the next year moved back to Marshfield under Watson & Webster, and in 1878 is not listed at all.

The *News*, built on the *Monthly Guide*, was established at Marshfield in 1875. The publisher was T. G. Owen, and the editor J. M. Siglin. Two years later the paper was bought from Owen by George A. Bennett, H. R. Gale, and J. M. Siglin. T. B. Merry, who was to have been editor, was forced to withdraw because of ill-health,

and the editorship went to Siglin. The paper was enlarged to eight pages 12x18.

Another early paper, the *Argus*, published by "one Marquard" in 1873, soon died.

The *Coast Mail* was launched at Marshfield in 1878. By 1897 the *News*, then under G. A. Bennett, was reporting a circulation of 750 for a Wednesday four-page 18x24 Democratic paper at \$2.50, while the younger *Mail* at the same subscription price was selling or, at least circulating, 775 copies of a Thursday Republican organ.

The Marshfield *Sun*, established in 1891 by J. A. Luse, a native son of Coos, as a Thursday weekly in the interest of the Populists, is still being published by the same owner on the same day of the week, after 48 years, a high record of continuous ownership and direction. The paper has no Linotype and is one of the last surviving handset papers in Oregon.

In 1879 I. Hacker was associated with Mr. Webster as co-publisher of the *Mail*. John Church then carried on the paper until 1884. In 1883 an evening daily as well as a weekly edition was published, continued until 1911, when the paper, after many changes of owners, including P. C. Levar and Thomas Barry, went into a receiver's hands and was sold to the *Evening News*.

The *Times*, meanwhile, had been started as a morning daily, in 1906, as already told.

A new paper, the *Record*, evening except Sunday, was established (1909) by A. R. O'Brien, former Alaska publisher, who conducted it until 1921, when he sold to a stock company, known as the Southwestern Oregon Publishing Co., with Lew A. Cates editor. The name of the paper was changed to the *Southwestern Oregon Daily News*. The next year the paper was in a receivership, with William L. Carver, receiver and editor-manager. The next change brought C. W. Parker to the editorship, in 1923. He continued through 1924, with Earl W. Murphy as editor for the last year. Then came a change which brought L. D. Gordon in as editor-publisher in 1925. The next two years were those of bitter strife between the papers, already referred to in the story of the *Times*. The sale of the *Times* and the recession of the *News* into the weekly field came, as related, at the beginning of 1928. For a time in 1923 Carver employed William H. Perkins, formerly of Portland and Klamath Falls, as editor of the *News*. The battle for circulation between the *Times* and the old *Record* was a spirited one. In 1914 O'Brien, with 1757, claimed 77 more subscribers than his competitor. The *Record* cut its rate and forged ahead in 1915, but by 1918 the lead of the *Times* was unquestioned. In 1921, on sworn circulation, the *News* had 1100 and the *Times* 2800. That year saw the departure of O'Brien. Under the Gordon regime the circulation once more became close.

In 1929 Edwin Rose succeeded Mr. Gordon as editor of the

News, which became a weekly and still remains so. In 1930 C. T. Nunn took charge as editor and manager, in which position he continued to 1938, when W. K. and Bessie M. Brownlow took charge.

The Murray regime at Marshfield was ended in 1930, when Sheldon F. Sackett, who had become interested in the Salem *Statesman*, purchased the *Times* and installed C. J. Gillette, formerly of the Forest Grove *News-Times*, as editor-manager. In 1935, when Gillette took charge of the *Examiner* at Lakeview, Publisher Sackett went to Marshfield and took personal charge of his paper. His managing editor is William L. Baker, who carries on while Mr. Sackett is battling for Governor Sprague as publisher of the *Oregon Statesman* at Salem.

North Bend.—North Bend's newspaper history goes back only to 1903, when Chester R. Ingle founded the weekly *Citizen*, a Republican paper, 15x22, at \$1.50 a year. He conducted it for three years, suspending in 1906, the year after the *Coos Bay Harbor* began publication.

First publishers of the *Harbor* were C. M. Sain and C. H. Keith, who issued a Republican paper every Saturday. In 1908 the publishers were A. Whisnant, later of the *Central Oregon Press* at Bend, and Edgar McDaniel. Mr. Whisnant soon retired, but Mr. McDaniel has been at the helm ever since. The *Harbor* is usually an eight-page six-column paper. Indicative of the publisher's standing in his own office, as well as in his field at large, is the incident when his employees bought a page of space in the paper and without the knowledge of Mr. McDaniel filled it with a testimonial to their regard for him as a man, a publisher, and an employer.

An edgy little weekly called the *Agitator* changed its name to the *Sunday Morning Bee*, in 1915, and conducted by Frank B. Cameron, continued to keep things lively. Though the paper was praised by those who like their papers spicy, there was a good deal of criticism of the scandal dug up. One man distressed by something uncomplimentary tried to blow up the plant with a jugful of dynamite, but the fuse failed to light. Cameron died peacefully in 1927, and the plant was sold in the settlement of his estate.

Westernmost Missions, founded in 1925 and now published by Rev. L. A. LeMiller, is, as its name suggests, devoted to the promotion of church mission work.

North Bend had a daily paper for a time in 1904. This was the old *Evening Post*, which didn't live long enough to get into the current newspaper directories. Frank X. Hofer, publisher, was editing the four-page paper in September of that year, stretching about 200 words of telegraph to make a showing of world news. There was more or less going on, too, for the Japanese and the Russians were having their historic unpleasantness and Kuroki and Kuropat-

kin were in the *Post* headlines. North Bend and Marshfield business men were advertisers. The paper soon stopped. A copy of the issue of September 7, 1904, was found by Pinkey Anderson and noted in the *North Bend Harbor*, July 16, 1936.

Bandon.—The *Recorder*, Bandon's first newspaper, was founded, not at Bandon but at Denmark, where Chilstrom & Upton (J. M., son of J. H.) launched it in 1883. It was started as the *Curry County Recorder*, then (in 1884) the name was changed to the *Southwest Oregon Recorder*, and the publication day changed from Thursday to Tuesday. The next year it was changed to Saturday. Then the *Portland Weekly World* (125) announced that "The *Recorder*, published by P. O. Chilstrom and J. M. Upton, has appeared at Bandon, Coos county, where it has been recently removed from Denmark." As the *Independent Recorder*, it is listed in Ayer's Directory for 1887, with Chilstrom as editor and publisher.

David E. Stitt was at the helm from the late eighties, succeeding Mr. Chilstrom, until 1906, when George P. Laird became publisher and S. W. Scottin editor. Irving S. Bath was editor in 1907, G. T. Treadgold in 1908, and C. E. Kopf from 1909 on through 1916. Under Kopf's direction the circulation went up to 1,000. The paper ran as a twice-a-week for three years (1912, 1913, 1914). It was a weekly again in 1916.

Kopf had come from Iowa as a school-teacher and learned most of his printing in Oregon. Old-timers say he never cared much for the mechanical end, for which he had less capacity than for promotion and management. For a time, about 1914, Kopf had a partner named Stuart who handled the printing. When Stuart sold out and left, Kopf got in touch with R. B. Swenson, then in Riverside, Calif. An effort to sell Swenson an interest failed, but he came north in January, 1915, to take charge of the printing end. Meanwhile Kopf's brother-in-law had purchased an interest. The paper was having financial trouble, and went bankrupt in March. Mr. Swenson was then made manager for the creditors, and he carried on for a year. Among those who helped him get out the paper was Harry Crain, now of the Salem *Capital Journal*, then a youngster just breaking in. In 1916 Mr. Swenson went to Monmouth and bought the *Herald*.

Meanwhile the *Western World*, which has come down to the present, had been established in 1912 and soon had the field to itself, the *Recorder* having given up the struggle, suspending June 27.

A. J. Weddle & Co. were the founders of the *Western World*, which they launched in 1912. The paper, independent in politics, proved popular, and in 1916, under the new direction of Felsheim & Howe (James H. Howe), gained ascendancy in circulation over the older *Recorder*, with 1160 as against 725, and the *Recorder* was suspended June 27. Five years later Louis D. Felsheim became the

World's sole editor and publisher. He was elected president of the Oregon Press Conference in 1934.

A paper appropriately named the *Surf* was started by M. A. Simpson in 1913. There were already two papers in the field, and the *Surf* was silent within the year.

The great event in the life of the *Western World* was the disaster of September, 1936, when the town was wiped out by forest fire. The *World*, under the direction of Mr. Felsheim, did not miss an issue. A little extra was printed immediately after the flames had died down, and the next issue came out on time, through the cooperation of Sheldon F. Sackett's *Coos Bay Times*. Through a freak of the flames and the superior construction of the *World's* building, the plant survived with slight damage.

The paper devoted itself wholeheartedly to the promotion of the rebuilding of the town, leading in the fight for state and federal aid in the reconstruction of Bandon as a model city.

Myrtle Point.—Orvil Dodge, newspaper man and historian of Coos and Curry counties, was editor of the first newspaper published in Myrtle Point. The date of its appearance was December 3, 1889, and the name was the *West Oregonian*. W. L. Dixon, a merchant, was owner, and Dr. August Gussenhover business manager.

The plant was shipped out of San Francisco by Schooner to Coquille and from there to Myrtle Point by river boat.

The little town had not more than 300 inhabitants at the time, and the paper had to struggle. It did, however, enjoy the enthusiastic support of the people, who gave earlier expression to their feelings by swarming out en masse to welcome the arrival of the newspaper plant with the Washington hand-press as its most impressive unit.

The people turned to and helped unload the "heavy" press and move it upstairs into a small frame building which was to serve as the paper's quarters. E. C. Roberts, who was part owner of the paper for several years, recalls that G. M. (Watt) Short, later an attorney, was employed as foreman and J. H. Roberts (father of E. C.) compositor. Later the Myrtle Point Board of Trade purchased the paper and turned it over to Orvil Dodge as editor. J. H. Roberts bought the paper, moved it into the upper story of his brick store building, then sold it to Dodge, who in turn sold to W. O. Phillips, who moved it to quarters over Mrs. Daniel Giles' millinery store. He failed to make the paper click, and Mr. Roberts had to take it back. In 1895 Roberts sold it to Lamb & Lawrence (B. F.), who moved the plant away to Coquille for the *Bulletin*, which Lawrence had just bought.

Myrtle Point was now without a newspaper, but not for long. E. P. Thorp and W. C. Conner, who had been running the little *Enterprise* at Riddle for two years, saw a better opportunity at

Myrtle Point and moved the plant there, starting the Myrtle Point *Enterprise* November 16, 1895. Mr. Conner, in charge of the paper, published it for about four years, selling to G. M. Short and J. C. Roberts. (126) In October, 1901, E. C. Roberts acquired Mr. Short's interest, selling this in May, 1905, to L. J. Roberts. (The Roberts family looms large in Myrtle Point newspaper history.) In 1909 L. C. Bargelt purchased the interest of L. J. Roberts, selling later to C. M. Schultz. Harold Bargelt, son of L. C., spent many years on the *Enterprise*, beginning as a boy under his father's ownership of the plant and continuing through to March, 1931, under several regimes.

In 1917 Schultz sold to W. R. Smith, who, full of war spirit, changed the name of the paper to the *Southern Coos County American*. J. M. Bledsoe bought the paper from Smith in 1923 and sold it to George E. Hamilton, lately from Enumclaw, Wash., in August, 1925. Mr. Bledsoe, whose health had begun to fail, died February 13, 1926. Mr. Hamilton soon changed the name of the paper to the Myrtle Point *Herald*, explaining that he had never fancied the name *Southern Coos County American*, which gave subscribers writer's cramp tracing the name across a check. During his ownership Mr. Hamilton put the paper into its own building for the first time. He sold in February, 1932, to R. L. and J. L. Tucker, lately from Woodland, Calif., who are still directing the paper.

Coquille.—Coquille's earliest newspaper, so far as records or memories indicate, was the old *Herald*, started as an independent weekly, in 1881. J. A. Dean was editor and publisher. Seven years later D. F. Dean was associated with him, and two years later (1890) J. S. McEwen had succeeded J. A. Dean. The year after its founding it was listed among the People's party (Populist) papers. It soon swung back into the independent column, but in 1896 the paper was back in the Populist ranks. Its circulation, which had been 880 six years before, had fallen slightly, to 768. Through most of its career it was a four-page paper, for which the publishers charged \$2 a year.

Competition appeared for the *Herald* in 1894, when John M. Losswell launched the independent, non-partisan *Bulletin*, a Friday weekly. Losswell gave way in 1895 to B. F. Lawrence as editor-publisher. The paper, for the most part a four-page paper 18x24, for which \$1 a year was charged, ran through to 1902 under Lawrence's direction, when E. C. Holland became editor. The paper was suspended in 1904.

Meanwhile the *Herald* (1901) came under the sole direction of D. F. Dean, who established a semi-weekly, Tuesday and Friday, in 1904. Four years later the paper was again made into a weekly. The high mark of circulation was reached in 1907 when the paper reported 1400. Dean remained in charge of the *Herald* until 1912,

when he went to Halsey and founded the *Enterprise*. He was succeeded at Coquille by P. C. Levar, of the old *Coast Mail* of Marshfield. Changes were now frequent. Competition, furnished by a new paper, the *Sentinel*, was making the going difficult for the old *Herald*.

The *Sentinel*, founded in January, 1905, by Orvil Dodge, Coos county journalist and historian, as an independent Friday weekly, was sold to J. C. Savage in 1909. He conducted the paper until 1913.

On January 1, 1913, Lew Cates, who already had purchased the *Herald* and was leasing it to P. C. Levar, bought a half interest in the *Sentinel* and became its editor and publisher, thus having virtual control of the field—which was without actual competition for the first time in about 18 years. After a year, however, Mr. Cates, who, as H. W. Young said (127) “was of a roving disposition,” disposed of his interest in both papers.

The purchaser was H. W. Young, who continued for a time to maintain the *Herald* in the field under lease, first to Mr. Levar, who already had the lease from Cates, and then after Levar's death in 1915 to J. C. Savage, former editor and publisher of the *Sentinel*. The *Herald* was finally consolidated with the *Sentinel* under the *Sentinel's* name, Sept. 1, 1917, and its equipment was either sold or installed in the purchaser's office. One of the first achievements of the Young administration was the construction of a modern concrete home for the paper.

H. W. Young, the veteran publisher, who became the oldest newspaper man in service in Oregon, died in February, 1927, at the age of 79. The paper was then taken over by his son, H. A. Young, who had been acting as editor and publisher, and his daughter, Mrs. Marian Young Grimes, linotype operator.

The present publisher, born in Galva, Ill., May 8, 1879, spent three years at the U. S. military academy at West Point. He began his newspaper career as a printer on his father's paper at Independence, Kansas, receiving a “salary” of a dollar a week as printer's devil. Before going to Coquille, he worked for a time in the office of the *Woodburn Independent* with H. L. Gill. He can do everything that needs to be done in getting out a newspaper.

Another competing weekly newspaper was established in Coquille in August, 1928, by W. E. Hassler, who moved the nine-month-old *Powers Patriot* to Coquille and called it the *Coos County Courier*. He changed the name to the *Oregon Coos District Courier* and the politics from non-partisan to independent Democratic in 1932, Miss Anna Jerzyk, formerly news editor of the *Rainier Review*, R. B. and R. V. Cummings, father and son, and B. M. and L. J. Kester, husband and wife, were later owners. The Kesters changed the name to the *Tribune*.

Still another Coquille publication was the *Coos County Farm*

Bureau News, a monthly agricultural journal of eight pages at \$1 a year, which was established in 1920. It ran for two years.

The *Herald* and the *Tribune* have been jointly owned since September, 1938. The partners are H. A. Young, Marian Young (Mrs. Alton), Grimes, both of the *Herald*, and William McKnight of the *Tribune*, recent purchaser from the Kesters.

LAKE

Lakeview.—The first newspaper published in southern Oregon east of the Cascade mountains was the *State Line Herald*, established in 1878 at Lakeview for the publication of land office notices from the newly established United States land office in that town. James H. Evans was the first register of the office, and George Conn the first receiver. C. B. Watson, who helped get the *Tidings*, first paper at Ashland, started eight years before, was the first editor of the *State Line Herald*, so named because Lakeview is only 15 miles from the California border. (128)

The plant, costing \$1,000, was purchased second-hand at Camp Bidwell, California. It was a four-page six-column paper, for which the subscriber paid \$3 a year.

The best story handled by the *Herald*, in the opinion of Mr. Watson, was the first description of Crater Lake ever published. The Oregon Historical Society has a copy of the issue containing this article, and part of it was reprinted in Walling's *History of Southern Oregon*. Mr. Watson did not remain long in journalism but rounded out an active and useful career as a public official in Oregon. Mr. Watson served as district attorney for the first judicial district, then made up of Josephine, Jackson, Klamath, and Lake counties. Retiring from office, he practiced law in Ashland. W. W. Watson, later employed by the *Oregonian*, was a member of the *Herald's* staff for some time. Mary E. Watson (later Mrs. Fuller Snelling), a member of the *Herald* staff, was Lake county's first newspaper woman. She worked as a typesetter on the paper for some time.

The *State Line Herald* building was destroyed by fire, in July, 1880, with all the files. There is a copy of the first issue in the state library at Salem.

The *Lake County Examiner*, established in 1879 by C. A. Cogswell and Stephen P. Moss, with Frank Coffin as editor, was similar in size and format to the *Herald*. Its early files also were burned in a fire which destroyed the plant in 1900, but a few copies of the early numbers are still in existence. Snelling & Cogswell are listed in the 1884 Ayer's as editors and publishers.

Both papers were printed in small type, not larger than non-

pareil (six-point), with the land notices set in agate ($5\frac{1}{2}$). As in the case of most western newspapers of those days, the first page contained no news, being taken up, instead, with anecdotes, fiction, feature stories under small label heads. Both papers carried advertising of the card variety on the first page.

There was nothing distinctive. They were good representatives of the journalism of the time.

In its statement of policy, published in the first issue, the *Herald* was characteristically confident but at the same time receptive, like most other frontier papers, to all the help it could get from subscribers, in news, circulation, and advertising. Some excerpts may give an idea:

In short, it is the purpose of the publishers of the *Herald* to make it in every respect a complete newspaper, the rival of any interior journal published . . .

Each subscriber can easily render us very great assistance and enable us to improve and enlarge . . . by getting us a subscriber occasionally . . . We will regard it as a great favor also if those who are interested in this section of county will send us items of news from every district or precinct in which the *Herald* is circulated. Mail them to us in any shape. It is sufficient merely to give us the particulars briefly. Subscription, \$3 in advance.

The *Lake County Examiner* did itself a somewhat similar service in the issue of July 29, 1882, just after the facilities for doing "job" (commercial) printing had been installed (no bromidic phrase is omitted):

The *Examiner* office is fitted out with an Eight-Medium, latest improved Gordon-Franklin job press, which, with a splendid lot of the newest and best styles of job type and a large stock of all kind of printers' stationery, enables us to do any kind of work in our line . . . in a manner to suit the most fastidious, and upon reasonable and satisfactory terms.

Patronize your home institutions. In the meantime, please remember that the subscription price of the *Examiner* is only \$3 per annum, or, if paid in advance, \$2.50.

The paper is now an established and permanent institution; is conducted in the interest of the county in which it is published; is the organ of no person, clique, or corporation; will always be found ready and willing to advocate any measure tending to advance the interest of the county at large and express its opinion upon all matters within its province without fear or favor. It has proved itself to be a live local journal, fully up to the mark in that respect.

Lake County's pioneer papers shared the general early Oregon

journalistic disregard of possible libel suits. The "Oregon style" was their style, decidedly. The *Herald* of July 29, 1882, thus subtly expressed its opinion of a newly elected legislator of opposite political affiliation:

If it were not for our newly elected legislator, it would be difficult to find anything to say through a newspaper in this county these dull days. We owe him a debt of gratitude which we fear we never will be able to liquidate. If he should steal a beef this week, he'd swear he didn't next, and that makes trouble, and out of trouble we get many items—and likewise many troubles out of an item sometimes—"getting licked," for example. . . . is a bad man, and these bad men are the very life of a wild frontier.

The *Examiner* also was plain-spoken, though seldom as directly personal as this.

Within a few years (129), probably in 1883, these two frontier papers were merged. James H. Evans, already mentioned as register of the land office, purchased the *State Line Herald* from C. B. Watson in 1881, but it was run by W. W. Watson and B. P. Watson for a year or so thereafter. Mr. Evans also bought the *Examiner* and kept its name when the consolidation was effected but adopted Republican politics for the strengthened paper.

Allen & Beach were listed in Ayer's as editors and publishers in the 1885 directory. This regime was followed in 1886 by Beach & Beach (Frank W. and Seneca C.). Seneca Beach was an old Iowa printer who had come to Oregon in 1881 and had helped Joseph A. Bowdoin get out the first issue of the *Linkville Star*, Klamath's first newspaper, three years later. He became editor and publisher in 1891 and seven years later took in as a partner J. E. McGarry, a former San Francisco reporter, who later became editor. Frank W. Beach later for many years conducted the *Pacific Northwest Hotel News* at Portland.

The linotype, first one in Lake county, was installed during the ownership of C. O. Metzker. Fred J. Bowman was the next owner. Meanwhile Fred P. Cronemiller, his wife, and three sons, who had started the *Evening Herald* at Klamath Falls in 1906, purchased the *Examiner* in 1911. The Cronemiller family retained ownership of the *Examiner* until October 24, 1935, when C. J. Gillette and Hugh McGilvra of Forest Grove purchased the paper. A son, G. D. Cronemiller, became editor on the death of his father in 1924 and conducted the paper until the sale. C. J. Gillette is (1939) editor and manager.

The biggest story ever run in the *Lakeview Examiner* was, according to an item in the *Roseburg Review*, the story of a Silver Lake holocaust in which 40 persons lost their lives. A lamp got on fire in an upstairs hall during Christmas exercises in 1894, and the

Christmas group was trapped. The *Examiner* got out an extra December 27. Silver Lake is nearly a hundred miles from Lakeview, and winter communication then was not what it is now. The *Examiner*, too, was a weekly paper. The *Roseburg Review's* head on the Silver Lake Story was "An Awful Holocaust."

Another interesting Lakeview paper was the *Lake County Rustler*, launched in 1895 as a Thursday weekly supporting the People's party. J. C. Oliver was editor and publisher. After several changes of ownership and a change of name to the *Herald*, in 1902, it was purchased from William Wagner, editor and publisher, in 1911 and merged with the *Examiner* under the older paper's name.

The *History of Central Oregon* (1905) tells (130) of a race of publishers for the rich land-notice business around Silver Lake, in which one paper managed to get born just one day ahead of another. William Holden, publisher of the *Review* at Prineville, associated himself with W. A. Bell, U. S. commissioner at Prineville, and started for Silver Lake with a printing plant. Bailey & Black of the *Crook County Journal*, Prineville, got a printing plant and started at the same time. L. N. Kelsay bought the *Shaniko Leader* from Holder and also started for Silver Lake, not knowing about the others. The three plants arrived at their destination almost at the same time. Bailey & Black and Kelsay consolidated their plants and began publication of the *Central Oregonian*, March 5, 1903, under the firm name of Bailey & Kelsay. The next day (March 6) Holder and Bell's plant delivered the first issue of the *Silver Lake Bulletin*, with L. N. Liggett editor and manager. It ran for 38 issues and in November was absorbed by the *Central Oregonian*. Most of the timber around the town had been thrown into a federal forest reserve, one of the earliest under the Roosevelt-Pinchot conservation policy.

The great fire of May 22, 1900, when the greater part of the Lakeview district, including the buildings and much of the equipment of both papers, was destroyed, gave the newspapers an opportunity for cooperation in the issuance of extras giving details of the disaster. Apparently in those days being a day or two late with an extra was a matter of no great worry. The *Examiner*, with what it was able to save out of the fire, got out a typographically nondescript extra the next day, then lent its equipment to the harder-hit *Rustler* to get out its extra a day or two later. The *Rustler's* expression of gratitude was classic. "We cannot," said the *Rustler*, "express our gratitude here as we feel it. It is the kind of a favor that touches the soul deeper than words or ordinary favors. Whatever we may do in the future, run a newspaper, ranch, or saw wood, this act will be cherished as the one pleasant memory of the Lakeview fire."

A few months after the fire both papers enlarged, the *Examiner*

becoming an eight-page paper, 26x40, (eight columns), and the *Rustler* changing from a three-column to a seven-column eight-page paper.

In 1905 the county had three papers (131) —two at Lakeview, the *Examiner*, published by C. O. Metzker; the *Herald*, with William Wagner in charge, and one at Silver Lake, the *Central Oregonian*.

The *Lake County Tribune* of Lakeview was not always a Lakeview paper. It was started at Fleetwood in the spring of 1916, by L. B. Charles and his son, Glen. The plant was moved to Fort Rock, where until 1919 Mr. Charles used it to publish the *Fort Rock News*. A former paper at Fort Rock, the *Times*, started by William A. Busch, had disappeared when Mr. Charles took the Fleetwood plant there.

Meanwhile the *Silver Lake Leader*, with William Holder as editor much of the time, had been running since August 12, 1907. Its origin is a little different from that of most newspapers. It was not installed in a neglected field, with potential business beckoning. The *Central Oregonian* was already at Silver Lake, having been running for four years. The editor, N. W. Taylor, however, had antagonized several of the local business men by his manner of writing up the news and by what they regarded as unjustified editorial "roasting." Finally, in the summer of 1907, a small group of them got together and decided to put in another paper and freeze out the *Central Oregonian*. Three of those present at the session were F. M. Chrisman, G. B. Wardwell, and John W. Body. (132). Mr. Chrisman was invited to publish the paper, but lacking in journalistic experience, he declined to take the responsibility. What the group did was to subscribe \$250 each to install the plant and hire William Holder, an editor of considerable experience in Central Oregon, to edit the paper for the little corporation. This was Mr. Holder's last editorial position, which he held until he died four years later.

The *Leader's* competition proved too much for the *Central Oregonian*, and after a few months the corporation bought out the opposition. The *Leader* had run its circulation up to 500 for a four-page six-column folio, half of which was American Type Founders ready-print. The *Central Oregonian's* list, meanwhile, had dwindled, Mr. Chrisman says, to 60, and the *Leader* group took over the plant, Washington hand-press and all, for \$500, and closed down the paper.

Editors following Mr. Holder were T. H. Jolly, Guy La Follette, Mr. Chrisman himself (1915-16), and E. K. Henderson to December 19, 1919. Mr. Chrisman recalls that when he took over the editorship it was all so new to him that it took him two days to write one editorial. He stayed with the job, however, until he had vastly increased his facility. The *Leader* fire is memorable. Mr. Chrisman, who had given up the editorship, was managing a stage

line between Silver Lake and Bend. He was in Bend during the deep snow of December, 1919, when he got word of the big Silver Lake fire. Reassured that his editor was getting out some sort of a paper, he remained in Bend for several days, only to find on his return that the *Leader* had missed an issue. This meant that it had lost its entry at the post office and would have to be re-entered. More or less in disgust, the owners accepted the offer of L. B. Charles to buy the paper. There was nothing much to sell after the fire but the subscription list of 500 or 600 at \$2 a year. L. B. and Glen Charles moved their Fort Rock plant to Silver Lake and combined with the *Leader* as the *Lake County Tribune* and *Silver Lake Leader*, in January, 1920. They continued its publication until April, 1928, when they purchased the old plant of the *Lake County Rustler* and moved the *Tribune* and *Leader* to Lakeview, where, under the title *Lake County Tribune*, the paper has been published since.

The *Tribune* ran as a semi-weekly for four years, part of the time under the editorship of Josephine Barry, former University of Oregon journalism student, and L. H. Van Winkle, formerly of the Albany *Democrat-Herald*. It was changed to a weekly June 16, 1932, under the editorship of Harry E. Dutton, University of Oregon journalism graduate, who had been the first sports editor of the Eugene *Morning News*. L. B. Charles and Glen Charles continued as publishers until 1937, when they sold to Thornton Gale, another Oregon graduate, who had been editor for a year, and C. L. Edgeron, all-around printer, who became business manager.

The *Register*, a Thursday independent weekly, was launched at Lakeview in 1898, while the *Rustler* was running as a Populist paper. The editor and publisher was J. G. Walters. It failed to answer the bell for the Ayer's directory of 1900. After the *Register* faded, however, the *Rustler* was again listed as an independent newspaper.

CURRY

Though he did not start the first paper, the first half century of Curry county journalism revolves pretty much around Walter Sutton, real Oregon pioneer, who crossed the plains in 1854, and many years later purchased the Port Orford *Post* from J. H. Upton & Son, who had established it in 1880.

The new paper was started as the *Curry County Post*, and the first number, four five-column, 10x14 type pages, appeared at Port Orford Thursday, May 27, 1880. Ellensburg, later to be known as Gold Beach, was the county seat, and it was the original plan of the Uptons to start the paper there. The first item in volume 1, No. 1, is an editorial in news form headed Change of Base—"Port Orford *Post*," explaining that "it would be unnecessary for us to give any

lengthy reasons which determined the establishment of the *Post* at Port Orford instead of at Ellensburg as at first contemplated." It is explained that "two papers flourish in Coos county, neither of which is published in the County Seat, and they as fully subserve their missions as local journals as if both were printed in Empire City," and it is announced that "as soon as the proper heading reaches us (which will probably be during the present week) 'Port Orford *Post*' will be substituted for 'Curry County *Post*.'" The inside headings, in fact, already were changed to "Port Orford *Post*" in the first issue.

The little paper in its first number devotes itself to the support of the Port Orford harbor improvement project (referred to in several articles as the Harbor of Refuge) (133). An article a column long is reprinted from the *Alta California* of San Francisco, dated May 7, describing the harbor improvement project. The *Alta* recalled that in March, 1873, it had favored the development of a Harbor of Refuge and indicated Port Orford as the point "which would, by a Board of Hydrographic Engineers, be probably selected for such an improvement." The article was an enthusiastic recommendation of Port Orford for the improvement, for which, it was recited, Congress had appropriated \$150,000 to be expended wherever the Board of Hydrographic Engineers might decide. The decision for Port Orford had been announced in the *Alta* of the previous day, in the face of requests for breakwaters from "every man that had a sawmill on the coast." A similar article, no less laudatory of Port Orford as the place for the breakwater, was reprinted from the *San Francisco Chronicle*.

The project was delayed, however, perhaps because of strong opposition from Portland. The Portland papers argued strongly for the selection of the Columbia river. Columns of the little *Post* were devoted to condemnation of Portland and the Portland newspapers for what was called a "characteristic dog-in-the-manger attitude." "A narrow, selfish policy is always contemptible," said Upton, referring in particular to the *Oregonian*.

In any event Upton found the present too dull to hold him in Port Orford notwithstanding the promise of a rosy future, and the sale to Walter Sutton came in two years.

The little *Post* was conservatively neat in typography, with five narrow (11½-em, slightly less than the present standard 12-em, two-inch) columns. No headline was larger than two lines of 8-point bold capital letters, (smaller type than in the body of this book), and most of them in fact, were even smaller, with a good many items up to a full inch in length entirely headlines.

Upton's *Post* was one of the newsiest-appearing small-town papers in the state. By count, page 1 contained 41 separate items, all the way from two-line personals to a column of news corres-

pendence from Ellensburg. Other pages, containing editorials, general news, and miscellaneous matter, brought the total to 86 articles, long and short. Advertising patronage was short, slightly more than one column of the 20, though rates were announced as "reasonable." The biggest ad was a two-column "office plugger" for the Port Orford *Post*, "only two dollars a year," J. H. Upton & Son, proprietors. All the advertising was in the same old label, card style of the 40's, from which the newspapers had not, to any extent, broken away. No advertising appeared on the front page.

In his salutatory Upton sketches briefly his own journalistic experience, praises Curry county and its resources "in gold and silver, coal, iron, copper, chrome, stone quarries, and timbers of the most valuable species;" which, with the prospect of the construction of the breakwater, persuaded the publishers to select Port Orford rather than Ellensburg. The *Post* announced it would be, "in all things fearless and independent, seeking to cripple no cause that is right, and conceding nothing to that which is wrong." The *Post* was to be politically independent.

As in the case of a good many pioneer publications, the *Post's* quarters in Port Orford were not imposing, one version being that the early numbers were issued from the woodshed of J. B. Tichenor, real estate dealer.

The *Post* had accumulated little history when Walter Sutton bought the paper in 1882. The plant consisted of one case of type and a small job press. It wasn't much of a job, then, for Sutton, whose daughter, Mrs. Jesse Turner, is still a resident of Gold Beach, to move the plant by boat to Ellensburg.

Though nearly 20 years older than Sutton, Upton did not come to Oregon until 9 years later, having in the meantime done newspapering in his native Ohio and in Iowa until the Civil war, when he enlisted with the Tenth Iowa, serving until invalided for spinal trouble. Before going to Curry county he had done newspaper work in Salem and Albany and had started the *Lafayette Courier* in 1866.

The *Post*, as indicated, did not develop much until after Sutton moved it to Ellensburg. Sutton, born in Cass county, Illinois, in 1849, came to Oregon with his parents when he was 5 years old. His first newspaper work was done in the office of the *Oregon Sentinel* as Jacksonville in 1862, as apprentice, under Orange Jacobs, editor, only three years after W. G. T'Vault, Oregon's first editor, had severed his connection with the paper. Two years later he went to Portland and worked in the William Davis Carter job office. Back to Jacksonville, he worked a few months in Jackson county's only drug store, then returned to the *Sentinel* office as foreman. In March 1869 he went back to Portland and worked on the *Oregonian* as a compositor. His first visit to Curry county was made as a vacation trip in the 70's. He liked the country so well that he let his

substitute have the Portland job and remained on the coast. He was elected county clerk in 1876 and served three terms. It was during his tenure of this office that he began the work of putting Curry county journalism really on the map. He was elected representative in the legislature in 1884, and county treasurer in 1886, serving until 1892. He was in the publishing business from 1882 almost continuously until his death in 1929, in his eightieth year.

This was the man who acquired the *Post* in 1882 by purchase from J. H. Upton and Son (J. M.). Soon after moving the plant to Ellensburg he installed a Washington hand-press, added several cases of type and other equipment needed in getting out a newspaper. He now called it the *Curry County Post*. The paper was a weekly six-column folio, with a subscription list of about 300 in the early 80's. Land and timber notices were the mainstay of the paper, together with the official county printing. When, after several years, the name of the town was changed to Gold Beach, Mr. Sutton changed the name of the paper to the *Gold Beach Gazette*. He continued the paper until 1892, selling it then to R. D. Hume, who suspended it a short time later.

Soon Mr. Sutton went to San Francisco, purchased another plant, and, moving to Port Orford, gave that town its second paper, the *Tribune*. His first issue appeared May 10, 1892. The paper was a seven-column folio, with a subscription list said to be 500, at \$1.50 a year. It wasn't all cash. Mrs. Turner recalls that her father accepted on subscription anything that could be used by a large family—"many times a sack of dry beans or potatoes."

The Suttons got out their papers under pioneer conditions. "My father with the aid of his children could do all the work," Mrs. Turner writes, "setting the type and printing one side of the paper, distributing the type, setting it again, and printing the other side. He made his own rollers for the presses, out of glue, lampblack, and other ingredients I do not remember, made the lye to wash the forms, and until the last few years would write by hand all the mailing list.

"In the early part of his newspaper career the mails would come in only once or twice a week, so the news that wasn't local was a little old, and, needless to say, everyone who visited this neck of the woods had his or her name in the paper."

All files were lost in a fire a few years ago.

After 12 years Mr. Sutton sold the paper to Walter Riley, who retired after a year, when Mr. Sutton resumed possession. He published the paper for two more years, then selling to Frank A. Stewart & Son (Hardy T. Stewart, editor), who changed the publication from Tuesday to Wednesday and carried on the paper for 16 years. The Stewarts sold back to Sutton and his son George. They in turn sold to F. W. Fulton, who after two years sold to a

rival paper, the *Curry County Reporter*, and publication of the *Tribune* was suspended.

The *Reporter* dates back to September 1915. Late in 1917 the paper, founded by E. M. Bogardus, was sold to A. E. (Jack) Guyton and John A. Juza, both of Marshfield, with Juza in resident charge as editor. Juza ran the paper for several years. Robert L. Withrow, formerly of the *Portland Telegram*, conducted the paper for the Macleay estate of Portland until December 1932, when Reuben C. Young, former printer on the *Eugene Register* and the *Redmond Spokesman*, became editor and publisher. Mrs. Young (Olive Adams), daughter of Prof. Percy P. Adams of the University of Oregon, is a member of the Adams family to which W. L. Adams, pioneer editor of the *Oregon City Argus* in the 50's, belonged.

The *Wedderburn Gazette*, which is noted in Ayer's as running from 1893 to 1901, with E. M. Bogardus as editor and publisher, appears to be the old *Gold Beach Gazette* revived after the suspension by R. D. Hume reported by Mrs. Turner. Mr. Hume carried the volume number back to 1880 (the founding-date of the old *Post*), and the *Gazette* later noted in Ayer's with E. M. Bogardus as editor and publisher has as its founding-date 1893, indicating, perhaps, a resumption after a suspension.

R. D. Hume, representative of the Macleay estate of Curry county in the early 1900's, and an early salmon-canner of southern Oregon, was the founder and publisher of another paper, the *Radium*, issued at Wedderburn from 1904 to 1909 with O. W. Briggs, Hume himself, H. J. Criffen, and W. E. Thresher successively as editors.

Curry county has had several other newspapers. There was the *Curry County Recorder*, founded in 1902, which ran for several years, at Gold Beach, with August J. Krantz as editor-publisher. It was a Republican paper, issued Thursdays. It failed to get into the 1906 edition of Ayer's.

Then there was the *Globe*, launched by S. E. Marsters as a Thursday weekly in 1905, which ran along at Gold Beach under several different editors and publishers for several years.

The *Port Orford News*, fruit of one of the latest efforts to maintain a newspaper in the town, was established by George W. Soranson in 1926. As secretary of the chamber of commerce and publisher of the *News* he is credited with having done much to promote the development of Port Orford. He helped to get a coast guard station established, was largely responsible for clearing the coast highway of billboards between Bandon and the state line. He also assisted in having set apart a state park commanding a view of Battle Rock, a historic spot, at Port Orford. On his death, aged 56, March 10, 1933, it was proposed to honor his memory with a road-

side marker in recognition of his life interest in preserving the natural beauties of Oregon highways.

Port Orford again has a newspaper, named, as was Curry county's first paper, the *Port Orford Post*. Managing editor is Frank Fay Eddy.

COLUMBIA

Rainier.—So far as available records indicate, the *Rainier Review*, Rainier's present newspaper, was the first launched in the town. Volume 1, No. 1 came off the press Friday, February 8, 1895. The publisher was W. H. Imus, who years later retired from journalism, became a prominent lawyer and business man of Kalama, Cowlitz county, Washington—and forgot all about the *Review*.

The first number was a five-column, eight-page edition, half of it printed at home, the other half the work of the American Type-founders ready-print plant in Portland. Subscription was \$1.50 a year.

The *Review*, (Mr. Imus said in a brief salutatory) is here for the benefit of Rainier, Columbia county—and W. H. Imus, Esq. We believe that a correct portrayal of Rainier's advantages as a business and manufacturing point will result in a marked development of this town.

. . . Come in and let's shake hands. Respectfully, W. H. Imus.

Material ordinarily contained in a salutatory was reserved for a longer editorial in the next column, running, as did all the other editorials, without headings.

The *Review* (he said) has no apology to make for its existence. It hasn't come to fill any "long-felt want," nor for the philanthropic purpose of enlightening the people of this city and county. The publication of this Great Family Necessity was undertaken principally because the publisher thought there was money in it. No other consideration would have induced him to make this investment. But while the *Review* shall be published as a business enterprise, it shall have due regard for the fitness of things, and reject everything scandalous and sensational.

It shall always endeavor to be free to offer just criticism, to uphold the right and condemn the wrong. If there are any schemers who have jobs or schemes of questionable

character and wish the assistance of the *Review*, they will have to be *dissapointed* [sic]. We shall participate in no factional fights. Harmony and union of purpose and effort are needed to bring Rainier to the front, and for this object the *Review* proposes to work. A strong pull, and a pull altogether [sic] will bring success and prosperity to us all.

The paper was equipped with a grand and glorious conglomeration of type faces—old styles, moderns, gothics, with which the printer managed to do a surprisingly neat job. Nine columns of local advertising was carried. Every bit of it reflected the general label character of the advertising of the 90's.

Smith, the cash grocer, uses up six inches double column to urge the reader to "watch this space" and see what he would fill it with the next week.

The only ad of a different type was one by Dean Blanchard, proprietor of the townsite, who, under the heading "Romulus Built Rome," pointed the contrast between his building a wall around it and the Rainier policy of inviting people in to help build up the town.

The description of Rainier which occupied the three non-advertising columns on the first page indicated what was back of the town, which, incorporated in 1887, had obtained its new charter six years later. The town had eight lumber and shingle mills in or near it.

Mr. Imus was one of the state's bright columnists of the period. He had a little column headed "Light and Trashy," some samples of which are here given:

A Tacoma gentleman who had fought many a wordy battle over the name of Mt. "Rainier-Tacoma" got mad and wanted to lick the stuffin' out of us because we would not drop the name "Rainier" in christening this paper.

The Ole Man Imus was down from Kalama the other day and bought a mule for breeding purposes, declaring that he believed there was more money in mules than prunes.

The *Review* carried its local news, all headless, on page 8—two and a half columns of it. That is, it is all headless except one item, which might be regarded as advertising. Its presence, incidentally, indicates the relative looseness of the lottery law of the time. Under the heading "Prize Drawing at Smith's" is a list of the lucky numbers that had drawn the hanging lamp, sauce dishes, etc., the previous month, with the names of the winners. "The first prize this month will be an eight-day clock," the notice concludes.

Clatskanie news occupied a column and a half.

The paper carried a column and a half of editorial with no apparent political bias in the fourteen items. One of the most significant was one urging the direct election of senators, in place of the old legislative method.

Mr. Imus had just sold the *Kalama Bulletin* to Adams & Smith (134) and wanted to find another location as good as Kalama. . . . There was certainty of a railroad through Rainier to Astoria, with promising industrial sites. There was also some talk of moving the county seat to Rainier, which might have influenced his choice to some extent.

Mr. Imus was in Rainier from February until July 1895, when he was forced to return to Kalama to take back his paper, the purchasers of which had failed to keep up their payments. He left the *Review* in the hands of a succession of printer-publishers, one of whom, a young rustler named Brown from Texas, "supplied the town with printing for six months ahead, worked until 1 o'clock in the morning," Mr. Imus related, "and at the end of the month collected every cent and borrowed every other cent from anybody he could, and went to Portland 'to buy supplies.' He never came back." Successive editors as recalled by old-timers, or indicated in incomplete files (135) are F. B. Brown, C. W. Herman, W. M. Perry, who announced "with reluctance," after election in 1896 that "as a matter of business" the paper would be suspended (136). The paper had fallen off to a four-column eight-page paper, half home-print, with only 60 inches of advertising and a subscription price dropped to \$1. Mr. Imus, however, continued the publication, with W. R. Cobb as editor and manager (137).

In 1898 J. C. Smith was in charge, and W. A. Wood was another editor of that period.

Now comes an odd part of the story. Nobody seems to know whether the *Review* was in existence between 1898 and 1905, when the present *Review* was launched. When Miss Jerzyk of Rainier saw Mr. Imus in 1926 in his office in Kelso, where he was prosecuting attorney, he could not remember himself what he had done with the paper. "Girl," he said, "that's a long time ago, and I've been thinking about a lot of things since then." Ayer's lists the *Review* as running under direction of W. J. Rice in 1900.

In any event, Rainier was not without a newspaper all those years, for in November 1900 C. W. Herman, having come back to Rainier, launched the *Rainier Gazette* with a plant he had been using to publish the Uniontown (Wash.) *Gazette*. Mr. Herman sold the paper to R. H. Mitchell for \$350. Mr. Mitchell after two or three years (138) moved his plant to the nearby little town of Houlton, where he established (139) the *Columbia Register*.

Another *Rainier Review*, vol. 1, No. 1, was established July 20, 1905, and it has remained through to date. The founder was W.

P. Ely, who, like the other Rainier journalistic pioneers, came across the river from Cowlitz county, Washington, where he continued to conduct the *Cowlitz Valley Journal* of Kelso. The new paper's salutatory, signed by W. P. Ely and G. E. Kellogg (Mr. Kellogg probably was the resident editor), said:

We do not come with a brass band nor street parade, nor make any great promises; that is not our style; but we will endeavor in a painstaking manner to publish a live, newsy, up-to-date paper that will merit your liberal patronage. The paper will be four pages in size for the present, but it is the intention to increase to six or eight pages as soon as business will justify it. . .

Display advertising was 50 cents an inch a month, with a double rate for transient matter. Cost accounting systems were not in general use in those days to guide those incurable optimists who expected to conduct a newspaper on rates such as those. A. P. Betterworth's name was at the masthead as editor for a few issues in 1906. George H. Umbaugh, lately of the *Lincoln County Leader*, was a later editor.

An anti-saloon paper named the *Advance*, printed in the *Houlton Register* office, made its first appearance Saturday, April 14, 1906. Its editor was H. G. Kemp, a Methodist minister, who at the time was editor of the *Register*, and W. F. Ficher, a Rainier attorney, assistant editor. It pledged itself to an open warfare on the saloons. The *Advance* was a four-column paper of eight pages, four of them home-printed. In later years the *Review* itself supported prohibition.

Ayer's records indicate that Mr. Kemp was running the *Register* as a twice-a-week in Rainier in 1906. Within two years the *Review* had the field to itself. This was the last competition faced by the *Review* until 1927, when for a few months a bit of local factional fighting resulted in the publication of the weekly *News* by F. J. Robertson. It suspended the following January. For a time, in 1907, E. H. Flagg, Oregon newspaper veteran, publisher of several newspapers, was editor of the *Review*. Walter C. Fry, who like Mr. Kemp, was a Methodist minister, was editor for a time after Mr. Flagg, remaining until March 1911, when he was succeeded by P. G. Garrison. Charles A. Nutt became editor March 14, 1912, and publisher November 7 of the same year.

Up to this time the *Review* had been handset. Mr. Nutt installed a linotype in November 1912 and increased the size of the paper from six to seven columns, some of which, however, was plate matter.

Another Washington newspaper man, A. E. Veatch, a former teacher, farmer, and lawyer, who had lately sold his Washington *Call* at Montesano, took charge of the *Review* in September 1919

and remained through to December 1932, when his health gave way and he sold the paper to Harold Axford of the *Oregon Journal*, Portland, a former employee of the Bellingham (Wash.) *Herald*.

Maurice Nelson was the next publisher, succeeded in 1938 by A. R. McCall from Elgin.

During much of the period of his ownership of the *Review*, Mr. Veatch was assisted by Miss Anna Jerzyk, who took a furlough from the paper long enough to complete her college education, graduating from the University of Oregon school of journalism in 1928. The period of his ownership was marked by development of the mechanical facilities and the construction of a new building to house his plant. While publisher of the *Review*, Mr. Veatch was elected mayor of Rainier. He was recalled for extra-strict enforcement of liquor laws.

There is a difference of belief as to whether the old *Review* was the first newspaper published in Rainier. John A. Johnson, of the nearby community of Hudson, told Miss Jerzyk he thought he remembered an earlier publication than the one started by Mr. Imus. He could not recall the name nor the date.

"It being so long ago," said Mr. Johnson (140) "I had gotten that paper confused with the *Review*. When the paper to which I refer started publication they prefaced their introductory remarks with 'We can't come with a brass band' . . . This paper I think was Rainier's first newspaper. It came on the scene sometime between 1885 and 1892."

W. P. Ely's *Review* (started in 1905) carried almost the identical phrase about the brass band, saying, "We do not come with a brass band nor street parade." Perhaps it may be said, then, that Mr. Johnson's memory of early Rainier newspapers is somewhat like that of Publishers Imus and Mitchell, whose impressions have succumbed to the eroding hand of time. No Rainier paper earlier than 1895, at all events, lasted long enough to get a mention in Ayer's Newspaper Directory.

The *Columbia River Pilot* was put aboard at Rainier by C. W. Semmes and Edward R. Semmes in 1930. It was soon dropped for more profitable undertakings.

St. Helens.—Newspaper history of St. Helens is long chronologically but short in the matter of definite facts. In the far haze of nearly sixty years ago the clear fact stands out that the weekly *Columbian*, launched in 1880, was the first Columbia county publication. The founder was Major Enoch G. Adams, who published the paper in his home. (141). The paper ran for five years as a Friday weekly, then was changed to Thursday. It disappeared in 1886.

Meanwhile the old *Oregon Mist*, which has continued to the present, had been started by a man named Glendye. What has hap-

pened to the files of the *Mist* prior to 1891 is a matter of guesswork. The oldest available copy of the *Mist* (142) is dated August 14, 1891.

Major Adams of the *Columbian*, David Davis recalls (143) was a Civil war veteran still suffering pain from old war wounds. His temper had not escaped unscathed as a result of a bullet in his brain from which he suffered frequent paroxysms. His fiery disposition, in fact, had much to do with bringing him competition. When James Muckle, of Muckle Bros., loggers, put in a line of piling in front of Adams' residence property on the bluff at Frogmore, for the purpose of holding in a boom the logs that came down Milton creek, the Major launched a series of philippics in the *Columbian* that stirred up the lumberman to encourage establishment of another paper. This paper was the *Oregon Mist*, whose early history is as foggy as its name.

The founder of the *Mist*, as already indicated, was a man named Glendye, "whose true Christian name is to deponent unknown," being one of the several buried details of Columbia county's early journalism. The *Mist* is not listed in Ayer's directory for 1881, and later numbers of the directory give the paper's founding date sometimes as 1882, sometimes the next year. The *Columbian* was credited by Ayer's 1881 volume with a circulation of 425. It is the belief of Mr. Davis, already quoted, who is now editor of the *Timberman* in Portland, that the *Mist* was established in the latter part of 1881.

Glendye, whose ideas on what the good newspaperman might properly and conveniently drink coincided closely with those of many thirsty old-timers, was able to last only about six months. There then began a parade in and out of St. Helens of some of Oregon's best-known newspaper figures of the 80's. Glendye's immediate successor was E. H. Flagg, one of the conspicuous figures in early Oregon journalism.

Charles Meserve, who later published the *Oregon City Enterprise*, was publisher in 1890. J. H. Stine, touring editor-publisher, edited the paper for the month of August, 1891. The paper was then purchased from Meserve by John R. Beegle, son-in-law of Mr. Flagg. When Beegle wanted to go to the Chicago world's fair in the summer of 1893, he engaged young David Davis, who had learned his printing in Astoria alongside such hardy souls as Oscar W. Dunbar and who had worked on the *Mist* under Meserve, to publish the paper during his absence. On his return Beegle sold Davis a half-interest in the paper. In 1897, when Beegle went to Alaska, he sold his interest to Davis, who conducted the paper until 1902, when he sold it to Dr. Keeler H. Gabbert, journalistic veteran then near the end of the trail. E. H. Flagg bought the paper back from Estella Gabbert, after her husband had died in Anacortes,

Wash. (1905), and remained until 1911. A later editor was Ed Miller. S. C. Morton became editor and published in 1918 and continued at the helm until 1926, when he sold to Ira B. Hyde Jr. Mr. Morton was the first president of the Oregon Newspaper Conference, in 1919.

In 1891 the *Mist* circulation was reported at 800. The issue of August 14 of that year consisted of four pages. Advertising was carried on the first page. Several saloons carried advertising; and one of the confident liquor-dealers started his chatty ad by saying, "Do you drink? Of course you do."

The St. Helens *Sentinel* was established in 1926 by Lew Cates and J. M. Cummins. It was soon sold to E. E. Brodie, of Oregon City, who sold to Fred J. Tooze in 1927. In August 1929 Miss Jessica Longston and Miss L. Berenice Anderson (now Mrs. A. T. Brownlow) purchased the paper, which they still publish. In 1933 they purchased the *Mist* from Mr. Hyde and merged the two papers under the present name, *Sentinel-Mist*. Miss Longston is now president of the Mist Publishing Co., publisher of the paper. Both she and Miss Anderson received their previous newspaper training largely in Wenatchee, Wash.

The *Sentinel-Mist* (144) expressed the opinion that the paper is perhaps the only industry or business in Columbia county carried on continuously for more than 50 years.

Vernonia.—The Vernonia *Eagle*, founded by Paul Robinson, then publisher of the Aurora *Observer*, August 1, 1922, was not Vernonia's first newspaper. The Nehalem *Journal*, an independent weekly, issued Tuesdays, was launched at Vernonia in 1889 by Bynon & Braden, with Gus H. Bynon editor. Three years later it was edited by S. Charles Davis; then, in 1894, R. H. Mitchell ran the *Journal* as a Democratic weekly. The paper died in 1897.

The *Sentinel*, a People's Party weekly issued Thursdays, was launched by L. W. Vandyke in 1894 and ran four years.

The town ran along without newspapers until Mr. Robinson launched the Vernonia *Eagle* in 1922. He sold the paper in 1926 to Mark E. Moe, of Hood River, who sold it in 1930. The issue of June 27, 1930, appeared with the name of Ray D. Fisher in the masthead. Mr. Fisher had been a faculty member at Willamette, also a high school principal, but always had had a yen for journalism. Amplifying his journalism knowledge with a series of courses in the University of Oregon School of Journalism, he finally purchased the Washougal (Wash.) *Record* and after a time sold it to move to Vernonia, taking F. H. Veith with him from Washougal to handle the mechanical end. They sold the paper seven years later. The present publisher (1939) is Marvin Kamholz.

Clatskanie.—This little dairying community with the Indian name is, apparently, not much of a problem for a journalism his-

torian. The same paper, the *Chief*, a weekly publication, issued Fridays, has been going along since 1891, without interruption and, apparently, without even a change of publication day. So far as records indicate, it was the town's first newspaper. Sometimes the paper has announced itself Republican, but usually it has not played the political game very hard.

The founder, E. C. Blackford, continued in charge from 1891 to 1909, when he sold to George B. and Nora H. Conyers. They continued as owners and publishers until 1917, when W. G. Baylis took hold. In 1920 Mrs. Minnie Goodenough Hyde became editor for Mr. Baylis, who sold in 1921 to S. F. Scibird, Mrs. Hyde remaining as editor. In 1922 Earle Richardson, recently from the *Oregonian*, and W. Arthur Steele, who had taught school and whose newspaper experience ran all the way from carrying the Lewiston (Idaho) *Tribune* to reporting, first on the *Tribune* and then on the *Chicago Journal*, bought the paper. The next year when Earle Richardson, after a rapid glance at the *Elgin Recorder*, decided he wanted to buy it, Steele bought Richardson's interest in the *Chief* and since has been running it alone.

Steele, who is a native of Idaho, spent a year during the war training rookies at Camp Grant. He is active in public service, having served as mayor of Clatskanie, lieutenant governor of the seventh division of the Pacific Northwest district of the Kiwanis, director of the state chamber of commerce, and district vice-president of the Oregon Newspaper Publishers Association.

CROOK

Prineville.—Prineville and Crook county's first newspaper, the *Ochoco Pioneer*, 7-col. folio, independent in politics, was started in the fall of 1880 by John E. Jeffrey. It lasted only a few months, dying in the business depression, and in the next year Dillard & Co., the same H. A. Dillard who pioneered journalism in Harney county with the *Harney Valley Items* in 1887, launched the *Prineville News* as an independent paper with Republican leanings. Horace Dillard took in D. W. Aldridge as a partner, and two years later Aldridge became editor and publisher. The paper suffered a \$1500 fire November 11, 1883. The Aldridges, D. W. and E. H., conducted the paper until 1893. In the summer of 1894, with Fred E. Wilmarth as editor and publisher, the *News* was absorbed by the *Ochoco Review*, a publication started in Prineville in June 1885, by Douthit & Barnes. The *News* had been independent, and the *Review Democratic*. When the papers combined, J. N. Williamson, editor of the *News*, who later was to be a member of congress from Oregon, was made manager of the combined papers; L. N. Liggett soon succeeded

Williamson as manager and bought the paper, which under Williamson had become Republican. He sold in July 1902 to William Holder, who in turn sold the paper to A. H. Kennedy in April 1904.

In the meantime A. C. Palmer had bought the *Mitchell Monitor* and moved it to Prineville, rechristening it (1894) the *Crook County Journal*, in competition with the *Review*. In 1901 he sold to W. T. Fogle, who sold a half interest to W. H. Parker of Albany. In 1903 the *Journal*, then owned by W. C. Black and S. M. Bailey, claimed 625 circulation, and the *Review* 750. The *Journal* was now running as a Republican paper, and the *Review* independent. In 1915 Guy La Follette came in as editor and publisher of the *Journal*, and Charles O. Pollard of the other paper, now known as the *News*. A publication known as the *Spokesman* received passing mention in Ayer's annual for 1917.

In 1917 (noted the next year in Ayer's) the *Central Oregon Enterprise*, A. M. Byrd publisher, succeeded the *News* and continued as an independent Thursday weekly until 1920, when it was succeeded by the *Prineville Call*, with Floyd A. Fessler, later a Scripps managing editor, as editor and publisher.

Guy La Follette started the *Western Stock Grower*, a monthly, in 1919, ran it until 1922. In that year Floyd Fessler merged the papers under the title of *Central Oregonian*. Under that title the paper has run through to date, being a direct descendant of the *News*, dating back to 1892, and tying in all the other publications except the first one, the old *Pioneer*, which has no posterity.

In 1922 the *Central Oregonian* was purchased by R. H. Jonas, born in Kansas in 1881, who has had a long career in Oregon journalism since his start on the *Medford Success*, then published by Charles Meserve. Later he worked on the *Chewaucan Post* at Paisley (Percival & Holder), the *Lakeview Examiner*, Klamath Falls *Herald*, *Valley Record* at Ashland under E. J. Kaiser; then took over the *Wallowa Sun* as publisher (1907), the *Beaverton Times* (1919), was partner with A. E. Scott in the *News-Times* at Forest Grove (1920-22), selling to his partner and buying the *Central Oregonian* that year.

Mr. Jonas' son Herbert, Oregon journalism graduate of 1931, was associated with his father for a time in the publication of the paper. A new concrete building was completed in June 1925 as a home for the *Central Oregonian*. It was specifically designed for newspaper purposes, with emphasis on correct lighting.

LINCOLN

Newport and Toledo.—The little settlement of Yaquina is not

much more than a post office now, but it has its history. For here was launched, back in 1882, the first newspaper in what was to be Lincoln county; and here too was established, five years later, with Yaquina Bay men among the leaders, the Oregon Press Association, which, under a succession of names, has come down to the present as the Oregon Newspaper Publishers Association (145).

Coll Van Cleve, well-known old Oregon journalist, was the founder of Lincoln county's first newspaper, the *Post*, a weekly, issued on Saturdays. Yaquina's population was more in prospect than in actuality, but there was plenty of hope, for not only was Oregon's timber industry beginning to be developed intensively, but the railroad was coming in—and, too, Yaquina was to be a transcontinental terminus, for didn't the promoters say so?

Van Cleve went from the *Register* at Albany to Yaquina City. There he started the Yaquina *Post* in 1882. His half-brother, Ed. M. Mack, veteran printer, who now lives in Portland, recalls setting the paper up in 10-point. Van Cleve, partly out of pride for his half-brother's typesetting speed and partly to attract typographical talent to the office, used to run an ad challenging anyone who thought he could beat Eddie Mack setting type.

Van Cleve, through good times and the great preponderance of bad, kept his little paper going in the same location for 14 years. This, in those days, was something. By 1887 population, business, land office publications, and hope had developed to the extent where he was able to issue a small daily as well as his larger weekly. Other towns in the bay region began to grow, but Yaquina didn't quite get going, and soon the daily stopped, and Van Cleve, in 1889, hooked up the *Post* with the Scio (Linn County) *Press*, printing them both at Yaquina.

Yaquina's hopes from the railroad, like those of all the other towns in Benton and Linn counties, proved illusory. The railroad out through Corvallis had been built, and the roundhouse was established at Yaquina. But, with business as light as it was, this didn't mean much. The citizens of Corvallis and Benton county had contributed money, goods, and labor to the extent of \$100,000 to the Corvallis & Eastern; and when the promoters had finished, the line, partly constructed, which had become an \$18,000,000 project, was sold by receivers for \$100,000. The original contributors lost their money (146).

But Van Cleve was not the only hopeful journalist to bet on Yaquina Bay. Samuel Case established the Yaquina *Mail*, a Saturday weekly, at Newport in 1884, and J. H. Aldrich, experienced newspaper man from Iowa, father of Edwin B. Aldrich, editor of the *East Oregonian* and member of the State Highway Commission, launched the Newport *News* in the same town as a Tuesday Democratic paper in 1886. Neither of these papers proved permanent. In

1887 E. C. Phelps was editing the *Mail*, but it died soon afterward. Aldrich carried on his paper until 1889. Development was not meeting expectations.

C. D. Ullmer entered the picture with another Newport paper, the *Yaquina Republican*, in 1888, issuing on Thursdays. The paper lived three years.

In the depression year of 1893 came the founding of the two newspapers which have come on down to the present. February 20 saw the official establishment of the new county of Lincoln, and this event no doubt is responsible for the two successful journalistic ventures.

The *Yaquina Bay News* came first, by a matter of five weeks, for it was launched February 2, at Newport, while the *Lincoln County Leader* was started in the up-river town of Toledo March 9.

By that time the other Newport papers had faded out, but Van Cleve was conducting the *Post* at Toledo.

The *News*, edited by John E. Matthews, was not received with tremendous acclaim in its opening days. Other papers had died, the railroad was in the receiver's hands, and the idea of a local paper in such a small place was regarded as just not good sense. But the paper is still running, in the hands of the same family as started it. The paper was for Republicanism and prohibition; still is. The *News* started and has been, most of the time, a seven-column, 13-em paper. The early editions had two of the four pages "patent," shipped in from Portland by Palmer & Rey, and later, American Type Founders. Times were dull, and of the 28 columns only 3½ were devoted to advertising. The subscription rate of \$1.50 was none too easy to get. In 1905 Capt. William Matthews succeeded his father in the editorship. J. E. Matthews died March 23, 1935, after an active connection of 38 years with the *News*, having been inactive only during the last few years.

The Newport *Journal*, a Wednesday weekly, was started by Robert E. Davey in 1925. Mr. Davey is assisted by his wife, who is linotype operator.

The *Lincoln County Leader*, of Toledo, began its 47th year March 9, 1939. J. F. Stewart was running the *World* at Woodburn in opposition to the *Independent*, and when the new county was established he saw a chance to get away from his competition and grow into a promising field. He visited Toledo, looked the situation over, and March 9 he was out with volume 1, No. 1 of the *Lincoln County Leader*. The streets of the young town were mud roads, population was scant, and the place had little but its hopes. Yaquina, the railroad terminal, was still the leading commercial town on the bay; Newport had its developing tourist trade, and even they were not prosperous newspaper towns; Yaquina's papers, in fact, had de-

parted. But Toledo had been awarded the county seat, and this was enough for Stewart; he started the *Leader*.

The plant was rudimentary; a little old "army" press set on a dry goods box printed one page at a time after the type had been set by hand by the "kid" typesetter (147). Mr. Stewart continued with the *Leader* until 1898, retiring to become county judge. Later owners have been Wesley L. Davis, Charles and Ada Soule, R. E. Collins and F. N. Hayden, Hall Bros. (G. W. Hall editor), then Howell (R. H.), Cooter (J. E.), and Collins.

The *Lincoln County Herald* was established by R. E. Collins in 1926, when Hall Brothers were conducting the *Leader*, with Willoughby (G. W.) Hall editor. In 1927 a stock company took over the two papers and consolidated them as the *Lincoln County Leader*. J. E. Cooter, speaker of the House of Representatives in the 1935 session, became publisher with R. H. Howell editor and manager. Shortly afterward the Howells, R. H. and his wife (Edith Harrison), bought out the other stockholders. Since the death of her husband in October 1937 Mrs. Howell has been conducting the paper. Mr. Howell was active in civic affairs in Toledo, having been city superintendent of schools for several years and mayor for six years.

In the meantime several other Yaquina Bay papers have come and gone. The *Reporter*, an independent Republican weekly, was started in Toledo in 1902 by C. E. Hawkins and B. Crosmo, who ran it for three years. They were succeeded by Almon B. Clark, in 1906. The paper was suspended in 1908.

John Fleming Wilson, former member of the Portland *Telegram* staff and a well-known short-story writer, established the Yaquina *Signal* at Newport in 1908. The next year he sold it to H. G. Guild, Oregon newspaper veteran, who remained about a year. The paper was gone when the material for Ayer's 1910 directory was gathered.

Waldport.—Waldport journalism goes back to 1917, when the *Pacific Herald* was established. Among the editors up to 1926 were E. C. and A. H. Wells. A. H. Wells was directing the paper in 1926, when it was merged with the Waldport *Tribune*, started in 1925 by H. G. Sasse. Mr. Sasse conducted the *Tribune* until 1934. Present publisher is M. I. Brown.

Delake and Nelscott.—The *North Lincoln Coast Guard*, one of a good many beach-town papers started in recent years, was launched in 1932 and was successfully maintained for several years as a Thursday weekly by R. E. Collins, formerly of Waldport, and Mrs. Collins. They installed a linotype in 1935. The latest change (1939) was the purchase of the *Guard* from Maurice Nelson, latest owner, by G. G. Sittser Jr. and C. D. Hughes, publishers of the *Beach Resort News* at Delake, a 13-year-old publication. The merged paper, the *Coast Guard and News*, will be published at the Delake plant.

Yaquina City, ambitious little railroad terminal of the 80's

and early 90's, was the scene of the organization of the Oregon Press Association, which has evolved into the present Oregon Newspaper Publishers Association. The year was 1887, when the young state was swinging out of pioneer conditions toward the modern and when the number of Oregon publications was, roughly, half of what it is today.

There had been, as told elsewhere in this work, a previous organization, the State Editorial Association, formed in Salem in 1878.

The effort of 1887 appears to have been the first real drive for another organization since that time; and under more favorable conditions, the organization survived and prospered.

Yaquina Bay in 1887 was a popular spot. The railroad activity had combined with the attractions of beach and bay, to bring there in that summer a group of newspaper men on vacation. A call was issued by three of these for an organization meeting for an editorial association. The trio were J. R. N. Bell, editor of the *Roseburg Review*; Martin L. Pipes, editor of the *Benton Leader*, Corvallis, and Coll Van Cleve, publisher of the *Yaquina Post* (148).

Pursuant to the call, the following persons met at Yaquina City August 12, 1887:

M. L. Pipes, *Benton Leader*, Corvallis
 J. R. N. Bell, *Review*, Roseburg
 Coll Van Cleve, *Post*, Yaquina
 Charles Nickell, *Times*, Jacksonville
 Will H. Parry, *Gazette*, Corvallis
 J. S. McCain, *Sentry*, Salem
 E. M. Rands, *Enterprise*, Oregon City
 E. C. Phelps, *Mail*, Yaquina
 S. S. Train, *Herald*, Albany
 J. H. Aldrich, *News*, Newport
 J. B. Fithian, *World*, Portland
 Fred P. Nutting, *Democrat*, Albany
 D. T. Stanley, *Herald*, Monmouth
 P. L. Campbell, *West Side*, Independence
 Robert Johnson, Corvallis, (later founder of the *Times*)
 Frank Hodgkin, Salem
 W. A. Wash, Dallas, (later editor of the *Observer*)
 I. L. Campbell, *Guard*, Eugene
 Enrolled by letter:
 J. M. Shepherd, *Sage Brush*, Baker City
 T. J. Stites, *Democrat*, Albany
 A. Noltner, *World*, Portland.
 Beach & Beach [Frank W. and Seneca C.], *Examiner*, Lakeview

J. R. Whitney, *Herald*, Albany
 I. L. Mahieu, *Courier*, Oregon City
 A. C. A. Perkes, *Journal of Commerce*, Portland
 W. F. Benjamin, *Plaindealer*, Roseburg
 J. F. Halloran, *Astorian*, Astoria
 L. Samuel, *West Shore*, Portland
 D. I. Asbury, *Grant County News*, Canyon City
 H. G. Guild, *Appeal*, Silverton
 W. W. Baker, *Rural Spirit*, Portland
 R. J. Hendricks, *Statesman*, Salem
 M. G. Munly, *Catholic Sentinel*, Portland
 Sutherland & Burnett, *Sunday Welcome*, Portland
 D. C. Ireland, *Pioneer*, Astoria
 E. Casey, *Pacific Farmer*, Portland

Of all this group D. C. Ireland and Charles Nickell were the only ones who had been in attendance on the organization of the 1878 association. Ireland was then on the *Astorian*, and Nickell at Jacksonville.

Permanent organization was effected, with Martin L. Pipes, president; J. M. Shepherd and R. J. Hendricks, vice-presidents; Charles Nickell, secretary; S. S. Train, treasurer; and J. S. McCain, sergeant-at-arms.

At a special meeting held at Albany October 14 of the same year Edgar B. Piper of the *Statesman*, Salem; Frank C. Baker, state printer, and representatives of the *Willamette Farmer* and *Rural Spirit*, Portland; Asahel Bush, Salem, and James O'Meara, Portland, were elected honorary members.

Presidents of the association have been, successively, since 1888:

J. R. N. Bell, *Review*, Roseburg; Charles Nickell, *Times*, Jacksonville; L. Samuel, *West Shore*, Portland; A. Noltner, *World*, Portland; James B. Eddy, *Tribune*, Pendleton; Ira L. Campbell, *Guard*, Eugene; John R. Beegle, *Mist*, St. Helens; C. C. Doughty, *Observer*, Dallas; A. W. Patterson, *Gazette*, Heppner; George B. Small, *Democrat*, Baker City; D. M. C. Gault, *Independent*, Hillsboro; James S. Stewart, *Journal*, Fossil; Albert N. Fisher, *Pacific Christian Advocate*, Portland; Frank S. Harding, McMinnville; Arthur Conklin, *Mining Journal*, Grants Pass; S. L. Moorhead, *Times*, Junction City; R. J. Hendricks, *Statesman*, Salem; J. C. Hayter, *Observer*, Dallas; C. L. Ireland, *Observer*, Moro; E. H. Woodward, *Graphic*, Newberg; J. S. Dellinger, *Astorian*; George Putnam, *Tribune*, Medford; George M. Cornwall, *Timberman*, Portland; E. Hofer, *Capital Journal*, Salem (two successive elections); Elbert Bede, *Cottage Grove Sentinel*; E. E. Brodie, *Enterprise*, Oregon City (three successive elections); A. E. Voorhies, *Courier*, Grants Pass; C. E. Ingalls, *Gazette-Times*, Corvallis (three

successive elections); Elbert Bede, *Sentinel*, Cottage Grove (two successive elections); Hal E. Hoss, *Enterprise*, Oregon City (two successive elections); A. L. Mallery, *Tribune*, Oakland (two successive elections); R. W. Sawyer, *Bulletin*, Bend (two successive elections); George K. Aiken, *Argus*, Ontario; Ralph R. Cronise, *Democrat-Herald*, Albany.

Albert Tozier, of *Pythias*, Portland, was elected secretary 15 successive times, from 1892 to 1906 inclusive.

A local organization, the Willamette Valley Editorial Association, organized in 1916 with Will Hornibrook of the Albany *Democrat* president, was transformed, in 1919 to the Oregon Newspaper Conference, to meet annually at the University of Oregon School of Journalism. The last two years of the Willamette Valley Association C. E. Ingalls was president; and the presidents of the Conference, name of which was changed in 1928 to the Oregon Press Conference, follow, in order: S. C. Morton, *Mist*, St. Helens; Carle Abrams, *Statesman*, Salem; Robert W. Sawyer, *Bulletin*, Bend; L. D. Drake, *Budget*, Astoria; George P. Cheney, *Record Chieftain*, Enterprise; Edgar McDaniel, *Harbor*, North Bend; George K. Aiken, *Argus*, Ontario; J. D. Thomison, *Glacier*, Hood River; Ralph R. Cronise, *Democrat-Herald*, Albany; Frank B. Appleby, *Observer*, La Grande; Earle Richardson, *Itemizer-Observer*, Dallas; Louis D. Felsheim, *Western World*, Bandon; Ben R. Litfin, *Chronicle*, The Dalles; Thomas Nelson, *Times*, Junction City; Merle R. Chessman, *Astorian-Budget*, Astoria; Frank J. Wheeler, *Eagle*, Milton; Robert W. Ruhl, *Mail Tribune*, Medford; Lars E. Bladine, *Telephone Register*, McMinnville.

Elbert Bede, *Sentinel*, Cottage Grove, was the first secretary of the conference. The next year and in successive years since, George Turnbull, School of Journalism, has been elected secretary.

Programs of both association and conference, which works in close cooperation with the association, have been recognized as contributing materially to the recognized high standards of the newspapers of Oregon.

The efficiency of the association in promoting the best interests of the membership has been multiplied, in the opinion of the membership, by the work of the field secretaries. Harris Ellsworth, now editor of the Roseburg *News-Review*, was chosen the first field manager in 1927, succeeded by Arne Rae, editor of the Tillamook *Herald*, in 1929. In 1939, Mr. Rae, who had moved up to be executive secretary of the National Editorial Association, was succeeded by Harry S. Schenk, who had been advertising manager of the McMinnville *Telephone Register*.

MORROW

Heppner.—J. H. Stine of Walla Walla, Washington, father of many Oregon newspapers, launched the Heppner *Gazette*, first newspaper in Morrow county, bringing the first number off the press March 30, 1883. Heppner was small and struggling in those days, and the battle between the honest, hardy pioneers and the rougher element parasitic on the new communities was by no means over when Stine arrived to start his paper.

The publisher moved a small printing plant (Washington hand-press, etc.) from Portland (149). After a short time Stine, as was his wont, disposed of the new paper. The purchaser was John W. Redington, old scout and Indian-fighter, who gave his friend Owen Wister a lot of his "stuff" for *The Virginian*, first and perhaps greatest of all westerns. Colonel Redington, was chief of scouts for Gen. O. O. Howard, who once wrote a glowing tribute to his scout's courage, resourcefulness, and industry. Colonel Redington carried these qualities into his editorial work. Years before, he had worked on the *Oregon Statesman* and on the *Willamette Valley Farmer* for S. A. Clarke.

Redington was, withal, a humorist, and eccentric. When he arrived in Heppner, where he remained for five years, he had just finished a season of fighting Indians, and the prospect of a little more fighting didn't distress him. On the *Gazette* he became one of the best-known editors in Oregon. He was always picturesque. While running the *Gazette*, he had painted snappy signs on fence boards and rocks all over the countryside advertising his newspaper. "The Heppner *Gazette*," read one of the signs, "Hell on Horse Thieves and Hypocrites," and another proclaimed "The Heppner *Gazette* Bangup for Bustles."

Heppner's second paper, the *Times*, entered the field in the early 80's. The editor, Homer Hallock, was young and inexperienced, and he failed to keep the paper going long.

The Morrow County *Record* was the predecessor of the second paper known as the *Times*. The *Record* was established in 1890 as a Thursday weekly organ of the Farmers' Alliance. John Coffee, who bought in the plant of the defunct *Lexington Budget*, launched the new paper. It had a hard time. Successive owners of the *Record*, during its five years of struggle, were Coffee, A. H. Hicks, Vawter Crawford, and Thomas Nelson. Nelson, in a note to the writer of this history, many years later, told the story of those days most strikingly. He wrote: "In 1894 I was foreman of the Heppner *Gazette*, and in 1895 I conducted the Heppner *Record*. Otis and

Alva Patterson were the owners of the *Gazette*. The *Record* was taken over by the Pattersons December 1895 and the subscriptions filled out by them. I had a darned hard time living. It was during the Cleveland panic when wheat was 20 cents a bushel and wool 4 cents a pound. The only event of importance that I recall is that during this year I finished my career as a Democrat and have been a Republican ever since." This was written in 1925. Mr. Nelson is well known as the editor of the Junction City *Times*. He moved the plant away to a better-looking field at Pilot Rock.

Later owners of the *Gazette*, following Redington, were Rev. Henry Rasmus, then pastor of the Heppner Methodist Episcopal church, and Otis Patterson, a teacher from Waitsburg, Wash. With his brother Alva, he organized the Patterson Publishing Co., which conducted the business until 1898. The Patterson brothers brought to Heppner the first power printing press, a Country Campbell. The Pattersons were ambitious, and in a town then having fewer than a thousand population they published a semi-weekly, Tuesdays and Fridays, for five years, from March 1, 1892, to the fall of 1897. For several months in 1898, during the Spanish-American war, they even issued a five-column, four-page daily.

Otis Patterson was something of a humorist, with a quaint journalistic style. One of his little jokes was to get out a "daily" for one day. This he did, June 5, 1891, saying to his readers: "It might be right to say that this is neither a salutatory nor a valedictory but rather a combination of both, for this day our little daily comes forth and tomorrow, with the setting sun, it dies."

When Otis Patterson moved away to The Dalles as receiver of the United States land office, in 1898, Corliss Merritt became publisher of the *Gazette*. J. W. Redington was back in 1900 running a Republican paper, which he soon after sold to Fred Warnock and Ed Michell. After two years Warnock purchased Michell's interest and conducted the paper until 1910.

Meanwhile the second Heppner *Times* was in the field, having been established November 18, 1897, by E. M. Shutt, with a plant very similar to that of the *Gazette*. Elected sheriff of the county in 1902, Mr. Shutt sold the *Times* to A. J. Hicks, who continued the Shutt policy of keen competition with the *Gazette* all along the line and installed a Simplex typesetting machine, the first mechanical composing apparatus put in use in the county. He ran the paper for ten years, when Shutt resumed control.

Vawter Crawford, formerly of the *Record*, took charge of the *Gazette* in December 1910, purchasing the paper from Fred Warnock. February 16, 1912, he eliminated the competition by purchasing the *Times* from E. M. Shutt and consolidating the papers as the *Gazette-Times*. The paper has come down to the present (1939) under the same name and with the ownership in the Crawford

family. Vawter Crawford died in April 1935 at the age of 67. Like Otis Patterson, he came from Waitsburg, Wash., to Heppner, and his first journalistic employment in Heppner was as apprentice on the *Gazette* under Patterson, whom he had known in Waitsburg. He was county clerk for eight years at Heppner. Under his editorship, in 1931, the *Gazette-Times* won the Sigma Delta Chi trophy as the best weekly newspaper in the state.

The Heppner *Herald*, which was to continue in competition with the *Gazette-Times* for ten years, was started in April 1924 by L. K. Harlan, formerly of Condon and Ione. The new paper installed a Model K Linotype, forcing the *Gazette-Times* also to install a like machine. The *Herald*, an anti-prohibition paper backed by the liquor interests, was issued as a semi-weekly for about three months under Harlan. With the passing of the saloon, Harlan turned over the paper late in 1915 to Pierce and Fletcher, printers. Several transfers followed until S. A. Pattison took it over and conducted it until 1924, when a disastrous fire sapped his resources and he suspended publication. Returning to Pennsylvania, from which state he had come to Oregon, he died there several years later.

The disastrous flood of 1903 which cost 219 lives and hundreds of thousands of dollars in property loss, putting Heppner in the headlines of newspapers all over the world, gave the *Gazette* and the *Times* their greatest journalistic opportunity. At that time Warnock and Michell were running the *Gazette*, and Hicks the *Times*. Both papers, issued regularly on Thursdays, got out special editions for several days following the disaster, both covering the event thoroughly with news and features and running name of victims as they were learned.

Since the death of Vawter Crawford, the *Gazette-Times* has been conducted by his two sons, Spencer and Jasper V. Crawford, manager and editor, respectively, who had been associated with him.

Boardman.—The Boardman *Mirror* was established by Mark A. Cleveland, veteran publisher, February 11, 1921. After four years Mr. Cleveland sold the paper to the Arlington *Bulletin*, with which it was consolidated under the *Bulletin's* name, September 18, 1925. Boardman has had other little papers, but this was the most conspicuous.

Cleveland never worried much about circulation. He used to tell a story of another country newspaper man who worried even less and must have been typical of those who started papers in two-acre towns:

Once when Cleveland visited this editor and helped to get out the paper, he was surprised to find that the circulation was only 80 copies.

"Pretty small circulation," commented Mark. "Why don't you try to increase it?"

"What! Increase the number of copies and run them off on a Washington hand-press? I should say not!"

Harold R. Benjamin, who later became a professor of education, successively, at the University of Oregon, the University of Minnesota, and the University of Colorado, was one of the Boardman editors.

Irrigon.—It used to be a treat to hear old Addison Bennett, then an *Oregonian* reporter with a sort of roving commission, pronounce the name of one of the most picturesque of Oregon newspapers, which he founded and ran for several years—"the *Oregon Irrigator* of Irrigon, Oregon," he used to chant merrily, with the words running "trippingly on the tongue." Irrigon, though still on the map, has failed to achieve its early promise, and the *Irrigator* has been gone nigh unto a quarter of a century—things so mellifluously named have a way of fading out; but in its day it was something.

After an interesting career in the East and Middle West, Bennett came to Oregon to spend the last two decades of his life. In his sixtieth year, at an age when so many are beginning to contemplate retirement, he began publication of the *Irrigator*, in 1904. The publication, a four-page six-column folio, issued on Wednesdays, was designed to promote irrigation for his section. There Bennett built up a reputation for "jackrabbit stories" published in the *Irrigator* and also sent to other papers.

Bennett himself was a "card." Perhaps he will be remembered longest for a prairie ballad he wrote while he was publishing a chain of those small papers in Kansas which drew their sustenance from the publication of final proof land notices. Old-timers remember how they ran; most of the surviving early typos could still set them up from memory: "Notice is hereby given that the following-named settler has filed notice of his intention to make final proof in support of his claim." . . . so they used to go. This ballad was entitled "The Little Old Sod Shanty on the Claim."

Like Bret Harte and many other apparently typical westerners, Bennett was born in the East—in Orange county, New York, January 8, 1845, and he started his newspaper career on the Wheeling, (W. Va.) *Intelligencer* in 1868. In 1879 he went to Kansas with a colony of 400 persons from Zanesville, Ohio.

In Meade county, Kansas, he had the telescopic optimism to start the *Pearlette Call* when there was only one house in that part of the state; within a few months there were 2500 homesteaders in the region. Land notices! By the next May, however, grasshoppers riding the hot winds had driven all but 96 persons out of the new county.

Dodge City, lively frontier town, was his next stopping-place. At Garden City he got rich publishing those land-claim notices; at one time he owned 17 small papers in that part of the state.

By 1889 he had moved on out to Oregon by way of Denver. From 1894 to 1903 he was again in the East, running a commercial printing business in New York state.

When Irrigon began to dry up he went to Portland, working for the *Oregonian* mostly as a traveling correspondent, to the day of his death, in 1924. His circulation on the *Irrigator* never exceeded 300, but he enjoyed himself immensely. The paper folded up in 1912, the year after his departure.

Here's a stanza of "The Old Sod Shanty," the ballad he wrote in Kansas:

Oh, the hinges are of leather
 And the windows have no glass,
 And the board roof lets the howling blizzard in.
 I can hear the hungry coyote
 As he sneaks up in the grass,
 In my little old sod shanty on the claim.

WALLOWA

Enterprise.—Wallowa county's first newspaper, the *Wallowa Chieftain*, was a going concern in Union county before Wallowa county was organized.

The *Chieftain* was established at Joseph May 15, 1884, by S. A. Heckethorn, who had with him as news reporter A. W. Gowan and as compositor Myra Stanley. Miss Stanley (now Mrs. George M. Gannon) still resides in Joseph. The paper was a six-column, four-page affair, 15x22 inches, with ready-print inside. It is now a seven-column 12-em paper, which is standard for a high percentage of the country weeklies. Its regular size is eight pages.

Mr. Heckethorn, the founder, was a pioneer lawyer who left the country shortly after the paper was started (150). The name *Wallowa Chieftain* was derived from the nearby mountains and the Indians surrounding. Mr. Heckethorn started the paper with \$500, which represented the value of the original plant.

Railroad development in the new country was the stimulus behind the establishment of the *Chieftain*. In 1884 the Union Pacific railroad system, pushing along the line of the Old Oregon Trail, reached La Grande, and new settlers were pouring into the country.

Heckethorn's successor was F. M. McCully, who conducted the paper for eight years. When, in 1892, the Republicans wanted to make a fight against the Populists, led by J. A. Burleigh's *Aurora*, then running in *Enterprise* as a Populist weekly, they selected E. Durseland to edit the *Chieftain*. In the meantime *Enterprise* had

won the county seat away from Joseph, and the paper was moved there January 1, 1893. Durseland remained six months, when he was succeeded by F. A. Clarke, now of Portland, and W. E. Beers, which firm conducted the *Chieftain* as a regular Republican sheet. After a short time Mr. Beers bought out his partner.

The interweaving of Wallowa county newspapers is interesting and a little confusing. Before the *Chieftain* moved to Enterprise, the future Wallowa county seat had a newspaper. The story of this paper is told by H. H. Phelps, who with John King started it. (151)

Mr. Phelps and wife rode into Wallowa county on a buckboard, which carried the mail, about the first of June. The big store in Enterprise was being kept in a tent, and the newspaper erected the second building in the community. A part interest was sold to Jeff Ownbey, who supplied part of the needed money, and the paper was launched as the Wallowa *Enterprise*, a name suggested by Mr. Phelps' father. The paper was purchased by Ownbey in November of the same year.

Mr. Ownbey soon changed the name of the paper to the *Signal*. (152)

In 1892 the paper underwent another change of name. J. A. Burleigh, a school-teacher, purchased the paper and changed the name to the *Aurora*, a Friday Populist weekly, organ of the Farmers' Alliance (153). It was this paper that aroused the Republicans to an aggressive policy in the *Chieftain*, which soon was moved to Enterprise from Joseph.

Business men of Joseph, then left without a newspaper, persuaded Mr. Burleigh to move away from his competition and give their town an organ. Mr. Burleigh moved to Joseph in April, 1893, and continued publishing the *Aurora* there for two years, then moving back to Enterprise, leaving Joseph again without a paper. How the need was supplied is told under the Joseph end of this story.

When J. A. Burleigh became county clerk in July of 1896 he turned the *Aurora* over to his brother, W. S. Burleigh, now of Los Angeles. After a year the new owner moved the plant to Lostine.

To supply the need for a Democratic organ H. L. Herzinger started the *Bulletin* in Enterprise. After a year or two he merged his paper with the Lostine *Leader* under the title *Bulletin-Leader*.

April 26, 1907, the *News Record* was launched in Enterprise, giving the *Chieftain* competition again. This was the old Wallowa *News*, which had been running in Wallowa for eight years. Fred G. Conley and J. Arthur Bishop changed the name to the *News Record* on moving to Enterprise. Later in the same year the paper was purchased by Homer A. Galloway and his sister-in-law, Miss Snow V. Heaton.

Ben Weathers was publishing the *Chieftain* at the time, and

when he was appointed postmaster in November 1908, he sold the paper to the *News Record* owners. They conducted both papers for a few years, the *Chieftain* as a weekly and the *News Record* as a semi-weekly. Mr. Weathers' predecessor as publisher of the *Chieftain* had been Carl Roe, who with his partner, L. J. Rouse, had conducted the paper since September, 1896. The *Chieftain* and the *News Record* were merged as the *Enterprise Record Chieftain*, June 15, 1911. George P. Cheney, former Kansas City and Chicago newspaper man, came from Kansas City in November, 1911, and bought the paper, taking possession January 10, 1912. One of Mr. Cheney's first undertakings was construction of a new stone home for the paper, which he occupied in February, 1915. The machinery was moved over the snow in sleds from the old frame quarters.

Mr. Cheney has now been directing the *Record Chieftain* for a full quarter century. In the beginnings the paper carried half a page of advertising on the front page. The paper is now clear of advertising on page 1. The paper formerly was aggressively Republican. Mr. Cheney has made it independent, "due to opinions of the new owners and changed view of the responsibility of a paper to a community." (154) Local photographs were introduced in 1913 and comics in 1920. From a plant variously estimated from \$250 to \$500, the plant and paper are now valued at more than \$20,000. The paper is, like some of the other Oregon newspapers, the oldest business institution in its town.

Mr. Cheney, a former president of the Oregon Press Conference, changed the name to *Chieftain* in 1938.

In his salutatory editorial in 1884 Mr. Heckethorn argued for the cutting off of the Wallowa country into a separate county. "Politically," he wrote, "the editor is neutral, and the editorials will be independent."

In another editorial paragraph he said:

With this issue the editor fulfills his part of the written contract. Those persons who kindly subscribed a loan to aid him in this enterprise, will please come forward and settle, as his financial affairs need repairing.

Something a little different from ordinary in the opening number of the *Chieftain* was a signed statement from A. W. Gowan, in charge of the local department, in which he outlined his news policy:

. . . One word will suffice as to the character of the locals that will appear in these columns having my sanction: Anything of grave, public importance will appear just as correctly as possible under the circumstances; the exact truth will be aimed at. If the broken elements of incidences cannot all be gathered and united at once they can be supplied afterwards, and redundant matter can be eliminated. It must be

remembered that commonly the itemizer is not the maker of the item; he merely presents it just as he sees and feels it. So it will be understood at the outset—there is nothing like an understanding—that they who assume unenviable attitudes before the public have largely themselves to blame. A chief among ye takin' notes and faith he'll print them. With charity for all, etc., I remain A. W. GOWAN.

Mr. Gowan's regular business was real estate.

Under the head "Our Schools," one of the items gives a line on educational discipline of that day:

Mr. Altman, a new-comer, we understand, has contracted to wield the birch at Prairie creek school, commencing next Monday.

Wallowa.—Wallowa city was four years old when, March 3, 1899, L. Couch and C. T. McDaniel started the *Wallowa News*, first newspaper in the town, which later was to form a component part of the *Record Chieftain* at Enterprise. After some changes of ownership Couch bought the paper back in 1903 and conducted it for two years. In 1905 he sold it to Fred Conley, who after a short time moved the paper and plant to Enterprise.

After a short time without a newspaper, Wallowa in 1907 welcomed R. H. Jonas, who launched the *Wallowa weekly Sun* and published it for five years. Under various changes of ownership the *Sun* has continued to the present. The present owners are Harold and Mona Dougherty Hamstreet, who after several years of farming are again conducting their newspaper. Mr. Hamstreet, son of the late O. D. Hamstreet, well remembered as publisher of the *Sheridan Sun*, was graduated from the University of Oregon, where he was editor of the *Emerald* in his senior year (1916-17). He was for several years a member of the news staff of the *Oregonian*, and for a time was associated with his father on the *Sheridan Sun*.

Will C. Marsh was editor from 1912 to 1914. After a year in which the paper was conducted by Lulu and Ray McNees, J. M. Bledsoe, newspaper veteran, later publisher of the *Myrtle Point American*, conducted the *Sun* from 1915 to 1922, followed by D. M. Major, who was publisher to 1925. He was followed by Harold Hamstreet. R. H. Jonas was back as editor and publisher in 1929. Roy Lovell published the *Sun* from March 1, 1931, to December, 1932, when he sold to James A. Dement of Boise, who traded an interest in the Dement-Oster Printing Co. in Boise to Mr. Lovell. Mr. Dement in turn sold to M. J. Sevier of Wallowa, who placed Miss Marjorie Martin in charge, while he continued as salesman for a power company.

Joseph.—As told under the *Enterprise* heading, Joseph was for

several years the seat of the *Wallowa Chieftain*, first newspaper in what was before long to be the new county of Wallowa.

When the *Chieftain* was lured away to Enterprise, following the county government, in the beginning of 1893, J. A. Burleigh, who later became one of the leading attorneys of Wallowa county, was persuaded to take the *Aurora*, Populist weekly, Farmers' Alliance organ, to Joseph. But in two years he went back to Enterprise. For a very short time Joseph was again without a newspaper, but W. E. Beers moved in (1895) and started a new paper, the *Wallowa Herald*, which, now known as the *Joseph Herald*, has been published there ever since. It was a seven-column folio. The name was changed to the *Silver Lake Herald* in 1895 and back again in 1899 when Henderson & Henderson took hold, with Lee C. Henderson as editor.

Former publishers of the paper, which was (1938) edited and published by Clinton P. Haight Jr. under lease from the owner, Lawrence G. Allen, while Mr. Allen attends to his duties as postmaster, have been Mr. Beers, E. A. Pollock (now of Wallowa); G. E. McCully, Thomas Gwillim, L. C. Henderson, Al T. Kinney, Sloan P. Shutt (deceased), W. C. Black, John M. Lowry, W. L. Flower (now of Enterprise), Rev. L. A. Cook, S. M. Smallwood, O. G. Crawford. The latest publisher, succeeding Mr. Allen, is (1939) I. J. Vollmer.

Lostine.—Lostine, one of the smaller Lostine valley towns, has itself been the home of several newspapers, covering the period from 1897, when the weekly *Leader* was established, to the moving away of the *Lostine Reporter* to Enterprise, where it became the *Wallowa Reporter*, in 1919.

The *Leader* was merged soon after its founding with the *Bulletin* of Enterprise, which was moved to Lostine by H. L. Herzinger and combined with the *Leader* as the *Bulletin-Leader*. It was gone soon after the turn of the century.

Then James Doris Jr. launched the *Review*, in 1903. This also faded out in less than two years.

The *Review* was followed by the *Ledger* and *Democrat*, established by the Burleigh Bros., prominently connected with other Wallowa county newspapers. J. A. Burleigh, former county clerk, was editor. The paper was gone in two years.

KLAMATH

Klamath Falls.—Back in the days when Klamath Falls was still known as Linkville, the first newspaper in Klamath county was born. This was in 1884, nearly forty years after the establishment

of Oregon's first newspaper at Oregon City, thirty years after the old Scottsburg *Gazette* gave southern Oregon its first newspaper, eight years after the start of journalism in Ashland, and six years behind the start of Lakeview journalism.

The first Klamath paper was the *Linkville Star*, founded by Bowdoin & Curtis. Joseph A. Bowdoin, the only member of the firm who ever came to Klamath, got his first issue off the press May 10, 1884. The plant, previously used in the publication of the weekly *Post* at Etna, Siskiyou county, California, was freighted over the hills to its new home, for railroad transportation was still far away.

At the end of the first year the partnership was dissolved, and Mr. Bowdoin continued the paper until July, 1889, when his son, W. E. Bowdoin, took charge. (155) The elder Bowdoin died February 14, 1904. The son had no sooner taken charge of the struggling little paper than the little plant was wiped out by fire (September, 1889). After a short interruption waiting for a new plant from the "outside," W. E. Bowdoin resumed publication. A memorable member of the old *Star* family was Peter J. Connolly, to whom his employer sold an interest in the business in September, 1890, after "Peter the Poet" had acted as Bowdoin's editor for a year. Connolly was not only clever in rhyme and rhythm but could make wood-cut illustrations, which came in handy in those days before the halftone had come into general newspaper use. The elder Bowdoin, though a Democrat, had steered an independent political course in the *Star*. The new partnership, however, made the paper a Republican partisan.

At the end of four years of harmonious partnership Connolly bought out the Bowdoin interest, September 18, 1894, and turned the paper into a People's Party (Populist) organ. In January, 1895, J. K. Haynes purchased a minority interest. These were hard days for the little paper, which Connolly had rechristened the *Klamath Star*; it was the heart of a depression, and first Connolly and then Haynes were forced to give up. The *Star* gave its last twinkle, October 31, 1895. The equipment was used for a time to print Don Carlos Boyd's short-lived *Independent*.

The *Star* contributed to local history by printing, April 10, 1891, the first suggestion that the name Klamath Falls be substituted for Linkville. The suggestion was made by Isa Leskeard.

In competition with the old *Star* for several years was Klamath Falls' second paper, the *Express*, founded by David B. Worthington, who years after leaving Oregon became a successful and wealthy newspaper publisher in Beloit, Wis.

Worthington launched the weekly *Klamath Falls Express* April 28, 1892, and conducted it for three years, finally selling in June, 1895, to Joseph G. Pierce and George J. Farnsworth.

Worthington, a graduate of the University of Wisconsin, had

already founded the South Dakota *Tribune* before coming west. He was brought out to California by M. H. DeYoung, founder of the San Francisco *Chronicle*, who had met him in Chicago where Worthington was doing a bit of work for the Milwaukee *Journal*. This was in 1887. He did night police for the *Chronicle* in those highly colorful San Francisco days, then went north to the Seattle *Post-Intelligencer*. From Seattle he came to Klamath as a handsome young man of 28 to found the *Express*. Two years later he was a delegate to the state Democratic convention. His journalistic monument in Klamath was an illustrated souvenir edition of the *Express*, a splendid job, which, circulated all over the United States, very likely did a lot to bring settlers west to the Klamath country just about the time he was making up his mind to return east.

Farnsworth and Pierce ran into heavy weather immediately, and in December, 1895, their plant was attached by creditors. Pierce, however, was able to get back the paper in January, 1896, and promptly turned the *Express* into a free silver-fusion organ. He was succeeded October 27, 1902, by Roy Hamaker, who made the *Express* independent in politics.

J. Scott Taylor, taking his first plunge into journalistic waters, bought the *Express* in May, 1904, and made the paper Democratic again. Mr. Taylor conducted the *Express* until 1911, when, late in the summer, he sold it to A. C. Wrenn, backed by the Klamath Development Company. Taylor made the paper a daily, Klamath's first, in 1907, calling it the *Morning Express*. For this he needed a news service. He therefore arranged with an Ashland man to buy the Portland *Evening Telegram* daily off the Southern Pacific train, and telephone him the high points in the day's news. For transmission purposes the editor leased the telephone line from Ashland to Klamath Falls from 9 to 10 o'clock each night; this Mr. Taylor half-proudly, half-humorously, with the Hearst phrase of the day in mind, styled "the shortest leased wire in the world." (156) The *Telegram* would not have reached Klamath until the next day.

The story goes that Taylor was regarded as "good competition" by the *Evening Herald*, which, directed by W. O. Smith, did a lot of composition for Taylor, whose plant was inadequate. No great effort was made to collect for this, on the theory that should anything happen to the Taylor regime, the next one might be stiffer.

Rumblings of the "courthouse fight" of later years were heard during Taylor's editorship. He reminded those agitating for a new site that contrary to their contention no money could be obtained from the sale of the old site to help build the new courthouse since under the terms of donation the site would revert to the previous owners if not used for courthouse purposes. Taylor was a Prohibitionist in days when Oregon was wet, and he strove for local option in Klamath.

When A. C. Wrenn, backed by the Klamath Development Company, took over the paper, he threw out the name and called his purchase the *Pioneer Press*.

Making a trip to San Francisco, Wrenn obtained an adequate mechanical equipment and proceeded to reverse every policy of his predecessor. He substituted International News Service and other wire service for the "shortest-leased" grapevine. Taylor had been dry; the *Pioneer Press* advocated liquor licenses. Taylor had favored keeping the courthouse where it was; Wrenn pushed the claims of the Hot Springs location. He raised the size of the paper from four to eight pages.

Among the editors of the *Republican* was Capt. Oliver Cromwell Applegate, who had been for a time editor of the Ashland *Tidings*, in the 70's, when the *Tidings* was the big paper of southern Oregon, circulating freely in the Klamath country. Captain Applegate directed the *Republican* during one of its hot political fights. One of his big stories as a newspaper man was his account of the hanging of Captain Jack and his associates at Fort Klamath in 1873 for the Canby massacre in the Modoc war. His story was sent to the *Oregonian*, the Pittsburgh *Leader* and the *New York Times*.

The city now (1911) had three daily papers—the *Herald*, the *Chronicle* (started in 1910) and the *Pioneer Press*.

The *Herald* had been started in 1906 by the Cronemiller family, later of Lakeview. In 1903 Wesley O. Smith, who had come to Klamath Falls as a timberman, had bought the *Republican*, a weekly established April 23, 1896, by W. E. Bowdoin, formerly of the old Linkville *Star*. Bowdoin was in the commercial printing business and had some of the old equipment of the *Star*, which he used to print the new paper. In July, 1898, Milan A. Loosley, who had been a partner for a year, purchased Bowdoin's interest. He sold soon afterward to the Klamath Republican Publishing Company, under the management of Charles L. Roberts. The *Republican*, conservative in policies, appealed to the business element and was well patronized in competition with J. Scott Taylor's *Express*.

The next change in the *Republican* brought W. Huse & Sons across the mountains from Ashland to conduct the paper. They carried on for four years, selling to Wesley O. Smith April 23, 1903. They announced simply and frankly in that issue of their paper that "He offered us our price and we accepted."

Smith issued his first paper April 30, 1903. Not a newspaper man, he had been persuaded by J. Wesley Hamaker, an attorney, seeking election to the senate, to take over the *Republican* with Hamaker's backing and support him for the office. Smith and Hamaker both were Republicans. When Hamaker was defeated, he lost interest in journalism and sold the paper to Smith, who proceeded

to make a rousing go of it, distancing the older *Express* in the circulation race, 367 to 321 by sworn count, in 1905.

March 1, 1906, E. J. Murray was brought in from Portland to be editor of the *Republican* for Smith, beginning a career which was to last through all the stormy period of Klamath history.

Meanwhile the Fred Cronemillers were getting out a good little paper in the *Evening Herald*, which they started in July, 1906. It was only a five-column folio but covered the town very well, with Fred Cronemiller getting the news and advertising, Mrs. Cronemiller setting all the type by hand herself, and the three children delivering the paper, and helping out wherever they could.

Smith and Murray together purchased the *Herald* early in 1908. They raised it from tabloid to standard size in February, installed Klamath's first linotype in July. Murray cooperated with Smith in the management of both the daily *Herald* and the weekly *Republican* until 1911, when he left to purchase the *Chronicle*, a daily started the year before in the interest of the older section of the town. The *Herald* was promoting the Klamath Development Company's plan to shift the courthouse from the old location in the west end near the original Linkville. Taylor's *Express* was not very active in the fight, and there were rumors that the development company was soon to get the paper. In desperation the west-end people launched a daily paper, the *Chronicle*, Monday, April 4, 1910. The *Chronicle* made no secret of its aims and plunged at once into the thick of the courthouse fight. Within a year, however, the same A. C. Wrenn who the next year turned the *Express* into a K. D. backer, had become editor of the *Chronicle* and changed its policies. Murray purchased the *Chronicle* October 10, 1911, and sold out in the following February.

That February of 1912 is a memorable time in Klamath Falls journalism, for it marked the advent of Sam Evans' famous *Northwestern*. There were three dailies in the town of 6,000 when Evans arrived with \$25,000 to \$50,000 of his own and an indeterminate amount of backing that looked rather formidable. The dailies were A. C. Wrenn's morning *Pioneer Press* (the old *Express*), E. J. Murray's *Evening Chronicle*, and W. O. Smith's *Evening Herald*.

Launching a policy that soon had not only Klamath Falls but all of western journalism gasping in astonishment, Evans bought the *Pioneer Press* and the *Chronicle*, suspended them, and started the Klamath Falls *Northwestern*, a morning daily. It was a journalistic rocket, which in three years was lying burned out by the wayside, its owner missing from the scene.

Evans was an attractive young man in his late twenties when he came to Klamath Falls. The son of a Stockton (Calif.) physician, he preferred writing to practicing medicine and became capable with his pen. *Sunset Magazine*, promoting interest in the Klamath country

in behalf of the Southern Pacific, sent Evans there to write a series of articles on that interesting region. Evans remained and got his journalistic vision.

His building, planned by newspaper experts, was such an architectural triumph for newspaper purposes that 24 years later the *Evening Herald* moved in and occupied it, in the summer of 1936. It was hailed as the best thing of the kind between Sacramento and Portland. The total investment was estimated at close to \$300,000. Evans was in supreme control.

The paper was sensational in makeup and content, forcing the more conservative *Evening Herald* for a time out of its quiet and dignity. It was a seven-column, four-page paper, with six pages on big advertising days and even eight on occasion. To print this paper Evans installed four linotypes and a perfecting press, requiring stereotyped plates. The circulation, claimed at 1400, never really exceeded half that figure.

The whole period of the Evans regime was marked by sensational warfare with the *Herald* and the police department, and frenzied news and editorials in general. The *Herald* sometimes would meet Evans head-on; at other times it would be whimsically sarcastic. "Gee, it must be great to be crazy, Sam," the *Herald* would say. Or, referring to his liquor-dealing backers in California, "Forget expense," says Sam, "as long as the whiskey business is good."

Evans was as lavish in his personal expenses as in his publication outlay. He was generous to his friends. But the balance wheel was lacking. Finally the plant was attached for debt, Evans left town, and the *Herald* was alone in the field. The tortoise had beaten the hare.

The eccentricity of the *Northwestern* apparently is to be laid entirely at the door of the young publisher. He really had a pretty competent staff. Among those who assisted him on the morning daily were Vance Hutchins, experienced newspaperman, who made good on several other newspapers, large and small; Fred Fleet, later a most competent city editor on other Klamath papers; and Philip Sinnott, a good young reporter who later became Pacific Coast chief of NEA, national feature and pictures syndicate.

Sinnott, incidentally, moved over to the *Herald* before the *Northwestern* suspended. He contrasts the extravagance of the *Northwestern* with the conservatism of W. O. Smith's *Herald*, and describes oddities of the *Northwestern's* last days (157):

. . . with two dailies against him, and a boycott on top of that, Smith and his small crew "sawed wood." They cut corners, doubled in each others' jobs where it would help and, despite a fine plant and a larger staff at the *Northwestern*, kept working away. In time the boycott was forgotten. Both

papers were enterprising. But there was only so much business in a town of 6,000 population. Each received its share, but the wonderful plant of Sam Evans was expensive to operate. It could not survive on just half the business.

It went into litigation. The sheriff was placed in charge. Deputies were there at all times. Evans made some financial arrangements, and through the quirks of legal channels, the *Northwestern* passed from the hands of the sheriff into the hands of the coroner. As a means of cutting costs, Hutchins and another employee were named deputy coroners and nominally in charge of the plant.

The struggling *Herald* had only a little three-column casting box when the flow of ads called for half-page layouts to be cast. (L. R.) Brooks (one of those rare specimens who excelled in all ends of the game) rose to the occasion by combining column rule, carriage-makers' clamps, and two-inch pine lumber to make casting boxes. One cast could be made from each such set-up—thereafter the lumber was chopped up to heat the office.

Dean Eric Allen, just starting his splendid school of journalism at the University of Oregon, came to Klamath Falls on a tour of Oregon papers. He expected to spend a day in the *Northwestern* plant and half an hour in the *Herald* plant. He spent the day with the *Northwestern* and two days with the *Herald*.

"The greatest exhibition of creating something out of nothing I have ever seen," he declared, saying the devices created by necessity were more of an education to him than the opposition's well-appointed plant.

When E. J. Murray left the *Herald* he continued as a business partner with W. O. Smith in other enterprises. Finally, January 1, 1919, he purchased the *Herald* from Smith and carried it on until he sold to Bruce Dennis October 13, 1926.

In the meantime the *Herald* had done well under Smith. In fact, W. O. Smith's newspaper success had begun under his connection with the *Republican*. When his partner Hamaker sold out to him he let him have the half interest for \$1,000, or half its original cost. Smith was easily able to buy it, for the paper had been swamped with land office and timber claim notices in those days of settlement and development.

As noted, Smith and Murray bought the *Herald* in 1908.

The east side-west side courthouse fight in Klamath Falls, in the course of which the city at one time had three courthouses—one half-built on the east side, an old one occupied on the west, and a new west-side one, which finally was occupied as the permanent seat

of county government—added interest and excitement to Klamath Falls journalism during Smith's direction of the *Herald*.

Meanwhile, Smith continued the *Republican* for a time as a weekly, for the benefit of his rural readers. They found the service too slow, and for a time the *Republican* was run as a semi-weekly. Finally, the name of the semi-weekly *Republican* was changed to the semi-weekly *Herald*.

The fight with the *Northwestern* has been noted. With this competition out of the way the *Herald* had the field to itself until the *Klamath News* was started in 1923. Mr. Smith had an outstandingly capable staff on the *Herald*. Prominent among its members were Phil Sinnott, Fred Fleet, both of whom have been mentioned in connection with the *Northwestern*, and Fred Dunbar, who years afterward was murdered on Klamath Lake while on a vacation trip. Edison Marshall, before he got going as a fictionist, was a reporter on the *Herald*—"rotten," said Mr. Smith; "too much imagination." During the courthouse fight Mr. Smith brought in a chalk-plate cartoonist from Denver and had him drawing daily cartoons of the candidates "with courthouses on their backs and the like." This was something new, journalistically, and it was warmly received.

The *Herald*, under Mr. Murray, had two high points, its battle with Don Belding and the *Record* and the solution of a murder mystery by two smart staff men, William H. (Bill) Perkins, news editor, formerly police reporter on the *Oregonian*, and Tom Malarkey, in January, 1925. Let's tell the murder story first.

Klamath Falls was suffering something like a "crime wave" at the time of the murder mystery. Oscar Erickson, 35, was shot down in a hold-up of a card game by several masked men in the basement of the Scandinavian hall. After a week, when the officials' clues had run cold, Perkins and Malarkey took a hand, and, aided by a former constable familiar with the Klamath underworld, they ran down a suspect in a lonely farmhouse west of Jacksonville, arriving there in the middle of the night, after a wild drive across the mountains through a rainstorm. Governor Walter M. Pierce had given the men authority to press their search outside of Klamath county. It took nerve to go in and get that man. They did it, and, to make a long story short, he confessed a part in the crime. He and three others whom he implicated, were arrested. One of these was acquitted, the other two received life sentences, and the informant, taken by Perkins and Malarkey, 15 years.

While the war between the *Herald* and the *Northwestern* was the biggest and most interesting of Klamath's newspaper struggles, the bitterest was the strife between E. J. Murray of the *Herald* and Don Belding of the *Record* for possession of the newspaper field beginning in 1921 and lasting for several years—a struggle involving personal conflict and gunplay. Here's the story:

In the ancestry of the Klamath Falls *Record* was a little paper conducted at White Lake City, boom town of the Klamath basin in 1905 and 1906. This paper, called the *Times*, was launched there in June, 1905, by E. B. (Bert) Hall, town-site boomer, with Vance Hutchins, later Evans' city editor on the *Northwestern*, as managing editor. Though the town had only 200 inhabitants, Hutchins built up a circulation of 900 for the paper, whose readers were scattered through the entire Klamath country, for the *Times* was the only paper in the Klamath basin published outside the metropolis, and it was brightly edited.

The White Lake City boom broke when the purchase of the Weed logging road by E. H. Harriman routed the railroad away from White Lake. The paper died, and the plant, purchased by Nathan Merrill, was moved over, late in 1905, to the town named after him. Among the early editors were Vance Hutchins and G. R. Carlock. Finally Mrs. Catherine Prehm Terry, a remarkably capable newspaper woman, bought the paper for \$700—\$10 down. Within four months she had paid in the full amount. In a half century of newspaper experience Mrs. Terry has done about everything there is to do on a newspaper. One of her feats, accomplished in 1917, was to assemble a linotype and put it into working order—perhaps the first woman ever to do that. She had been, while setting type on a Baltimore paper as a young girl in the 80's, the first woman to operate a linotype, in the city where Mergenthaler invented it. She sold the paper, now called the *Record*, to W. H. Mason in 1915. (158)

The *Record* had already been moved to Klamath Falls when Mason purchased it. He adopted for his slogan "The Paper Without a Muzzle or a Club." It became the official publication of the Klamath county water-users. In 1920 he began publishing the *Record* as a daily, with United Press wire service.

Don Belding, war veteran, former Western Union operator and student at the University of Oregon, was at the time manager of the Western Union office in Klamath Falls, where he had gone from Eugene. With a yen for journalism, he left the telegraph key to become business manager of the *Record*. The new daily in 1921 was boasting a circulation of 1800. August 17, 1921, Mason sold his interest to a newly-formed corporation, with Clark Williams president, W. A. Wiest vice-president, and Don Belding secretary-treasurer. Williams, experienced newspaper man from the *Oregonian*, was made editor, Belding manager, and Howard Hill, later with the *Herald*, city editor. Elizabeth Grigsby did society. A. J. DeLaix was head of the mechanical department.

Within a few weeks Clark Williams relinquished his interest, and Belding was elected president. The concern was now cooperative, with stock held by several of the employees.

Then came the fight with the *Herald*. Both publishers, Murray and Belding, came to the conclusion that the field did not warrant two dailies, and in this opinion the business men, at a meeting held in the Presbyterian church, expressed their agreement. Finally, in an amicable understanding, October 19, 1921, Belding took a 60-day option to purchase the *Evening Herald*. If at the end of that period he was unable to complete the deal, the *Record* stock was to pass into Murray's hands. The *Herald* would continue as an evening daily, and the *Record* was to appear only on Sunday mornings. Everything was very sweet—too good, Klamath wise heads observed, to last. It didn't. Belding thought the matter over carefully, and early in December informed Murray he was not going through with the purchase. It took the courts several years to get the situation straightened out. Most of the *Record* plant had been moved over to the *Herald* building, and now Murray refused to return it to the *Record*. Belding had a hard time getting out a paper. Subscribers and advertisers were confused, some paying their bills to Murray, some to Belding. A midnight effort of Belding and a trucking party to move the *Record* material out of the *Herald* building met resistance on the part of Murray, who drove the invaders off the premises.

The *Herald* people now placed their plant under lock and key. The *Record*, armed with a court writ for the return of the equipment, were still defeated when Murray covered the deputy sheriff with an automatic and ordered him off the premises. The sheriff finally managed later to get the equipment segregated and got possession of the *Record's* property.

Suits and counter-suits followed, Murray insisting that the sheriff was acting unlawfully. Murray finally won the major suit involving the ownership of the *Record*, though losing some of the corollary cases. He changed the name of the *Record* to the *Sun*, after a year or so, issuing it Sundays.

In the middle of the fight over the *Record* (January 31, 1922) Mr. Murray announced sale of the *Evening Herald* to Fred Soule, who had been his city editor two years. Two years later Luther W. Rood, later with the *Klamath News*, was announced as having purchased the paper. Seven months later (November 15, 1924) Rood announced that Murray had taken back his stock. Then followed sale to Bruce Dennis, of the Inland Publishing Company, October 13, 1926. One of Mr. Dennis' first moves was to discontinue the *Sunday Sun*. Thus disappeared what had been the second eldest paper in the county.

Another interesting former competitor of the Klamath Falls *Herald* was the *Klamath News*, launched as a twice-a-week November 13, 1923, when its three founders—Nate Otterbein, Walter Stronach, and F. C. Nickle, saw in the expanding city and develop-

ing countryside, with railroad expansion in the immediate future, a chance for another newspaper.

Its expressed policy is of interest:

"To serve. To give all sides a hearing. To cater to no organization or clique. To be independent."

The nucleus of the *News* plant was a Model 14 linotype owned by Mr. Otterbein, an old-time printer with experience on several papers, including the San Francisco *Examiner*. A bit of equipment immediately added was the first Ludlow typograph used in eastern Oregon, guaranteeing new, clear display type for every issue. A 2600-an-hour Babcock press was to run the paper. The *News* at the outset was tabloid—and it kept the five-column format throughout its twice-a-week and thrice-a-week days (it became a tri-weekly June 2, 1924); but on becoming a daily on its first anniversary (November 12, 1924) changed to the seven-column size. The paper has had wire news service from the first few months of its existence.

The *News* got out its first extra November 5, 1924, to announce the election of Coolidge and Dawes. News editors of the paper were, successively, F. C. Nickle, Charles Rood, J. W. McDonald (now a prominent sports writer in San Francisco), Edwin Rose.

Bruce Dennis of La Grande, who a short time before had purchased the *Herald*, announced April 21, 1927, his purchase of the *News* and the consolidation of the two papers. It was the hope of Mr. Dennis to keep the papers competitive, though produced in a single plant. Each had its own individual staff.

Otterbein remained for a time as city editor, then was followed, successively, by Howard Winnard, U. of O. journalism student, a promising writer, who lost his life in an automobile accident in 1928; Bert W. Holloway, another former student at the school of journalism, who moved on up to Boston; and Robert H. Galloway, from the same school.

In June, 1932, Mr. Dennis sold the papers to Frank Jenkins, Ernest Gilstrap, and Eugene Kelty, all formerly of the Eugene *Register*. After a time Mr. Kelty withdrew from the association, known as the Southern Oregon Publishing Company. The Jenkins-Gilstrap direction continues (1939) with Malcolm Epley, formerly of the Eugene *Register*, as managing editor.

The *Klamath Basin Progress*, now occupying the weekly field in Klamath Falls, was started in 1924 by Tom W. Shaughnessy, formerly a printer on the *Oregon Journal*, as the *Malin Progress*; it was then published in the town of Malin. The next year the paper was purchased by the Farmers' Publishing Co., which installed A. M. Thomas as editor. The paper was at the same time raised from a six-column folio to a seven-column. The subscription price was \$2. The paper was moved to Klamath Falls in 1928. In Sep-

tember, 1931, Lee B. Tuttle, veteran Oregon editor and publisher, and Walter Stronach, who had been one of the founders of the *News*, purchased a controlling interest in the publishing company, and Mr. Tuttle for a time acted as editor. Later (1933) Robert H. Galloway, formerly managing editor of the *News*, was made editor of the *Progress*. He left late in 1934. His successor as editor is Embert Fosum, Klamath Falls man, who had been graduated from the University of Oregon school of journalism the year before. Mr. Stronach is manager.

Bonanza.—The *Bonanza Bulletin* was a picturesque little paper which ran from 1906 to 1914 and survived the city's disastrous conflagration of 1909 only to be wiped out in a much smaller fire involving its own building. The *Bulletin* was founded by Charles Pattee and Frank Salcedio in May, 1906 (159). J. O. Hamaker, whose brother, J. Wesley, had steered W. O. Smith into Klamath journalism back in 1903, purchased the paper in August of 1906 from Salcedio and assumed the indebtedness. The plant consisted of one case of ten-point, one of 18, and one of 24, an Army press, and a stock of six-column news print.

When the fatal fire came in January 1914 and destroyed the *Bulletin* building, one month after \$4,000 insurance on the enlarged plant and building had been allowed to lapse, the *Bulletin* came out with an 8x10-inch edition, carrying an account of the fire taken from Sam Evans' *Northwestern*, and an announcement that publication would be resumed in the spring. The optimistic announcement was not carried out.

There are a lot of good incidental stories in the newspaper life of early Klamath papers. Nate Otterbein (died 1938) told one dealing with his work as a printer on the *Bonanza Bulletin* when he first came to the Klamath country.

Chap Graves (he said in the *News* and *Herald Supplement*, January, 1937, page 4) was running the *Bonanza Bulletin*, and his printer was off on leave of absence for some reason or other. Chap tried to hire me to assist in getting out the next issue. I was still holding a situation on the San Francisco *Examiner*, and explained to him that I was not at liberty to hire out to any one under the circumstances, but assured him that there was no rule to keep me from helping him out as a friend.

Worked for him three days to get out that issue, and when he asked me how much he owed me, I told him that he didn't owe me anything. But I did suggest that as I was thoroughly imbued with a dread of snake bites, if he could secure about a quart of preventative for me it would be very acceptable; that as I was a stranger it would be very difficult for me to procure it. (The county was under local option).

He said he would do his best but had doubts as to his success. He left the office, and was gone for about an hour, when he returned and reported an absolute failure, but suggested that if I was to call on a certain party he thought I might have more success. Desperate conditions require desperate remedies, and I called on the party referred to, made known my desires and needs and was handed the goods, nicely wrapped, with the admonition: "The next time you need anything like this, come after it yourself; don't send the justice of the peace." Chap had never mentioned he was an officer of the law.

Bonanza's present paper, the *Free Press*, is (1939) owned by Mrs. Catherine Prehm Terry and managed by Mr. and Mrs. Thomas Wilson.

The *Bly Review*, a Thursday weekly, independent Democratic, was established in Bly by A. E. McDonald in 1929. It is continuing under the same direction.

Chiloquin.—The Prialx family, active in Oregon journalism and politics, makes it headquarters at Chiloquin, busy lumbering town of Klamath county. Arthur W. Prialx (pronounced Pree-o), later chosen chairman of the Republican state central committee, in which capacity he headed two campaigns, started the *Review* in 1925. Chiloquin was a shack town when the paper was launched. "Ten years full of work, pioneering and roughing it, to help carve a city out of a pine wilderness," is the way the editor expressed it in a retrospective editorial at the end of the first ten years. W. A. Prialx, father of the publisher, is an old-time publisher-printer who has been associated with a multitude of country papers since he made his start in 1890. The present manager is Edouard Prialx. Arthur is in Eugene publishing the *Eugene News*.

JOSEPHINE

Grants Pass.—A. E. Voorhies, publisher of the *Grants Pass Courier*, has been connected with the paper for more than 40 years. He has been to the *Courier*—and for a longer period—what C. S. Jackson was to the *Oregon Journal*. But he did not found the paper, and the *Courier* was not quite the first newspaper in its home city and county.

The *Courier*, as a matter of record, comes within three weeks of being the first Josephine county publication. The first was the little old *Argus*, started by Dr. Keeler H. Gabbert, the first issue of which appeared March 13, 1885. Gabbert's paper was tiny. Mr. Voorhies

has in his possession a copy of the first page of the first issue that went through the press. The paper, indeed, was printed one 6x9-inch page at a time, making the most of limited press facilities. The *Argus* appeared irregularly for several weeks—and the irregularity was attributed by a contemporary of the publisher to Gabbert's unwillingness to let his throat get dry. The paper finally brought its owner \$10 in a sale to W. J. Wimer, who was then publishing the *Courier*.

J. H. Stine, who founded the Grant's Pass *Courier* April 3, 1885 (the town name had the apostrophe those days) had similar tastes in beverages to those of Gabbert, and tragedy overtook them both. Stine already had started the Heppner *Gazette* (1883), first paper in Morrow county, and during his career started several, one might say many, country weeklies. He was shot and killed near McMinnville in 1897. Gabbert's last bit of newspaper work, after a lifetime of wandering, was done in Anacortes, Wash., in the early years of the twentieth century as a reporter on weekly papers and correspondent for a Bellingham daily, the *Reveille* (which also is dead now—"another story"). His body was recovered from the bay at Anacortes one day in 1905.

Amenities between editors in the eighties are illustrated by the compliment paid by Dr. Gabbert of the short-lived *Argus* in its issue of April 23, 1885, to Stine, editor of the new *Courier*:

That pious editor of the *Courier* tries to hide from the Robertson letter by whining for protection from the Sunday school. What has the Sunday school got to do with his and Robertson's personal matters? We suppose he was mad because Robertson would not divide the stolen money as he was an ex-preacher. So becomingly gloriously intoxicated he fell where he lay in the gutter with two canines barking themselves hoarse until Robertson and Jim Moss appeared on the scene and lifted up his angelic form.

We, even to this day, have a kindly remembrance of those who lugged us home after swallowing copious draughts of the ardent and becoming paralyzed.

But he is too low down in the scale of infamy to appreciate a kind act. We suggest that he again demolish the crockery ware in his kitchen, make another attempt at suicide, and tell how he left a certain town in Colorado.

This, bad grammar and all, appears rather definite as to how Brother Stine stood with Brother Gabbert.

Stine's *Courier* was a seven-column folio. It was ably edited, in the opinion of Mr. Voorhies, who has studied what copies he could find. Mr. Voorhies notes that of all the six publishers who conducted the *Courier* between 1885 and 1897, Mr. Wimer, who carried on for a year, was the only one who kept a file. Within the first five

years of its life the *Courier* had six owners—Stine (1885), Wimer (1886), A. A. Allworth (1887), Frank T. Sheppard (1888), George Hoskins Currey (1889), who later edited the *La Grande Observer*, and J. Nunan (1890-1897). Mr. Nunan's ownership lasted until C. S. Price and A. E. Voorhies took charge as partners. Complete ownership by Mr. Voorhies dates from 1899. (160)

The paper was started as the *Grants Pass Courier*, its name to-day. The title, however, underwent several changes. Wimer made it the *Rogue River Courier*, at the suggestion of H. B. Miller, then active in the consular service after having been president of the Oregon State Agricultural College. The paper retained this name until the weekly was discontinued several years ago. The *Daily Courier*, established September 18, 1910, kept the name *Rogue River Courier* until after the town of Woodville changed its name to Rogue River, when the confusion brought Mr. Voorhies to change the name back to *Grants Pass Courier*.

The *Courier* celebrated its 50th anniversary April 3, 1935, in its own remodeled building 50x100 feet in area, which houses one of the most complete small-newspaper and commercial printing plants in the United States.

The *Courier's* daily edition established in 1910 was not the first daily paper Mr. Voorhies had given the little city. During the Spanish-American war, in 1898, the *Courier*, regularly running as a weekly, published a *Daily Bulletin* of war news. This was a small sheet of four pages and had a regular list of subscribers at 50 cents a month. Abbreviated news dispatches, principally relative to the war, and local items were published. The files of the *Daily Bulletin* have been lost.

Mr. Voorhies experienced the general scarcity of money at the time of the founding of the *Courier*. He had come to Oregon in '1891 from his native Illinois, where he had worked without pay learning the printing business in the office of the *Greenville Independent*. In Portland he helped lay the type for the Irwin-Hodson Co. when that concern started business. The 1894 depression caught the young printer out of a job, and he finally joined the mechanical force of the *Portland Sun*, a daily morning newspaper started by idle printers, many of whom had just been thrown out of work by the introduction of eight linotypes on the *Oregonian*. When, after a few months, the *Sun* went down in financial ruin, in 1895, Voorhies was selected by his fellow-workers to wind up the business.

A few months later he was in Grants Pass as foreman of the weekly *Observer*, then conducted by F. W. Chausse & Co. The foremanship, among other things, called for soliciting of subscriptions, and Voorhies covered a lot of the county on horseback. The day came when the *Observer* could no longer afford to pay a foreman, and the depression was on again for the young printer. Friends suggested

that he buy the *Rogue River Courier*, which had been on the market for some time. What with? was his answer. He might, the same friends suggested, be able to interest C. S. Price of Ashland, then living on his peach orchard, in a partnership. They promised, if this were done, to go on a note for the first payment on the plant. Voorhies rode to Ashland, forty miles or so, on his bicycle and succeeded in persuading Price to go in with him. Price, in turn, had obtained the necessary money by mortgaging his peach orchard to C. C. Beekman, Jacksonville banker. The new firm took hold July 1, 1897. Two years later Mr. Voorhies bought out his partner and has continued since as publisher.

It has been a policy of Mr. Voorhies to keep his plant fully abreast of the times. He installed a Simplex typesetting machine, the first in the state outside of Portland. Miss Maude Baber was operator. The *Courier's* first linotype was installed in 1907; it was replaced after 22 years of service, and three are now in use. The old Country Campbell of 800 or so an hour which succeeded the original Washington hand-press used by Stine has been replaced by a Goss Comet. A Kelly automatic, an offset press, and three Gordon job presses look after the commercial printing. The paper has a building of its own, replacing the old rented quarters. The plant is kept constantly up to date.

The *Courier* publisher is not one of those who believe it necessary or advisable to handle all possible details himself. One of his achievements has been a capable and loyal staff who free him for the thinking and planning that should occupy a publisher. He is not afraid to trust his helpers and finds time to make occasional long vacation auto tours. An early hobby of his was the National Guard, in which he rose to the rank of captain. And he has sung bass in the Presbyterian choir for more than 30 years.

Managing editor of the *Courier* is Mr. Voorhies' son, Earle Elliott Voorhies. Rex Tussing is news editor. Both young men are graduates of the University of Oregon School of Journalism. Noble D. Stanton is advertising manager, a position he has occupied for more than ten years.

On the occasion of its fiftieth anniversary the *Courier* issued a 106-page tabloid special edition (April 3, 1935) including a complete history of the paper and of Grants Pass and the southern Oregon territory of which it is the center.

In September, 1935, the *Courier* added its own photo-engraving plant, in which it was the pioneer among the small dailies of Oregon. At that time no daily newspaper outside of Portland owned and operated its own engraving plant. From the beginning its success has been remarkable. Personally operated by Earle E. Voorhies, managing editor, the plant produced pictures which have been the envy of fellow-publishers and have drawn praise from professional en-

gravers. Publisher Voorhies himself was surprised by the spontaneous enthusiasm of the *Courier's* readers for the daily local pictures. The permanence of the picture feature is assured, and the innovation since has been adopted by other small Oregon dailies.

Wilford C. Allen, Grants Pass business man, was editor for Mr. Voorhies between 1912 and 1917 and again in 1919-20. His son, Wilford C. Jr. (Pete) followed him in this position, holding it for several years.

Like many of the other newspapers of the state, the *Courier* had its fires, and, as in some other places, well-intentioned fire-fighters once did more damage than the blaze. "Enthusiastic but thoughtless persons," the special edition story relates, "tore down the front of the building and with a rope and man-power were about to pull the press out to the street, never realizing that the drop of nearly two feet from the sidewalk to the street level would certainly have wrecked the heavy machine. Other 'helpers' had folded the 'cap' case over the 'lower case,' and several fonts of type were hopelessly 'pied'."

Four other publications in Grants Pass complete the story for the town.

The *Oregon Observer* ran for 37 years as a weekly alongside the *Courier*, at one time for several years being printed in the *Courier* office. The paper was established by George W. Colvig and F. W. Chausse in 1890. It was finally absorbed by the *Courier* and discontinued in 1927. For the last 16 years the paper was conducted by A. S. Coutant, former Michigan newspaper man, who retired at the time the *Observer* was sold to the *Courier*.

The *Oregon Mining Journal*, a weekly publication, was established in 1895 by Conklin & Wade. Soon afterward Arthur Conklin became sole owner and conducted the paper until 1909, when the name was changed to the *Pacific Outlook* by William Brower, who had purchased the property. Later the *Outlook* was published by Arthur Conklin and edited by H. S. Prescott. The paper was suspended in 1912, and the *Courier* purchased much of its equipment.

The Grants Pass *Herald* was a semi-weekly launched in 1904 which lasted only a few months. Its publishers, Robert G. Smith and associates, sold the type to the *Courier*.

The *Southern Oregon Spokesman* was established March 8, 1924, as a weekly paper by J. J. Hoogstraat and E. C. Bell. In 1927 the paper, which had supported the Ku Klux Klan movement in Oregon, was discontinued, and the plant sold by the receiver. The new owners of the equipment, D. L. Ewing and George T. Pearce, with Pearce as editor, changed the name to the Grants Pass *Bulletin*, also changing the policies. This regime was succeeded by Benjamin J. Kimber as owner and editor the next year. Mr. Kimber, who had been a Presbyterian minister, made a fair success with some unorthodox journalistic ideas and sold in October, 1932, to Jay Reeves,

formerly foreman of the composing room on the *Coos Bay Times* at Marshfield and later publisher of the *Arlington Bulletin*. The next July 21 Mr. Reeves sold to Dean D. Sellers, formerly of Forest Grove, Honolulu, and Bend. Publisher Sellers later made Willard D. Arant, a 1933 graduate of the University of Oregon School of Journalism, his editor.

Mr. Sellers sold the paper to R. E. Blankenburg in 1936. Mr. Arant continued as editor, leaving after a year to do graduate work at Harvard. Editors and publishers (1939) are R. E. and Lois Blankenburg.

HARNEY

Burns and Harney.—The Burns *Times-Herald*, through its various consolidations, has come down as a direct descendant of the *Harney Valley Items*, established more than half a century ago (in September, 1885). The *Harney Valley Items*, circulation about 200, though the first paper in what is now Harney county, was not established in that county but in Grant, from which the new county was taken in 1889.

Charles A. Byrd, of the *Times-Herald* staff, remembers the start. As a boy he was engaged in hauling wood for the winter, and one day in the late fall he looked through the window and saw Horace A. Dillard and his helpers printing the first issue.

Mr. Dillard had come from Prineville, attracted by final proof notices. Six years after he had looked in through the window, C. A. Byrd bought the paper. This was in 1891.

Meanwhile the new Harney country was sprouting other ambitious publications. Mr. and Mrs. D. L. Grace launched the *East Oregon Herald* in 1887. The *Harney Times*, an independent Saturday weekly, later absorbed by the *Herald*, was started by Ben Brown in November, 1889, with M. Fitzgerald as editor. Later Mrs. (Nellie R.) Grace started the *News* for an interesting reason later to be related. This completes the early set-ups from which the consolidations were effected which resulted in the present *Times-Herald*.

Getting back to the *Items*: It was sold subsequently (161) to a stock company headed by Hank Levens, later Harney county judge. The paper was consolidated later with the *News*, established by Mrs. Grace in 1894.

As indicated, Mr. and Mrs. Grace had launched the *Herald*. C. A. Byrd, his father W. C. Byrd, and his brother Julian, now co-publisher of the *Times-Herald* with Douglas Mullarky, bought the *Herald* in 1891 with the understanding that they were to run a

newspaper. Mrs. Grace set up an office with part of her former equipment to do commercial job printing. Later, when the Byrds had a job-press freighted in to supplant the old Washington hand-press in printing the paper, Mrs. Grace interpreted the move as a plan to establish a job department of their own. She therefore went back into the newspaper business with her own new paper, the *News*, in 1894. The *Herald* and the *Times*, started in 1887 and 1889 respectively, remained.

Now for a bit of description of the papers:

The *Items*, vol. 2, No. 30 (February 16, 1887): A six-column folio. No ads on the first page, four columns on the second, four and a half on the third, and three and a half on the fourth, or a total of 12 columns of advertising out of 24, or 50 per cent. The paper contained 16 notices of final proof on land. Advertising was carried by hotels, stage lines, blacksmithing, drug stores, general merchandise, Prineville Boot and Shoe Co. ("send your orders by stage"), Marlin rifle, two livery stables, grocery store, saloon, meat market, two barbers (one, Lee Caldwell, a "practical" barber; the other, C. Sampson, practical and mechanical barber), baths Saturdays and Sundays; St. Jacob's Oil, Cuticura, Hall's Sarsaparilla, Piso's Cure for Consumption, D. M. Ferry's Seeds, Royal Baking Powder, Dr. Pierce's Pleasant Pellets and Favorite Prescription, Electric Belts, etc. Recall when this sort of thing was fairly standard for all the papers and you're an old-timer.

Not much local news.

A lot of miscellaneous matter clipped from eastern exchanges, including the 1887 brand of jokes and wisecracks: "My mamma gives me a penny every day," said a little girl to her companion, "for taking a dose of castor oil." "What do you buy with so much money?" "Oh, mamma saves it up to buy castor oil with."

The *Items*, apparently, was full of the spirit and flavor of its day. Perhaps this was illustrated even in its quarters. Before the advent of the *Items* the building it occupied had been used as the cow-town's "social center." After the altogether informal young women had moved to better quarters behind a saloon across the street, the newspaper plant moved in. The girls' abandoned house made a good newspaper office because the inmates' numerous individual windows gave the place plenty of light for typesetting when the partitions were removed.

When John E. Roberts, later of Ontario, was editor and publisher of the *Harney Times*, and justice of the peace at Harney, Oregon, in 1893, the paper was a five-column quarto, 12x18. It started off, as many other newspapers of those days, with an official directory, headed by "President, Grover Cleveland; Vice-President, Adlai E. Stevenson." Cards for lawyers, doctors, tonsorial artists, and the hotels Tremont at Harney and Hess at Vale. Two little

news items, one of them a 5½-inch item under a one-line six-point head on a fatal accident, a reader ad for nursery stock and another for Hall's Catarrh Cure filled the double column. The third column was half taken up by a P.P.P. patent-medicine ad informing the reader of a cure for "all skin and blood diseases, rheumatism, malaria, dyspepsia"; filled out by a 3-inch ad for Munn & Co., patent lawyers, and the *Scientific American*, and a four-inch ad for Coventry Cross bicycles. In the fourth and fifth columns were two big double-column ads, one for the O. C. Co. (not spelled out), which solicited trade from ranchers, cattlemen, horsemen, sheepmen, and cowboys and reminded the reader that "last year we sold 157½ carloads," and the other for King's Mill, Harney, "Cheap Lumber."

Page two was occupied half by editorial and miscellany, and half by advertising. One little item read:

The Portland *Telegram* has been reduced to a folio on account of hard times.

And another:

The Burns *Items*, under the Newell et al. regime, has reduced to two pages of home print, having adopted a patent outside. If the man of steel-trap fame remains at the helm, that little leaflet will have to pass the hat again.

Mr. Roberts believed in pictures, and he even illustrated his editorials; for example, on page 2:

OUR OPPONENT

He speaks to the People in Unmistakable
Tones, and They
Know His
Voice

(under this a 2-col. cut of a braying donkey)

Newell (the little editorial reads) raises his voice in praise of his deeds and extols Commissioner Gowan. The people turn away in disgust from his nauseating noise.

On page 3—Two columns of local items sized from one line to 16 lines long. Then more than half a column devoted to a case brought by Charles Newell, editor of the *Items* (of which, by the way, Mr. Roberts became editor after a year or so) against John E. Roberts of the *Times*. The nature of the case is not stated, but very likely it was libel, if we may judge by the type of comment contained in this particular issue. One example:

In the absence of the county school superintendent (Newell) Dave Claypool conducted the local institute at Pine Creek the 20th. It is said to have been a great improvement on those held by the man of steel trap notoriety. Dave will

not charge the county \$50 for it, either; although he has a much better right to the pay than Newell.

The rest of the column is devoted to a 5½-inch ad for the Rudge Celery Pill Co.

In the fourth and fifth columns—advertising as follows: General store, Hotel Burns, Elite Saloon, Sam Mickel shingle mill. Haines' store advertisement reads:

A Great (1½x2½-inch picture of a cat) Astrophe! High Price was murdered at my store in Harney, Or., July 8, 1893. FRED HAINES. Watch this space for particulars.

Page four is all advertising. The advertisers were: Abbott's East Indian Corn Paint for corns, bunions and warts; Portable Soda Fountains; Aluminum Silver Solid Metal Tableware; Racine Farm and Warehouse Fanning Mills; Asthma Cured by Ashmalene; Geer Bros. tinware, Burns; Brenton & Buchanan, White Front Livery Stable; two timber land claim notices; Loggan & Foester Old Pioneer Store; Elite Saloon at Burns; Harney Valley Drug Store at Burns, W. E. Grace, proprietor; Watrous Anti-Rattler; E. C. Allen & Co., Augusta, Me., offering chance for agents to make \$300 a month.

This paper, like so many others of the old-timers, makes one wonder what the papers would have done without the medicine ads. Business houses, excluding saloons, were few, and only the cure-all people seemed to have any particular grasp of the principles, or, in this connection let's say the techniques, of advertising and publicity; while the livery stable business was a poor substitute for the Octane and Floating Power stuff of the automotive industry.

The *Herald*, whose first editor, Mr. Grace, was a school teacher from Missouri and whose wife was assistant editor and compositor, was a little less lively and atmospheric than the other Burns papers mentioned. (Mrs. Grace later became librarian at Cove and was still holding that position in her extreme old age after she had lost her sight.) It was a seven-column, four-page paper, with two pages of ready print, the other two printed in the office. The original plant—a few fonts of type and a Washington hand press—was shipped in from Huntington, Baker county, by horse freight. Julian Byrd, editor of the present *Times-Herald*, learned the printing business in the *Herald* office in December 1889 and is now rounding out a half century in the same office. It should have been mentioned that C. A. Byrd published the *Harney Valley Items* for three years, after which, in 1893, he sold the paper to a stock company. Deciding to go Republican, the company hired Horace Dillard, the founder, to come back and run the paper, which later was absorbed by the *News*.

The *News*, in which C. A. Byrd was associated with Frank

Davey, veteran publisher who had worked on the *Statesman* and the *Capital Journal* in Salem and who also was active in state politics, brought in Burns' first linotype in 1910. Byrd bought his partner out in 1914, when Davey was elected to the legislature. He installed a second linotype in 1916. The *News*, after some changes of ownership, including one which brought in Douglas Mullarky as editor and publisher in 1926, came down to 1930, when the *Times-Herald* and the *News* were consolidated as the *Times-Herald*, with Julian Byrd as editor and Douglas Mullarky as manager. The consolidated paper became a daily, issued five times a week, with a wire news report, in August, 1933, when Burns became the seat of extensive lumbering operations by the Edward Hines Lumber Company. For the last year the paper has been running again as a weekly.

In an interview with Fred Lockley (162), Mr. Byrd mentioned the Burns *Tribune* as another paper he had purchased and merged with his, noting, incidentally, that the *News*, consolidated with the *Times-Herald* in 1930, was his 32nd competitor.

The Burns *Free Press*, a weekly paper started by Syd Pearce in 1930, was moved to Bend in 1935.

Leo A. Mars is publishing (1939) the *Harney County American* weekly at Burns, moved from Crane in 1936.

Here is an excerpt from the *Harney Press* reflecting (October 22, 1890) on the current money stringency:

In order to get a little ready cash the editor of the *Press* has been teaching school, the junior editor of the *Herald* is waiting on table at the Burns hotel, and the editor of the *Items* says he is looking for a soft job of sawing wood.

Crane.—P. J. Gallagher, later of Ontario and Portland, and George E. Carter, formerly a White Salmon (Wash.) publisher, founded the Crane *American* August 18, 1916. Mr. Gallagher, who was a lawyer, did not remain long, but Mr. Carter continued the publication until 1935, when he first leased, then sold, in May, to Clyde B. Cornell. The first issue was a six-column, six-page paper, 5x22 inches, with close to five columns of local news on page 1. The masthead breathed optimism; the paper was "published every Friday in the only railroad town in Harney county." The publishers wasted no space in announcing their aims to the readers, saying simply: "If you receive a copy of this paper, please consider it an invitation to subscribe. You will need the paper and we need the money, and therefore we ought to have little trouble getting together." The paper had two pages of "boiler plate" and one page ad for the Crane Townsite Co. The paper moved to Burns in 1936.

WHEELER

Fossil.—As in some other instances in Oregon, Wheeler county journalism is older than the county. Organization of the county, from parts of Crook, Gilliam, and Grant, did not come until February 17, 1899; but the *Fossil Journal*, first paper both in Fossil and the county, was established 14 years before.

The founder was H. H. Hendricks, city attorney of Fossil. The town then had fewer than 300 population; but Hendricks saw a chance to skim the cream of the land-settlement notices.

The first issue, four pages, seven columns, appeared September 15. Sloan P. Shutt, connected with numerous early publishing projects in Oregon, was the first editor. The familiar Washington hand-press, similar in general design to the one on which Oregon's first newspaper was printed, and some nonpareil (6-point) type for the body of the paper were purchased in Portland. The old press, long since retired from service, is still in the *Journal* office as a historical relic. Mr. Shutt soon moved on to other fields, and after John Hosford had functioned for a time, Mr. Hendricks added editing a newspaper to his legal duties. He carried on successfully until 1890, when he sold the paper to James S. Stewart.

Stewart was his own editor. Leadership in the fight to form the new county fell on his shoulders. He also succeeded in getting the county seat brought to his town.

Stewart was a lifelong promoter of good roads, boosting the cause not only in his home county but over the state. He was a member of three sessions of the state legislature and in 1899 was elected president of the Oregon Editorial Association.

Stewart sold the *Journal* to H. J. Simmons in 1919 and spent the remainder of his life in Corvallis. Mr. Simmons is entering his 21st year in charge of the paper, which never, from its inception, has had competition in its community.

Mitchell.—Mitchell's early journalism is made memorable chiefly by the flash across its horizon of Bruce ("Rocky Mountain") Smith, peripatetic printer-editor, who spent much of his time "putting down liquor" in more ways than one. He dropped into Mitchell one day in November 1894, got in touch with W. F. Magee, a school-teacher with journalistic yearnings, and with him launched the *Mitchell Monitor*. He didn't stay long, but he left unmistakable evidence he'd been there. The *Condon Globe* of November 30, 1894, described the incident:

The first issue of Mitchell's new paper, the *Monitor*, reached our table last week. "Rocky Mountain" Smith, the notorious

temperance reformer (who tries to drink all the liquor himself in order to discourage others from drinking) and W. F. Magee, a school-teacher over there, were partners until the first issue came out and in it their dissolution notice appears. "Rocky" has hit the road again, and the paper is now owned by Mr. Magee. The first issue was, of course, edited by "Rocky" and is filled up mainly by abuse of neighboring editors, some of them receiving flattering comments. We wish the paper success under its new management but believe it will fall short of its main object, that of having a new county cut off—for a number of years yet, at least until the population and wealth justifies it.

The *Monitor* had hard sledding under a number of successive publishers. Finally (about 1898) A. C. Palmer of the *Crook County Journal*, Prineville, purchased the paper and plant (mostly plant) and moved it to Prineville, to be absorbed in the *Crook County Journal*.

In March 1904 the *Mitchell Sentinel*, a six-column folio, appeared in the field, published by Helm & Gillenwater. A. Helm Jr., who was to have a longer career in Mitchell journalism than any other person and who carried the *Jr.* on his name until old age claimed him when close to 80, bought out his partner and carried on. On his death in 1923 Lallah L. Gage took up the editorship. The paper was suspended in 1925.

The field was again occupied in 1929 by another newspaper, the *Wheeler County Chronicle*, established by Lindsay Brothers, with Arthur R. Jones, clergyman who likes the editorial sanctum as well as the pulpit, as editor. The present publishers are R. H. Jonas & Son, owners of the *Central Oregonian*, Prineville.

MALHEUR

Ontario and Vale.—The *Ontario Argus*, published by George K. Aiken, is now the oldest newspaper published in Malheur county, and Mr. Aiken the oldest newspaper publisher in the county, with nearly a quarter century of continuous ownership of the paper behind him.

Malheur journalism, however, goes back to 1887, when Ontario business men sought an organ to help them land the county seat of the new county, lately carved from Baker. Vale had been made the temporary choice. (163).

This first newspaper was called the *Atlas*. It was started October 3, volume numbers indicate. Volume 3, No. 6, is dated at Vale, and by that time it had become the *New Atlas*, the change, apparent-

ly, coming with its removal to Vale, which had retained the county seat in spite of the efforts of the *Atlas*.

The first editor of the *Atlas*, at Ontario, was Sidney D. Ross, a printer from Mountain Home, Idaho. Only a few issues had been printed when Mr. Ross closed up his shop one night and quietly left, leaving as his only claim to fame in Oregon the fact that he was there at the very first. He was succeeded by W. J. Cuddy (Uncle Bill of later *Oregonian* fame), who came from Caldwell, Idaho, and revived the publication. He moved the paper to Vale after Ontario was defeated in its fight. No available files of the paper give any idea of what kind of battle old Bill put up for the county seat; but he was beginning to show signs of the picturesque quality which, in his paragraphs, delighted readers and, occasionally, gave jitters to editors-in-chief. Here's the way he handled a railroad conductor who mistreated his passengers (164):

The crossiest, sourest, grumpiest and groutiest passenger conductor on the line, named Larson, is in trouble, and people from Green River to Huntington tenderly ask if it is sufficient to hang him. He kicked a passenger off his train while running, was arrested at Pocatello and committed. Perhaps it would have been better if the victim had settled it with his gun. Larson has been promoted crab-fashion to a freight, and his removal leaves a full corps of gentlemen punchers. Goss, Riche, Francis, Johnnie Mac, Hall and Bell are good enough for any line.

And that was the longest local (or semi-local) item in the whole paper!

The *Atlas* was a five-column, four-page affair at the outset and was enlarged, before its removal to Vale, to a six-column four-page. Yearly subscription price was \$2.50. After publishing the paper in the new location for a time, Editor Cuddy suspended it, in 1890, and went to Portland, where he was, for 35 years, ad compositor, linotype operator, head proofreader, editorial writer, and editor of the weekly on the *Oregonian*. He died in Portland in 1925, aged 71.

The second paper published in Malheur county was the *Malheur Gazette*, established in 1889 at Vale by S. H. Shepherd. This paper promoted Democratic politics for several years, until he sold it to the Gazette Publishing Company. The new owners later changed the paper's politics to Republican. Among the editors who succeeded Mr. Shepherd were William Plughoff, Democrat, a later editor of the *Argus*; J. E. Roberts, active in Oregon journalism on several newspapers (Shepherd, Plughoff, and Roberts are deceased); Lionel R. Johnson, who as late as 1936 was a columnist on a Los Angeles daily; and J. W. McCulloch, a resident of Portland, who served as United States district attorney for Oregon.

The *Atlas*, first paper in the county at both Ontario and Vale, was printed on an old army hand-press. Mrs. Cuddy at times assisted her husband as printer and typesetter. The *Gazette* was printed on a Washington hand-press. Miss Ida Roberts, who at times assisted her brother, J. E. Roberts, as printer and reporter, appears to have been the first woman employed on the *Gazette*. Miss Velara McPherson, who later married William Plughoff, and her sister Veronica also worked as printers on the *Gazette*.

An issue of the *Gazette* for September 20, 1894, was found under a house in Unity by the contractor who was moving the building. S. H. Shepherd was still editor. (165). Sports looked large in this issue. The principal item concerned a three-day horse-racing meet to be held late in October. This was right in the middle of the depression of the 90's, but the purses amounted to \$500. Bets on the races were not allowed, the announcement said. A baseball game was played each day, with \$5 to the winner each time. Dividing this by nine or ten gave each player 50c to 55c—which is a bit more suggestive of depression.

Advertising indicated that shoes were selling from 25 cents a pair up. One store announced it would be open on Sundays from 5 p. m. to 7 p. m. only. Other stores apparently remained open all Sunday. Will R. King of Baker advertised as a lawyer.

The county's third paper was the *Ontario News*, seven columns, four pages, started in November 1892 by W. E. Bowen, who came to Ontario from Weiser, Idaho. The *News* was first Democratic, then Populist, in politics. Circulation, 675; \$2 a year. In 1896 J. R. Gregg, who had been reporter and printer on the paper, purchased an interest. The paper was moved to Baker by Mr. Bowen in 1897 after running for a time as a semi-weekly and was suspended the next year.

Malheur's first papers were ready-printed on one side. The *Gazette* and the *News* each started as six-column and enlarged to a seven-column size.

The first paper all printed at home and the fourth paper to make its appearance in the county was the *District Silver Advocate* of Vale, which appeared in the field January 6, 1897, as a Wednesday weekly. Bert Venable was the first proprietor, and John E. Roberts the first editor. Later Mr. Venable transferred his interest to E. R. Murray. All these men are now deceased. The paper was what its name implies—a champion of Bryan and the free-silver movement. W. E. Lees, now an Ontario capitalist, acquired a controlling interest and for a time acted as editor. During its last year as the *Advocate* the paper was published at Ontario by J. E. Roberts, who moved it there from Vale and ran it as a Democratic organ. Don Carlos Boyd, formerly of Baker, later associated with several Oregon newspapers, purchased the paper November 28, 1900.

Mr. Boyd changed the name to the Ontario *Argus* and transferred its allegiance to the Republican party. Later Mr. Boyd's father-in-law, ex-Judge J. T. Clement, became associated with him as joint owner.

All the papers thus far mentioned ran as weeklies. For a short time in 1897 the *News* ran as a semi-weekly, as noted. The first daily in the county was run by the *District Silver Advocate* at Vale in the latter part of 1897. The weekly issue was soon resumed. Seven years later the Ontario *Argus* for a time ran a daily edition.

The sixth newspaper to appear in Malheur county was the Ontario *Mattock*, founded in Ontario March 14, 1899, by G. L. King, who made his son, Edward L. King, editor. G. L. King was the first agent of the Oregon Short Line at Ontario and later served as justice of the peace there. He died in 1932, aged 84. He was, old-timers recall, one of those instrumental in starting the old *Atlas* in 1887. The *Mattock* survived only about a year, when John E. Roberts consolidated it with the *District Silver Advocate*.

The *Malheur County Herald* was started in Vale in 1898 by William Plughoff, formerly with the *Gazette*. He conducted it as a Democratic organ until March 1901, when Almer G. King and Paul Delaney acquired the plant and King acted as editor. Delaney retired, and King moved the plant to Ontario. B. W. Rice became editor in February 1902. King and Delaney changed the name to the *Democrat*, and when the paper was moved to Ontario the name was made the Ontario *Democrat*. Soon Judge Will R. King became owner and editor, with William Plughoff in charge of the mechanical department. Judge King was long prominent in Oregon politics. He served Malheur in both the senate and the lower house. In 1898 he was the candidate of Democrats, Silver Republicans, and Populists for governor. He was later a member of the state supreme court and was chief counsel of the U. S. reclamation service under President Wilson. He died in Washington, D. C., June 1, 1934, aged 70.

About 1903 Judge King sold the Ontario *Democrat* to J. R. Gregg, who at various times had been connected with the *News*, *Advocate*, and *Argus* and was at the time in charge of the mechanical department and also local reporter for the *Democrat*. For the next seven years Mr. Gregg conducted the paper as owner, editor, and manager.

During his management a succession of women compositors worked on the *Democrat*—Miss Grace Brown, now Mrs. Henry Moody of Ocean Park, Calif.; Miss Lizzie Butler, now Mrs. N. C. Farmer; Miss Nellie Purcell, now Mrs. Frank Morfitt; Miss Winnie Purcell, now Mrs. James Divin; Miss Maude New, now Mrs. Will Butler, the last four all still residents of Ontario.

The first woman editor in Malheur county, which has had several, was Miss Estelle Riddle, who with C. C. Dodge purchased the

Democrat from Mr. Gregg, taking the editorial chair while Mr. Dodge acted as manager. Mr. Dodge married Miss Riddle, they changed the name to the *Optimist* and together ran the paper until 1912, when J. E. Roberts organized a stock company and purchased it.

Mr. Roberts changed the name back to the *Democrat* and put it back in the Democratic ranks. About a year later, after some financial trouble, the *Democrat* went into the hands of a receiver, J. R. Gregg being appointed by the court. He repurchased the plant at sheriff's sale, cleared the indebtedness, and sold it again to C. C. Dodge and A. F. Riddle, who conducted the paper with Mr. Riddle, a former Kansas newspaper man, as editor. Mr. Riddle later went to the staff of the *Idaho Daily Statesman*, Boise. Mr. Dodge, still in Ontario, has retired from newspaper work.

Dodge & Riddle sold the *Democrat* to George K. Aiken in 1918. Mr. Aiken, then owning the *Argus*, discontinued the *Democrat*.

William Plughoff entered the picture again when he purchased the Ontario *Argus* from Don Carlos Boyd in 1908. He sold in 1910 to M. E. Bain, who after selling to W. C. Marsh in 1915 and repurchasing, sold the paper in 1916 to George K. Aiken, who proceeded to control the field by the purchase of the *Democrat*.

A graduate of Macalester College, in St. Paul, in 1908, Mr. Aiken had his early newspaper experience in St. Paul before coming west to Puget Sound. He did railroads and other beats on the Tacoma *Ledger*, and from there, after his marriage to Miss Lulu Piper, a Macalester college-mate, he first became a publisher at Roslyn, Wash., moving from there to Ontario. Mr. Aiken has been drafted for an exceptional amount of public service by the people of his community. As this is written he is both mayor of Ontario and member of the state game commission.

In the summer of 1937 Editor Aiken was cited for contempt after criticising the conduct of the circuit judge in his county in paroling a convicted thief, citing a parallel case in Idaho in which the accused had received a sentence of 25 years and contending that such differences represent neither justice to the criminal nor protection to society. The *Argus* editorial questioning the justice of the judge's action appeared while the court was awaiting a complete report from Washington, D. C., on the prisoner's criminal record. On this showing the judge sentenced the prisoner to two years in the penitentiary and withdrew his own charges against the editor. Here was another Oregon example of an editor's risking personal safety for the benefit of society. The *Oregonian*, commenting on the case a few days later, attacked the assumed right of judges to try their own contempt cases. "A contempt case as much as any other," said the editorial, "should be tried before a disinterested tribunal."

A second paper, the *Eastern Oregon Observer*, was started in

Ontario in 1937 by Elmo E. Smith. He continues as publisher (1939), with William Robinson, formerly of Newberg, as editor.

One of the first "columns" conducted by a woman on a weekly paper was started on the *Argus* January 1, 1931, by Mrs. Dottie Crummett Edwards, already an experienced newspaper woman though young in years. It was followed by a poets' corner established by Lulu Piper Aiken in 1934. Mrs. Aiken not only has developed regional interest in Oregon poetry and encouraged a number of young writers but has herself achieved recognition as a rising poet, achieving frequent publication.

The "Alaska invasion" of promoters from the Far North gave Vale the impetus which resulted in the founding of the *Malheur Enterprise* at Vale, the first number of which appeared November 20, 1909.

Major L. H. French, Denny Brogan, and others who had been promoting mining schemes in the sub-Arctic arrived in the town in 1906 and proceeded to set things going. Major French, pioneer extraordinary, ex-circus master, and related by marriage to the Studebaker wagon-automobile family, promoted everything from irrigation projects to prizefights, narrowly missing landing the Jeffries-Johnson battle in 1910.

Major French was generally regarded as the financial backer of the *Enterprise*, the first manager of which was B. M. Stone and the first editor John J. McGrath, himself an Alaskan who had done considerable newspaper work in the Far North and a little in Seattle just before going to Vale. The paper was not misnamed; it was "enterprising" in every respect. Screaming headlines, red-hot editorials, and a general booster spirit, which set out to make Vale another Chicago, characterized the new paper. Oil wells and irrigation projects were other factors which, as the promoters saw it, were to be the making of Vale. The town did prosper, but not like that.

In November 1912 John Rigby succeeded Stone in charge of the *Enterprise*. In a recent history of the newspaper Arthur H. Bone, present publisher, gives Rigby a large share of the credit for stirring up the public opinion which assured the success of the Warm Springs irrigation project.

John E. Roberts purchased the paper in July 1915 and carried it on until his death on August 1 of the next year. His two sons, Homer and Rolla, continued with the mechanical department and Mr. Rigby again took charge of the paper. Homer later became a reporter on the *Corvallis Gazette-Times* and the *Eugene Guard* in the 1920's and at the time of his sudden death in 1933 had recently finished covering the California legislature for the United Press.

George Huntington Currey, active in Oregon journalism, purchased the paper from Rigby in 1917, trading it to Bruce Dennis in June 1920 for the Baker *Herald*. Dennis, then publisher also of the

La Grande Observer, placed William Seeman, an employee of Currey's, in charge as editor. After the election of Robert N. Stanfield, eastern Oregon sheepman, to the United States senate in 1928, a result in which the *Enterprise* had a share, the paper was sold to Lloyd Riches, formerly of the *Stanfield Standard*, who in turn sold his controlling interest to Charles K. Crandall, son of C. M. Crandall of Vale, in September 1923. Winfield S. Brown, lifelong Oregon newspaper publisher and printer, who had held an interest in the paper with Mr. Riches and had handled the mechanical department, bought out the Crandall interest in February 1924. Brown retained the paper until November 1930, when he sold to Arthur H. Bone, the present publisher. Mrs. Dottie Crummett Edwards was Mr. Brown's editor until 1925, when she was succeeded by Mrs. Alma McLing. Mrs. McLing remained until April 1931. Barney R. Miller, formerly of Ashland and Portland, became news editor in 1935. Mrs. Edwards from Vale went to the Ontario *Argus*. Mr. Miller soon returned to radio work in Portland, and since then Mr. Bone has, most of the time, handled his own news.

Nyssa.—Three newspapers, the *News*, the *Sun*, and the *Gate City Journal*, form the journalistic procession at Nyssa. The *News* came first, launched in 1905 by O. O. Davis, and ran for about a year. It was followed by the *Sun*, which, under several ownerships, managed to keep going for several years. Francis Bros. were the founders, getting out a non-partisan sheet on Mondays, starting in 1906.

The *Gate City Journal* was launched in 1910 and was acquired two years later by Win S. Brown, who conducted it until 1922, when he purchased the Malheur *Enterprise* and moved to Vale. He, however, retained his ownership, leaving H. F. Brown in charge for several years. In 1931 W. F. and Alma McLing went to Nyssa to handle the *Gate City Journal* for him. After the the death of Mr. Brown April 21, 1932, Mr. and Mrs. McLing sold their interest to Mr. and Mrs. Louis P. Thomas of Oakland, California, and were succeeded by Berwyn Burke of the Fayette (Idaho) *Independent*, who had leased the paper. Editor and publisher (1939) is Louis P. Thomas.

Our Western Ways was the distinctive name of a newspaper started in Westfall, Malheur county, by E. A. Heath in 1900. Issued weekly on Mondays, it ran for several years.

TILLAMOOK

Tillamook—The *Tillamook Headlight*, so far as has been learned, was the first newspaper published in Tillamook county. Its first

number appeared June 8, 1888, with C. E. Wilson & Co. as publisher and J. E. Edwards, a member of the company, as editor. The name is taken from the famous lighthouse on Tillamook head. It was issued weekly on Friday. The subscription price was \$1.50.

An early change brought in Theodore Steinhilber as editor and publisher in 1889.

In August of that year W. F. D. Jones became associated with B. C. Lamb in the publication of the *Headlight*. In 1891 Jones and Lamb both left the paper, Jones to engage in newspaper work in Astoria. Thomas Coates, who is still living in Tillamook, conducted the paper for a year after Lamb disposed of his interest. The next year the Tillamook Headlight Company was formed with Mr. Jones president, and he edited the paper until the coming of Fred C. Baker in 1896. Mr. Jones died in California January 8, 1937, aged 73, after a long career in California journalism.

The longest continuous control of the *Headlight* was that of Mr. Baker, native Englishman, who spent more than a quarter of a century in charge. Mr. Baker continued in active direction of the paper until 1923, when he sold to Leslie Harrison.

In 1925 Mr. Baker returned for a short time to the editorship of the *Headlight*. The next two years the paper was conducted by Mr. and Mrs. A. L. Mallery, followed by Roy Blodgett. Then, in 1928, Irl S. McSherry and George E. Martin, formerly of the McMinnville *Telephone Register*, purchased the paper. The next owners were Thomas Walpole and D. A. DeCook, who were in charge of the paper when consolidation was effected with the *Herald* in 1934.

Fred C. Baker had learned the printer's trade in England. Coming to America in 1888, he went to work in the *Oregonian* composing-room. For three years in the middle 90's he published the Troutdale *Champion*. He is remembered mostly for his capable editorship of the *Headlight*. Mr. Baker was treasurer of the state press association in 1898 and 1899 and vice-president of the Oregon State Editorial Association in 1920. He died in June 1932, aged 77, after having spent about two years as a partner of A. M. Byrd in the *Garibaldi News*.

The *Western Watchtower*, second to the *Headlight* in chronology, was started in 1889 as a Saturday weekly of Republican politics. For about a year the paper ran under the joint ownership of J. L. Johnson and Cato Sullivan. It appears to have died within two years, and the plant was acquired in 1892 by John J. Stoddard and A. G. Reynolds, photographer, who then started the Tillamook *Advocate*, an independent weekly issued on Wednesdays. In 1894 the paper had become Republican, with T. B. Handley editor. The name was changed to the *Herald* in 1896 by R. M. Watson, who had purchased the *Advocate* from George A. Edmunds a short time previously.

The *Herald's* original plant, as recalled by Rollie W. Watson,

who came to Tillamook soon after its start, was composed of a few cases of type, a small jobber, and a Washington hand-press, on which the seven-column folio was run off. His uncle, R. M. Watson, sold Rollie W. a half interest, and the partners put up the building which was to be occupied by the paper for the next quarter of a century. New type and machinery were constantly added, including a power cylinder press and a linotype. The original size of the paper, seven-column folio, was changed, first to a four-column quarto and later to a seven-column quarto.

Among the *Herald's* compositors as recalled by R. W. Watson were a number of young women who were later to be among Tillamook's most prominent matrons. In the early 1900's Bell and Maude Wertz (later Mrs. C. T. McKinley), Kate Plank (later Mrs. Joe Franklin), Maude Nolan (later Mrs. R. L. Wade), Annie Price (later Mrs. Jack Robison) and her sister Lottie, Dora Donaldson, and several others were among the typos.

Dolan & Murphy, two journeymen printers, purchased the *Herald* in 1907, and in 1908 it was turned back to Rollie W. Watson, who carried on the paper for a few months. The next publisher was N. T. Pentreath, promoter and "wireless" salesman, who gave up in a few months. Watson recovered possession and sold in 1908 to C. E. Trombley. Trombley published the paper for fifteen years, selling in August 1923 to Allan McComb and Fred T. Mellinger. In 1924 Arne Rae, formerly of Eugene and Oregon City, purchased the McComb interest, and the new firm conducted the paper until the spring of 1929, when Mr. Rae retired to become field manager of the Oregon State Editorial Association and member of the faculty of the University of Oregon School of Journalism.

The *Headlight* and the *Herald* were merged as the *Headlight-Herald* in 1934, with Thomas Walpole and D. M. DeCook as publishers. Fred T. Mellinger, mechanical foreman, has been connected, in one capacity or another, with the paper for 16 years.

The early publishers of the Tillamook papers had their share of peculiar journalistic trials. For instance, as Rollie Watson recalled, it was to cost \$50 a ton to pack newsprint paper over the mountain from North Yamhill when the steamer *Sue Elmore* was held up, several times, at the Tillamook bar with a supply of print while the last scraps were being used up on the newspaper.

The first presses on the *Herald* were one old Washington hand-press and one jobber. The whole old equipment was long ago junked for a modern outfit.

Another Tillamook paper was the *Independent*, started late in November 1902. The Woods *Ocean Wave* of December 4, 1902, hailed the newcomer thus: "The *Independent*, Vol. 1, No. 1, came to us by today's mail. It is published at Tillamook, Oregon, by Mr. R. M. Watson, is a four-column eight-page newspaper all home print.

It is filled with useful things largely pertaining to the resources of Tillamook county. We wish it success." It failed, however, and was gone in two years.

Garibaldi.—Journalism in this little Tillamook county town began in March 1923, when M. D. O'Connell established the weekly *Garibaldi News*. Mr. O'Connell continued as editor and publisher until 1928, when Fred C. Baker, veteran retired editor of the Tillamook *Headlight*, and A. M. Byrd, another veteran printer-editor, teamed up to publish the paper. Mr. Baker's health, however, was failing, and the next year the paper was directed by Mr. Byrd and his son, W. A. Byrd, who continued in charge for several years. In 1935 Ed. T. Pierson purchased the paper and rechristened it the *Garibaldi-Rockaway News*, the next year changing it again to the more inclusive title *North Tillamook County News*.

Cloverdale.—Journalistic history in the little Tillamook town of Cloverdale appears to cover a period of 16 years, from 1905 to 1921. The *Cloverdale Courier*, issued Fridays, was started by the optimistic Merle D. Nelson in 1905 as a non-political paper. In 1906 the paper passed to the hands of C. E. Trombley, better known in connection with the Tillamook *Herald*. He moved to the county seat in 1908, when the paper was taken over by A. E. Hill. Hill's successor running the *Courier* was Frank Taylor, now an Albany commercial printer, who, with the homestead notices mostly all printed, folded the paper up in 1917 and went away and left it. The next year the plant was used by Rev. R. Y. Blalock to start the *Nestucca Valley Enterprise*. This paper lasted less than a year, and Cloverdale's jaunt into journalism was finished.

(When the foregoing lines were written, they were true, and Cloverdale had no newspaper. James T. Young and Carol H. Young, however, moved into the field in midsummer 1938 with the *Nestucca Valley News*, weekly. The *News* won the Sigma Delta Chi award for the best small country weekly in 1939.)

Bay City.—J. S. Dellinger, veteran Clatsop county publisher, started the first newspaper, the weekly *Tribune*, in this little town in 1891, conducting it for two years before he moved to Astoria to begin a long career there. It was suspended on his departure from Bay City.

The town had no more newspapers until 1910, but two years later two publications were contesting the field. The *News* was started in 1910 by R. H. Miller as a Republican paper issued on Fridays. A four-page four-column paper, 15x22, it kept up the struggle at \$1.50 a subscriber until 1913. The *Examiner*, also a Friday Republican paper of the same size, was started in 1911 by Herbert W. Conger. Ayer's in 1914 lists E. L. Merritt and M. A. Hamilton as editors and publishers. Two years later Elbridge C. Smith was in charge, and he changed the paper's politics to independent. By this

time it was claiming 400 circulation. One day in 1917, however, the paper failed to answer the bell and has been "out" ever since.

Still a fourth paper, the *Bay City Chronicle*, served this small field for a time. It was launched September 7, 1923, by H. W. Long, but it failed to last through 1924.

Wheeler.—Wheeler, founded on lumber development, is not an old town, and its journalism history is short. The *Reporter*, founded in 1914, ran until March 1934, when it fell a victim to the depression. Probably the best known editor of the *Reporter* was G. B. Nunn, who took hold in 1919 and continued through to 1928. After a hiatus of three years, during which the paper was conducted by A. M. Byrd, also of Garibaldi, with Claire Warner Churchill, prominent Oregon writer, as local reporter, Mr. Nunn returned to the paper in 1931, after a short period in which A. N. Merrill was publisher, continuing to the end.

Mr. Nunn, a Missourian, educated in old Dallas College, interspersed some newspaper work with timber-cruising and railroad-surveying. He worked on the Tillamook branch of the Southern Pacific.

Some of the difficulty in compiling the history of Oregon newspapers is explained in a paragraph out of a recent letter from Mr. Nunn:

Old files of the *Reporter* were burned by a man who rented part of the building. It was done when no one was looking, not with intent to do damage, but just to be doing something, or to start a fire in the back yard to burn up some trash.

HOOD RIVER

Hood River.—The first paper in Hood River county was not printed in the county for three months after its establishment. This was the *Hood River Glacier*, started in June 1889 by George T. Prather, postmaster. John H. Cradlebaugh, Oregon newspaper man and poet, was the first editor. He was living in The Dalles, where he was publishing the *Wasco Sun*, and since Mr. Prather had no plant Mr. Cradlebaugh arranged to use the *Sun's* plant for the time.

At the end of three months Mr. Prather turned the paper over to Mr. Cradlebaugh, who bought a plant and moved to Hood River. The first home of the *Glacier* also housed the editor and his family, who lived behind the printing office. The building still stands, though in a new location.

The name *Glacier*, odd for a newspaper, which ordinarily prides itself more or less on speed, came as a momentary inspiration to Mr. Cradlebaugh. (166). He and Prather had been discussing a name

for the new paper, when suddenly a party of men arrived from Mount Hood, where a crew of Chinese was engaged in building the old Cloud Cap Inn toll road.

"Boys, the Chinamen reached the glacier today; the road is open," someone shouted.

"*Glacier!*" exclaimed Cradlebaugh, "that's a good name for the paper," and so it was called.

After a few issues Mr. Cradlebaugh took over publication of the *Glacier* for Mr. Prather, and he ran at his masthead the line: "It's a cold day when we get left."

Cradlebaugh continued as owner and publisher of the paper until July 1894, when he sold it to Samuel F. Blythe, who had been handling his mechanical department. Mr. Blythe is remembered by old-timers as a "swift" hand compositor. Few men in this part of the country could come anywhere near Mr. Blythe in speed. He had held cases on many large papers, including the *Oregonian*.

Cradlebaugh was, as Joe Thomison observes (167), a philosopher and a humorist, one of the most picturesque figures in the history of Oregon journalism. His irregular habits were a source of frequent irritation to Mrs. C., who on one memorable occasion gave vent to her feelings by tossing some early files of the *Glacier* into the fire, with all their cargo of Cradlebaugh poetry and witticisms with which the paper used to scintillate. His idea of heaven was a combination of the Hood River valley and an old-time mining-camp. In 1913 he published a small volume of his poems under the Chinook title *Nyena Kloshe Illahee* ("Songs of the Good Country"), one of which was a tribute to his old friend Homer Davenport, Silverton cartoonist. Here was his tribute to his beloved Hood River valley:

Bloom of apple and orchard trees,
Scent of clover and hum of bees,
Spreading oak and towering pine,
Billowing wheat and climbing vine,
Tinkling brook by wild rose traced,
River with balm and willow laced,
Grove and glen and sun and shade,
Fairest of lands that God has made.

In 1902 Br. Blythe enlarged the paper and took in with him his son Edward N., a 1901 graduate of the University of Oregon. The son (Ned) later went into metropolitan journalism and was copy-desk head, first on the *Oregonian* and then, for several years after 1917, on the *Oregon Journal*. Moving to Vancouver, Wash., he was for several years a partner of Herbert J. Campbell on the *Daily Columbian*, then for several years published the *Vancouver Sun*, a weekly. He became postmaster of Vancouver under the Roosevelt administration.

Samuel F. Blythe sold the paper in May, 1904, to Arthur D. Moe, who installed a Simplex typesetting machine. This was afterward displaced by the linotype. Mr. Moe's editor through most of his ownership was Joe D. Thomison, Stanford law graduate, who preferred journalism to law. He was highly successful in making the *Glacier* a popular home paper.

The paper was sold by Mr. Moe's sons in 1933 to the *News*, a younger contemporary.

The Hood River *News*, which bought out its competition, was started as the *News Letter*, a Saturday weekly, in 1905, by E. R. Bradley, who from 1899 to 1901 had conducted the weekly *Sun*, listed as a Republican paper. After four years the name was shortened to *News*. W. H. Walton, later of Baker, edited the paper for several years, up to 1912. E. L. Boardman, once a partner of Col. W. W. Robertson on the *Yakima Republic*, was editor and manager of the *News* in 1917 for R. B. and L. S. Bennett, later of The Dalles *Optimist*, who owned the paper for several years, prior to the Ball-Sonnichsen ownership. Hugh G. Ball was city editor and C. P. Sonnichsen mechanical superintendent. In 1920, after the withdrawal of Mr. Boardman, Mr. Ball became editor, with C. P. Sonnichsen manager. This association lasted until the death of Mr. Sonnichsen in 1937. His son E. A. (Si) Sonnichsen succeeded to his position on the *News*.

Under the guidance of Mr. Ball, editor, and C. P. Sonnichsen, manager, the *News* was awarded second place in the National Community Newspaper contest for weeklies published in cities of from 2,500 to 50,000 in March 1935. The contest was under the sponsorship of the University of Illinois school of journalism. The award was made for community service and general newspaper excellence. First place in the contest, in which more than 100 newspapers, from almost every state, participated, was won by the Worthington (Minn.) *Globe*. In 1939 the *News*, edited by Mr. Ball, won the past-president's trophy of the National Editorial Association for the best editorial page in an open nation-wide contest.

Among other awards won by the *News* were the Sigma Delta Chi cup for the best Oregon weekly, in 1932 and 1934, and the Paul R. Kelty cup for the best editorial page, won three times and retained in permanent possession. Mr. Ball was elected (1939) to the board of directors of the National Editorial Association.

Construction of the great Bonneville dam in the Columbia river near Cascade Locks was the inspiration for newspapers on both sides of the river. On the Oregon side J. M. Cummins, veteran Oregon publisher, and Mark Shields, formerly private secretary to Governor Hartley of Washington and later a member of the *Oregonian* news staff, called their paper devoted to the interests of the 1300 men employed on the dam project the *Dam Chronicle*. Published at Cascade

Locks by John H. Travis and Wallace Buchanan, it is now known as the *Chronicle* (1939).

A new Thursday weekly was started at Cascade Locks July 25, 1935. The name was the *Mid-Columbian*, and the publishers were Robert R. Stevenson, of the Skamania county (Wash.) *Pioneer* at Stevenson, managing editor; Paul D. Ratliff, publisher, and Bessie D. Ratliff, business manager. A seven-column eight-page paper, it carried as a slogan under the title on page 1: "The Dam Area's Independent Newspaper."

Better Fruit, a monthly devoted to the horticultural interests of Oregon and adjacent territory, was founded in Hood River in 1906. E. H. Shepard and E. A. France were editors, and Better Fruit Publishing Co. publisher in its first year. Later E. H. Shepard became sole editor. The magazine was moved to Portland in 1922. E. C. Potts succeeded Mr. Shepard as editor, and John L. Jerome became publisher.

Later, when Mr. Potts went to *Business Chronicle* in Seattle, Mr. Jerome took over the editorship.

The *Hood River County Sun*, established in 1936 by John H. Travis, is a thriving county weekly.

GILLIAM

Condon.—When moving into its new home, a stone building 25x66 feet, the *Globe-Times*, in a leading editorial March 22, 1930, observed that the newspaper was the town's oldest business institution.

The *Globe*, Condon's first paper, was launched in March 1891 by Sloan P. Shutt, who moved the plant of the Arlington *Advocate* over to the sister city. In February 1898 the paper passed to S. A. Pattison, who for four years had been the publisher of the Emmett (Idaho) *Index* and later was to publish the Heppner *Herald*. The paper was twice enlarged, finally, December 1, 1904, to a five-column quarto. The *Globe* in 1896 claimed a circulation of 975 at \$1. Hartshorne & Meresse were publishers in 1909, by which time the paper had become independent Republican. H. A. Hartshorne was sole owner in 1910.

The *Times* was founded in 1900 as a Republican paper, issued Saturdays, by the Condon Publishing Company, with William Christie editor. Maurice Fitzmaurice acquired the paper in 1908 from Edward Curran, who had purchased it from Christie in December 1904.

The papers were consolidated in 1919. Announcing the merger under the ownership of George H. Flagg, Mr. Fitzmaurice wrote that "the burden of two papers was too much for the town." Mr.

Flagg at once installed a linotype and made the *Globe-Times* a six- and eight-page paper; the competing publications had usually been four pages.

In the beginning both papers had been printed on the old-time hand press. In 1906 the *Times* added a power press, which was taken over by the *Globe-Times*.

Mr. Flagg sold the *Globe-Times* to N. C. Westcott and W. H. Ortman in 1921. Mr. Westcott, becoming sole owner in 1925, sold two years later to Lawrence E. Spraker and Burt C. Halsey. In 1928 Mr. Spraker acquired Mr. Halsey's interest and continued the paper alone until 1937, when he moved to Stayton. Present publisher (1939) is Stewart Hardie, with Genevieve Dunlop, Oregon journalism graduate, managing editor.

Arlington.—In June 1884, when Arlington was still known as Alkali, the first paper published in Gilliam county was published there. It was named the *Riverside Enterprise*, and the publisher was M. C. Harris. It was continued under the name *Enterprise* after the town had become known as Arlington. The paper was a weekly, issued Fridays. Loss of files and records makes the history of Gilliam county papers sketchy and vague. (168).

The *Inland Times* was started in Arlington in 1886 by Orville Tucker as a Republican weekly, issued Fridays. It absorbed the *Enterprise* late that year. (169).

Another little paper, the *Arlington Town Talk*, appeared in February 1889 and lasted until May 24 of the same year. Harry Hawson was editor. "It was rather a spicy sheet," says the history already quoted.

Arlington now becomes tied in with the history of Condon journalism. The *Arlington Advocate*, a Friday weekly, was launched by Jayne & Shutt, Nov. 11, 1890. The next March Sloan P. Shutt bought out his partner, A. A. Jayne, who had been the *Advocate's* editor, and removed the plant to Condon, where he started the *Globe*.

The *Advocate's* place was taken by the *Record*, a weekly founded by John A. Brown in January 1892. January 6 of the next year James M. Johns acquired the paper. October 10, 1895, W. A. Maxwell purchased the paper, giving way to the Record Publishing Company, with S. A. D. Gurley editor, January 1, 1900. July 28 of the same year Johns again acquired the paper, which he conducted as a 7-col. four-page all-home-print publication. J. F. Norvell was editor and publisher in 1908.

In April 1898 Robinson & Pound began publication of the *Arlington Review*, a five-column folio, which ran for about a year, when Pound, having acquired R. H. Robinson's interest, sold to W. A. Maxwell, publisher of the *Record*, who suspended the paper.

Another paper now comes into the picture—a new *Arlington Advocate*, published as a Monday weekly by R. H. Robinson, who

had just sold the *Review*. He started the paper in March, 1899, sold almost immediately to C. E. Hicks, who changed the name to the *Independent*. This now gave the town two papers, the *Record* and the *Independent*. In 1901 James M. Johns, now publisher of the *Record*, purchased the *Independent* and consolidated the papers as the *Record*. This paper now held the field undisputed except for the *Appeal*, a little 11x16 sheet, which ran for about a year after its founding by S. A. Thomas in 1903.

The Arlington *Independent*, started by H. W. Lang in 1913 as an independent Thursday weekly, absorbed the *Record*. Mr. Lang changed the name of the *Independent* in 1921 to the *Bulletin*, which he later sold to H. J. Simmons, with J. M. Cummins as editor and manager. In 1924 George Huntington Currey and Olive M. Currey took hold. In 1926 the paper was purchased by Raymond Crowder, who associated with him W. H. Ortman. After a year or so Mr. Crowder bought out his partner and with the exception of a year's lease (1933-4) to William P. Dunton, has since conducted the paper. In the opinion of Mr. Dunton, the present *Bulletin* is the lineal descendant of the old *Riverside Enterprise*, through the various consolidations, since at least part of the old plant has been used by the *Bulletin* or its ancestors since the very beginning.

The *Bulletin* was consolidated with the Boardman *Mirror* September 18, 1935. The *Mirror* was discontinued.

SHERMAN

Moro.—Moro's first newspaper was the *Observer*, moved from Wasco in July 1891 by J. B. Hosford. Mr. Hosford associated with him E. M. Shutt, who was in charge of the paper for several months, and on December 1, 1892, Mr. Hosford leased the paper to F. M. Bixby. January 3 of the next year Clyde Williams took over the *Observer* for Mr. Hosford. Changes had been rapid on the newspaper in the last two or three years; but June 7, 1894, D. C. Ireland, then a veteran of thirty years in Oregon journalism, with his sons, C. L. and F. C., purchased the *Observer*, and remained with it until his death in 1913. In his salutatory Ireland invited "all men of a progressive and enterprising spirit irrespective of political preference to make the *Observer* office frequent visits, to the end that we may become well acquainted with one another."

Dissatisfaction with the *Observer* among some of the business men of Moro resulted in the launching, March 2, 1898, of the weekly *Leader*, a Republican eight-column folio, with L. H. Hunting editor. M. Fitzmaurice soon succeeded Hunting as editor. Then William Holder purchased the *Leader* and moved it, in April 1900, to Shaniko, where he launched the *Shaniko Leader*. For a time, in fact,

there were three newspapers in the little town of Moro, for the *People's Republic*, launched in 1898, seems to have shuttled back and forth between Moro and Wasco that year. W. J. Peddicord, county superintendent, edited the *Republic* at Wasco. In July, 1898, the *Republic* was taken back to Moro, and the *Observer*, the *Leader*, and the *Republic* existed side by side in Moro until the *Leader* moved away.

In December 1900 (170) V. C. Brock of Wasco and G. E. Kellogg of Moro formed a partnership for the publication of the two papers, the *Wasco News* and the *Moro Republic*. Both papers were printed at Wasco, but the *Republic* maintained an office at Moro. Land notices explain the existence of so many newspapers in such a small town. But even these could not maintain so many publications, and the *Republic* soon was merged into the *News* under the title of the Wasco paper.

The *Leader* had been moved to Shaniko, but with the departure of the *Republic* Mr. Holder thought he saw an opportunity and moved the Shaniko plant back to Moro, starting the *Moro Bulletin* in April 1902 (171) as a four-page six-column paper. He soon raised it to a seven-column, but it failed to thrive in the face of the *Observer's* competition and suspended November 21, 1902.

This left the *Observer*, under the direction of the Ireland family, in sole possession of the field. After the death of his father, in 1913, C. L. Ireland continued publication of the paper, his brother F. C. having sold out ten years before. The new publisher, who now conducts the *Pioneer* at Molalla, has spent more than half a century in Oregon journalism, beginning, when he was 13 years old, with the publication, in his father's *Pioneer* office in Astoria, of the *Early Bird*. Starting in 1888, he kept the little publication going more than a year.

The *Observer* was purchased by Giles L. French of the Grass Valley *Journal* in 1931 and the papers were combined and published at Moro as the *Sherman County Journal*. French also took over the *Sherman County News*, from Asa Richelderfer and changed the name back to the *Wasco News-Enterprise*. He had both papers set in the *Journal* office at Moro. The *News-Enterprise* finally (March 4, 1932) was combined with the *Sherman County Journal*. The *Journal*, directed by Mr. and Mrs. French, is now the only newspaper in the county.

Grass Valley.—W. I. Westerfield did not found the Grass Valley *Journal*, but he conducted it longer than all other persons combined. The paper was launched as an Independent Republican sheet November 12, 1897, by the Journal Publishing Company, with C. E. Brown as editor. The next July the Grass Valley Publishing Company was formed with a capitalization of \$2,000 by C. E. Brown, George W. Bourhill, and J. H. Smith as incorporators, William Holder, C. W. Moore, and J. D. Wilcox as stockholders. Mr. Westerfield succeeded

Mr. Brown as editor before the end of the year, and November 18, 1898, he leased the plant, purchasing the paper four years later (February 24, 1902). He continued to edit and publish the *Journal* until his death in 1923, and the paper was continued by his widow for several years.

The Westerfields were succeeded at the helm by Giles L. French, who purchased the *Journal* in 1929, beginning a career which, in five years, was to make him the only publisher in Sherman county and a member of the legislature. He is (1939) a member of the state house of representatives.

Wasco.—Sherman county's first newspaper was the *Wasco Observer*, still published but now a part of the *Sherman County Journal* at Moro. Publishers were C. J. Bright and R. B. McMillan, who kept the paper independent in politics. The purpose was to do the printing for the new county to be carved out of Wasco county and to carry the other business incidental to the county seat's development. The proposed county had at the time 1400 population and no newspaper within its boundaries until the launching of the *Observer*.

The first issue of the *Observer* came off the press November 2, 1888 (172). The next April Mr. Bright retired from the firm, having been elected superintendent of schools in the new county. For a short time the paper was edited by D. C. Ireland, then it was sold by Mr. McMillan to J. B. Hosford in February 1890, and in July 1891 Mr. Hosford moved the plant to Moro.

Meanwhile, in July 1891, J. M. Cummins, formerly of the *Goldendale (Wash.) Courier*, and Dr. H. E. Beers launched the *News* at Wasco, taking the place of the *Observer*. In August of the next year the paper was leased to Frank M. Bixby, and in the following November James W. Armsworthy, who had started his newspaper career on the old *Observer* and was now a printer in Portland, bought the *News*. He was an indefatigable newsgatherer, and his work was praised by the *Times-Mountaineer*, which said Armsworthy was jovial and popular.

V. C. Brock became a partner in October 1897, and the partners made the paper a five-column eight-page publication. In 1899 the paper came into the possession of Lucius Clark and A. H. Kennedy. February 13 of the next year Norman Draper took over the *News* with Brock as editor. Within the next year and a half the paper had three sets of publishers—A. S. McDonald, Pound & Morris, and G. E. Kellogg. J. W. Allen and M. P. Morgan purchased the paper in the spring of 1904, and that fall Mr. Allen became sole proprietor, continuing for several years. He was followed by Day & Walker (1907) and R. R. Flint (1909).

In the 1910 Ayer's newspaper annual, the *News* is listed as the *News-Enterprise*, with S. J. Sims as editor. Apparently there had been a consolidation with another newspaper. Under this new name

the paper ran along under successive editors—Roy S. Blodgett, F. E. Pierce, C. M. Snider (1916-1924), Clarence Anderson (to 1928). The next editor and publisher, Charles A. Adsit, changed the name back to the *Sherman County News*. In 1930 Anderson was back for a year, then Paul Robinson and A. R. McCall bought the paper. It was soon sold to Asa Richelderfer and acquired by Giles French in 1932. Mr. French combined it with the *Sherman County Journal* under the *Journal* name at Moro.

In 1905 (173) Sherman county had four newspapers—the *Sherman County Observer* at Moro, published by D. C. Ireland & Sons; the *News*, published at Wasco by J. W. Allen; the *Journal* at Grass Valley, published by W. I. Westerfield, and the *Recorder*, published in the little village of Kent by E. H. Brown. There was also a Catholic quarterly, the *Oregon Messenger and Parishioners' Guide*, published by Rev. M. J. Hickey from the office of the *Wasco News*.

DESCHUTES

Bend.—Bend, Oregon, was a small but ambitious village in Crook county when, as the center of a homestead and timber-claim region, it attracted the attention of Max Lueddemann, owner of one little paper at Shaniko and another at Antelope, in 1903. The result was the establishment of the Bend *Bulletin* as a weekly, though the weekly *Deschutes Echo* was running in a nearby hamlet.

The first issue appeared March 27, 1903, run off the inevitable hand-press in a log hut which had been the first schoolhouse in Bend. The original publisher never lived in Bend. Before coming to Oregon Mr. Lueddemann had been a lawyer in Georgia, coming west for his health. He thrived so well that forty years after his arrival in Oregon (1898) he is still a busy, enterprising business man in Portland, where he is in real estate.

The paper's first support was largely from the land notices which supplied the main income of so many early Oregon papers. The town, however, was beginning to be recognized as a lumbering and irrigation center. When the *Bulletin* was started the town consisted, principally, of the irrigation company office, a small sawmill, and a few scattered houses. Deschutes county was not to be organized until 1916. The best the little community, hardly more than a hamlet, could afford, in the judgment of the publisher, was a four-page five-column paper, with two of the four pages ready-print, sent in from Portland. The value of the first plant was about \$1,000.

The first editor was Don P. Rea, who remained for only a few weeks and was succeeded by J. M. Lawrence, who was editor for two years and later (1910) a part owner. Charles D. Rowe was editor

from 1905 to 1911; U. N. Hoffman, 1911-1913. George Palmer Putnam purchased the paper in 1910 and continued as publisher until 1917, when he sold to Robert W. Sawyer, who has headed the organization since that time.

The first printer was A. H. Kennedy. The old press on which he ran off the paper was freighted in from Shaniko, 100 miles away, which then looked more like a metropolis than Bend and had its hopes.

The editor was the reporter "&c. &c. &c." in those early days of the *Bulletin*. It was several months before county correspondence was introduced. Among the early printers were Miss Florence McCann, who later became Mrs. Ralph Spencer, wife of the shop foreman; Miss Marion Wiest, also a printer the first year, who later became Mrs. M. G. Coe of Bend. Mrs. E. D. Belden and Mrs. Grace Hansen did clerical work and helped in the bindery.

After a few years the town grew rapidly as lumbering and irrigated farming were developed. The newspaper status was unchanged, however, with one exception, before 1916. The exception was a consolidation with the *Deschutes Echo* in 1904.

The *Echo* had been started in the rival townsite of Deschutes, now within the Bend city limits, by A. C. Palmer in June 1902. The *Grass Valley Journal* commented on the advent of the *Echo*: "Mr. Palmer has started his paper a little early in order to catch some of those always welcome to the printer timber notices."

In July 1903 George Schlecht took charge of the little paper. That same month the plant was destroyed by fire, and the paper was published for the remainder of its career in the Prineville *Review* office. Schlecht moved away to a more promising job, leaving the field to the young and ambitious Bend *Bulletin*.

The year 1916 is memorable in Bend and *Bulletin* history for two reasons: Deschutes county was organized from part of Crook in that year, and the first issue of the daily came off the press December 6. The weekly publication day, which had been Wednesday, was then changed to Thursday.

The *Bulletin* moved into its first brick building July 27, 1912. The present building was occupied January 1, 1923. In the first twenty years after the first issue the paper's circulation had increased more than tenfold, from 200 to more than 2,000. Increase since then has been heavy.

The paper's biggest local-interest news story was the announcement, May 10, 1915, in the weekly, of the proposed construction of the big Shevlin-Hixon sawmill.

The creation of Deschutes county in 1916 was, in part at least, the result of a campaign waged by the *Bulletin*, whose policy is said to be "complete, accurate, and fair presentation of the news" and "keeping abreast of the town in equipment, size, service."

Four pages of colored comics were introduced in the Saturday paper in 1921.

George Palmer Putnam, former publisher, is nationally known as a writer of western stories and travel works, arctic explorer, book publisher. His second wife was Amelia Earhart, noted aviatrix. His last two years in Oregon (1915-1917) he was secretary to Governor James Withycombe.

Mr. Lawrence, early editor of the *Bulletin*, was a native of Wisconsin, where he was born January 31, 1864. He was editor of the Oregon City *Enterprise* in the late 80's and early 90's. Later he worked on the Salem *Statesman* and the *Oregonian*, was assistant secretary of the Portland chamber of commerce. He went to Bend as United States land commissioner and there became acquainted with Max Lueddemann, who soon had him on the job as editor of the young paper. He died in Bend November 19, 1936.

The present head of the paper, Mr. Sawyer, served several years as county judge of Deschutes county, was a member of the state highway commission, later of the state capitol commission, which erected the new state capitol. He is active in community and state development.

Henry N. Fowler, a 1914 graduate of the University of Oregon, is associate editor; Remy M. Cox news editor, Philip F. Brogan reporter, and Frank Loggan business manager.

The *Bulletin* had competition in its field from 1915 to November 1926. The *Central Oregon Press* was established by Charles E. Short as a Friday independent paper. The next year Archie Whisnant became editor and continued, remaining through 1921, when the daily edition was begun. After a year the daily was discontinued and the weekly was edited by Dan R. Conway. In 1924 the daily edition was resumed. For two months the picturesque but visionary Kirby Leigh Cardigan was in charge as managing editor. He was soon succeeded by D. W. Stone, who edited the paper until its purchase by J. E. Shelton of Eugene and associates (The Bend Publishing Company) in 1926. Harold A. (Hal) Moore, later political reporter and now telegraph editor of the *Oregonian*, was editor. The paper was sold to the *Bulletin* in November 1926.

In the meantime this paper had left its mark by enforcing, through a suit that went up to the Oregon supreme court, the right of newspaper reporters to inspect the records in the county clerk's office. The case was handled by Edward F. Bailey, prominent Democratic leader, who was the party's candidate for governor in 1930.

Other Bend publications were the *Labor Bender*, a labor weekly, published by the Central Trades, Labor & Farmers' Council, and edited by J. E. Bloom in 1920-21, and C. O. Broxon in 1922, and the *Central Oregon Legionnaire*, a monthly published by the Color-type Company, Inc., and edited by Charles F. Bown in 1923.

A weekly, the Deschutes County *Advertiser*, is now (1939) edited by Harriet A. Pierce.

Laidlaw (Tumalo).—When Bend was a struggling little community of a few hundreds, with its future a matter of conjecture, a rival town sprang up within a few miles. This was christened Laidlaw by W. A. Laidlaw of Portland, who, like A. M. Drake, founder of Bend, had the vision to see a future for the Deschutes valley. Both recognized the vital necessity of railroad communication. Drake pinned his faith to a north-and-south line down the Deschutes valley, and Laidlaw believed his town on the logical route for the extension of the Corvallis & Eastern railroad over Hogg pass into central Oregon and on east. (174). This particular railroad, not unconnected with the newspaper history of Corvallis (175), thus had its part in the establishment of a newspaper in the Deschutes region. The townsite of Laidlaw was filed in 1904, shortly after Drake had started laying out the townsite of Bend, and the next year Laidlaw had a newspaper, the *Chronicle*, a Friday weekly edited and published by A. P. Donohue. The Bend *Bulletin* had been established in 1903. In about two years W. P. Myers was publishing the *Chronicle*, a four-page paper, for which he was charging \$1.50 a year and claiming 400 subscribers. Both Bend and Laidlaw had the agricultural possibilities; but Bend soon had the industries and the railroad, together with a most beautiful natural setting, while the Corvallis & Eastern development, the hope of Laidlaw, became a lost cause for another Oregon community. The paper was suspended by H. H. and C. L. Palmer in 1911.

Redmond.—Redmond is in Deschutes county; but, as Ripley perhaps would put it, Redmond's first newspaper never was published in Deschutes county at all. It was launched in 1909, while Redmond was still in Crook county, and before Deschutes county was carved out of Crook the pioneer paper, known as the *Oregon Hub*, had disappeared. Its editor-publisher was W. C. Walker, and he undertook publication of his little four-page six-column Thursday weekly at a time when Redmond had a mere 150 population. The little farming center grew, and he kept going until 1915, when he suspended publication.

Meanwhile two other papers had been launched, the *Spokesman* and the *Enterprise*. The *Spokesman* was started in June 1910 by H. H. and C. L. Palmer, who continued until 1917, when they sold to M. W. Pettigrew. Meanwhile they had been running an eight-page five-column paper, the politics of which they changed from Republican to independent in 1914.

The *Enterprise* was the undertaking of a rising young publisher named Douglas Mullarky, 13 years old when he launched it in 1913. He was then just breaking into the high school; but his publication wasn't a high school paper. It was a regular community newspaper,

a five-column folio, ready-print inside. Actually it compared favorably with a good many of its contemporaries in the smaller Oregon communities. Douglas charged his subscribers \$1 a year and gave them in return stories about the potato show, Crook county cows, the young people's association, all the local sport news, covering the minor happenings also in readable style. He carried considerable advertising, one double column of which was on his first page. The young publisher kept his paper going for nearly three years, when he left for the University of Oregon. There he became editor of the student newspaper, the *Oregon Emerald*.

The *Spokesman* has continued through the years, since 1915 without competition in its field.

Changes of personnel have been many. In 1921 Douglas Mullarky had the satisfaction of returning to the home town as editor and publisher of its only surviving newspaper, the *Spokesman*, in which position he remained for three years. Then, for the next four years, or until 1927, W. B. Russell, who had purchased the paper from Mr. Mullarky, remained in charge. Edgar Bloom was next, remaining until another Redmond youngster, Joe Colbert Brown, with his young wife, Mary Conn Brown, purchased the paper in the fall of 1931. Both journalism graduates of the University of Oregon, they are actively engaged in producing the newspaper, which has won both firsts and seconds in Oregon best-weekly contests under the direction of the state association.

Mr. Pettigrew, prominent among the *Spokesman's* publishers, was a real veteran of the West. In the early eighties, when his town was 250 miles from the nearest railroad, he published the Sundance (Wyo.) *Gazette*. He edited several other frontier papers.

Lapine.—A paper that ran up a circulation of 627 while published in a town with a population of 40 was noted by Alfred Powers in *Oregon Exchanges* for January 1922. The paper, *La Pine Inter-Mountain*, established in 1911 by E. N. Hurd, later publisher of the *Seaside Signal*, and conducted by William F. Arnold from 1912 to 1918, was the only paper in a thousand square miles of territory southeast of Bend, from which town it is 32 miles distant. Mr. Arnold made a good bit of his equipment. He installed a Diamond press and a Unitype machine.

Mr. Arnold carried advertising not only from his own community but from Bend and other towns, and he filled 11 of his 24 columns with paying business. No personal in his paper was worth less than six lines. Between 1918 and 1921 H. N. Lyon ran the paper, but Mr. Arnold was back in 1921. He raised the paper's size to six columns, the price to \$2. He sold to Douglas Johnson in 1922. The paper was suspended in 1934.

JEFFERSON

Madras.—The *Madras Pioneer*, first paper in the town and in Jefferson county, was born in a tent.

Timothy Brownhill, Oregon newspaper veteran, has the honor of bringing the paper into the journalistic world as publisher August 25, 1904. Having bought the plant from John Cradlebaugh, editor of The Dalles *Mountaineer*, Mr. Brownhill hauled his outfit by team to Madras, a distance of 75 miles—which was a lot farther then than it is now. (176).

The first plant consisted of an old Washington hand-press and a nondescript collection of type with sufficient other equipment to get out a six-column folio.

The tent had to suffice for quarters until a more substantial home could be obtained. Here the paper was set up by Bill Rutter, a tramp printer enlisted for the work in The Dalles.

After about a year Mr. Brownhill sold the paper to Max Lueddemann, young southerner who had started the Bend *Bulletin* in 1903. Homestead legal notices and new railroad development had attracted Mr. Lueddemann to the spot, as they had Mr. Brownhill. After about three years the paper was purchased by Howard W. Turner, who continued as publisher until 1915. Mr. Turner's first printer was Sidney Percival, who also helped William Holder at Paisley. Mr. Percival later became county clerk of Jefferson county. Mr. Turner is now a Madras banker.

The next owner (1915) was Vine W. Pearce, of McMinnville, who, with his two sons, George and Lot, both of them practical printers, conducted the *Pioneer* until 1919.

In that year he sold the paper to William E. Johnson, who conducted it a little more than a year and then sold to George Pearce. In 1923, after three years as cashier of the First National Bank, Mr. Johnson again took over the *Pioneer*, this time on lease from Vine W. Pearce, and published it until his death, December 31, 1924. On January 1 his widow, who before her marriage had been a high school teacher, began publication of the paper, continuing under lease until the summer of 1925, when she purchased the property.

In 1929 Mrs. Johnson moved the paper into new quarters in a one-story hollow-tile building, space in which is shared with the Pacific Telephone and Telegraph Company and the Pacific Power and Light Company. For five years of the period of Mrs. Johnson's ownership the mechanical work was handled by W. B. Russell. May 31, 1933, Mrs. Johnson retired from active charge of the paper, and was succeeded as editor by her daughter, now Mrs. Betty J. Welker.

The next day Mrs. Johnson began her new work as acting postmaster of Madras, receiving the appointment as postmaster May 31, 1934.

February 4, 1935, Mrs. Johnson was married to A. R. Bowen, for the previous ten years representative of the Mergenthaler Linotype Company in the Northwest. Mr. Bowen took active charge of the *Pioneer*, giving part time to its operation and employing J. R. Blakely, former Eugene and Portland printer, as local manager. Mrs. Johnson-Bowen resumed personal charge of the paper two years later.

The biggest news event in the history of the *Pioneer*, and aside from the death of the publisher the most tragic, was the fire which swept Madras in September 1924. The entire business district was wiped out, only two or three buildings escaping. One of these, however, was the home of the *Pioneer*.

Mrs. Johnson's experience at Madras is an example of what women publishers sometimes have to contend with. "A printer . . . refused to cooperate," she reports. "He would not take orders from a — woman. I promptly discharged him and telephoned to Hal Hoss, then secretary of the Oregon Editorial Association, and asked if he could send me a printer. In the phone conversation he asked me what model the linotype was, and I did not even know that much. Anyway he sent me a printer, a Mr. Foster, who was a very good man."

Culver.—Several capable publishers gave this Jefferson county town of 100 or so population a faithful effort but were unable to get a publication really rooted. The experiments continued close to ten years; and contrary to the record in many other places, there was no change of name; it was the *Deschutes Valley Tribune* from its cradle to the end. P. A. Chandler and O. C. Young were the first editors and publishers. The year was 1911. They charged their subscribers \$1.25 a year for an independent eight-page newspaper 13x20, issued on Thursdays. The next year the circulation manager (may the Lord have mercy on his soul!) certified to 570 circulation. In 1916 Chandler let Young have the paper, and he showed the real quality of his imagination by estimating the circulation at 740. The next year M. C. Athey, later of Portland, did the editing and publishing; and the year after, with the population down to 95, P. A. Chandler came back. He suspended the paper in 1919 after estimating that his circulation had gone down to 375. The day of high circulations—and newspapers—in Culver was over.

TRAIL OF THE REPORTERS

AS INDICATED elsewhere, actual objective reporting of news was in its infancy in Oregon in the 50's; and in what little local writing was done the emphasis was heavily political.

When the *Weekly Oregonian* boasted of having employed P. J. (Pat) Malone, recently arrived from California, to provide a shorthand report of the territorial legislature, the scornful *Statesman* of Salem insisted that the *Oregonian's* report was no better than theirs. Neither one had the space to make any very effective use of shorthand reporting; and a glimpse of Mr. Malone's shorthand reports indicates a considerable degree of boiling down into indirect quotes. This, however, helps to classify Malone as an actual reporter with some gift of editorial selectivity, rather than a mechanical stenographer.

When newspapers were giving as little as one column out of 28 or 32 columns of their space to local items, it didn't, perhaps, make much difference who was doing the local reporting; and the local reporter almost invariably went nameless and unsung.

Contemporaries of Malone seem to have paid less attention to him as a reporter than as an editor.

There were no "by-lines" (by Watt A. Newshound) for anyone in the 50's. For that matter, they were few and far between until the days of the bigger papers, and linotypes, and fast presses, and cheap paper—the days of the 90's. The Spanish War period brought in the by-line writers with a grand rush. But we are thinking now of those days of the Civil War period.

When George Himes arrived from Olympia in 1864 to become a compositor on the *Oregonian*, D. C. Ireland already had begun a career of close to half a century in Oregon journalism and was doing a combination job of reporting in the afternoon and setting up his gleanings in type at night.

DeWitt Clinton (better known as D. C.) Ireland was one of Portland's earliest regular reporters of local news. He was a contemporary and associate of several of the big men of nineteenth century journalism, including Horace Greeley and Harvey Scott.

Ireland's method was to pick up the market news and other local matter along the street and set it up in type from his notes, without transcribing them. Ireland was working for the *Oregonian* when Harvey Scott came on as editor in 1865 and stayed for some months later. One year (1865) Ireland covered the legislature, at Salem, for the paper. The next year he went up the river to Oregon City and started the *Enterprise*.

In the *Oregon Daily Herald*, published in Portland, under date

of April 20, 1866, occurs a brief account of an attack by A. M. Burns, master of the steamship *Orizaba*, on "D. C. Ireland, Esq., local reporter of the *Oregonian*, on Couch's wharf." An item the next day in the same paper told of a fine of \$50 and costs paid by the reporter's assailant, who had resented some uncomplimentary personal references in the paper.

Another *Oregonian* printer who furnished items for the paper in addition to "sticking type" at the case was John F. Damon, well-read, highly educated, who had set up the works of Emerson and other writers of the Concord group in a New England publishing house. Mr. Himes says nothing of the quality of the news turned in by Damon but recalls him as one of the best printers he ever saw at work. Damon, who later moved to Seattle and became more widely known as "the marrying parson" than he had ever been in journalism, used to set four columns of the old 9-point in which much of the news was set, without making a single error. This 9-point was known as Bourgeois (pronounced *Burjoice*, not *Boor-zhwa*.)

An editor under whom Ireland worked while reporting—though in those days reporters were pretty much self-starters and "city editing" was not well developed—was Amory Holbrook. When Holbrook quit in 1864, Damon asked and received permission to do some of the editorial writing. (1).

Getting back to reporters, the next newsgatherer on the *Oregonian* after Ireland was C. P. Crandall, who had been doing some special writing on the *Oregon Statesman* for Asahel Bush. Bush had printed the *Oregon Archives*, which L. F. Grover had been appointed by the legislature to prepare for publication, but the main body of this work was done by Mr. Crandall, who had come to Oregon in 1852.

Another *Oregonian* reporter of the mid-sixties was U. E. Hicks, one of two Oregon men (the other was D. W. Craig) who taught the young Sam Clemens (Mark Twain) to set type in a Hannibal (Mo.) newspaper office.

Neither Crandall nor Hicks left any particular impress on the *Oregonian*. Crandall is better known in connection with Salem papers.

By 1869 the name of John M. Baltimore appeared in the Portland city directory as local editor of the *Evening Commercial*—which means, probably, that he was on that job in '68. After a year spent as a partner in West & Co., a firm of collectors and real estate agents, Baltimore, in 1872, went to the *Oregonian* as a reporter. For the next eight years he was in charge of what local reporting was done on the *Oregonian*. He could be called "city editor." (2).

On returning to Portland from San Francisco after two years, he became city editor of the *Telegram*, a position he held for three or four years. For a time he was dramatic critic on the *Oregonian* and the *Telegram*.

During part of his absence from the *Oregonian*, Newman J. (Joe) Levinson was city editor. When Joe left the paper to become a publisher in Fresno, California, the competent but not too amiable Sam R. Frazier was appointed city editor. It was not long until differences arose between Frazier and his staff, composed of E. L. (Jerry) Coldwell, then launched on his long and brilliant career as *Oregonian* reporter, and J. M. Baltimore.

So, in 1888, Baltimore again became city editor of the *Oregonian*, and Frazier was sent into Washington as a traveling correspondent. Ernest Bross, later editor of the Indianapolis *Star*, was managing editor. Coldwell, who was to continue for nearly a score of years on the paper, having already served nearly six, was a reporter, as was Bailey Avery, who later carved out a successful career in theatrical work in the East; Leander H. Wells, a third reporter, had a beat extending from the Willamette to Mount Hood and from the Clackamas river to the Columbia; Melvin G. Winstock, later to be prominent as theatrical manager in the Northwest, was reporting, and Henry E. Reed had won his way to the staff from the *News* by scooping the *Oregonian* on a big bit of hotel news—the visit of Thomas B. Reed, of Maine, then speaker of the House, and Congressman R. R. Hitt, chairman of the House committee on naval affairs—and was doing sports and general assignments. Baltimore was regarded by Reed (3) as a “writer of the old school, which has all but disappeared by this time (1912)—a flowery writer, who delighted in adjectives and adverbs.” Once during his vacation, Mr. Reed relates in the same article, he sent in a story from Long Beach, Wash., in his usual style and with a headline written. One line of the head, “Down by the Sounding Sea,” didn’t fit the space, and W. M. Davey, who preceded C. A. Morden as head of the mechanical department, filled it out with the words “There’s Where the Tide Comes In.” This was expected by the staff to upset the city editor, but he “crossed them up” by enjoying it and complimenting Davey. (4).

When taking a drink, as the boys in those days occasionally did, Baltimore had a way of saying, ceremonially, “We will now bite the tail of the adder.” On his death the paper said, editorially, he was “not brilliant” but “dependable.” (Jan. 10, 1912.)

Newspaper work had a less pressing routine in those days, with no early mails to catch, but the working day was longer. *Oregonian* reporters came in to write their stuff at 7 p. m., and the city editor at 7:30. At 8:30, as Mr. Reed recalls (5), Mr. Scott, after reading his proof, would drop in for a chat. Reporters and telegraph staff would take an hour for supper, beginning at 10 o’clock. Reporters continued writing until midnight or as late as 2:30 a. m.

Baltimore was succeeded as city editor in 1891 by Alfred Sorenson, who continued until Edgar B. Piper took hold in 1894. Sorenson after leaving the *Oregonian* became proprietor of the Omaha (Neb.)

Daily Examiner. Baltimore, when superseded as city editor, became special writer and dramatic critic, where he had more frequent use for a thesaurusful of adjectives, on the *Telegram*. He left Portland for Oakland in 1896.

Mr. Levinson was probably the first city editor in Oregon who had the responsibility of directing one or more reporters. Up to his time "city editor" had been a sort of courtesy title. He was first on the job in 1879. His brother Louis and later Allan Slauson, John M. Baltimore, and E. L. (Jerry) Coldwell were among Joe's earliest reporters. Slauson, who succeeded Louis Levinson on the local staff in 1882, had come on the paper as a printer a few months before, depositing his card from the Denver union. Slauson was Joe's sole assistant on the local side of the paper. (16). He had done reporting on the *Republican*, *Tribune*, and *Rocky Mountain News* in Denver.

Jerry Coldwell, who was one of Slauson's competing reporters, working on the *Daily Standard*, for Tony Noltner, was added to the *Oregonian* staff. Slauson and Coldwell had been friendly rivals, often going down the street side by side on their way to their respective news sources, and it was on Slauson's suggestion that Coldwell was taken on the paper when an opening came.

The *Sunday Welcome* gave Slauson credit for good work, saying that the *Oregonian* had improved somewhat since the "Colorado curiosity" had begun unbottling his wit and humor. Slauson had a column of human interest stories entitled "Willamette Wavelets," signed Porthos.

One of this old-timer's prized recollections deals with a libel suit based on one of his news stories, although he had been well trained in libel law in Colorado, where the need appeared to be greater than in the rather more peaceful Portland. A rather well-known waterfront character, whom we shall not name here, was notorious for shanghai-ing sailors for Portland's foreign carriers. Alan wrote a story about the situation which was generally regarded as safe, except for the heading. City Editor Joe Levinson, who used to edit the local copy and write what heads there were, had entitled this one "T——'s Nefarious Trade." The case was settled out of court.

In 1894 Slauson went back to Washington, D. C., and after four years took a position in the library of congress, taking over the periodical division at the time when the new librarian, John Russell, a former newspaper man of Philadelphia, established the various divisions more or less as they are today. Back in Portland for his wife's health in 1905, Mr. Slauson, after a few years in life insurance and real estate, returned to the *Oregonian* in 1917 when the war began to drain the paper of its young man power.

Coldwell was a native of Nova Scotia, born in Gaspereau, July 1, 1839, and educated in Horton academy, Wolfville, N. S. He came to Oregon from California on a lumber schooner in 1870, and, liking

it here, went to work in A. G. Walling's printing office (7). Having learned the trade, he went on the *Bulletin* as pressman and, in 1874, worked in the state printing office at Salem. In 1879 he was working as pressman on the *Bee*.

It is a rather general view that reporting is a "young man's game" and that it ought not to "begin at 40." In Coldwell's case he never became a regular reporter until 1881, or in his 42nd year, and from then on newsgathering was his life; and when a Portland old-timer thinks of reporters, Coldwell is among the first to come to his mind. He started his reporting at a time when most people are beginning to feel rather restless at it and casting longing eyes, perhaps, at the copy desk, and he remained at it, always on the *Oregonian*, for 25 years, retiring only when physical ills compelled it, and dying two years later, in 1908.

Harvey Scott, his editor, spoke of the quaintness, humanity, and gentle humor of Coldwell's writing. Joe Levinson, for years his city editor, called him the "best all-around reporter I ever knew" and spoke of his philosophy and humor. "Whenever he learned a fact," said Joe, "he felt it his duty to impart his information to mankind." Scott and Levinson really were giving the definition of the good reporter.

One of Mr. Slauson's odd experiences recalls the Governor Penoyer-President Cleveland feud of the 90's. In 1894, when Slauson went back to Washington from the *Oregonian*, he ate, on the eve of his departure, a Thanksgiving dinner in Portland on the day set apart by Governor Penoyer, who chose to ignore the President's designation of the regular day. Then, on his arrival in Washington, the ex-*Oregonian* sat down to another Thanksgiving dinner on the day regularly set apart by the President.

John M. Lownsdale, another *Oregonian* old-timer, dating back to 1890, recalls some of his interesting contemporaries of those early days. The staff was building up a bit. Baltimore was city editor, directing as reporters Jerry Coldwell, Max Shillock, Ernest Bross, Henry E. Reed, and John Lownsdale. Lownsdale (8), who had spent a year on the *Telegram*, where he succeeded W. M. (Billy) Sheffield on the local side, had night police for his first beat on the *Oregonian*. This was a far cry from the market stuff he had been doing for so many years; but soon he was doing markets as well as marine, courthouse, and a few other odds and ends in a Portland whose population was still far under 100,000. An old-timer who had left not long before Lownsdale's arrival on the paper was Robert C. Johnson, kinsman of President Johnson of the University of Oregon. Johnson, who spent a lifetime in newspaper work, died in 1936 while a member of the staff of the *Oregon Journal*. In his last few years he produced a book on *John McLoughlin, Patriarch of the Northwest*, which, critics said, showed careful research as well as interesting writing.

The *Oregonian's* present quarters were in course of construction during Lownsdale's first year on the paper. The old office was still at Front and Stark, the first location, though not, of course, in Dryer's original little frame building. The quarters were small, and the reporters had little elbow-room. Jerry Coldwell brought in the first typewriter, one of those Hammond affairs, and Allan Slauson soon followed suit. In those days the Associated Press report was taken by the operators in longhand on flimsies (thin "onionskin" paper), and Lownsdale recalls that President Cleveland's long messages were taken over the wire by hand.

When Joe Macqueen came on the *Oregonian* in 1900, Joe Levinson was city editor again after a few years' absence in the 90's as managing editor of the Seattle *Post-Intelligencer*, founder of the San Bernardino *Sun*, and owner of the Fresno (Calif.) *Herald*.

James J. Montague, later a New York columnist of national fame, who had come to the paper in 1896, was assistant city editor doing a frequent feature. He went to Hearst with his "More Truth Than Poetry" feature in 1901. Macqueen, like most of the old-timers, started on police and in 1902 added music to his reporting duties, succeeding Gertrude L. Metcalfe on the music end. John Lownsdale was news editor, and John L. Travis northwest editor, launched on a long career during which he was news editor of the *Oregon Journal*, managing editor of the Seattle *Times*, the Portland *Telegram* (for a short time before it was taken over by the *News*). Clarke Leiter, later city editor of the *Oregonian*, publisher of the La Grande *Observer*, and managing editor of the Portland *Telegram*, was one of the reporters, as was Jerry Noonan. Coldwell, of course, was still reporting. John Milliken was reporting courts. Leslie M. Scott was doing reporting and a bit of editorial; Henry E. Reed and his brother Joseph, who soon went to California, were regular reporters. The staff was beginning to grow to modern dimensions. W. J. (Uncle Bill) Cuddy was proof-reader and exchange editor. His career on the *Oregonian* continued until his death in 1925. Edgar B. Piper, who was to succeed Harvey Scott in eight years as editor of the paper, was city editor in 1902, on his return from Seattle, where he and his brother George had spent a few years publishing the *Post-Intelligencer*.

John R. Rathom, later publisher of the Providence *Journal* and one of the best of the "German spy" detectors in the World war period, was an *Oregonian* reporter in 1891.

Reporters up to 1905 included H. S. Harcourt, R. D. Cannon, later for many years a news executive on the *Telegram*; W. D. B. Dodson, now Portland Chamber of Commerce executive vice-president; J. W. Redington, picturesque Indian scout and prominent Oregon country editor; C. N. (Pat) McArthur, later congressman; Lewis A. McArthur, utility executive and authority on Oregon his-

tory; B. F. Lawrence, George Maxwell, James Crawford, Dave Larimer, later prominent political writer in Spokane, and D. C. Freeman, who became head of the Associated Oregon Industries, the position now held by former Mayor George L. Baker of Portland.

Bailey Avery was one of the earliest, perhaps the first, of Portland society editors. Male society editors were the rule in those days. He later became prominent in theatricals and retired from journalism.

Among the many memorable achievements of Henry E. Reed was his introduction of Homer Davenport to the business of newspaper cartooning, in which he was to achieve world-wide fame. Reed, as a reporter, took the young Davenport in tow (in 1889) and had him make a sketch for the *Oregonian* of R. P. Earhart; this was Davenport's first newspaper picture.

The first artist on the *Oregonian* staff, however, (9) was Edgar Felloes, in 1889, and his medium was the chalk plate, obsolete these many years. Later artists were F. A. Rutledge and Joe Carll. Lute Pease and Harry Murphy, early cartoonists, both got their start on the *Oregonian* and went east.

Wexford Jones was writing a clever comment column about 1905. Joseph D. McArdle was reporting about that time, and James C. Bangs was combining market reporting with a bit of dramatic criticism.

When Edgar B. Piper was city editor the first time, 1894 to 1897, succeeding Alfred Sorenson, who had taken over the position from John M. Baltimore in 1891, his successor was Joe Levinson, with O. Clarke Leiter as his assistant. Leiter became city editor in 1904 and appointed Horace E. Thomas, reporter, his assistant, and in 1913 Thomas succeeded him as city editor, remaining with the *Oregonian*, successively as city editor, executive news editor, and associate editor until 1931, when he went to Marysville, Calif., as co-publisher of the *Appeal-Democrat*, daily newspaper. He is now (1939) publisher.

Around the "turn of the century" a good many members came to the *Oregonian* staff who were to remain for a good many years. W. E. (Bill) Mahoney, who died on the job as marine editor in 1932, came to the paper in 1898. Lawrence K. Hodges, telegraph editor and editorial writer, came in 1902, as did John W. Kelly, ace political writer and Washington correspondent in later years.

The staff of the *Oregonian* in 1910 included (10) H. L. Pittock, manager (Editor Harvey Scott died in August); assistant manager, C. A. Morden; managing editor, Edgar B. Piper; city editor, O. C. Leiter; Sunday editor, N. J. Levinson; night editor, Paul R. Kelty, who later became editor; weekly editor, W. J. Cuddy; telegraph editor, L. K. Hodges; market editor, J. M. Lownsdale; advertising manager, W. J. Hofmann; circulation manager, A. K. Slocum.

Ben Hur Lampman, who would be rated at or near the very top of *Oregonian* writers in all-around versatility and skill, did not come

to the paper until 1916. R. G. Callvert, later managing editor and associate editor, was then but a short time on the staff; Walter W. R. May, who held several executive posts in both news and business departments, was yet to appear on the scene. Most of the present writers and executives have not yet been much longer than ten years on the paper.

In the business and mechanical department those listed among the old-timers in the 75th anniversary number (1925) included C. A. Morden, manager, who had been on the paper since 1881; David Foulkes, mechanical superintendent, 1887; E. D. Denny, mailer, 1890; H. W. Dewey, foreman stereotyper, 1892; Thomas Milburn, financial advertising, 1894; Nahum Easterbrooks, proof-corrector, 1894; E. B. Piper, editor, 1895; Al Faust, engraver, 1896; Alice Cornwall, bookkeeper, 1898; Ray Clark, makeup, 1898; A. C. Phelps, stereotyper, 1898; W. E. Hartmus, business manager, 1899; A. W. Cochran, plant engineer, 1899; Eric Anderson, engraver, 1899; George A. Flora, foreman, 1900; Thomas Gibson, foreman of the ad department, 1900; Edward Carney, makeup, 1900; Helen Milburn, cashier, 1900. Many of those mentioned are still with the paper.

One of the earliest editorial writers was old Lucius Bigelow, Civil war veteran, picturesque figure, who liked to write editorials about battles and generals but who never would accept a pension, explaining that he was paid for his services in the war and now had a fairly comfortable salary. He was a fat old Vermonter who, in the memory of such old-timers as Henry E. Reed and Allan Slauson, smoked stogies habitually and kept old papers piled around him, leaving a place on his desk for work not much bigger than Bill Cuddy was reduced to in his last years of non-desk-cleaning.

The brilliance of Mr. Bigelow's writing is attested by Alfred Holman, Harvey W. Scott's oldest editorial associate (11).

Mr. Holman himself was with the *Oregonian* almost steadily through the years from 1869 until his departure for San Francisco to become editor of the *Argonaut* in 1903.

Ernest Bross, who began as a reporter, as noted, also became an editorial writer, finally leaving Portland for Indianapolis, where he became editor of the *Star*.

All three of these men were among the most brilliant of all the contributors to the *Oregonian's* editorial page since the beginning.

To M. F. ("Fatty") Blake, reporter for the *Northwest News* in 1883 and the *Telegram* in 1884, Henry E. Reed awards the palm for sheer nerve. After crediting him with being pre-eminently indefatigable and ubiquitous, Mr. Reed goes on to illustrate the "nerve" of this newsgatherer who went from the *Telegram* to the *New York Herald* in 1884. "A stunt that forever distinguished him," wrote Mr. Reed in the Portland *Telegram's* semi-centennial number, "was

his getting into the carriage with the widow and interviewing her about the mysterious death of her husband, while on the way to the cemetery."

Francis D. Cusick, broken in by Mr. Reed as a reporter on the old *News*, later became city editor of the *Chicago Daily News*.

John Barrett, city editor of the *Telegram* during the Moffett regime, later became the first of a series of Oregon newspaper men to become minister to Siam and later for several years was head of the Bureau of American Republics. Mr. Barrett was on the *Telegram* for four years, from 1890 to 1894, leaving in the latter year to take the diplomatic post at Bangkok. Barrett, a Dartmouth graduate, class of 1889, had done newspaper work on the *San Francisco Examiner* and *Chronicle* after an unsatisfactory experience teaching in the Hopkins academy at Oakland. Some of his contacts there were M. H. De Young, publisher of the *Chronicle*; and John P. Young, able editorial writer, who remained on the *Chronicle* until his death nearly 40 years later; Senator George Hearst and Mrs. Hearst and the young William R. Hearst; and James D. Phelan, later United States senator. Encouraged by them to continue in journalism the young Barrett soon came north at the invitation of J. J. Halloran, publisher of the *Daily Astorian*, to write boom articles for Astoria. After doing similar work in Seattle and Tacoma, under Leigh S. J. Hunt, noted owner of the *Post-Intelligencer*, and Will H. Parry, his city editor, who had been the founder of the *Salem Capital Journal* a few years earlier, and under R. F. Radebaugh, publisher of the *Tacoma Ledger*, Mr. Barrett came on to Portland at the personal written solicitation of Harvey W. Scott and Henry L. Pittock, who owned the *Telegram*. Pittock and Scott about this time had decided to put new life into the *Telegram* and cease the mere lifting of matter from the *Oregonian*; the evening paper was to be a live, newsy Democratic newspaper, up to 16 pages in size. In the conference at which this decision was made, besides Mr. Scott and Mr. Pittock, were George H. Moffett, who was to direct the paper; C. A. Morden, head of the joint composing-room of the two papers, and later Mr. Pittock's successor as manager; and Mr. Barrett, who became city editor. City editors in those days, in towns of the size of Portland, had considerable reporting to do.

"The best all-around reporter that we had," wrote Mr. Barrett in the *Telegram's* semi-centennial number, "was Frank D. Cusick. He could interview a great preacher or a murderer, a society woman or a demi-mondaine, a visiting statesman or a thief, with equal ease! He could describe a serious state convention, a murder trial, a church gathering, and a meeting of saloonkeepers with equal facility. And, oh, how he could write! I envied him. His pen and words flowed like water down hill, and no task was too big for him. If

there were a few "sticks" to be filled in at the last moment, on hurry-up call from the composing room, he always had something that he could prepare."

The *Telegram's* society reporter under John Barrett as city editor was "the unique Victor Lewis." He is credited by Barrett with having had "an imagination that could soar like a Zeppelin airship" and with developing "the first real society column or section that Portland recognized as such." In Barrett's opinion he surpassed Freddie Gilmore of the *Oregonian*. Lewis's articles on Portland's eligible spinsters and bachelors created, wrote Barrett, "both a sensation and a panic in society! I was kept busy answering queries from those under these classifications as to why they were included or excluded. I always referred them to Lewis, with the result that he barely escaped battles of fisticuffs with bachelors or having his hair pulled by spinsters. Finally Mr. Moffett said I had better stop those articles because all the young men and women friends of his wife and daughters were beseeching them to use their influence that they should be left out or included, as the case might be. Lewis nearly cried when I told him that he must stop and try something else to make his column popular or unpopular."

Mr. Barrett paid a tribute to Otto Greenwood, "the whole thing or push on the *Telegram*" before its reorganization under Moffett. Greenwood had had full charge of the local news. He was, as Barrett describes him, a most picturesque character: Tall, slender, almost of bone-showing thinness, with a face of patronizing dignity, dominated by an immense nose and crowned with grayish hair, illuminated by big blue eyes and finding expression through a mouth that had a peculiar quirk, dressed always immaculately, and usually wearing a high hat and spats, carrying a cane, he strode about Portland like a king, and was known to everybody from the newspaper urchins to the greatest bankers and society women." This odd newspaper figure, Barrett wrote, was "always helping those in distress, even to the extent of eliminating his meals at the end of the month when his salary payment for the last month was exhausted."

Edward Lathrop (Jerry) Coldwell goes into Barrett's record as "the one great historic reporter of the *Oregonian*." What Scott and Pittock were to the editorial and business departments, Coldwell, 25 years on the *Oregonian*, was, in the opinion of many, in the news department. "As he went daily from city hall to post office, the county court building, and to the various political and business headquarters, he was the living embodiment of the *Oregonian* walking about," Barrett wrote. "Somewhat tall and portly, always carrying an umbrella in his hand, he might easily have been mistaken for the owner rather than the chief reporter of the *Oregonian*. I believe that he knew in those days every man, woman, and child in

the entire city and a good part of the population of Oregon. His regular column or columns in the *Oregonian* were sacred to him. Even Mr. Scott and Mr. Pittock hesitated to put in them any item of a news character without consulting him."

Celebrities interviewed by Barrett while on the *Telegram* included Sarah Bernhardt, who upset the conservative New Englander with a resounding smack and an embrace that made him blush; Ellen Terry, Sir Henry Irving, Mary Anderson, Sol Smith Russell, James J. Hill, Vice-President Stevenson.

On the *Evening Standard*, which was slowly dying in the early 80's, were Anthony Noltner, editor; J. B. Fithian, Sidney Dall, and John Milliken as reporters.

Members of the *Northwest News* editorial staff after 1883 included, as Mr. Reed recalls them, Adam S. Collins (for a short time); Sam Connell, who became a manufacturer and banker; Frank D. Cusick; Henry S. McGowan, later to become active and prominent in salmon fishing and canning; A. A. Ritchie, and Samuel R. Frazier. John G. Egan, who started as foreman of the *News*, later became city editor. He and his brother Martin were famous reporters. Jack Egan later became connected with the firm of J. P. Morgan & Co. in New York. Another reporter on the *News* was Herbert S. Johnson, son of J. W. Johnson, first president of the University of Oregon and himself one of the early graduates (class of 1887).

After several years' absence as clerk of the circuit court and in private real estate business, Reed returned to the *Oregonian*, doing special work, December 1, 1896, remaining until October 1, 1901, at which time he was assistant city editor under N. J. Levinson.

On the *Telegram* during this period were Paul and Carl Kelty. Paul R. Kelty later was editor of the *Oregonian*, the position so long held by his uncle, Harvey W. Scott, for seven years. Carl Kelty is a financial broker in Los Angeles.

EVOLUTION OF NEWSWRITING

If the reporting and newswriting on early Oregon newspapers seems incomplete and formless, this need not be attributed entirely to inexperience of personnel or to pioneer environment.

The Oregon papers were not lagging far behind those of the eastern states in their newswriting technique. Twentieth century readers are so accustomed to having their news given them in the first sentence or the first paragraph that it is hard for them to realize that this manner of putting-the-best-foot-forward in the "lead" and thus "selling the story to the reader" has not always been the American style. The change has come gradually. Certainly it was

not here when the *Morning Oregonian* began publication in 1861.

At the time of the founding of the *Oregonian*, in 1850, the *New York Herald* was in its eighteenth year. It was a four-page paper, with six 15-em (2½-inch) columns to the page. (Of the 24 columns, 11 were occupied by advertising, some of it of the most objectionable kind, most of it, however, the general run of retail store advertising.) News still was largely a rewriting of what the papers brought in on the steamers from Europe.

The kind of newswriting which was serving as a model for early western reporters is indicated in the amateurish, chronological telling of a fire story in the *Herald* of April 11, 1851:

Tremendous Conflagration—Great Destruction of Property, &c.

About one o'clock this morning a disastrous fire broke out in the store No. 180 Broadway, occupied by Messrs. Hudson & Robertson, which spread with such rapidity that in a comparatively short time the whole building was in flames. The firemen, with their usual promptitude, were on the spot as soon as the alarm was rung, but notwithstanding their vigorous efforts, the flames got ahead of them. The next store being Cooper's gun and pistol shop, the firemen entered it for the purpose of removing any gun-powder that might be contained therein. On investigation they found only twenty pounds of that dangerous article which was contained in tin kegs. As soon as this was removed, they commenced playing upon the Howard House, which was in imminent danger, and which, it was seen, would soon become a prey to the fire, if the flames, which were then favored by the wind in that direction, proceeded much further. Soon it was discovered that the adjoining building, Howard's Hotel, was in flames, and the boarders therein took the alarm. Boxes, trunks, band boxes, and other articles, were immediately hurried out; and as usual in such cases, more damage was caused by the breakage than by the fire. The terror of the inmates was extreme; and the consequence was, the usual amount of breakage. The powder, however, having been taken from Cooper's store, the firemen felt no apprehension of danger. They worked like beavers in combating the flames; but the fire, notwithstanding their exertions, got ahead of them; and it was not until the rear portion of the building in which it originated fell, that they were able to control the fierce element.

At about 2 o'clock the house next the corner of John street fell with a most awful crash, and the thousands that

congregated in Broadway in front of the burning edifices, rushed away with screams which affrighted the whole crowd; but whether anyone has been buried beneath the ruins, we have not yet ascertained.

An efficient police force was in attendance during the fire, who maintained order, and enabled the firemen to perform their arduous duties.

Our reporter was not enabled to learn whether the stores destroyed were insured or not. The Howard Hotel was saved, although the building sustained serious injury. As soon as it was discovered by the inmates of that hotel that the whole building was in no danger of being destroyed, they hastened to bring in their property as expeditiously as they took it out on the first alarm. Many of them being strangers to New York did not know but that the hotel would be wholly destroyed. Besides the store in which the fire originated, the next house, occupied by J. D. Chevalier, on the corner of John street and Broadway, and No. 4 John street, occupied by Mr. Bambridge, engraver.

At the time of our going to press, the flames were nearly subdued and no further damage was apprehended.

The New York *Weekly Tribune* of May 26, 1860, telling the story of Abraham Lincoln's nomination, put the fact of the nomination in the second division of the heading, under the top line label "The Chicago Convention" and ran the nomination, in which the *Tribune's* editor, Horace Greeley, had had a prominent part as a proxy delegate from Oregon, buried deep, taking its chronological place under the head of Third Day's Proceedings.

Another example: When Japan, in 1860, sent its first ambassador to the United States (it had been only a few years since Commodore Perry had persuaded Japan to mix with the rest of the world), the *Tribune* gave nearly two whole pages to the event. The heads were labels, and the whole account was chronological.

Important city business transacted by the New York board of aldermen was regularly run in chronological sequence. For instance, in the *Tribune* of December 21, 1860, such an article begins with the paragraph:

A regular meeting of the Board of Aldermen was held last evening, President Peck in the chair.

Then, several paragraphs down:

Mr. Boole offered a resolution that a committee of three from the Board of Aldermen, and a committee consisting of the same number from the Board of Councilmen be appointed to confer with a committee from the Board of

Supervisors to take into consideration the erection in the Park of suitable buildings for Courts. Laid over.

It is easy to imagine what a modern reporter would have done with as important a matter as a proposition to erect "suitable buildings for courts."

A big news story in the *New York Herald* of July 22, 1859, about the erection of a "New Monster Hotel in Fifth Avenue" contains a pioneer description of the newly-invented elevator, the work of Otis Tufts, of Boston. The reporter, none too sure that the new contraption, the "vertical railway," is feasible, allows some doubt to creep into his description:

One novel feature of this hotel is, that it will contain a vertical railway; that is, a carriage will move from the top to the bottom of the building, and from bottom to top. It will be forced upwards by the application of steam power, and the descent will be regulated by the assistance of hydraulic power, so as to guard against accidents. The car will be attached to a shaft, which, being turned by steam, will cause the car to proceed upwards, by means of a screw, or on the principle of an inclined plane. The car stops at each floor, and passengers are landed, and others taken in. In the same way, in making the descent, it stops at each floor. It is stated that there will be contrivances at each of these landings to prevent accidents. We should think something very effectual would be wanted to make this arrangement safe. The inventor is Mr. Otis Tufts, of Boston, who, suffering from the commercial convulsion, turned his attention to mechanical studies. In his case necessity was the mother of invention. The design is to equalize the stories in the building and make the sixth as desirable as the second or third.

Behind the vertical railway is a baggage elevator, moved by the same power. The object of this is obviously to save the necessity of taking trunks up and down the stairs—a great convenience.

The bigger the event, apparently, the more determined were the news writers of the 50's and 60's to sneak up on it chronologically and get it moving with the minimum of jar or excitement—like a skillful locomotive engineer starting his train so gently as not to clink the dishes in the dining car. One of the big news stories of the whole '50-'60 decade was John Brown's raid on Harper's Ferry in 1859. Here is the way the *New York Weekly Tribune* started this story in its issue of October 22, 1859:

Old John Brown, of Kansas fame, has incited an insurrection at Harper's Ferry. With 21 men he took pos-

session of the United States arsenal at that place, last Sunday evening, and held it against the forces of Maryland and Virginia, until Tuesday morning, when it was stormed by United States marines.

The second section of the headline had read: "Old John Brown Shot." This important and interesting part of the story is not mentioned in the first thousand words. Instead the reporter goes on to sketch in the whole background before telling the news of the day.

This is how Horace Greeley's *Tribune* was telling murder stories in 1859, as indicated by an example from the issue of January 6 of that year:

Terrible Tragedy in Sullivan Street

A Spaniard Murders His Father-in-Law

He Stabs His Wife and Her Mother

Jealousy the Cause—Escape of the Murderer

Under the heading, which occupied an inch of space, the lead started out thus:

This (Thursday) morning, about 2½ o'clock, a deliberate and cold-blooded murder was committed in the rear of premises No. 154 Sullivan street, Harmon Curnon, a colored man, being stabbed to death by Felix Sanchez, his son-in-law. Some seven weeks ago, Sanchez, who is a good-looking young Spaniard, married Mary Jane Curnon, a sprightly colored girl, and latterly the newly-married couple boarded with Mr. and Mrs. Curnon at the above number. Sanchez, who is represented as an extremely vicious fellow, without cause became jealous of his wife, and a day or two since threatened to take her life.

Then follows the account of the actual killing, and the article ends:

Then . . . Captain Turnbull subsequently deputed Officers Baldwin and Wisebury to search for Sanchez, and the officials searched his old haunts, but without success. . . . It is believed the murderer will soon be taken. . . . Mr. Curnon was a very respectable and industrious man.

The following article, published in the *Oregon Statesman* June 1, 1852, is apparently a fair average of the Oregon newswriting of that day:

Murder and Execution on Rogue River.

A murder was committed at Jacksonville, a small mining

village on Rogue river, on the 2d of May, under the following circumstances: A young man named J. C. Platt, slightly under the influence of liquor, challenged any person to run a footrace with him. Several bystanders selected a man of the name of Robert Maynard, who went by the name of Brown, to accept the challenge. Platt said he was no kind of a man, and that he would not run with him; that he could beat him at anything—fighting or anything else; and that if he ran, he wanted to run against a man. Brown said he was insulted, and that he would shoot Platt. He borrowed a revolver, and afterwards meeting Platt in the street, told him that he had insulted him. Platt denied having done so, but said that if Brown was disposed to “take it up,” he could do so, at the same time taking off his coat for a fight. Hard words passed between them; Platt said Brown was a liar and a thief; Brown forbade him repeating it; the language was repeated, whereupon Brown drew his revolver and shot him through the left breast. Platt exclaimed, “the damn scoundrel has shot me—arrest him,” and fell. He lived but three minutes. Brown was taken into custody, and on the following Tuesday tried. A judge and prosecuting attorney were appointed, and a jury summoned, and a fair trial given him.

He was defended by D. B. Brenan, of Portland. An auctioneer, known by the name of “Tom Hyer,” acted as prosecuting attorney. The trial lasted twelve hours, when the jury retired and after deliberating an hour and a half, returned a verdict of guilty of murder in the first degree. Brown was heavily ironed, and a guard of eight men placed around him. It was moved that he be allowed three weeks to “make his peace with God.” The crowd rejected this motion by a large majority. It was then moved that he be allowed three days to prepare for the change, which motion prevailed. Accordingly on Saturday the 8th, he was taken on a cart about one mile from town, where a gallows had been erected, and hanged.

He has been sometime in Oregon, and we learn spent the past winter at Marysville. He talked freely upon the gallows; said he was not sorry for what he had done, on his own account, but he was sorry to afflict his parents and brothers and sisters. He said he should be hung and buried in that grave, (pointing to a grave near by, which had been dug), and that the traveler would point to it and say there lies a man who would not be insulted. He bid the crowd “good-by,” and was swung off. He stated that his relatives lived in Illinois. He was twenty-one years of age.

The *Statesman*, however, supplies us with examples of both the good and the bad. For example, the following (February 9, 1858):

The jail here was set on fire Friday night, and was with much difficulty saved from destruction.

Also, the following week, in the same paper:

A revival of religion is in progress at the M. E. church. Meetings are held day and evening.

These represent no advance whatever over what the little *Spectator* had been doing twelve years before at the very birth of news-gathering in the West.

Describing a new bridge at Lafayette, the *Statesman* (October 9, 1852) said, in a news-editorial:

We are gratified to learn that the bridge across the Yamhill river, at Lafayette, is completed, and in use. It is a noble structure and a much needed convenience to the public. The public-spirited citizens of Yamhill deserve great credit for the energy and determination with which they commenced and carried on the enterprise in the face of misfortunes and embarrassments. They had it nearly completed last winter, when the freshet carried off one of their large abutments; but nothing daunted they commenced the work of reconstruction, and now have it finished, and, as they say, and as we trust, beyond the reach of floods.

The date does not seem to make much difference in the quality of the newsgathering and newswriting in the *Statesman* of those earlier times. This excerpt from the issue of January 18, 1870, might well have come from the first issue, 19 years earlier:

Recovering.—We learn that the little boy who was so severely hurt by a horse last Sunday week, is so much better as to be considered out of danger. Mr. Farrens thinks that he was not kicked but struck by the forefoot of the animal—a gentle mare. The dog was barking at the time, and it is supposed that the mare struck at him. The little fellow had a loud call, and we suppose the physicians attending him feel rather proud of their success. We hear it is more than they expected at first.

Good examples of the practice of combining news with editorial are found in the *Oregonian* in 1857, at the same time giving a line on the state of public order in Portland at that time.

“California rowdies” are blamed for disorderly conditions in Portland by Mr. Dryer in the course of a 200-word item telling of the shooting of a rioter by Marshal Holcomb in self-defense. The article concluded:

The permanent citizens of this city, and the country, will never, we trust, surrender the right of self-preservation, of property and life, to California prize-fighters, or reckless desperadoes.

Two weeks later, the *Oregonian*, concluding a 400-word editorial-news story on a "\$3,000 Burglary," said:

There are a desperate set of thieves and burglars hanging about this city. The time has come when every citizen should protect himself by the adoption of some course which shall disperse these desperadoes, or confine them where they shall be harmless. . . .

We submit the question, What shall be done? Let the people answer, or take the responsibility.

The story in the Oregon City *Argus* of April 30, 1859, of the Republican state convention held in Salem is an Oregon example of the reluctance of early-day newspapers to report a news item of any considerable size or to rewrite or boil down any news account sent in by a non-member of the staff. The usual policy of giving the facts in strict chronological order without reference to their importance and of omitting to emphasize any strong news feature in the beginning (lead) of the article is illustrated in the story, which began as follows:

Pursuant to the call of the State Central Committee, the Republican State Convention assembled at the Court House in Salem, Oregon, on Thursday, April 21, 1859, at 9 o'clock a. m.

The convention was called to order by the Hon. W. T. Matlock, chairman of the State Committee; and, on motion, Dr. H. V. V. Johnson of Washington county, was chosen temporary President, and A. A. Skinner, of Yamhill, Secretary.

A committee on credentials was appointed by the Chair, consisting of C. P. Sprague of Josephine, B. J. Pengra of Lane, W. D. Hare of Washington, Dr. Warren of Marion, and J. S. Rinearson of Clackamas. The committee, after a brief absence, made their report, which was amended and adopted as follows.

A line on what eastern papers were doing in newswriting in the 70's is obtained from the following interview, in the *New York Herald*, July 18, 1872, with Edward S. Stokes, just acquitted of murder after the slaying of Jim Fisk, partner of Jay Gould. The top line of the head read: "A Talk With Stokes," and the lower section (deck) contains the statement that "He Denounces Thomas

Hart as a Perjured Witness and States That He Was to Get a Thousand Dollars for His Evidence."

After a red-hot heading like that one would expect some fireworks pretty early in the story, but here is the way it started.

On a hot day the Tombs Prison is not a relief to the eye. The fiery sun glaring on the granite walls reflects the heat, and it strikes the faces of the passers-by with ten-fold effect. To get into the Tombs you must apply at the entrance in Franklin street. Mark Finley, the keeper, is one of the best fellows in the world, and when a reporter calls he unbends himself and takes the visitor all around to see the sights. The lion of the Tombs just now is Edward S. Stokes. His trial, which has lasted for so many days; has made him famous, and the defense made by John McKeon has been traversed by all the journals in the land.

"Ask Mr. Finley for a ticket and then I'll bring Stokes out in the room to see you," said the good-looking and even-tempered man at the gate, who does not look like a human being who has been confined in prison walls: His face is too jolly looking for that. "You can't see him in his cell, but you can see him in the room right back here." An old man, with a white beard, went back in the prison yard to look for Stokes, and the reporter for a few moments sat down.

Stokes came out in his shirt sleeves, wearing white striped trousers. His mustache was shaved off. This made a great difference in his appearance. Stokes looked like an actor with his clean shaven face, and people who saw him said, "He looks like John Mortimer."

He shook hands with the *Herald* reporter and sat down to make his statement. Paper and a pencil having been produced, Stokes spoke in his peculiar manner, full of earnestness and vigor. He was in excellent spirits and talked freely.

He said, "Mr. —, there is one thing I wish to say to you. I shall not give any interview to any person but a *Herald* reporter. Some people come in here and say that they are reporters, and endeavor to speak to me, but still I do not desire to talk to them. I have been misrepresented so much that I have to be careful. Therefore, what I tell you is the only true statement that will be made; all the rest is false."

Having finally done full justice to himself and the *Herald*, the 1872 interviewer proceeds with the matter in hand. Reporter's questions include: "What is your opinion of the jury which tried you?" "What do you think of Mr. Garvin, the District Attorney?" "What

do you think of Judge Ingraham?" "What have you to say in regard to the trial generally?" Stokes managed to make his answers pretty thoroughly foolproof. The overemphasis on non-essentials in the opening of the story appears obvious.

Some accident stories from the *Eugene Guard*, June 15, 1872, indicate some slight advance over the newswriting technique of the 50's:

Accident.—On Monday a team belonging to George Petty ran away about six miles south of town, throwing Mr. Petty out of the wagon and breaking one of his arms in three places between the elbow and shoulder. He was brought to town and his injuries attended to.

Another.

A few days since, Zimmerman & Co.'s mill team ran away, throwing the driver out of the wagon, one of the wheels of which passed over his thigh, lacerating the flesh in a horrible manner. No bones were broken.

One More.

A man named Garraty, who lives on Coast Fork, was recently kicked by a horse, his collar bone and shoulder bone being broken and other injuries inflicted.

And a little more of local "news" with the customary bit of editorial and a political dig thrown in (June 1, 1872):

"Dead-Beats"—During the past week our town has been over-run with a lot of scalawags and loafers who have no visible means of support. They are all Republicans and were brought here for the express purpose of voting the Republican ticket next Monday. Look out for them!

The 80's still saw a considerable percentage of the news stories told in the chronological order, starting right at the very beginning, whether the beginning was important or not. Here's an Oregon example, from the week-old *Daily Northwest News*, January 8, 1883, which the reader apparently is expected to take at one gulp:

About 6 o'clock yesterday morning when Harry Brannon, a little newsboy, was passing the Chicago Exchange, on First street near Salmon, he saw a man fall heavily upon the doorstep, where he laid [sic] motionless. The boy thought the man was drunk and passed on about his business. Shortly after Policeman Putnam found the man, and after feeling his pulse, came to the conclusion that he was dead. Coroner Cooke was notified and took charge of the remains. The dead man was found to be John P. Savage, a barber lately employed at Gumbert's shaving parlors at First and Yam-

hill streets. The following gentlemen were impaneled as jurors by the Coroner: A. B. Stuart, W. J. Prout, R. M. Stuart, J. M. Coulter, R. Gambert, and R. Gabler. The first witness examined was young Brannon, who testified to seeing the man fall. Dr. W. H. Saylor, called as a medical expert, after a careful examination of the body, gave it as his opinion that the man died from natural causes. The Coroner's jury brought in a verdict in accordance with the above facts. Savage was an Irishman, unmarried and about forty years old. He came to this city nearly seven months since and entered Mr. Gumbert's employment as a barber. He had conducted himself well up to Christmas day, when he took to drinking. He continued his dissipation steadily and especially for the last week. The frequency and quantity of liquor drank [sic] by him, together with abstinence from food, so weakened his system that his spree culminated in death. He was respectably clad, and \$24.50 in coin was found in his pockets. He has a brother, who is also a barber, at Gilroy, Cal. Mr. Gumbert telegraphed last night to Gilroy to find out what disposition the brother desired to have made of the body, but no answer had been received up to a late hour last night.

This is below standard in so many respects that comment seems unnecessary. Other papers were more careful, but all of them tended to go outside the record to make unnecessarily defamatory statements—usually more grammatically than this reporter succeeded in doing it.

An example of a news item told in the chatty interview form with the effect of reducing the emphasis on the information given and leaving the reader with an impression of comment after the news rather than the news itself, is this one from the *Daily Northwest News* of April 7, 1883:

Items From the Front.

"Yes, sir," said genial Superintendent of Construction J. L. Hallett to a *News* reporter yesterday. "I am through with the Clarke's Fork division of the Northern Pacific railroad now, and I discharged all my men, 5,500 in all, on the 31st ultimo. The road is finished up to and track laid over the last crossing of Pen d'Oreille."

"How many miles are there yet unfinished?"

"About 266 in all, 143 of which are on this side of the tunnel and have been graded about half that distance during the past year by contractors. In my section, or rather in the Clarke's Fork division, all but eight miles had to be bal-

lasted. In addition to this there had to be nine miles of trestle work put up."

"That must have taken a good deal of timber," said the reporter.

"Yes, about 10,000,000 feet of cedar and tamarack."

"How about that 123 miles of road on the other side of the tunnel?"

"That is also being worked upon with all possible dispatch. You see the tunnel will be the meeting point for the two opposite forces."

"When will the whole road be finished, do you think?"

"Oh, before the end of 1883, without doubt. Good day."

This seems to be an excellent example of how reporters frequently let the readers see the wheels go around in the gathering of a news story. For publication, one would say, the reporter is overemphasized, and the reporter did not really get down to the type of information or conversation which called for so thoroughgoing a resort to direct discourse. Finally, if all this is news, it was deserving of more prominence, a bigger heading, and more detail. If it is not news, the reporter should have followed it up with questions that would have brought out the "features" in the wake of the news and produced a colorful story. The article apparently comes under the head of missed opportunity.

Reporting of the mid-nineties is exemplified in the *Oregonian's* news story of the plunge of a Milwaukie electric car into the Willamette river in November 1893.

Modern newswriting was becoming standard in Oregon at that time, and the form used in describing this disaster would pass muster today. The story is introduced, appropriately, by what has become known as the "accident" lead, characterized by the summarizing of the main facts followed by a list of the casualties. This type of lead, it is observed, has been appropriated rather heavily for other types of news besides accidents, being employed by newswriters for any article in which a list of names of reasonable length is an important detail. Here is the way the story started:

Portland's second street railway catastrophe within a year occurred early yesterday morning, when the electric car Inez, bound from Milwaukie to this city, plunged through the open draw of the Madison-street bridge and sank in the river. There were 18 or 20 passengers aboard when the car started to cross the bridge, and all but seven of them saved their lives by leaping from the vehicle as it dived. Five corpses have been recovered from the water, and a man and boy are missing. The dead are:

Here follows the list of names and identifications. The account of the accident occupied four columns in the paper, illustrated with three line drawings—one of the plunge, one of searching for the car, one of raising it.

The *Oregonian* carried an editorial condemning the motorman for not driving with his car completely under control on a track slippery with frost, and another editorial saying a stop should be enforced before every draw, whether the draw is open or closed. "What can be said in extenuation of his stupidity and recklessness?" asked the *Oregonian*. A coroner's jury later censured the motorman.

While this story and the date 1893 by no means mark the final arrival of "modern" reporting and newswriting (there were many lapses before this sort of thing became standard), this type of news-narration became more and more general until the opening years of the twentieth century saw it universal in metropolitan papers and usual in all but the most formless of the smaller publications.

Development of the headline from the old days of single-line heads at tops of column and side-heads in capital and small-capital letters through much of the paper down through the age of overdisplay to the present rather medium emphasis through headlines, can be traced through Oregon papers as well as anywhere outside of the great metropolitan centers of the country. Starting at the very beginning, for Oregon, in 1846 (12), Printer John Fleming on the *Oregon Spectator* had nothing bigger to set on any of the news items than little side-heads of caps and small caps of the body type of the paper, except for a few bold-face heads, single-line, slightly larger, over the longer items. This can be attributed not only to the scarcity of space in the little four-column paper and the lack of big news but also to the fact that it didn't seem to have occurred to anyone anywhere else to use anything bigger—so there were few if any models of real headline display.

The New York *Tribune* of Greeley & McElrath in 1843 was using just about the same size and style of headlines; so were some of the other papers. New York city news was running mostly under side-heads, with the eight-point capital line "City Intelligence" at the top—and, as explained elsewhere, this word *intelligence* was merely a synonym for news and did not mean anyone's personal IQ.

A big murder trial in New York in 1843 was headed by the *Tribune*, Trial of Antone Gieser (one line), or on some other days there was merely a little hanging indention of two or three lines like this:

Trial of Gieser for the
Murder of a Family on
Long Island.

Other papers were doing the same sort of thing.

Not only were these headings unemphatic typographically but they made no particular effort, apparently, for emphasis or action in their wording. The label, actionless heading, brought over with other journalistic traditions, from England, was deeply rooted in American practice, and it took two or three wars to raise excitement over news of the day to the point where screaming action appeared to be demanded.

Of recent years, indeed, the Hearst papers and some others in America, having noticed an apparent over-dependence on verbs by American headwriters, have gone part-way back to the British label style; but they are trying to get strong labels. Forceful nouns and just the right adjectives have to be selected, and it is remarkable how well most stories can get along without verbs in the headlines if the right nouns are chosen.

One noticeable point in the 19th century heads is the emphasis on the way the news was obtained. The telegraph was young, and there was the same interest in anything obtained over the wire at that time that later attached to tuning in on Mexico or Paris, regardless of how commonplace the matter carried on the radio. This phase passed, for both wire and radio.

The New York *Herald* began writing them bigger and blacker. Behold a 17-deck head covering the news budget brought in by the steamship *Africa* from Europe (these vessel arrivals were always played up big, but Europe was just completing one of its big wars, and it took 17 decks (sections) to do all this world news justice).

Under the sprightly leadership of C. S. Jackson and John F. Carroll the *Oregon Journal* in 1903 went into the bright red on its headlines in order to get into the black in the bookkeeper's report. Phrasing was in harmony with the coloring. The vogue never took hold in Portland and after a few years was abandoned.

RISE OF SOCIETY WRITING

THE first real account of a society event ever published in a newspaper on the Pacific Coast appeared in the second number of the *Oregon Spectator* February 19, 1846. The event was a ball at Vancouver. Under a single-line sidehead the item appeared as follows:

Captain Baillie and the gun-room officers of H.B.M.S. *Modeste* entertained a numerous circle at a ball here, upon Wednesday evening. There was a brilliant assemblage of the "fair sex" of Oregon; and although in the far west, yet from the gay display that night we are proud to state that the infant colony can boast of as pretty faces and handsome "figures" as the mother country. Dancing commenced at 8 o'clock, and it was pleasing to see the "tripping on the light fantastic toe" kept up with such spirit. The dresses of the ladies was a theme of universal admiration, combining neatness, elegance, and ease. Reels, country dances, figures eight, and jigs was the order of the evening; and if we do not yet come that fashionable dance, the Polka, still we live in hopes of seeing it introduced at our city balls, a gentleman who knows and dances it well and who lately visited the Falantine Plains having kindly volunteered to instruct the Oregonian beauties in its intricacies.

Vancouver, February 7, 1846.

A glimpse of the social life and the society reporting of the middle 50's in Oregon is afforded by the following from the *Oregonian*, August 23, 1856:

A complimentary ball was given by the friends of Capt. Withers, U.S.A., to that gentleman at the Metropolis Hotel, on Thursday evening last. A large number of ladies and gentlemen were present from Oregon City, Vancouver, Astoria, and other places, as well as from this city. Everything was got up in a style unequalled before in Oregon. The large hall at Keith's Metropolis Hotel was most beautifully decorated and lighted up with several brilliant chandeliers, which, with the enchanting music from the splendid band belonging to the military post at Vancouver, and the beautiful daughters of "old Mother Eve," produced a scene of gaiety seldom equalled in any country. The supper was the best we have seen gotten up on this coast, and was enjoyed with as much relish as the dance. Everything, in short, was in tip-top order, and was a compliment to the gentlemen who got it up, as well as to Capt. Withers.

Capt. Withers leaves for the United States on the next steamer. May his journey through life's devious ways be as enjoyable as was this parting compliment to him.

The printers had a good bit to do with the tone of the notice a young couple got in early days on the occasion of their marriage. Notice the second paragraph of this item, preceeded by a hand-sign (*Oregonian* Sept. 4, 1852):

MARRIED

On Wednesday, 1st inst., at the residence of Col. W. W. Chapman in the city of Portland, O. T., by Rev. J. H. Wilbur, Mr. Simon B. Marye, and Miss Sarah Eveline, daughter of Col. W. W. Chapman.

The lateness of the hour at which the above was received, will prevent us from making "only a few brief remarks" at this time. It is but justice to say, however, that in this their hour of joy, they forgot not the printer. Our best wishes go with the happy couple through all the varied scenes of life—may peace and plenty attend their steps and *pledges* of undying affection rise up around their hearthstone, who shall call them "blessed."

But should the unbidden sigh ever involuntarily rise, "would it were done before," we beg them to remember . . .

Notwithstanding the emotional ecstasy of the printer—or could it be because of this?—the item ended there, leaving the happy couple and the bewildered reader to wonder just what it was that was so well worth remembering.

It was the custom of the times to send to the printers bits of the wedding cake or a generous sample of the refreshments, solid or liquid, which contributed to the joy of the occasion. When this little detail was overlooked, the length and the tone of the wedding notice were not unaffected by the oversight.

St. Patrick's day stuff used to call forth all the latent enthusiasm of the society writers in early Oregon. After an account of the St. Patrick's Day celebration in Portland with . . . "a stirring address by S. J. McCormick, Esq." the *Oregonian* writer went on to say (March 19, 1861):

In the evening there was a grand ball at the Willamette Theatre, which had been floored over and decorated for the purpose of dancing. An unusually good time was experienced and all who partook of the experiences must look to it with emotions of pleasure, and hope for a return of the day.

Another of those fulsome wedding notices in which it is made perfectly obvious that the contracting parties did not forget the "typos" appeared in the *Oregonian* March 19, 1861, soon after the daily edition was started:

Married.

In this city on the 28th inst., at the residence of the bride's mother, by Rev. P. McCaffrey, Mr. Henry D. Hoyt to Miss Mary L. Millard, both of this city. In common with an extensive circle of acquaintances, we wish the newly married couple a happy and prosperous future. It is but seldom that a matrimonial alliance has called forth so many heartfelt wishes for the happiness of the parties. In that feeling we concur and hope that all the days of their lives will be as much to their honor as the past life of each has been a source of pleasure to their relatives and friends. The "typos" drink the health of the bride and bridegroom around the "imposing stone." Mr. and Mrs. Hoyt go below on the *Panama* this morning. [*Below*, here means to San Francisco.]

The society department was different in the 80's. The daily *Northwest News* carried a half-column (weekly), and here is a sample, headline and all, from the issue of April 7, 1883:

SOCIETY NOTES.

 A Brief Resume of Occurrences in the
Drawing Room and Parlor.

 A Dull Week—Festivities Postponed—Fashion's
Decrees—General Gossip—Etiquette.

(Note—All communications should be addressed to "Society Column," Daily *Northwest News*.)

Usually at the expiration of Lent, "Society," like spring blossoms, resumes her newest and gayest garb, but owing to the serious illness and death of two persons so well known and universally beloved and lamented as Charles Hodges and the young wife of Rev. Mr. Lee, Portland "circles" have been bathed in tears.

"Tears for the brave, good man,
Whose worth and whose works will live!
Tears for the fair young bride, whose life so brief
Was filled with usefulness and love."

Here follow eleven items, filling five inches of space; some of the items are regular society news and two or three miscellaneous. The mixture of "business" and society is indicated in the following:

Mr. Tyler, a brother-in-law of Professor Cook, the music teacher, is in the city. He expresses himself much pleased with Portland and will probably engage in business and send for his family.

Society news of the early 80's, as handled in the Oregon papers, had advanced from the fumbling formlessness of the late forties and the fifties; society itself was "growing up" a bit. Until the advent of the Sunday paper, late in 1881, the social week was reviewed to the extent of half a column to a column in the Saturday morning *Oregonian*.

Right up to the time of the Sunday paper there was rather a heavy seriousness about it; any humor that appeared had "crept in," inadvertently. Headlines were small and as far removed from liveliness as humanly possible.

Among the personals is a comment on some prominent Portland society matrons, clipped from *Andrew's Society Queen*, "the great society paper," in its issue of September 3:

Mrs. ex-Senator Corbett is one of the most elegant ladies at the "States." She dresses in exquisite taste without being fond of display and is altogether a most charming and affable lady. There is excellent society in Portland, and she is a leader. . . .

Mrs. Oscar R. Meyer of Portland, Oregon, is a lady of delightful vivacity, a fine singer, and highly cultured in every respect.

The *Sunday Oregonian* was launched about two months later (Dec. 4, 1881), and the gayety attending its advent was not wanting in the social column itself, which had been transferred to the Sunday paper. Nothing heavy and didactic is interpolated, but the column is not allowed to get monotonous. In the very first Sunday issue, right in the middle of the Society notes, between a solemn description of an heirloom costume worn at a recent Old Folks' concert and a story of a dignified party at the residence of Mr. C. B. Bagley at Olympia Wednesday on the occasion of the birthday of the editor of the *Courier*, one comes suddenly upon this:

Mary had a vaccine scab
 Upon her snow-white arm;
 She warned her beau to this effect
 For fear he'd do it harm.
 But when they came to part that night,
 She gave a mighty grab
 And whispered, "Hug me awful tight
 And never mind the scab."

Nothing like that has been appearing in the Sunday society department in Portland for some time.

An ad like this in these days would probably suggest that the persons involved were declassé or at least not of the elite. The names, however, belie this and indicate that society news and editing were not in those days what they have since become:

Will Receive Today.—Mrs. John Crau will receive her friends today at 331 West Park, assisted by Mrs. David Tuthill, Miss Helen Teal, Miss Shelby, Miss Walker, and Miss Egbert. ja 1 it.

Perhaps it is unnecessary to explain that the *ja 1 it* in the Portland *Northwest News* is an advertising guide-line signifying that this is an ad which the printer is to take out after the one insertion, according to directions from the advertiser. An ad like that today would get 'em talking. But that was 1883.

By 1899 the society writing had become pretty thoroughly conventionalized, but there were still some oddities as compared with prevailing practice today. Total space in the special Sunday section (the daily society department had not yet arrived) was about ten columns, two-thirds of which was devoted to the social and personal news of Oregon and Washington communities as far away as Pendleton, La Grande, and Walla Walla.

The department had a three-column engraved heading "Society," and usually one layout of pictures printed from zinc etchings—the halftone process though invented more than twenty years, was not yet common in the newspapers. This time the "art" was made up of three pictures of "three ladies who will help to make the Irish Fair a success."

The papers were still mixing "reader" ads unmarked among their short news notes and personals to catch the reader who was not bent on perusing advertising, so we see in the *Sunday Oregonian* of January 1, 1899, several little ads, separated by a tiny "jim" dash from the "Society Personals," one of which ads directs attention to the "greatest clearance sale of them all . . . miniatures, bronzes, pictures, etc. . . . See the prices. Bernstein's, 307 Washington." The custom of society editors' failing to mention one's business connection in society notes was not highly regarded in those days, for another item under the "Society Personals" reads:

Mr. J. W. Wilson, of the firm of Meyer, Wilson & Co., will leave the latter part of this month for New York, where he will reside permanently.

The change in society news-handling since those days has involved the adoption of more colorful, objective writing, greater space allotment, development of the halftone picture layout. Makeup, with greater and more attractive "art" layouts, and ads removed from the first page of the section, and more display headings, is much improved.

Edith Knight Hill, "Marian Miller" of the *Oregonian*, who as Edith Knight Holmes, went to work on the *Oregonian* in December, 1912, succeeding Gertrude P. Corbett on the society desk, who in turn had succeeded Leila Shelby, was the first editor of daily society in Portland. Heretofore it had run but once a week, of more recent years on Sunday.

RISE OF THE SUNDAY NEWSPAPER

THE *Oregon Herald* was the first Oregon newspaper to publish a Sunday edition. This was issued for a few months in 1866, and it was 15 years before economic conditions became favorable enough to permit a regularly issued Sunday edition of a daily paper in Oregon. The *Sunday Oregonian* led the list.

The Sunday newspaper was relatively late in becoming an established Oregon institution. The churches were unfriendly to Sunday newspapers. Ministers had expressed opposition to a paper circulated for Sunday reading, while making less objection to a paper circulated Monday, the work on which had been done on the Sabbath.

The first *Oregonian* printed for Sunday circulation was not, strictly speaking, a *Sunday Oregonian*. It was an extra of the *Morning Oregonian*, so announced in a note at the head of the editorial column the previous day, Saturday, June 5, 1880, and so marked in the dateline June 6. The Republican national convention which nominated Garfield and Arthur was in session that week, and the announcement pointed out that news of this gathering had not "for years been sought with as much interest." The paper would, therefore, "issue a special edition tomorrow morning. It will contain full convention, general, and local news, and will be distributed free to all city subscribers. Single copies can be had at the business office and from newsboys." The paper, it is recalled, was selling in those days at 10 cents the copy.

A line on the intensity of advertising soliciting at that time may, perhaps, be gained from the statement, in this announcement, that "advertisers requiring space should apply before 8 o'clock this evening."

It was a seven-column four-page paper, and the advertisers "required" only about three columns of space out of the 28, a mere fraction of the average amount running daily. It is possible that if the advertising response had been heavier, the practice of running this Sunday edition would have been continued. But there was no announcement of any intention to continue; the "special," or "extra," as it was called, fulfilled its purpose, and the next week there was the usual gap between the Saturday and the Monday paper.

The convention, incidentally, did not reach the nomination in time for the Sunday paper, which was decidedly a straight-news paper, with a minimum of Sunday "feature" stuff. Two and a half solid columns of type on the first page were devoted to the convention. The other big story was carried on page 2. Three columns and a quarter were devoted to the "grand picnic at Dallas" Friday to celebrate the completion of the narrow-gauge line of railroad into Dallas. (The headline said Independence).

With the increased business of the early 1880's, publishing conditions began to grow more propitious for a regular Sunday paper. The opposition of the ministers had not yet been entirely allayed, but the editors felt that it could be handled.

For months before that time, however, the paper had been issuing six-page papers to handle a heavy run of news, a big special event, an extra rush of advertising, or some highly desirable miscellany. Usually, the extra two pages were added on Saturday, but they were added also on other days of the week.

These two-page supplements were in seven-column format, one column smaller than the regular news section; they were run on the old, smaller press. The Sunday paper itself was a seven-column four-page section at the start.

Finally, there came, Monday, November 28, the definite announcement that the *Sunday Oregonian* would be launched on December 4. The announcement came in the form of the leading editorial, headed *The Sunday Oregonian*.

Portland (the editorial said) has long wanted a Sunday newspaper. It has long been the intention of the proprietors of the *Oregonian* to supply the want. . . . In their opinion the time has now arrived.

The primary object is to furnish a *news* paper.

It was explained that there would be a regular service of telegraphic news reports. Local matters were to receive

special attention . . . not only a report of current matters but a review of the events of each week and of comment thereon. . . . All the matter in the Sunday paper will be prepared expressly for it. . . . The paper will be entirely distinct from the *Morning Oregonian*. . . .

It is expected that the Sunday paper will somewhat relieve the embarrassing pressure of advertisements on the week-day issue. . . . Our regular issues have long been so crowded with ads . . . have been obliged to exclude . . . many features which would add to their interest and value.

The first number of the *Sunday Oregonian*, labeled volume 1, number 1, which came out December 4, 1881, on the 31st birthday of the weekly and close to 21 years from the start of the daily, read a lot better than it looked. Lacking a lot of the mechanical finish of the later *Sunday Oregonians*, it was a pretty smart little paper and must have pleased the Portland of that day exceedingly with its homely, personal touch.

Let's sketch the contents briefly:

The first page, all clear of advertising, while the regular daily

edition was carrying three and a half columns or so on the right side of the page, started off rather unpromisingly with an 18-inch poem which began like this:

A youth and a maid on a lonely veranda
Were taking a purely platonic meander.

There were 16 more lines of this; but nothing happened, so let's leave them there. The rest of the column is clipped miscellany.

The second and third columns are taken up largely with dramatics. The reviewer took his job seriously, and wrote and wrote. W. E. Sheridan, tragedian of the day, was at the New Market on the waterfront (close to where the Skidmore fountain is now), and he drew a whole column of space, in a day when they used to get twelve or fourteen hundred words into a column. The critic compares him with J. B. McCullough and displays a bit of familiarity with Shakespeare.

In the next two columns appeared about one and one-third columns written from "notes gathered during a trip to Boise how the trade of Boise was lost and how it may be regained." Some miscellaneous stuff follows, including 150 words or so on the use of short words, by Horatio Seymour.

A rather sprightly woman columnist (wonder who she was) under the general headline "A Medley from Madge" talked, so the headline went on to say, "a Little While About Art Schools—And a Good Deal About Bonnets—She Tells Our Dear Lady Readers What is Pretty and What Isn't—A Stupid Britisher, Etc."

The seventh and last column is taken up, for the most part, with an article from the *Detroit Free Press* on the work of Mrs. Anna Etheridge in the war hospitals. The rest of the column deals with Gath's picture of Guiteau, the assassin of President Garfield, and a lot of current religious discussion, chiefly from church papers.

Page 2 carried 2½ columns of editorial, letters to the editor, and miscellaneous bits; 1¾ columns of book reviews under a 1-column head, "New Publications," a column or so of miscellaneous matter clipped from other papers, and 1¾ columns of advertising.

Page 3 was occupied with a column of social and personal, reviewing the week, more or less; more than a column and a half of local news under the heading "The Local Budget"; under the head "Short Portland Pulpit Notes," 14 items totaling 300 words; then Brief Shipping Notes. Finally, on that page there was nearly a column and a half of "column stuff" under the heading "Chaff. Prattle About Various Matters from a Man About Town."

After some rather irreverent comment on religious affairs, which are usually omitted from "columns" in these days; something on dramatics and more on politics, there came a rather detailed story of a recent municipal election. There had been a see-saw count between

Joseph Simon and D. P. Thompson, it seems, for mayor, June 20 (almost six months before). Finally, the city council canvassed the vote, recounted it in committee of the whole, decided the vote was a tie, and concluded to let the incumbent Thompson hold over for three years. Simon went to court. Judge Scott ruled that the state courts had no jurisdiction and that the action of the council was final. "That," the columnist went on to say, "confirms Thompson's position and establishes beyond doubt his title to the mayoralty for the next three years. The justice of this decision is so evident to all familiar with the detail of the matter that it seems useless to argue it. No one except a very few smarting and unreasonable, under defeat, has ever questioned this result."

On the church side of things the columnist was equally frank and positive. "In this age," he said, "salvation is not free. . . . Let me suggest on behalf of the very large number of impecunious men about town that the contribution plate be passed morning and evening by the same man, and let me mildly hint that he look not upon the coins which the people drop in, with an eye to their size and value."

Oh, yes, and it seems that the columnist had his own ideas about matters theatrical too, and music.

"On Tuesday night," he said, "the beautiful Miss Lingard and her poor company departed. I am glad the company has gone. I wish that the local orchestra which played during the season had gone. I hope that Mr. Norris will never come again. I hope Mrs. Belle Douglas will never come again. I hope that when Miss Lingard next comes she will have a support worthy of her beauty and talents."

The columnist was bored, too, with society. And he said:

Portland society is monotonous. People go to a party at eight or nine o'clock, dance till eleven, take supper and dance again and keep on dancing till about two hours past the proper time to go home. There is no variation in the entertainment—dancing, supper, and a little gossip along the walls. . . .

But the evening tea is the source of much sorrow. The company must be limited to the capacity of the hostess' dining-room, and as dining-rooms are often small, the invitations must be few. Then doth the heart of the forgotten girl burn, and then doth the iron sink deep into the soul of the slighted society young man. . . . If any lady wants to stir up bitterness in the hearts of her unreasoning friends, and cause them to dislike her for all time, to come, let her give an evening tea. . . .

On the fifth column of the page there was a survey of the qualifications needed for chief engineer of the Portland fire department;

list of passengers on the *Columbia* for San Francisco; new books at the Portland library; hotel arrivals. The last two columns were taken up with a big ad for Millis Bros. & Co., 126, 127, 190 First street—A New Deal in the Toy Business.

On page 4 the first two columns were miscellaneous clipped matter interesting in varying degree to various groups; then three columns of general news by wire, from America and abroad. Guiteau was on trial for the murder of Garfield and a column was taken up with the testimony of Guiteau on the stand. Then, finally, two columns of advertising.

The paper was doubled in size the next Sunday. The same features were back, and someone else, tempted, no doubt, by the success of the Man About Town, was in with "Trespases, by Grizzly," humorous stories from around town. An added feature was a column and a half on trotting-horses in Oregon and elsewhere, on page one. There was also a review of inventions—headed "Things That Busy Brains Effect While Sluggards Sleep."

The society column ends with the following dignified note, which, somehow, suggests a male society editor—the rule in those days, as a matter of fact. Here is the last stanza of a six-section ballad from the Toledo *Blade* which appealed to the society editor for the column:

They eloped on a clear April night,
When the orchards with blossoms were whight;
Now she cares not for style—
She's been married a while,
And is cured of such foolishness quight.

Comics, colored or otherwise, were conspicuously absent in '81. The processes were not yet invented.

The absence of sport features is noticeable. Organized sports were in their infancy.

Naturally there was no automobile department, no aviation department, no radio; no counterpart of the columns devoted to bridge instruction, and no movies or talkies, of course.

A feature of the papers that was popular a generation ago and appears to have faded out, is "Tales of the Streets and Town," gossipy little yarns told to the reporters, most frequently to the hotel man, and served up, usually, as Sunday features. Lute Pease had such a column in the *Oregonian* in 1905. In one issue he had four rather smart little anecdotes, dealing with persons well known in Portland and over the Northwest. One of these dealt with W. W. Cotton, prominent railroad official, and another played up Leonard Fowler, picturesque editor of a Wenatchee daily (the *Republic*) in those days. Let's retell the Fowler one, which, perhaps, is better ap-



preciated by those who knew this debonair figure, so active and picturesque that he seemed almost like a story-book journalist:

Editor Fowler, of the only great paper of Wenatchee, Wash., (so went the story under Pease's by-line) has quite a striking letterhead for his business correspondence paper. It pictures a section of orchard, hanging fruit, and bears the legend

"Land of the Big Red Apple,
Where Dollars Grow on Trees."

Away back East lives a man who considers himself a creditor of Editor Fowler, on a long-disputed claim. He once secured one of these letterheads, and, clipping it off, he pasted it on a sheet, on which he wrote: "Please shake a tree for me."

In due time he received a small package from Fowler. Opening it he found a single apple-seed and the following note from the editor: "Dear Sir: I have no time to shake the tree for you, but I herewith enclose a seed from its fruit. Plant it, let it grow, and then shake the tree for yourself. Yours truly, Fowler."

There was also running a column headed "Short Talks with Travelers." This was a forerunner of the hotel column later handled by John W. Kelly and conducted by Fred Lockley on the *Journal* for so many years. This interesting feature has now passed from virtually all metropolitan papers.

The policy of burying the news on the back page was to be changed, and the telegraph news was ultimately to get more space than was available in the whole Sunday paper in 1881.

Glance at your current Sunday paper and notice the many contrasts.

The *Sunday Oregon Journal*, which started in 1904, almost exactly two years after the daily and close to a year and a half after C. S. Jackson had acquired the paper, evolved pretty much as had the *Sunday Oregonian*, which had been launched 23 years before.

The *Journal* crashed into the Sunday field with a wide array of feature matter, both local and syndicate, and from time to time the paper reported an excellent reception given their Sunday effort.

One of the early "Sunday" papers published in Oregon was a weekly, issued on Saturday, called *Sunday Welcome*, started in 1875. The *Sunday Welcome* was owned by J. F. Atkinson, who had come to Portland in 1867 and started the *Evening Bulletin* in January 1868. He cut costs on the *Bulletin* by doing most of the work himself, acting as editor, business manager, and foreman of the composing-room. Atkinson was one of the busiest newspapermen in the his-

tory of Oregon. The *Sunday Welcome* was not the only Sunday newspaper started by Atkinson, who, February 13, 1890, launched the *Sunday Chronicle*, publishing it for some time, only to sell it out and enter another business.

Down from The Dalles came Thomas B. Merry, editor, canoeist, and all-around sportsman, to be Sunday editor of the *Oregonian*—the first in Oregon. Much of the sparkling column stuff in the *Sunday Oregonian* was his.

A contemporary, Allan B. Slauson, recalls Merry as a very entertaining and prolific writer, one of the best Slauson ever knew. He spent his whole week preparing copy for his Sunday features, the "Grizzly" column and others.

Another who stands out was Col. William Lightfoot Visscher, who, after a short stay in 1888 went to C. X. Larrabee's boom town of Fairhaven, Wash., to edit the *Herald*, soon moving east to build up a national reputation in Chicago as poet and columnist of the Eugene Field type. Slauson succeeded him in 1889. Then came Henry E. Reed, followed by A. L. Parker, Joe Levinson, and George A. White, now major general in charge of the Oregon National Guard. The Sunday magazine section, which, as newspaper men know, is the only part of the paper for which the "Sunday editor" was responsible, was necessarily small in those days before the development of heavy advertising and pulp paper. It is no disrespect to the memory of any of the very able men who handled the Sunday features of those early days to say that the development of the real Sunday paper, with home-produced rather than syndicated features, is a matter almost of the last decade or so, and that the later Sunday editors—Clark Williams, Philip H. Parrish, W. H. Warren, and Edward M. Miller on the *Oregonian*, and Donald Sterling, O. C. Merrick, and Sam Raddon Jr. on the *Journal* have done more than a full share in this development.

SPORTS, THEN AND NOW

THE development of sports and sport-reporting was about what one would expect in a pioneer country. Professional sport and even amateur sport were yet to be organized when the *Spectator* began publication in 1846. A mathematical check probably would demonstrate that it took ten years for all the newspapers of pioneer Oregon—*Spectator*, *Free Press*, *Oregonian*, *Argus*, *Umpqua Gazette*, *Columbian*, *Pioneer and Democrat*, and the rest—to publish as much volume of sports news as is now contained in a single issue of a Portland Sunday newspaper.

Hunting and fishing were so much a matter of the day's work, so little recognized as sport, that they were taken as a matter of course and received no attention in the newspapers. Chronologically, horseracing came first; and it was a racing meet at Vancouver, 25 miles or so from the seat of publication of the old *Spectator*, that was the first actual bit of sports news ever covered in the Oregon country. The lack of enthusiasm of early-day editors for this sort of thing is indicated in the way it was handled.

A brief reference to these races has been made in the chapter dealing with the old *Spectator*. Here is the exact account of the occasion (July 25, 1846) as described in the issue of August 20 with no reference to the delay of 26 days in getting the story into print; the secret is probably revealed in the words "by request" at the top and "Communicated" at the end; it was not the habit of the papers in those days to go after news.

Here is the story, which, in the modest style of those days, carried no headline:

Saturday, the 25th ult., was a great day for Vancouver, being that on which the first public exhibition on the "turf" took place in this locality. A race course, one mile in extent, was lately laid out upon the plains adjoining the Fort, and riders could be seen for days previous, coursing and training, with keen and anxious countenances. The weather proved very favorable, cool and dry, and as the hour of 1 o'clock approached, vast multitudes moved to the scene of action. An elegant stand had been erected at the winning post, upon which stood the worthy judge (P. S. Ogden, Esq.) surrounded by numerous friends and a brilliant circle of the fair sex; honored also by the presence of Capt. Howison and officers of the U. S. Sch'r. *Shark*, and Capt. Baillie and officers of the H. B. M. S. (Her Britannic Majesty's Ship) *Modeste*. A noble array of horses were on the ground, tastefully decorated, and arranged by the committee to contest

the different handsome prizes, a list of which is herewith given. The gaudy and "jocky" dresses of the riders were much admired, and the happy temperament, pleasantry, and firmness of decision of the respected Judge were proverbial. The heats, particularly that for the "Ladies' Plate," were eagerly contested and great prowess displayed by the riders. It was gratifying also, that these sports passed off with regularity and eclat, and without any serious accident. A handsome pavilion was pitched in the center of the race course, where the officers of the *Modeste* entertained at dinner a numerous circle, among whom were the officers of the *Shark*, and much happiness and good feeling prevailed.—Communicated.

This, of course, reads like a bit of a triumph for the society reporter. The keen sports followers of 1846, however, were let down at this point with the following note from the editor (1): "We acknowledge the receipt of the accompanying list of horses, owners, riders, heats, prizes, etc., etc., which we find too lengthy for insertion."

By October 1, after George L. Curry had become editor of the *Spectator*, the attitude toward this sort of thing apparently was more receptive; and under the side-heading *Vancouver Races* appears the following, the first reference to anything resembling a horse race since the article of August 20:

We have received the result of the recent races at Fort Vancouver, and sincerely regret that the crowded state of our columns precludes the possibility of publication in this paper. In our next, however, we shall be happy to give place to the same. We are pleased to hear that the amusement was numerously attended by both sexes and passed off with great eclat. These races, it is understood, are open to the whole territory, as any and every one may be present to witness and enjoy the sport; and while they are thus a great source of gratification, they are likewise instrumental in encouraging improvement in the breed of horses—an object most desirable and praiseworthy.

Well, let us not get too impatient for the results of those races. The list of owners, horses, riders, winners, etc., was published one month after the ponderous announcement just quoted.

There were four more races; but probably now, nearly a century afterward, the reader will be content with the foregoing as a sample.

First reports of prizefighting—not yet "refined" into "boxing"—were even skimpier and much less sympathetic. Here's the way

the first reference to the ring sport in the Oregon country was put before the readers:

Disgraceful.—We are sorry to say, that we have been informed of some most disgraceful proceedings which recently occurred in Champoeg (2) and Yamhill counties. We are shocked to state further, that not satisfied with their late acts of brutality, the same parties are to meet again, in a few days, to commit a greater outrage upon good order, decency, and law by engaging in a kind of prizefight. Is there no law in those counties? If there be, where are the regularly constituted authorities to enforce it?

The date of this devastating blast was October 29, 1846, and the editor, who, almost surely, wrote the paragraph, was Mr. Curry. Whether by the influence of Mr. Curry's withering editorial or for some other reason, it was possible for the *Spectator* in its next issue to report:

We have the pleasure of stating that the recurrence of certain disagreeable circumstances in Champoeg county, alluded to in a recent number, was prevented by the timely and kindly interference of Rev. Mr. Demars, through whose instrumentality an amicable adjustment of matters was brought about.

So the early attitude of Oregon newspapers, reflected in many of them long after 1846, was that prizefighting and some of the other sports of combat were matters of brutal assault and battery for the police to suppress, rather than for sports writers to promote.

The influence of the old country on sports in the *Spectator's* Oregon is indicated by the notice given a curling match on the Columbia river January 26, 1847, when George Law Curry was editor. The account appeared February 4. The river, incidentally, must have been pretty solidly frozen over to permit of indulgence in this ice-sport. No such reluctance appeared in covering this as was indicated in the case of the horse-races, even though such dignitaries as Peter Skene Ogden and other Hudson's Bay personages were active in the racing meet. Devotees of sports and sports writing may observe the technique of the sports handling of the day, but only those who already know something about curling would know what this item was all about when they had finished it—although the writer, more considerate of his readers than some later sports writers, did take the trouble to name the winner.

An optimistic prophecy that the sport would take hold in Oregon was not borne out.

Here's the way the daily *Morning News*, Portland's first daily newspaper, stirred the fight fans with an account of a ring contest.

Note the newsless headline, the entirely chronological treatment, the lack of a sharp first paragraph which would let the hurried reader see at a glance how the battle came out, and compare the sport vocabulary with Damon Runyon's, John Kiernan's, or Grantland Rice's, for instance, or L. H. Gregory's, George Bertz's, Harry Leeding's, or Billy Stepp's. Here it is:

Prize Fight—\$10.00 a Side.

At nine o'clock yesterday morning, a prize fight came off about one mile from this place, between Jim Burnes and Dick Doyle. Both were stripped to the belt, and displayed much muscular power. Burnes' weight being 205 pounds, and Doyle's 190. The first round was entered into by both with courage and confidence, and lasted one and three-fourths of a minute, both striking awkwardly, displaying anything but pugilistic science; Burnes, however, succeeded in getting home a heavy blow just above Doyle's left looker, which brought him to the ground.

Second round. Time was called and at it they again went with increased courage, both parties succeeded in getting a stunner upon his adversary's smeller, both clinched and fell to the ground. Doyle being under.

Third round. Time was called and both were up to the scratch, apparently trying to see which could make the most false and deceptive motions; Doyle made an attempt to get a blow in but was unsuccessful, when a general exchange of blows were passed, both occasionally sending one home, when they finally clinched, and Doyle was thrown.

Fourth round. This round lasted but thirty-two seconds, when Doyle was compelled again to kiss the ground.

Fifth round. This round was the most terrific conflict of the fight; both succeeded in getting in upon each other's "eaters, see-ers, and smellers," neither fell until they clinched, when Doyle fell again to the ground.

Sixth round. Both men exhausted.—Great sensation now prevailed throughout the entire crowd, each and every one speaking to his favorite. Burnes by the almost superhuman strength of his antagonist was hurled to the ground. Time was called, but Burnes failed to come up to the scratch; consequently Doyle claimed the victory, the purse, and the belt.

Perhaps not much of a fight. But the purse was \$10, somewhat less than Joe Louis and Max Schmeling split for their minute and a half in 1938.

Horse-racing continued to receive more attention than any other sport through the 60's. Out of two full columns on page 1 devoted to "The Second Day of the Fair" the *Oregon Statesman*, then a

daily in its fourth volume, gave half a column to the races. Both heading and account are in the "label" form, with everything chronological, the reader waiting to the end of each race for the result. Here are the first 100 words or so of the article:

Races

Trotting Match.

Mile heats, 2 in 3, for a purse of \$100. Put Smith named Pathfinder, bk st; Jerry Welsh named Richmond Mare., b.m.; Jimmy Welsh named Oregon Nell, r.m.; Oregon Nell was withdrawn. Richmond won the inside; Pathfinder next.

The horses got off well together at the first trial. Richmond soon drew ahead and passed the quarter pole in 46 seconds, the horse a length behind; passed the half mile in the same order in 1:33. Pathfinder now began to work . . . Pathfinder reached the stand in 3:06, Richmond two lengths behind. . . . Pathfinder . . . winning the (second) heat and race in 2:45 amid the cheers of the crowd. . . .

Throughout the week of the fair the paper continued to tell the race stories in the same artless chronological fashion.

Other sports noticed by the same paper in the same year were yacht races at Portland, and a footrace at Salem. Let the devotees of these sports see what excitement they think they could have worked up by reading these accounts in the *Daily Unionist*, August 29, 1869:

Regatta at Portland.—The yacht racing at Portland, first inaugurated on the 5th of July last, has grown to be one of the live institutions of that thriving city. The last regatta of the season came off on the 26th, an account of which we find in the *Herald*. Six boats entered as contestants for the prize, which was won by yacht No. 6, a new boat, launched only a few days since. The second prize was won by the Elsie.

The squib about the footrace was run a few days later, on September 2:

A footrace through the long Bridge was the cause of a great excitement yesterday. The contestants were respectively from Scio and this city, and the Scio man got beat.

All of which is a little more anonymous than sports items seem to have become. Not much detail!

The following paragraph under CITY in the *Morning Oregonian* of Feb. 16, 1861, with the sidehead *Review of the Week*, kills several small birds with the same charge of TNT:

The reader will find in the Local Items of any newspaper, much that he might think would be better if omitted. There

are many things that are trivial, some foolish, but all of them in some degree reflect the peculiarities of the times in which we live. Hereafter, when historians commence the history of a community, they will immediately hunt up the old musty files of the local newspaper, and then the Local Items will be looked upon as a mirror of the time in which they were written. Although the writer may be unknown to the historian, he will accept his statements, for they were written where they occurred, and passed uncontradicted when all parties interested were present. If any veracious narrator of the progress of this city should get hold of the files of the *Oregonian* for the past week, he will read that the attempted desecration of the Day of Rest—the shameless blazonry of vice, the open exhibition of rowdyism in this goodly city, was rebuked in proper terms. . . .

And he will feel fairly certain that John F. Damon, later the “marrying parson” in another city, had already reached Portland and begun making his contributions to the *Oregonian’s* news columns in the hope not only of providing a mirror of the time, but of doing something for the improvement of his city. He did give an effective statement of the function of the newspaper, and he ran a rather pretty little editorial in the news columns, while saying what he thought was the last word on something he regarded as disorder rather than sport.

Items about hunting and fishing were beginning to find their way into the papers in the early 60’s. In the *Morning Oregonian* of February 11, 1861, is an account of “The Boss’s” (Mr. Pittock’s) success in duck-shooting on Willamette slough. The item includes a description of how the ducks were decoyed.

He (the boss) has been putting in his time among the canvas-backs. In one day he finished nine dozen, and he did not consider it much of a day for duck-hunting, at that. He uses a double-barreled shotgun, and averages about three fowls at a double-shot, but sometimes he has the fortune to bring down five at a time. The *modus operandi* of enticing the innocent water-fowl in range of the hunter’s gun, is by placing a number of decoy-ducks (made of wood and painted the color of the game) in a pond of water, which the ducks flying over swoop down to see. At this period the portly form of “the Boss” is seen rising from his ambuscade and giving both barrels, drops them at the rate described above. The Chesapeake Bay duck-hunters use a long single-barreled gun with an exceedingly large bore, which is uncommonly fatal. “The Boss” says the English snipe have not yet made their appearance yet this year.

This item shows a tendency at throwing off the stodginess which has characterized all sports articles thus far and to introduce a little of the gusto that came to characterize later sport-writing.

Rowing received frequent notice in those early days, but each item was disappointingly bare, exhibiting also the anonymity associated with much of the news of those days. The reporters had not yet had it dinned into their ears by city editors and publishers that local names add life to local items, and add to the popularity and prosperity of the paper. In the issue of March 7, the *Oregonian* promoted the "movement to organize a regatta club," emphasizing in a brief item that "there is certainly no better way to develop the muscles than a jolly good pull at the oars. Let us have one, by all means; then another; and then we will have some competition; which will heighten the interest in the sport."

Three days later the paper was able to announce the organization of "the Regatta club." And this is what the newswriter did with his opportunity to chronicle a pioneer movement in Portland sport:

The Regatta Club.—On Friday evening last, the members of the Regatta Club held their first meeting and organized. Twelve gentlemen have joined the society.

Promotion of sport was combined with encouragement of home industry in another item on boat-racing which was run a few days later (April 3, 1861):

Still Another.—The Pioneer Boat Club of Portland has sent to Victoria for a race-boat, and some other young men in town have determined to invest their spare cash in building a boat of Oregon materials to compete with it. The spirit of rivalry produced by boating, causes the development of talent for boat-building. . . . We should have been better pleased if the Pioneer Club had employed Oregon skill in the construction of a boat. . . .

Soon afterward the paper was obliged to sound an unpleasant note in connection with water sport, and (April 13, 1861) appeared a 300-word article commenting on a story published in another newspaper accusing young men of the Regatta Club of stealing a "boathouse." The *Oregonian* says no official charges have been made. This affair, however, cleared up, and soon the paper was able to confine its boating items to sport rather than the police type of news. Three days later it was possible to run an item recording that the Regatta Club's boat had arrived. The item had the usual 1861 lack of names and detail but was full of editorial enthusiasm.

Finally, after six weeks, the paper got around to mentioning names in connection with the heretofore highly anonymous boat club.

The horse race here mentioned by the *Oregonian*, March 7,

1861, was hardly more than a sprint and the stake was microscopic, but here it is as an example of the way just about every racing event was handled in those days:

Scrub Race.—A 300-yard horse race came off yesterday on the bottom, below the Distillery. The nags were, Charles Lawrence's "Big Lummux", and George Fuller's "Fancy Grey", and the wager was \$15 a side. "Big Lummux" won easily by three lengths.

An odd form of pedestrianism was a popular sport in the 60's and 70's and came in for a good bit of newspaper space as a fore-runner of the six-day bicycle race, which was to come later. It was much the same type of endurance contest. It was, in fact, a remote ancestor of the waltzing marathons which had a certain unaccountable following a few years ago, but it was regarded as sport rather than social diversion, although the spectators, at some of the exhibitions, could listen to a piano or so-called orchestra as they watched the agony.

The *Morning Oregonian's* account of such an exhibition, in the issue of February 6, 1861, gives an idea both of what this type of thing was like and how the papers handled it. Here's the way it went:

Pedestrianism.—A pedestrian named Brady is engaged at the gymnasium building trying to walk eighty hours without ceasing. Our latest reports indicate that after walking thirty hours he showed but little sign of fatigue. The manner of achieving this feat explains the apparent impossibility of it. The walker puts himself in thorough training for a week or two before commencing. He walks very slowly, taking from eight to ten seconds to turn at each end. The feet are not lifted from the floor, but both of them bear some part of his weight all the time. Upon the last day he supports himself upon horizontal bars with his hands. Now, this is no fair test of the endurance of a man. There is no rapidity of action. The amount of muscular force expended is not equal to that ordinarily used in ten hours brisk walking. Besides, some minutes are taken every four hours to bathe. External stimulating applications are made frequently, and everything that diet and the most perfect physical training can do is done to ensure success. The feat only proves that a man can keep upon his feet eighty hours if somebody is always present to encourage him and all the precautions mentioned are taken. The feat, if accomplished, is not comparable to Kennovan's—who has walked upwards of a hundred hours, and then was quite brisk in his motions.

The item closes with 100 words more of comment, with no hint of description of how the particular man Brady was getting along

and no description of the Portland event. There is, instead, a citing of an Athenian general Philipoemen—"who concluded that to become an athlete cost more than it came to—and that there was a more legitimate and profitable mode of expending vital force."

In the *Oregonian* of four days later this same event is handled semi-editorially under the heading *Offence Against Decency*.

The circumstances attending the attempted pedestrian feat mentioned in our two last issues (the *Oregonian* says) have given rise to many and indignant comments from the citizens of this place. While religious persons were attending their devotions in a neighboring church, the compound din arising from tenor and bass drums, fifes and other head-stunning and ear-splitting instruments invaded the place of worship—rendering futile all attempts to perform the ceremonies of the day and the occasion. But it was not alone the noise and confusion that deserves condemnation—the unfortunate pedestrian having lost the use of his faculties was still urged on by his *friends* to the completion of the allotted time. The sufferings of the unfortunate man were terrible. His pulse rapidly fell to a point that rendered a fatal termination of the affair probable. Yet still he was urged forward by those who should have been the first to stop it. To add to the outrage upon morality and decency, a number of shameless women were present—giving the whole affair the appearance of a re-enactment of the Babylonish orgies of Venus, without their attractions. This affair took place on Sunday, in a town famed for the number of its churches and the general good conduct of its inhabitants. It is to the credit of our worthy mayor that when he became aware that gross cruelty was being inflicted on a human being, and conduct calculated to corrupt the minds of the young was going on, he at once repaired to the same and endeavored to put a stop to its further progress. Finding that there was a disposition to resist, he left the house. . . . Marshal Lappaeus succeeded in getting possession of Brady's person and at once carried him off to the Washington Bath House, where everything was done for his restoration that humanity could suggest. The poor fellow was suffering terribly from over-exertion.—We understand that he is an excellent man in his private relations. If he is, let us hope that he will never lend himself to another such scene or his uncommonly fine physical powers in attempting a feat that brings neither credit or [sic] profit. His walk of 77 hours ought to be a lesson for the future.

After all this solemn sermonizing in tragic tones, the reader has a sense of anti-climax when it is followed, right below, with this

matter-of-fact paragraph, written the next day, apparently, but published simultaneously with the foregoing:

Recovered.—The pedestrian Brady has entirely recovered. After a night's rest he became as good as new.

The least he could have done for the jittery scribe would have been, one would say, to suffer a nervous breakdown. Within a few weeks he was off on another indoor hike, which the reporter took much more calmly.

In the 60's Portland already had become Oregon's largest city, and it was the center of sports activity.

H. R. Kincaid's *Oregon State Journal* in Eugene ran even less sports news than the other papers. Hunting and fishing received more attention than any other sports in this paper's first volume (1864). Here is the first bit of sports news found in the paper (July 23, 1864):

Every few days parties go out from here on hunting and fishing expeditions, to the mountains and streams above here. They invariably have any amount of fun, and usually return with plenty of game, fowl, or fish. A fishing party returned yesterday, but we didn't see any fish—none to speak of.

The *State Journal* gave considerable attention to mountain-climbing, noting (August 6, 1864) the successful ascents of Editor T. J. Dryer of the *Oregonian* and party to the summit of Mount Hood in the 50's. Another item taken from The Dalles *Mountaineer* published on the same day, crediting a Mr. Ayers with making the ascent and referring to "his airy height" as "a point never reached before," was introduced by a paragraph referring to Mount Hood as "the highest point of land in the United States." This was before the federal scientific party had climbed the mountain and fixed its altitude.

Throughout the 60's hunting led all sports in the amount of attention given it in the *State Journal*—probably because of the lack of organization of such other sports as baseball and the non-recognition of boxing as legitimate sport. The *Journal* did its part in getting baseball started. Note this little suggestion (June 22, 1867): "Why not have a baseball club in Eugene? There is not a town on the river below here but what has an organized club." Note, incidentally, that the river was the geographic center and point of departure of those times.

Three weeks later the *State Journal* was able to record the success of its effort to get baseball under way in Eugene. The start was told in the following item, which, brief as it is, was one of the longest bits of sport news published in that paper in its first ten years of life:

The "Dysodia Baseball Club" is the name of our society for the development of muscles. If our citizens have been slow in organizing a club, we cannot be accused of not going into the game heartily when it is started. Last Thursday was the first day of practice that the Club had, and for beginners, their scoring was indeed creditable. Nothing can be more invigorating than for our shopkeepers and mechanics to take hold and play heartily for a few moments. A meeting will be held at the Court House this (Saturday) evening at 7 o'clock for the purpose of perfecting the organization. All those desiring to take part in this interesting amusement are requested to be present at the appointed hour.

The next week the paper, still keeping secret the origin of the right snappy old name *Dysodia*, continued its brief chronicling of the progress of baseball in Eugene, with the following:

Baseball.—We have been credibly informed that a baseball club has been formed in town. That a meeting was held, signatures received, money paid, and officers elected: E. L. Applegate, president; P. W. Johnson, clerk and treasurer; George B. Davis, umpire; and R. B. Foley and A. A. Smith, captains. Success to the manly sport.

Three weeks after this bit of baseball reporting, the *State Journal* was able to record some actual games. Teams of married and single men apparently had been organized as a beginning, and here is the way the paper described their doings on the diamond in what may have been the first baseball game ever regularly played in the town:

Baseball Match.—Married vs. Single Men.—An exciting match game of Base Ball between the married and single men of this city occurred last Wednesday afternoon. Our sympathies were strongly in favor of the single men, and we desired "muchly" to see them victorious in the contest; but for some unaccountable reason they played badly, and the double men won the game, by more than two to one. The first even innings was creditable to both sides. After that the "marrieders" had everything their own way. Quite a number of young ladies witnessed the game from the Court House, and may have had some effect on the younger members of the crowd, but certainly did not affect the Benedicts, for they never played better. A number of bouquets were in readiness to be given the "boys" in case they came off victorious; owing to the termination of the game, however, the flowers were not presented. We shall expect to hear of the County Clerk being besieged shortly with applications for marriage licenses. Two more games are to be played before the championship is

awarded to either party. The scoring stood: married, 54; single, 23.

A week later, in the issue of August 17, 1867, there was published the same nameless, almost factless, type of story of the second game of the series, which the married men again won, in five innings, 53 to 48. The score may raise some doubt of the accuracy of the phrase "masterly playing," to which the *State Journal* attributed the married men's victory. The final game of the series is described in an account which is herewith reproduced; it will be noted that the only name mentioned in connection with the three games is that of the man who entertained the winning team at dinner; whether he had any part in the game is not reported. Here's the story, full of the word-play so often attempted in those times:

Base Ball.—The third game between the married and single men occurred in this city last Thursday afternoon. A large concourse witnessed the playing, and all seemed intensely interested. The game was well contested; both sides doing their very best. The scoring stood: Married men, 41; single men, 30. The victorious party were invited to the residence of Dr. Hanchett, where they partook of a "game" dinner. This part of the programme varied considerably from the play in the field. All had "bases," and everyone "pitched" to the "center"; all the "fouls" were "caught on the fly"; and all made "home runs," whether on a "ball" or a "foul"; and no matter how they played they kept their "innings" until brought up on the "short stop" when they all retired in the best manner possible.

One of the noticeable characteristics of baseball in the 60's was the tremendous scores rolled up—probably indicative of the weakness of the defense. The Oregon City *Enterprise* in an early issue carried a story of a game between the Portland Pioneers and the Clackamas team, which was won by Portland, 77 to 46. The Portland team started off with the astonishing total of 20 runs in the first inning; in the second inning they added 22 more, by way of making the game safe. Here the opposing boxmen tightened up, apparently, and the Portland swatters were able to make only 35 more runs in all the rest of the game. Meanwhile the Clackamas clouters rallied and actually put across 11 tallies in the final inning, leaving them only 31 runs behind. Seven home runs were made—sixty years before Babe Ruth was making that sort of thing regular. The game appears to have been a gala event, all around, followed by a banquet at the Barlow House. The Oregon City band played at the game and ate at the feast, and the Pioneer team after the game sent elaborate resolutions to the *Enterprise* office, thanking (1) the Clackamas Baseball Club for hospitalities; (2) the Oregon City brass band for

the music; (3) "Mine Host" of the Barlow House for "many kindnesses" and (4) the People's Transportation Company for especial favors by Captain Baughmann of the *Senator*. Resolutions passed by the Clackamas club were mislaid in the newspaper office.

Here's the way they were scoring baseball games in 1867 as indicated in the report in the Salem *Daily Record* Thursday morning, July 18, of the game between the Willamettes and the Pacifics at Salem.

The result was as follows:

	Willamette Nine								
Players	1	2	3	4	5	6	7	8	9
Dodge (captain) catcher ..	1	2	3	0	1	0	2	0	1
Wythe, pitcher	2	1	2	0	0	0	2	1	0

And so on all the way down through the lineup of both teams, the figures referring to the number of runs scored by each player. Base hits, runs batted in, and other real indices to playing ability had no part in the report.

Willamette (the University team) won 84 to 23. Each team had its own scorer.

The *State Journal* of Eugene refused to become excited over such diversions as horse-races. This, from the issue of August 29, 1868, is all the attention given the opening of a racing meet in Eugene:

The Races.—The races advertised several weeks ago commenced yesterday afternoon. The first race was between Bybee's mare and Muse's horse, four-year-olds. A single dash of 500 yards for a purse of \$100. The race was won by the mare.

There seemed to be only about so much space to devote to this type of thing in the *State Journal*, for two years previously (2) they had given exactly the same wordage to the sale of a race-horse in California.

None of the papers, east or west, was devoting much space to sport news in the 60's. Here is what some of the big eastern papers were doing in 1862:

New York *Herald*—8-page, 6-col. paper, with 20-inch columns, had 960 inches of space for all purposes. Of this, about half, or, say, 500 inches, was devoted to non-advertising reading matter. Most issues contained no sport news whatever. Four issues, August 8, September 22, and September 26, contained a total of 16 inches of sport news, or less than a column. The average for these four issues was 4 inches each. Of the 16 inches, 9 were devoted to horse-racing, 4 to baseball, and 3 to cricket. Sport space was 3 per cent of the total for all reading-matter.

New York *Tribune*.—Sport news was confined to horse-racing. Sport space to total reading-matter, a fraction of 1 per cent.

New York *Times*—Two issues, those of September 19 and September 22, carried a total of 9 inches of sports. The average for the two issues was 4½ inches, or about two-thirds of 1 per cent of the total space for reading-matter. Sport was restricted to baseball and horse-racing.

Nor was the style of sport writing conspicuously better east than west.

When Heenan fought Sayers for the championship in England the *Tribune* gave the event about 4500 words, taken from the London *Times* and other English papers. It took these papers, and the *Tribune*, nearly 1,000 words of the 4500 to get the train out to the fighting grounds and the men into the ring. The whole thing was chronological. The writers simply started at the beginning and let the chips of action and drama fall where they might. The writing simply wasn't modern. (3).

Now let us look at the New York *Times* of December 6, 1860, for the way a prizefight story of half a column was started. Even the headline took as long as possible to get down to the news. Here it is:

THE PRIZE RING (black caps)

Desperate Fight Between Woods and King for a Purse of \$300—Woods Declared the Victor.

And the lead, less chronological than in the Sayers-Heenan story, but not a very snappy model for the younger and smaller western papers to copy:

The long-anticipated and much-talked-of fight between John Woods, of Boston, and George King, from this city, came off yesterday morning at Bull's Ferry, N. J. (the same ground that Clarke and Harrigan fought on) for a purse of \$300, and after fifty-five rounds were fought, Woods was declared the victor, King having "dropped" foul to avoid a blow. . . .

The status of eastern baseball writing in the 60's is indicated by the following sample story from the New York *Herald* of a championship baseball game attended by 15,000 persons at Brooklyn:

GRAND BASE BALL MATCH

The Atlantics Defeated—The Eckfords Champions

The Atlantic Base Ball Club have lost the enviable name of champions. Yesterday afternoon at least 15,000 persons assembled on and around the Union ground, at Brooklyn, to witness the final game for the silver ball and the championship. Since the establishment of the Atlantic Club they have never lost a match. The Eckfords beat their opponents at the commencement of the present season; but the Atlantics won

the second game easily. This, being the deciding game, has been anxiously looked forward to by the ball community generally.

The game was commenced about three o'clock by the Atlantics taking the first innings; but they succeeded in making one run only. The Eckfords followed, and made a "skunk"; but in their second inning they made a big inning for 5, after which round o's were the order of the day. To comment on the game thoroughly would occupy too much space. Suffice it to say that both parties played exceedingly good, the Atlantics being hardly up to their usual play. The best contested game of the season was thus concluded in the space of two hours and a quarter.

Thus far the writer has not given the score by which the game was won and lost. He takes it in stride, thus:

The following score will tell its own tale of the defeat of the Atlantic Base Ball Club.

This is followed by a modified box score, in which the number of put-outs and the number of runs made by each player are listed. This is followed by the score by innings and the names of the umpire and the scorer for each side. Times at bat, hits, assists, and errors are not listed, although this was a championship game attended by 15,000.

The *Times* in its account managed to mention in the first paragraph the fact that the final score was 8 to 3. The *Times* makes it plain that "The contest proved deeply exciting to the vast multitude that were present, and everything passed off well, admirable order being preserved by the police force and their assistants that were present."

Now for a brief look at sports in the early 70's as described in the *Oregonian*. Running through the file from February through July of 1871, we find represented news and, occasionally, gossip of horse-racing, billiards, turn verein athletics, yachting on the Willamette, rowing, baseball, marathon walking (known as pedestrianism). The longest single item was the story of Jack Sheppard's feat of walking 106 consecutive hours without rest or sleep, which the paper referred to as "astonishing." In the ten years since the Brady walking marathon the *Oregonian* sports department had shown considerable advance, and there is more information, more description, more of the actual spirit of the event, and less my-goodness-isn't-this disgraceful moralizing than the earlier reporter had indulged in. The lead is infinitely better, in fact, almost modern:

The astonishing feat of walking one hundred and six consecutive hours without rest or sleep, was accomplished by

Jack Sheppard, at the Tammany clubroom (Joe Reilly's place) at 10 o'clock last evening.

The story continues chronologically in heavy style but much better than earlier stories:

The reporter followed up this story by interviewing the pedestrian the next day (*Oregonian* of July 11, 1871), a bit of unusual journalistic enterprise. The story is factually fair but lacking in the arts of the interviewer—too indirect and lacking in life, color, and individuality, isn't it:

Jack Sheppard the Pedestrian.—We called around about 3 o'clock yesterday afternoon to see what was left of Jack Sheppard after his walk of 106 hours. We found that he was all right. He had just been roused up from a sleep of about eight hours, and he had got up and dressed to stir around a little. He was drowsy still and disposed to fall asleep again, if he but sat still a moment. His right ankle was considerably swollen. . . . It will require about ten days, he thinks, to get down to natural hours of sleep again and to feel all right. He lost during his walk between three and four pounds of flesh but aside from a somewhat haggard look, he *appears* but little the worse for his walk.

Horse-racing, boating, and billiards absorbed most of the sport space in the *Oregonian* of 1871. Most of the items are short and rather formless, with the usual strictly chronological order dominating. Here, for instance, is the account of a billiard tournament: (issue of March 8, 1871):

The contest for the diamond ring offered by Messrs. Greene & Knott, of the Cosmopolitan Saloon, was conducted last evening by a game between Joshua Davies and M. W. Henderson, the two highest winners in the series of games played. Davies won by 83 points in 150, three-ball carom, and was therefore declared winner of the prize and champion of the tournament.

Here's what the *Oregonian* of 1871 did when it was really trying to play up something like a billiard tournament. The issue of April 29 contained the following:

(head) THE BILLIARD TOURNAMENT

Two Games by Rudolphe and Dion—Dion Winner
of Both Games—Surprising Skill of Mr. A. P.
Rudolphe.

It does not take a newspaper worker to realize that the foregoing

headline leaves much to be desired in snappiness and action. Now for the story:

There was a pretty fair attendance at the new Skating Rink last evening to witness the first exhibition games between Messrs. A. P. Rudolphe and Joseph Dion, the champion billiardists of America and probably of the world. The evening was unfavorable for a large turn out, as it was very cold and there was very unusual attraction in another quarter. Quite a number of ladies were present. The players entered the area [sic] at a few minutes past eight o'clock.

Here follows 200 words of a speech made by someone introducing the players. Then came the details of the game, and the story closes with a bit of information as to how reserved seats may be obtained for succeeding performances.

Another billiard story, published May 2, 1871, received 250 words, with very little of the news in the first 100. It started thus:

There was a better house last night to witness the third game of billiards between Messrs. Rudolphe and Dion, showing the good judgment of the proprietors in securing the Theatre for the exhibition.

All the points of principal interest came later on.

Well, let's have a look at some of the horse-race reporting of 1871. Take this example:

Races.—The trotting race of Thursday at the Riverside track was rather an interesting affair. The horses made good time and went pretty near together. The race was for mile heats, best two in three, between Acker's "Shoo Fly" and Quimby's "American Boy." The former won in two straight heats—time, 3:03 and 2:52—being pushed hard by American Boy on the home-stretch. It seems to have been the best and fairest race trotted in this neighborhood for a long time.

Note the substitution of opinion for factual description of the event.

Baseball, the great national game, was getting little attention in the Oregon papers in 1871. Here are two accounts of games played in May, taken from the *Oregonian* issues of May 15 and May 22 respectively:

Base Ball.—A match game of base ball was played on Saturday between the Athletics and the Live Oak clubs of this city. At the close, the score stood, Athletics 38; Live Oaks 27 runs.

Base Ball.—The Athletics and Live Oak clubs played, on

Saturday, the second game in their match with the following result: The Athletics scored 92 runs; the Live Oaks, 28. The Athletics won the first game also, and the match is decided in their favor.

Here we note an entire absence of detail. No player gets a mention; there is no lineup; umpire gets no notice; no story of how the game was won; no score by innings. The baseball vernacular is not there; reporting of the diamond sport is, putting it mildly, in its infancy. But so—judged by the score—was the sport itself.

Pioneer enthusiasm for gymnasium exercise had faded, apparently, by 1871, when the *Oregonian*, under date of March 1, published a notice of the death of the old Turn Verein.

The scant space given sports and the inept handling of that type of thing in the early Oregon papers suggest a periodical comparison with what was being done in the older parts of the country. Inspection of the files of Henry J. Raymond's *New York Times*, James Gordon Bennett's *New York Herald*, and Horace Greeley's *New York Tribune* gives the impression that there was more difference between East and West in quantity than in quality of sports writing. Here is a yacht race story from the *Tribune*:

NINE VESSELS COMPETE

The Columbia Wins, Giving Allowance
to the Fleet,

Start for Martha's Vineyard
Today

Newport, R. I., Aug. 16, 1872.

The cruise so far has proved a decided success, and it would be hard to bring together a more beautiful fleet or more perfect samples of the higher branch of naval architecture than are now lying in Newport harbor. This morning the different crews on board the yachts were kept pretty busy making preparations for the race for the Commodore's Cup, and, judging from the number that had their mainsails and foresails set, a large entry appeared likely. The little cat boats were in great requisition, and had large parties of ladies and their escorts on board, whom they were taking out to witness the start. The little schooner *Eva* was

THE FIRST TO GET UNDER WAY

and she was followed shortly afterward by the *Tidal Wave*, *Foam*, *Alice*, *Madeleine*, *Resolute*, *Viking*, *Madgie*, and *Columbia*. After getting outside of Goat Island the fleet

kept tacking about to leeward of the imaginary line between Fort Adams and the Dumpling, awaiting the "starting" signal.

The remainder of the story is told in the following order: ratings for the handicap, rules of the race, start of the race, description of the race, time at the stakeboat, time of arrival home. The article was 27 inches long, over all.

A story of a rowing race which appeared in the *Herald* a few days later (August 29) follows the same general pattern.

A day of Saratoga racing gave the *New York Times* of August 21, 1872, an opportunity to display the 1872 technique of handling turf events. Notice the emphasis on the weather, the crowd, and the ladies' "elegant toilets" before anything is said about the races. Well, here's the story, head and all:

THE TURF

Third Day of the August Meeting at Saratoga

Defeat of the Favorites—A Great Day for the Outsiders— A Great Crowd and Splendid Racing.

Special Dispatch to the *New York Times*.

Saratoga, Aug. 20.—The third day of the meeting has passed off in a very satisfactory and enjoyable manner, the change in the weather contributing in a great measure to the success of the day. True, the sun shone hot, but the atmosphere was purer, and the sun's rays had not the enervating effect of the last few days of sultriness. The heat, however, did not deter a very large crowd from wending its way to the race-course and filling to repletion the grandstand with an aristocratic assemblage, while the field stand was well patronized. As usual during the meeting here, the ladies displayed elegant toilets in profusion, and became as enthusiastic as their cavaliers while the races were in progress. It was a sad day for the knowing ones, and especially were they bitten in the second race, which Experience Oaks won and sold the lowest in the pools. In the Paris Mutual pools a \$5 ticket on Experience Oaks brought \$243.75 and most of the outsiders caught their little "chicken pie," as the pool-sellers call it. The racing was admirable, and was begun by Count D'Orsay, representing the Belmont stable, winning the sweepstakes for two-year-olds, beating the favorite Strachino two lengths; this was the first step into the mire for the "wise uns," and their second step completely submerged them. Gray Planet could not lose this race, said they, although he had always proved himself a "duffer."

Here's the start of several hundred words on a 32-mile horse-race in Kansas, taken from the *Leavenworth Dispatch*:

We mentioned some weeks ago that a race had been agreed upon by Messrs. William Tholen and Jep. Rice, of this city, between horses owned by each, to be run from here to Lawrence, a distance of thirty-two miles. The stakes between these gentlemen were the horses, but outsiders backed their opinions with a bet of \$200. . . .

and so on until it is brought out, finally, far down in the item, that the Rice horse was the winner.

Pugilism was not in high favor with sports writers of the 70's. A good bit of the time the news of the prize ring appears to have been handled by the police reporter, since the ring sport was outlawed in most states and the fighters dodged about from place to place in search of some remote spot where they might evade the law. Naturally, the purses were small, and the ring was not yet attracting the "gentleman" boxers of a few years later. Note the assault-and-battery tone of the *New York Times* on the Mace-O'Baldwin fiasco of 1872, in the issue of August 15:

MACE AND O'BALDWIN

Mace Arrested for Conspiring to Engage in a Prizefight— The Contest Still to Take Place.

Baltimore, August 14.—As stated yesterday both Mace and O'Baldwin were arrested, and gave bail not to violate the laws of the State of Maryland as principals or seconds in a prizefight within the limits of the State for twelve months. Late yesterday afternoon Mace was again arrested on a bench-warrant from the Criminal Court, as was also Joe Coburn, at the instigation of Mr. Pinkney, Deputy State's Attorney, charging Mace and Coburn with entering into a fight and thus violating the peace and the laws of the adjoining State of Virginia. Upon this charge, which seemed to take the pugilists by surprise, the accused were held in \$2,000 bail each, to await the action of the Grand Jury. A similar warrant was also issued for O'Baldwin and his trainer, who were arrested this morning and gave the required bail.

A large number of roughs, from New York, Philadelphia, and other cities, are here, and a number are now going down the street to the wharves of the steamers which leave for the fighting ground this afternoon. The tug *Ella*, with several press reporters and amateurs of the prize ring, leaves at 3

o'clock this afternoon. The indications are that the fight will come off tomorrow morning.

The remainder of the story, which occupied about 12 inches of space, gave

Details of the gathering at the ring,
Details of the disagreement over a referee.

By 1872 the eastern papers were carrying a box score in baseball stories somewhat similar to the one used at present, except that errors do not seem to have been listed and the summary was limited to earned runs, umpire's name, and time of game. Sportsmanship was not highly developed. The *New York Times* ran a baseball story in its issue of August 16, 1872, in which the writer makes it obvious that his whole day, including his grammar, was ruined by the victory of the opposing team. The umpire appears to have had some sort of deep-seated grudge against the losers.

By 1872 the papers were beginning to devote a higher percentage of space to a wider range of sport news. There were still, however, many days on which little or no space was given up to this type of material. A few comparisons:

New York Tribune—8-page, 6-col. paper with 21½-inch columns, had 1030 column-inches of space over all; usually about 730 inches for non-advertising reading matter. Average space for the twelve days in August on which sport news appeared was 10½ inches, or less than 1½ per cent of the non-advertising space. Sports represented were horse-racing, prizefighting, cricket, baseball, and rowing. Horse-racing occupied 100 of the 126 inches of space, and prizefighting, 1 inch.

New York Times—Issues of eleven days examined—August 20, 21, 22, 23, 24, 26, 27, 28, 29, 30, and 31—contained a total of 374 inches of sports, an average of 34 inches a day. Of the total sports space, horse-racing occupied 225, or about 60 per cent. Cricket received 24 inches of space to 28 for baseball. Rowing received 25 inches. Yachting, Scottish games, and prizefighting shared the remainder.

Harrison R. Kincaid's *Oregon State Journal* in Eugene paid little attention to sports in the 70's; for that matter, never in his long career did Mr. Kincaid devote much space or attention to that phase of the news. In this he was not far from typical of the editors of his time. Once in a while, however, his paper would run an item dealing with such sports and pastimes as shooting (at targets), roller-skating, billiards, and croquet—which, as a matter of fact, aside from the routine hunting and fishing, was about all the sporting activity there was in the locality at that time.

Here's the way they were handled—with the lack of enthusiastic

tone which characterized all reference to matters of sport, making it seem as if the editors were a little apologetic about anything apparently so little connected with the development and upbuilding of the country. It was frequently thought necessary to emphasize the healthful nature of a particular sport, with the enjoyment phase distinctly secondary. A few items from the *Oregon State Journal* in 1871:

April 1. Why can we not have a skating rink in Eugene? It would furnish a healthful exercise and pleasant amusement which could in no way be objectionable.

April 5. Richard Rush, of this county, proposes to beat anybody in Oregon shooting for \$500, and let them set the distance.

May 13. Billiard Exhibition.—Mr. Rudolphe, the champion billiard player of the world, arrived in this place last Saturday, and in the evening gave an exhibition of some of his fancy strokes. In the first place, however, he and Mr. Merry played a game of 500 points, which, owing to the courtesy of Mr. Merry to a guest in our city, was won by Mr. Rudolphe. After this Mr. Rudolphe went on to execute strokes that are utterly indescribable, and which seemed to be really contrary to natural philosophy. All we can do is to say that they were executed with a magical skill, and that probably no other living man can perform them.

June 10. A croquet club has been organized in Salem, to play every evening.

June 10. Shooting Matches.—Two shooting matches took place near town last Saturday between Richard Rush and a Mr. Palmer. The first was an off-hand match one hundred and twenty-five yards, for \$50, and the second was the same distance, but with a rest. Both matches were won by Mr. Palmer, he having by far the best gun.

Sept. 23. A shooting match took place last Saturday between Frank Coleman with a double-barreled shotgun, George Lakin with a revolver, and another gentleman with a rifle. Lakin won the money. Coleman scattered so badly that he missed the mark entirely.

It might be noted, in passing, that this was all the sport news that could be found in the paper in six months. There couldn't have been much sport activity or interest in the community, and the newspaper reflected the general apathy.

The 1879 status of baseball and baseball writing may be judged from the following description of a baseball game, which was published in the *Oregonian* March 31, 1879:

Base Ball Match.—A game of baseball was played on

Saturday afternoon at the grounds at Seventh and I streets between the Athletic and Young California clubs. The latter was badly scooped, the score standing 14 to 32 in favor of the Athletics. A club so deficient in patriotism (the writer can't resist concluding) as to fly the banner of a rival state, deserves defeat.

Sport activity was small and coverage meager in the early 80's. Reference to the files of the *Morning Oregonian* for the first half of the year show not more than three or four items a month, on the average. Sports covered included shooting-matches, cricket, amateur boxing, horse-racing, cricket, trout-fishing, rowing, and baseball. Total space for all sports for the entire period did not exceed three columns. There had been, in short, no increase in sport coverage in the decade, nor was there noticeable improvement in the quality of the writing, so far as it is possible to judge from a collection of such short items.

Baseball was on a professional basis in 1881 (later called "semi-pro"), but the yield to the individual player was small, as indicated by an item in the *Oregonian* June 25, reciting that "Players of the national game in this city are dissatisfied because the \$100 for games on the Fourth is to be divided in three purses. The wish seems to be that the best club should receive the entire sum, which is not large enough for division, and that the games be played on the South Portland grounds instead of the unprepared meadow named by the committee on amusements."

The status of boxing, prizefighting, pugilism—which under all these different titles has amounted more or less to the same thing—has always been a matter of worry to newspapers. Right now we read occasionally some lament by a modern sportswriter, who pines for the days when fighters fought and were real he-men, like old John L. Sullivan for instance. Back in the 80's the writers were doing the same sort of thing from a different angle, looking back to a previous "golden age" of the sport. Here is an example from the *Portland Daily News* of April 9, 1883, decrying the brutality of the sport and the brutality of its devotees, and mentioning Sullivan, Slade, and Mace by name in no complimentary terms. The concluding paragraph:

They (the fighters) are today debauching the people's morals. The Golden Age of the Republic as to pugilism, which lasted from the Sayers-Heenan fight to the time when Sullivan developed from a Boston North End tough into a human catapult should be closed. Then the people will cease to adore mere brute force and bull-headed physical ability. Brains will again take precedence of force, and the man or men who can handle an oar skillfully, shoot the rifle with

accuracy, fish, swim and hunt scientifically, will be the ones recognized as sporting men, and the present generation of ruffians, jailbirds, thieves, murderers, thugs, state-prison graduates, will be relegated to deserved oblivion.

Sunday sports were none too popular in those days of the 80's, and the *Oregonian* in an editorial published March 19, 1883, deplored the fact that baseball was played only on Sundays and hoped that it might be possible to play more games on week days, thus allowing the game to return to popular favor, which, said the *Oregonian*, it had largely lost. The idea of arguing for popularity of Sunday games did not occur to editorial writers in those early days.

The same editorial, written in a helpful, friendly spirit of promoting clean sports, had a good word to say for cricket, which was then a fairly popular game in Portland; for rowing, which was active on the Willamette, and for horse-racing, which, however, was not unqualifiedly endorsed. Said the *Oregonian*, arguing for a weekday holiday:

Sports as now carried on in Oregon, unless we except occasional turf scenes, are of the wholesome and honest sort. Employers ought to allow the young men in their service time for a proper share in them. The youth who plays ball or cricket, or who rows a boat at proper times, is a stronger and better man for the exercise. He can serve his employer better. We hope to see a general Saturday or Wednesday half-holiday movement. Young men ought to have a few hours of daylight for field sports each week.

The old Puritan spirit is inescapable in all this pioneer and semi-pioneer sport comment. The idea of exercise is uppermost (. . . he can serve his employer better . . .), and enjoyment for its own sake does not appear to be very common among these Victorian far-westerners.

Sports and sports writing really began to look up in the 90's. Baseball and boxing in particular took an impetus. Horse-racing held its own, and football of the soccer variety began to compete for notice in the papers. And yet the percentage of total space devoted to all sorts of games remained exceedingly light. February 12, 1891, the *Oregonian* contained $1\frac{1}{4}$ columns of sports out of a total news space of 45 columns, or less than 3 per cent. On July 12, in the height of the outdoor sport season, racing received two columns of space, while another two columns was given to baseball and other general sports—a total of four columns out of 112 in the paper, or less than 4 per cent of total space.

Sports writing, however, continued, on the whole, uninspired. The account of a football game which appeared in the *Oregonian's*

issue of January 2, 1891, has the faults of the sports writing of the previous decade and the one before that. Here is how the game was handled, under "Local News in Brief"—for separate sports columns and pages were just beginning to come in:

The Portlands Are Kickers.—A large and enthusiastic crowd assembled at the baseball grounds in East Portland yesterday to witness the return championship match between the Tacoma and Portland Wanderers football clubs. Despite the fact that the ground was in poor condition, a magnificent game was witnessed. The Portland Wanderers entered the field with the knowledge that they had to play against a team of giants in football. The splendid forward play of Mc-Marsh, backed by the Brigham brothers, frequently called for the applause of the spectators, as also the fine play of Messrs. Patton, Bowman, and Hamilton of the Tacomas. The result of the game, each scoring one goal, showed how evenly the teams were matched, and still leaves undecided whether Portland or Tacoma can claim the championship honors.

Sports gossip was beginning to appear, reflecting the development of the sports gossip technique in the eastern papers. In the issue of January 6, 1891, the *Oregonian* carried a one-column gossipy article on the forthcoming middleweight battle between the original "Non-pareil" Jack Dempsey and Bob Fitzsimmons. Apparently some actual reporting had been done with Portland sports-followers as news sources, but there continued the old indisposition to use names if they could possibly be omitted. And direct quotations were not yet standard equipment. So here's the way this gossip story ran:

Sporting men in Portland are taking more interest in the Dempsey-Fitzsimmons contest as the battle draws nigh, and a number of large bets have already been made.

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Those who are inclined to take a doubtful view of Dempsey say that his day has come. He has run his race. . . .

This was followed by about 300 words of football gossip.

The football gossip, apparently, was written without extensive knowledge of the technique and vocabulary of football. The sports-writers of those days were still more prolific of words than ideas. Much of the trouble, no doubt, arose because the busy local reporter was merely adding this field of work to his regular load.

Development of headlines in the other departments of the paper was accompanied by similar development in sports heads. A standard head of these times carried as a key line "The Field of Sport" with three lower decks. For example:

The Field of Sport

Fitzsimmons in Fine Trim for the Coming Battle.

Opinion of the Two Pugilists.

Dempsey's Reputation in Australia Greater Than One Would Believe—Events on Eastern Racecourses

This was followed by three-fourths of a column of telegraphic sports news, dealing with pugilism and horse-racing. The racing is represented only by summarized results.

On the occasion of the Dempsey-Fitzsimmons fight in New Orleans, the *Oregonian*, on January 15, 1891, carried a full column by telegraph from the scene of the fight and followed it up with a half-column of comment of Portland fight fans and friends of Dempsey. The policy of naming no names, however, continued, and there was, as usual, a good bit of editorial comment by the writer.

When Dempsey arrived in Portland after his defeat by Fitzsimmons he was interviewed by reporters. The *Oregonian* carried a half column on his return, as the leading item in a sport-gossip column. The writing was still wooden, and the fighter's 150-word statement was handled as formally as if he had been a congressman, for instance. He was quoted in flat phrases as saying he had no complaint about his defeat, no fault to find with Fitzsimmons, and the writer noted that the Nonpareil appeared to be in good health. (Feb. 10, 1891).

On the other hand, there is noted in the same issue, an interview with N. J. Morgan dealing with his visit to sport celebrities in San Francisco. This was a little livelier but still rather stilted as compared with later work. The writers were feeling their way in a relatively new field.

The Oregon public, apparently, was not yet quite geared up to the rougher type of sports, as is indicated by this item from the *Oregonian* January 21, 1891:

Athletic Sports.—All arrangements have been made by G Company, O. N. G., for an athletic meeting on the evening of February 18, which will be held at the Regimental armory. A very enjoyable and exciting time is expected. The games will consist of running, jumping, hurdle racing; also, one of the principal events of the evening will be a "tug-of-war" contest between picked teams from the regiment. One notable feature of the evening will be the absence of boxing and all other rough games, and the fairer sex will no doubt

take a lively interest in the affair. Handsome gold and silver medals are being specially provided for first and second prizes in each event. . . . It is expected that this will have the effect of introducing healthful amateur athletics into the city. Such an excellent movement (the writer concludes with the inevitable bit of obvious editorial comment) cannot but receive the hearty support of all our citizens.

Meanwhile, baseball had won its way to the top position among outdoor sports (Portland was now in a Northwest League), and baseball writing had become interesting. Modern form was beginning to appear in all departments of the newspaper (except, perhaps, the advertising). The modern action type of headline was beginning to appear; this one (February 14, 1891), for instance:

GIVEN A NEW IMPETUS

Interest in Baseball Increasing—
National Compact

The Price of Players Reduced

Secretary Van Dubeck Discusses the
Prospects of the Portland Club
for the Ensuing Season.

This heading carried a half-column interview on baseball in the East with Secretary G. A. Van Dubeck of the Portland League Baseball Club. The secretary described the efforts to build up the club. Then the writer commented on Portland's weak team of the year before. . . . "have to get a better team this year than they did last if they don't want to kill the interest in baseball in this city entirely . . ." Direct quotations attributed to some person definitely named were appearing more numerous. Two days before, the *Oregonian* had carried interviews with Portland sport-followers on the defeat of Joe Choynski by Joe Goddard in Australia, with the name of each person preceding his statement.

The following baseball story, which appeared in the *Oregonian* May 1, 1891, is working up toward modern technique, though it still fails to tell the story near enough to the top:

SEATTLE, April 30.—Kid Camp won fresh laurels in today's game by shutting out Portland without a hit or run for eight innings. Although a little wild, he had the Portlands completely at his mercy. Their only hit of the game was Metz's liner over Shea's head in the ninth inning. What made Camp's feat more wonderful was the fact that the grounds were very muddy and the ball was hard to handle.

Wordsworth was hit very hard during the fore part of the game, but after the fifth inning he settled down and pitched good ball, allowing but one hit in the last four innings. Playing began in a drizzling rain, which continued during the greater part of the game. Notwithstanding the slippery condition of the grounds both teams put up splendid fielding. But one error was scored against each side, and both of these were due to the men, who attempted to field the ball, slipping in the mud. Seattles opened up as if they intended to knock Wordsworth out of the box, making four hits in succession in the first inning. These resulted in two runs. They continued their hard hitting for the first half of the game, but the splendid support behind Wordsworth kept down the score. In the fourth they started another fusillade of hits, and piled up five without stopping, bringing in four runs. For eight innings the Portlands struggled bravely but unsuccessfully to get a man around the bases. Although Camp sent several to first on balls, no one could hit the balls safely. In the ninth, by a desperate rally, the visitors saved themselves from a shutout, scoring two runs on an error, a hit, and a couple of stolen bases. About 200 enthusiasts braved the elements and witnessed the game.

The box score followed.

The day of liberal space allotment for sports news had not yet arrived. In the issue of September 20, 1896, a 20-page paper, with 140 columns of space, sport news received only one column in all, or less than one per cent.

The sports represented were track, baseball, rowing, boxing, racing, and there was no comment. In a 20-page *Oregonian* issued October 25 of the same year sports received 2½ columns, or about 2 per cent. Football, boxing, racing, bicycling, and foot-racing were described. There was a football cartoon. By-lines on sports had not yet appeared, as, for that matter, by-lines were scarce on any type of matter.

Another Portland paper, John Milliken's little Portland *Examiner*, was giving only a few inches a day to sports. The issue of May 22, 1891, contained only a few inches—only 1½ inches for all baseball. Fighting was the only sport given prominence. The Corbett-Jackson fight at San Francisco received first-page space. There was no local sport news.

The days of bare-fact sports reporting plus a bit of vague, general comment were showing signs of passing. The *Oregonian* for January 20, 1891, carried under a three-deck head, nearly a column of horse-racing news, some of it local and beginning to be personal and gossipy. Thus, one of the items:

Mr. Jerome Porter, of Forest Grove, came in yesterday and was at the Perkins. He has quite a number of promising young trotters, but is troubled with failing eyesight.

Several other short paragraphs follow, and there was nearly half a column on "Mr. Quimby's New Colt," including also a description and general writeup of L. P. W. Quimby's racehorses. The reporter was beginning to go out after sports news. We note, Jan. 31, 1891, a local writeup, more than a column in length, describing "Witch Hazel Farm," where fast horses were in training. In the same issue, under a four-deck head keylined "Horses and Horsemen," appeared two-thirds of a column of local racing news and gossip. The detail is full and the form excellent except for the dull heads of the "label," non-action type. Here is one of the items:

Mr. W. H. Babb, the famous thoroughbred owner, came in from his ranch at Echo yesterday and went to the Perkins, where he was seen by a reporter. He brings the news of several important sales he has just made to Mr. M. J. Sullivan, of Great Falls, Mont. The transfer includes the grand racehorse Sir Henry, who was the sensation of City View track last fall.

The sports *reporter* was coming along all right, but the sports *writer* had not yet arrived.

Oregon papers were still giving sports rather scant coverage at the turn of the century. In the issue of the *Oregonian* for April 5, 1905, for example, out of 48 columns of news space, sports received only one column, or slightly more than 2 per cent. All the sports news was telegraph, covering boxing (an advance story on the Jeffries-Ruhlin fight), trapshooting, and horse-racing. The next day's paper carried absolutely no news of amateur sports.

Increased attention to sport news, however, was "just around the corner." It had, in fact, arrived in the East, and the next few years were to see all the Portland papers heavily increase their sport coverage. Three factors cooperated for this result—increasing organization and interest in sports, especially amateur athletics; increased space for this phase of the news, since the papers had heavily increased in size, owing to the linotype's cheapening of type composition costs and to the recent development of cheap pulp paper and the almost simultaneous development of the department store, with its heavy newspaper advertising; the rise of the exclusive "sporting editor," as he was then known (4).

Really, all these factors were closely related. It can well be argued that the heavy increase in sports interest, particularly in the amateur field, came from the increased attention given by the papers in their heavily enlarged papers; likewise, the increased attention given amateur and professional sports tended to demand space recog-

nition in the newspapers. The rise of the separate sports editor (historically in Oregon this species had started in the 80's with Henry E. Reed giving it part of his attention on the *News* and the *Oregonian*, but actually the big advance did not come until the enlarged papers which followed the machine and paper inventions) is in part due to the increased size and greater prosperity of the newspapers, which were permitting extensive departmentalizing—a development not outside the ambition of the older reporters and editors but beyond the newspapers' physical and financial possibilities. Men like Harry B. Smith of the Portland *Telegram*, now of the San Francisco *Chronicle*; Will G. MacRae of the *Oregonian*, and John A. Horan of the new *Journal* were given a fairly free hand and highly increased space to devote to all the developing sport activities. Use of the halftone, too, invented by Frederic Ives of Philadelphia in the late 70's, and by now so far developed and cheapened as to begin displacing the less exact and more cumbersome and expensive illustrations by staff artists, was soon to simplify the picture problem and give the sport page added life and attractiveness.

The Sunday paper, also developed largely after the larger newspaper became economically possible, began giving a full page to sports in the late 90's; and after the turn of the century this single page expanded to two, three, four, and on up, frequently to a full section of eight or more pages in the larger papers, while even the small-town dailies began to have their full page of sports once a week.

On the very day (September 12, 1902) that C. S. Jackson's name appeared for the first time at the head of the *Oregon Journal's* editorial page, the paper contained the following reference to the beginning of an abuse which later was to inflict more death and injury on the American people than they suffered in the World war:

Those good people who object so strongly against prize-fighting might turn a little of their attention to the automobile speeder. He is a much more dangerous personage.

The *Sunday Oregonian* was giving a page of sports (page 26 in section three, in the issue of April 7, 1901) under the stock heading "In the Sporting World." Two single-column line cuts depicted, respectively, a sweet-faced girl in baggy bloomers poised to shoot a basketball at the hoop, and a conventional male athlete swinging upward from a trapeze. A total of 24 inches was given to telegraphed sport news, in the news section, covering fencing, yachting, horse-racing, trapshooting, and pool. A seven-inch local story told of an accident at a Portland paper chase.

Sports covered on the special page were the Portland bench show for Oregon dogs; track; bowling; baseball, amateur and professional; fishing; and handball. The bench show received a column of space, and the story was told in straight-news style—not a sprightly

story, but adequate, with plenty of names, including a prize committee consisting of Walter B. Beebe, David M. Dunne, and Frank B. Thorne.

The track story told of the proposed trip north of the University of California athletes to meet the University of Oregon tracksters at Eugene and the University of Washington at Seattle. Arrangements had been made by C. N. (Pat) McArthur, the University of Oregon's first graduate manager, later member of congress from Oregon. A clipping from the San Francisco *Examiner* told of the new Pacific Coast record of 4:32 $\frac{4}{5}$ in the mile, made by Roy Service of California. That was before the days of the Ralph Hills and the Zamperinis.

Professional baseball had three-quarters of a column with a top head. Jack Grim of Anaconda had been signed as manager of the Portland team. There was a lot of gossip about Eddie Burke, Home-run Tom Turner, Jack Flannery, Manager David E. Dugdale of Seattle, Ralph Frary, old-time catcher and later Coast League umpire, and others. Amateur baseball got 150 words of notice on the election of Frank E. Watkins as captain of the Multnomah Amateur Athletic Club baseball team, together with gossip on an amateur league to be formed. Frank Watkins, incidentally, is also the hero of the handball story, having won the championship of the Pacific Northwest. Another amateur baseball story that got a top head told of the opening of the Interscholastic Baseball League on the next Saturday. The teams were to represent Portland High school, Portland Academy, and Bishop Scott Academy. The article had plenty of detail. There was another item about Robert Krohn instructing Portland High school girls in basketball, early in his long career as physical trainer and coach in the Portland school system—an active career which was to end only with his death 36 years later.

Fishing was represented by a 200-word story telling of the disappointing luck of fishermen the preceding Monday, when a down-pour of rain spoiled the opening of the fishing season.

The opening of the season in the old Northwest League of six baseball clubs—Portland, Seattle, Tacoma, Spokane, Helena, and Butte—received half a column of space in the new *Journal* of May 14, 1902, including the box score. The lead of the Helena-Portland game, which Portland won 8 to 2, was written in the slow, chronological fashion which was formerly universal:

The professional league baseball season opened on the home grounds yesterday afternoon with a game between Portland and Helena.

It was certainly an off day for the visitors and they played like a lot of school-boys. Jack Flannery is a fine fellow, presumably, and he may be a good team manager, but he was a dismal failure at short yesterday.

Wiggs and Partridge were easy for the Portland players, who batted them all over the field, piling up eight runs to the visitors' two . . .

During August and September the *Journal* averaged less than 3 columns of sports a day, the percentage of total news space devoted to sports running less than 5 per cent. Sports carried, more or less seasonally, through the year, were baseball, basketball, boxing, chess, horse-racing, billiards, football, with apparently no golf and no wrestling.

The by-line of John A. Horan appeared as sports editor in the issue of March 16, 1903, and remained until May 5, 1907, when notice of his resignation was carried, with the following complimentary send-off:

John A. Horan, who has been sporting editor of the *Journal* for more than four years past, has resigned the position in order to become business manager of the *Portland Spectator*.

The *Journal* was the first paper in Oregon to devote a special department to sports, and Mr. Horan was its first editor. He therefore enjoys the distinction of being the pioneer sporting editor of Oregon. The *Journal's* sporting page has always had a large number of readers.

The page for that day carried no by-line, and there was no announcement of a successor to Mr. Horan. The paper that day contained 54 seven-column pages. Sports occupied 10 columns, or close to 3 per cent of the whole and 6 per cent of the non-advertising space.

By the end of its fifth year the *Journal* was running a full page of advertising and general reading matter dealing with automobiles—more than all sports had been receiving a few short years before.

Mr. Horan, first *Journal* sports editor, as a former football player, emphasized football rather heavily in his columns. Sunday, November 18, 1906, as a part of two full pages of sport news, he had a big story on the Willamette-Multnomah football game played on the club's field in Portland. Some of the names he mentions are those of athletes still well remembered, including Frank J. Lonergan, now a Portland lawyer and state legislator. Horan's lead was decidedly unconventional, of a freak type considerably used at that time. Representing a sharp break away from the old stilted type of writing, it read:

On Multnomah field, yesterday, a small, wiry young man named Hockenberry made a noise like an automobile; a great crowd of football enthusiasts roared as does the "mob outside" when it is in ferocious mood; a smaller body of grid-iron partisans assured the aforesaid Hockenberry that he was "all right," a "good boy," the real thing in umpires, and

begged that he give no heed to the persuasive McMillan, the emphatic Lonergan or the indignant Jordan.

Mr. Hockenberry continued to make the noise like the speeding automobile; and when it was stilled Multnomah had been penalized 30 yards and Willamette by the cleverest blocking of a kick ever seen here, had made a touchdown, and the clubmen were robbed of the chance of wiping out by a decisive Something to Nothing victory their defeat of last year.

The score, however, was mentioned only as successive scores were made, and right at the end of the two-column account of the game came the "Final score, Multnomah 18, Willamette 5." The head, a three-column boxed affair, had said, simply, "Multnomah, in Hard Fought Game, Retrieves Honors Willamette Snatched Last Year."

In the same issue occurred a 300-word feature signed by Dr. Clarence True Wilson extolling football. "I admire the girls," wrote Doctor Wilson, "but not a ladylike man. I would make all such wear dresses . . . some people never make mistakes because they never make any moves. Football will develop a class of doers. It leads to quick thinking and quick acting. Its drill in obedience to authority is excellent. . . ." Here we have virtually the survival of the old pioneer search for some justification of sport other than the mere enjoyment of it.

It will perhaps have been noticed that up to the turn of the century this chapter has made almost no reference to the subject of golf. The brassie-swingers, as a matter of fact, were slow to get under way in this part of the country, although Oregon cities now rank near the top in their interest in this game and in the proficiency of their players. Golf was no game for the pioneers. The country was, literally, too rough for that sort of thing; the game seemed too leisurely for the strenuous old-timers; and the pioneer attitude was more or less that of Bill Brown, New York state boxing commissioner, who growled that "golf was invented for expectant mothers."

The westerner, too, has been contemptuous of the costumes affected by some of the early golfers and bicyclists. Plus-fours doubtless did much to retard the popularity of the game among old-time he-men. In these later days, however, most of the birdies and eagles are made by men wearing long slacks, which the old-timers would not have resented. Gradually, the old basis for prejudice departed, and golf is recognized as one of the universal sports.

The *Oregonian* May 3, 1903, came out with a 5-column layout of Mrs. Frederick D. Warner and Roderick L. Macleay, Northwest golf champions, with a full column of interviews.

While Will G. MacRae probably was the first of the modern by-line sports editors, the first reporter to make a specialty of sports

in Portland, and therefore, almost certainly, in Oregon, was Henry E. Reed, still active as appraiser, broker, and all-around real-estate authority, who began his reporting career January 9, 1883, in the second week of the life of the *Daily News*. Mr. Reed was on the *News* nearly five years, leaving December 3, 1887, to go on the *Oregonian*. He was hired for the *News* by Charles Whitehead, first city editor of that paper.

On the *Oregonian* at about the same time Louis Levinson, brother of N. J. (Joe) Levinson, the city editor, was doing the baseball writing. In 1885 box scores appeared for the first time in their modern form in Portland papers. John Milliken was put on sports by the *Oregonian* at about that time, and it was he who was succeeded by Henry Reed when Reed went over to the *Oregonian* two years later.

Reed started the first real department of sports in Portland while on the *Oregonian* in 1888. He played up baseball, rowing, cricket, which had retained a considerable body of popularity; emphasized boxing, bicycle-racing, and horse-racing. Tennis had not yet become much of a sport feature in Oregon. While on the *Oregonian* Reed developed amateur baseball in the city, being the first sports writer on the Pacific Coast to play up this important branch of sport.

In the issue of November 11, 1906 (Sunday) MacRae has several by-lined stories included in the two pages of sport news, gossip, and "pictures." The sport gossip was beginning to assume the form and style it was to have for a quarter of a century or more, carrying news heads, however. Both stories and heads were conservatively written. Here's an example of how MacRae did it:

High School Goes
Down to Defeat

Columbia University Lads Are
Victorious by Score
of 5 to 0.

Valiant Gridiron Game

Both Elevens Fought Fiercely From the
First Kick-Off to the Final
Note of the Referee's
Whistle

The conservative but action-filled modern headline finally had arrived and with certain improvements was to remain for many years. The summary beginning already standard in the regular news columns was breaking into the sport news, as the following lead will show:

In the fastest, fiercest, and most bitterly contested football game of the season, Columbia University yesterday defeated Portland High School by the score of 5 to 0.

Long before time for the game the grandstand was filled with rooters, the Cardinal and White of high school mingled with the Purple and White of Columbia. When the Columbia team trotted into the field a hoarse roar arose from the Columbia contingent. Cheer after cheer greeted the padded warriors from Columbia and this was followed by songs and waving of banners. A minute later the boys in the Cardinal sweaters invaded the gridiron and once again a roar from the grandstand, mingled with the screams of the fair ones, echoed and re-echoed over the common. Cowbells, horns, megaphones and tin pans and many other noise-producing instruments blended in one continuous, hideous roar.

After a few minutes of signal practice by the teams, Referee (S. M.) Kerron took a coin from his pocket and sent it spinning into the air. "Heads," said the Columbia captain, and "heads" it was. Columbia chose to defend the north goal.

While the teams arranged themselves upon the field of battle silence prevailed. Grussi carefully placed the ball for the kick-off.

"Are you ready, High School?" asked the referee.

"Ready, Columbia?"

"Ready," shouted both captains, and instantly the pigskin was booted into High School's territory, and the first game of the interscholastic season was on.

High could do nothing with the ball and was forced to punt. The cheering in the grandstand was resumed stronger than before . . .

And so on for a column. The lead (beginning) did what leads of earlier stories had not been doing—told the main point of the story. But it did not summarize points of interest; instead, the second paragraph was taken up with sketching in the atmosphere of the occasion. There is, indeed, throughout the account, an emphasis on atmosphere and less specific attention to vital details of the play than prevailed in football stories of a later day. Modern writers condense a good bit of this extended description by saying, casually, that Columbia won the toss, and chose the north goal, and . . . kicked off to . . .

The account of the Columbia-Hill Military game on the next Saturday was poured from the same general mold as the one just quoted.

Coaches received much less attention from the sports writers in those days. For that matter, they were not regarded as so important

in the general scheme of things on the gridiron as they later came to be. Five football stories in this issue of November 17, 1906, made only two bare mentions of football coaches, and the mentors broke into the headlines in only one spot, where "Coach Henderson Will Not Resign" gets one little black-line head.

Sport cartoons of those days on the *Oregonian* were signed H. M. for Harry Murphy, one of the first men to draw cartoons for the paper.

While Will G. MacRae was sporting editor of the *Oregonian* and John A. Horan of the newly-started *Oregon Journal* in 1903 and Harry B. Smith on the *Telegram*, an item (Jan. 24 of that year) in the *Evening Telegram* under Harry Smith brings in the name of another sports editor, Robert W. Boyce of the *Seattle Times*, who developed an ultra-lively style that did much to revolutionize sports writing in the Northwest. While Portus Baxter of the *Post-Intelligencer*, a very careful New Englander, was still writing conservatively, getting his effects from purely factual writing, Boyce was dolling up his stuff with a lot of imagination and an ornamental, even hilarious, vocabulary. None of the others followed him the full length, but he did have the effect of stirring them up a bit.

As an example of how the Oregon papers were beginning to enliven their sports pages early in the century, the Portland *Evening Telegram* of Saturday, February 7, 1903, carried a strip cartoon clear across the top of its seven-column page devoted to sports. Murray Wade, later publisher of the *Oregon Magazine* at Salem, was cartoonist, and the art layouts were by Werschkul.

Professional wrestling was having another flurry, and the *Telegram* carried, January 10, 1903, the first bit of wrestling news this writer had noticed in an Oregon paper. This was in the days when the massive Tom Jenkins of Cleveland was champion, Martin (Farmer) Burns was the leading exponent of clean and clever "rasslin'," as he called it, and the great Frank Gotch, soon to be champion, was learning his stuff from that old master. (6).

So the *Telegram* carried a column on this sport, offsetting what was regarded as "rough stuff" in those days by devoting also some space to chess. The general style of writing had become chatty and informal under young Harry B. Smith, who was soon to move on to San Francisco, where he has been heading the *Chronicle's* sport page for more than 30 years.

The *Oregon Journal* sport page, directed by Horan, was giving plenty of space to that sort of thing, with a preponderance of boxing and baseball news and comment. In the issue of March 21, 1903, Horan had 9½ columns of sports matter. The page carried his by-line; he was one of the first sports editors to sign his stuff.

A youngster who filled in as sporting editor in 1906 while Will MacRae was ill was Claude McColloch, now a Klamath Falls

lawyer, who was then reporting on the *Oregonian*. McColloch (7) recalled the sort of thing the sporting editor used to run into in those days. That, incidentally, was the first of Walter McCredie's several championship years at the head of the Portland Coast League baseball club. He had a scrappy club, and so did Seattle, with such stars as Jay Hughes and Oscar Jones in the Indians' lineup. One of McColloch's stories involves Jones, ex-big leaguer just down from Brooklyn.

He hit Mike Mitchell (Portland left fielder) with a fast one that Mike thought was purposely thrown too close.

Mitchell threw his bat at Jones; if Jones hadn't jumped I'm sure both his legs would have been broken. The bat went nearly to second base.

Jones asked me to say for him in the *Oregonian* that he had no reason to pitch "close" to Mitchell on purpose, "because Mike couldn't hit him, even if the ball was down the middle." They could "give it" and "take it" too in those battling baseball days.

Another of his stories dealt with big Larry McLean, Portland's great catcher that year. Larry was a bit eccentric—not quite a Rube Waddell, but odd enough. So, McColloch wrote:

. . . one week, just before he was to leave the Beavers to report with Pitcher Bill Essick to Cincinnati, he asked me to announce in the Sunday *Oregonian* that he was going to make a hit every time up in the Sunday double-header. He did, too, except that I had to help him as scorer on one long fly on which a Seattle player loafed, I thought, to help Larry and the crowd.

Roscoe Fawcett goes down in journalistic history as the man who put a lot of the life into modern sports reporting in the Pacific Northwest. The sort of thing that L. H. Gregory, Billy Stepp, George Bertz, and Harry Leeding are doing today, the incidental, off-the-routine gossip, bringing out athletes sometimes in their off-the-field personalities, as well as their workaday conduct, was given a great impetus by Fawcett. It is perhaps too much to say that he "started" that trend, but he did develop it. Here's an example of what Fawcett introduced on the *Oregonian*:

On Sunday, May 14, 1911, there appeared in the paper a 3-column illustrated story headed "Two Northwestern League 'Umps' Seen at Different Angles by Fans." The two were Steve Kane, who had been a big-league partner of Bill Klem in the National and who died a few years after, and George A. Longanecker. Fawcett interviewed Pug Bennett, ex-big leaguer then second-basing in the Northwest League, about Longanecker, and Pug told him this one good enough for "Believe It or Not."

Pug Bennett, veteran infielder, who is holding down the second sack for Vancouver during the present series (said Fawcett), tells an interesting story of winter ball in California. Bennett played second for San Diego this last winter. Longanecker was one of the official umpires.

"Longanecker got away in fine shape down there," says Bennett, "notwithstanding the fact that the umpires have absolutely no jurisdiction over the players and cannot forfeit games. . . To show you what kind of a fellow he is, when we were playing the final game against the colored Leland Giants in San Diego, Longanecker suddenly stopped proceedings in the fifth inning, turned over his indicator, and calmly walked to the grandstand and sat down.

"'This game is crooked,' he blurted out when the managers crowded around. 'Those Negroes are trying to throw the game and let their backers clean up a bunch of coin. I won't have anything to do with it.' The news spread immediately and caused a small-sized riot in the stands, where folks were speculating at the fierce exhibition being put up by the Giants.

"A new umpire was appointed immediately and we went out determined to win the money for our backers by playing worse than the Negroes. Oh, that was an awful exhibition. Neither side wanted to win, and the way we booted the ball was shameful. The farce finally ended up with the colored folks on the big end of the score after using nearly every man on the team in the pitcher's box in an effort to make us hit the ball out of the diamond.

"No, I never want to play another game like that."

Fawcett used to start some of his sport stories with apt bits of verse. No evaluation of the quality of his "poetry" will be made here. At the top of a snappy interview with "Happy" Hogan, now long since dead, who was manager of the Vernon team in the Pacific Coast League in 1911 (8) was the following bit of rhyme:

When I was young in Dixie, and weighed 12 pounds on
the hoof,

I used to love the patter of the rain drops on the roof.

I am a child no longer; I'm in it for the pelf,

So I hate to hear the patter of the rain checks on the shelf.

Fawcett, who became an artillery captain in the World war and later became a magazine publisher in the Middle West, undoubtedly injected a snappy note into Portland sport-writing which it has retained, in the main, to this day. He used to run as high as 9 per cent of the paper's non-advertising reading matter on sports in the Sunday paper. Sports he used to feature were baseball, boxing, horse-racing, hiking, motorcycling, tennis, track, motor-boating,

shooting, yachting. Golf still received little or no attention from him (half an inch out of 5 columns July 12, 1911, and nothing at all in the Sunday paper immediately following that date). Nearly two years later, the Sunday paper of January 5, 1913, had 31 columns of reading matter and cuts in the sport section, and not a single mention of golf.

In 1913 Fawcett was using a seven-column banner across one of his sport pages: "Watch-Tower Observations," followed each week by a new wisecrack, such as (January 12) "Here is a suggestion for paragraphers: Why not say something about the waterwagon losing its passengers?" There was two or three columns of varied comment, terse and otherwise. In the January 3 issue this "Watch-Tower" department contained 21 items, ranging from 2 lines to half a column, each decorated with an enlarged initial letter. Sports covered were baseball, football, prizefighting, with a brief Bronx cheer for golf. "Naughty squirrels," related Mr. Fawcett, "are causing great excitement in California by stealing the golf balls at some of the high-class links. Golfdom is wildly agitated, and various remedies, taming, feeding, etc., have been suggested. While they are talking it over, someone ought to go out with a shotgun and kill the nutty creatures."

Fawcett had an outspoken, original way of expressing his preferences and peevishness. For instance, this "crack" at the Northwestern League baseball club in Portland, conducted by Judge W. W. McCredie as a sort of stepchild as contrasted with his Coast League favorite:

When Horace Fogel turned the Philadelphia Nationals over to his successors, he left only \$500 in baled certificates in the treasury; yet the new owners value the club at \$1,000,000. W. W. McCredie made \$.75 on the Portland Northwestern League club last year, but is willing to sell for \$1.

While the Judge has made public no detailed estimates, his stenographer quotes these prices f.o.b.—Manager (Nick) Williams, 33 cents; Frank Eastley, 9 cents; Pat Doty, 12 cents; Bill Speas, 8 centavos; Bob Coltrin, two-bits; Skin Harris, a nickel; and the rest in conglomerate, 8 cents.

Nowadays good ball-players come high.

The status of girls' athletics in Oregon in the early 1900's is indicated by an item in the Portland *Evening Telegram* of January 24, 1903, relating that intercollegiate athletics for women had been barred at the University of Oregon, greatly to the co-eds' grief.

This stand was later reversed, but still later the University of Oregon, in harmony with other such institutions, eliminated girls' intercollegiate competition—not, however, for the reason assigned in 1903, that "it is a little out of the sphere of the girls to take trips around the country, even for a day."

SPECIALIZED PRESS

TRADE and class publications in Portland number 49, and the number published in Oregon outside of Portland is only a fraction of that total.

Of the 49, only 7 had been started in 1900 or before, and 12 before 1910. Others, of course, had been started from time to time before 1900, but not very many, and the 7 indicated in the list here given are all that have survived, so far as the various directories have been able to learn.

A wide range of interest is covered by the trade and class journals, as may be seen from the titles, here given, with the date of founding and the present editor or publisher:

Angora Journal, 1911, A. C. Gage (deceased 1937); *Artisan*, 1894; *Automotive News*, 1919, James H. Cassell; *Better Fruit*, 1906, E. H. Shepard and E. A. France; *City Club Bulletin*, 1920, C. Herald Campbell; *Columbia River Courier*, 1919 (Methodist Women's Foreign Mission); *Commerce*, 1915, Chamber of Commerce (weekly); *Commercial Review*, 1890, Leon S. Jackson, mgr.; *Crow's Lumber Digest*, 1931, C. C. Crow; *Daily Journal of Commerce*, 1906, H. G. Haugsten; *Daily Record Abstract*, 1927, William H. Caplan; *Hardware World*, 1904, Hdw. World Corp. (monthly); *Marine Guide*, 1920, A. W. Howan and A. C. Albrecht, daily except Sunday; *Masonic Analyst*, 1923, Elbert Bede (monthly); *North Pacific Banker*, 1902, Lydell Baker (monthly); *Northwest Insurance News*, 1911, Louis Sondheim (monthly); *Northwest Journal of Dentistry*, 1912, H. C. Browne (monthly); *Oregon Apartments and Hotels*, 1930, Sam O. Plunkett (monthly); *Oregon Churchman*, 1880, Episcopal Diocese (monthly); *Oregon Clubwoman*, 1913, Freda G. Mowrey (monthly); *Oregon Educational Journal*, 1926, OSTA, E. F. Carleton (monthly); *Oregon Endeavor Bulletin*, 1915, Ore. C. E. Union (bi-monthly); *Oregon Farmer*, 1891, Cowles Pub. Co. W. H. Cowles, Edwin A. Smith, editor (bi-m.); *Oregon Grange Bulletin*, 1914, Ray W. Gill, C. H. Bailey (2 a month); *Oregon Historical Quarterly*, 1900, R. C. Clark; *Oregon Home Counselor*, 1932, Chester A. Lyon (monthly); *Oregon Labor Press*, 1900, Oregon Labor Press Publ. Co. (weekly), Arthur Brock; *Oregon Legionnaire*, 1919, Pac. Legion Inc., editor, Jerry Owen; *Oregon Merchants Magazine*, 1902, G. J. McPherson (monthly); *Oregon Motorist*, 1920, O. S. M. A., Vinton H. Hall (monthly except March, September, November); *Oregon Parent-Teacher*, 1922, Met. Pub. Co.; *Pacific Drug Review*, 1888, Pacific Drug Review, Inc., F. C. Felter (monthly); *Pacific Echo*, 1907, N. O. W., Minnie Hiner (monthly); *Pacific Odd Fellow*, 1892, A. J. Lenon (monthly); *Pacific Retail Lumberman*, 1934, (monthly, affiliated with *Timberman*), G. F. Cornwall,

ed., Ben Buisman, m.e.); *Portland Realtor*, 1920, Portland Realty Bd., Lawrence W. Borne, ed. (weekly, Th.); *Reed College Quest*, 1911, weekly by students; *Scribe*, 1903, David E. Cohen (weekly); *Shopping News*, 1924, H. Marcus (weekly, Fri.); *Spotlight*, 1914, Adv. Club of Portland (weekly); *The Timberman*, 1899, (monthly); *Trade Lanes*, 1932, Shipping News, Inc. (weekly, Fri.); *Travelers Bulletin*, 1921, Robert J. Black (monthly); *Track News* (suc. *Auto News*), 1924, G. M. Fox (monthly); *Western Commercial Truck Review*, Allied Truck Owners, Inc., Ralph J. Staehli, ed. (monthly); *Western Journal of Surgery, Obstetrics and Gynecology*, 1929, Ed. G. C. Schauffler, M.D. (monthly); *White Ribbon Review*, 1905, Conger Co. for State W. C. T. U., Mrs. Necia Buck, editor (monthly ex. July, Aug., Nov.); *Winged M.*, 1915, Multnomah A. A. C., Webster A. Jones (weekly, Fri.)

One of Oregon's distinctive publications, with few if any parallels in the United States, is the weekly *Oregon Voter*, founded in 1915 by C. C. Chapman, who had done big-time newspaper work in Buffalo and Chicago. One of the stories Mr. Chapman worked on in Buffalo was the assassination of President McKinley in September 1901. The *Voter* undertakes to give the people of Oregon intelligent statistical and background material on their public affairs and on financial matters such as bonds and securities. Mr. Chapman's quick grasp of the essentials of any matter connected with the government of the state or its constituent municipalities and his clear, keen, fearless interpretation of what he sees are appreciated by Oregon newspaper men as a distinct contribution to the journalism of the state.

Henry M. Hanzen, experienced political reporter and one of the advisers of Julius L. Meier before and during his governorship, is publishing the *Portland Bulletin*, a weekly newspaper established in 1925 by C. W. Jerome, of which he took charge after his retirement from an important place in Governor Meier's cabinet.

Everybody's Business is a semi-monthly journal of comment and criticism conducted by Kelley Loe since 1935. One of Mr. Loe's contributors is Richard L. Neuberger, probably the most active and successful young writer of non-fiction on the Pacific Coast. His book *Our Promised Land*, a description of the Northwest with relation to the Grand Coulee and Bonneville dams, has been well received.

Founded in 1907 by Hugh Hume and held on a high plane of literary merit, the *Portland Spectator*, covering society, sports, and comment, was carried along by Alvin C. Gage, an old-time newspaper editor who also conducted the *Angora Journal*, until his death in 1937, when Elbert Bede, for 25 years editor of the Cottage Grove *Sentinel* and recognized as one of the best-informed and keenest commentators on political matters among the editors of Oregon, was called to the editorship. The next year Mr. Bede exchanged places

with Mr. Bartley, exchanging his interest in the *Spectator* for the *Masonic Analyst*. Under the new ownership the *Spectator* has been made a monthly publication. Under the changes the *Spectator* has retained much of its original flavor, though reflecting widely different personalities in the several editors. All have been assisted by Miss Beatrice M. Locke, University of Oregon graduate (Mrs. Cicero Hawkins), who is managing editor. Mr. Hume's active daily newspaper work brought him into association in Chicago with such journalistic geniuses as Finley Peter Dunne, Eugene Field, E. D. Cowen.

Besides the German-language press, discussed elsewhere, foreign-language newspapers in Portland include the *Columbia Record*, Italian, founded in 1930; *La Stella*, 1922, also an Italian weekly; the *Oregon News*, Japanese daily, which has been running since 1904, and the *Svenska Posten*, Swedish weekly, running since 1908.

The *Timberman*, Pacific Coast lumber magazine, now finishing its 40th volume, in Portland, was started in the state of Washington and moved to Portland after the first issue. Vol. 1, No. 1, November 1899, was printed by George M. Cornwall, young Scotsman who had come to Oregon a few years before, in the office of the *Cathlamet Gazette*, which Mr. Cornwall was publishing at the time. He then moved the magazine to Portland, where it has been published ever since. The format has been greatly changed; at the beginning it was a four-column twenty-page publication; it is now an oversized magazine. The original name, *Columbia River and Oregon Timberman*, was changed to the *Oregon Timberman* after a year or two. Then the *Oregon* was taken off, leaving the name as it is.

David Davis, formerly of the *St. Helens Mist* and other newspapers, has been associated with Mr. Cornwall since June 15, 1903. He is now an associate editor. Managing editor under the editor-publisher is George F. Cornwall.

Neighborhood newspapers published in Portland total 14, according to lists in the various directories. The following list is taken from the 1937 directory of the Oregon Publisher, with the date of founding and the name of the editor or publisher:

East Side Post, 1933, Jack Still; *The Enterprise*, 1933, Henry M. Hanzen (weekly, Fri.); *Hollywood Tribune*, 1934, John Matthews, ed. (weekly, Fri.); *Peninsula Herald*, 1933, M. A. Libby (weekly, Fri.); *Peninsula-St. Johns News*, 1920, John D. Rice and Murtin E. Lee (weekly, Fri.); *Progressive Enterprise*, 1935, M. C. Athey (weekly); *Public Ledger*, 1924, H. C. Browne (weekly, Fri.); *Rose City Herald*, 1922, L. S. Stiner (weekly); *St. Johns Review*, 1904, H. L. Ray and R. L. Irish (weekly, Fri.); *Sellwood Bee*, 1906, C. M. Thompson (weekly, Fri.); *Southeast Index*, 1928, Huber Phillips (weekly, Fri.); *Sunnyside Gazette*, 1915, C. W. Lee and Ellen C. Lee (weekly, Fri.); *Visitor-Booster*, 1917, L. A. Jensen (weekly, Th.).

GROWTH of OREGON NEWSPAPERS

NOW a few words about the growth of the newspaper business in Oregon since the beginning.

In 1850 Oregon was credited with four newspapers (1), all weeklies, having a total circulation of 58,968 copies (2).

By 1860 this number had greatly increased (3). Oregon had two dailies (this was before the *Oregonian*), 11 weeklies, and one religious weekly (4). The neighboring territory of Washington had no dailies as yet, and four weeklies. California had 22 dailies, 68 weeklies, and enough of other types of publications to bring the total to 112, or nearly half as many publications as Oregon has now. The United States as a whole had 372 dailies, 74 semi-weeklies, 84 tri-weeklies, 2694 weeklies, and enough other periodicals to bring the total to 3242 (listed as *political*) publications. Two other types of publications, religious and literary, many of which would today be classed as newspapers of general circulation, totalled 277 and 298 respectively. Oregon's newspapers circulated in 1860 a total of 800 copies daily, 14,820 weekly, 4,000 monthly, 8,000 annually, bringing the annual total to 1,074,640, or close to 20,000 a week. In the whole country periodicals were circulating 927,951,548 copies annually, or nearly 1,000 times as many as the new state of Oregon. Oregon had 52,465 population in 1860, and the population of the country was 31,443,321, or 600 times as many as Oregon. Oregon in those days was far from the 1 per cent (of the nation) state that she later became.

By 1868 Oregon had 19 periodical publications, as against 14 in 1860 (5). Of these only three were dailies—the *Oregonian* and the *Herald* of Portland, and the *Record* of Salem. The rest were weeklies.

In 1878 (6) Oregon had 49 publications, of which 6 were dailies, 42 weeklies, and 1 monthly; Washington had 23, of which four were dailies, 17 weeklies, and two monthlies. California had a total of 237 publications, and the United States as a whole 8,133.

In 1880, federal census reports show, Oregon had 74 newspapers, of which 7 were dailies, 3 of these published in the morning; 59 weeklies, 6 monthlies, 1 semi-monthly, and 1 quarterly.

By 1890 the state had 142 periodical publications in 70 cities, 27 of them county seats,—of which 16 were dailies, 1 semi-weekly, 114 weeklies, 2 semi-weeklies, and 9 monthlies. (7).

The figures for 1901 (8) gave Oregon a total of 218 papers—of which 17 were dailies, 12 semi-weeklies, 162 weeklies, 1 fortnightly, 2 semi-monthly, 24 monthly. By this time Washington had passed Oregon in the number of publications—222, of which 19 were dailies and 176 weeklies.

For 1910 the Oregon figures had advanced to 248—of which 28 were dailies, 11 semi-weeklies, 184 weeklies, 1 semi-monthly, and 24 monthlies (9).

The second newspaper directory for Oregon (issued by the University of Oregon School of Journalism and published in *Oregon Exchanges* in February 1924) listed 253 publications issued in Oregon, excluding school, college, and university periodicals and house organs for other institutions. Of those listed, 31 were dailies, including 7 in Portland; 180 weeklies; 7 semi-weeklies; 2 twice-a-month; 30 monthlies, and 3 quarterlies. Addition of school publications would bring the number far past 300.

The last directory prepared in the School of Journalism and published in the *Oregon Publisher*, organ of the Oregon Newspaper Publishers Association (February 1937) listed 268 publications, as compared with 278 for the year 1930, before the depression had done its worst with Oregon papers. In dailies, weeklies, and semi-weeklies, however, the falling off is negligible; 1936 (1937 directory) had 28 dailies as against 29 in 1930, 175 weeklies as against 176, and 5 semi-weeklies, the same number.

Let's see how newspapers have kept pace, in numbers, with increase in population:

	1880	1890	1900	1910	1920	1930
Population . . .	174,000	317,000	413,000	672,000	783,000	953,000
No. of Papers.	74	142	218	248	253	278

This indicates the heaviest increase in number of papers relative to population in the decade between 1880 and 1890—a decade of opening up the country, establishing towns and cities, a decade of land and timber notices. From then on the decline in rate of increase is steady. Circulations, however, are a different story, and the record, frequently cited, indicates, as time goes on, fewer and larger papers, with circulations heavily increased, over widely extended areas. The present decade shows an actual decline in number of publications but a considerable advance in circulation of those remaining.

NOTES

TERRITORIAL PERIOD

1. John P. Young, *Journalism in California*, 5.
2. Seventh census, 1850.
3. Issue of December 10, 1846, Vol. 1, No. 23.
4. The telegraph had been invented in 1844 but its Pacific coast use was still far off.
5. *Spectator*, February 19, 1846.
6. *Spectator*, March 19, 1846.
7. *Spectator*, July 9, 1846.
8. July 23, 1846.
9. *Spectator*, March 19, 1846.
10. *Spectator*, June 11, 1846.
11. See article by Miss Edith Dobie, University of Washington history staff, in *Washington Historical Quarterly*, April, 1927.
12. Mr. Pettygrove soon moved to Portland, the new village "12 miles below this city."
13. *Spectator*, February 5, Vol. 1, No. 1.
14. *Spectator*, February 5, 1846, Vol. 1, No. 1.
15. *Spectator*, October 15, 1846, Vol. 1, No. 19.
16. December 10, under the editorship of George L. Curry.
17. *loc. cit.*
18. *Spectator*, April 29, 1847.
19. *Spectator*, March 14, 1847, Vol. 2, No. 3.
20. Vol. 2, No. 10.
21. In Vol. 1, No. 17, September 17, 1846.
22. Vol. 2, No. 2, February 18, 1847.
23. *Oregon Historical Quarterly*, v. 3, 337.
24. Issue of May 14.
25. April 2.
26. See page 49.
27. When the paper actually appeared, these men had faded from the picture, and the name of Asahel Bush, man who was to be a leader in Oregon life for many years, appeared as the editor. See page 75.
28. Himes, *Oregon Historical Quarterly*, Vol. 3, page 354-5.
29. Oregon pioneer of 1843.
30. Like H. A. G. Lee and some other Oregon newspaper men and printers, Hudson made a comfortable fortune (\$21,000 in his case) in the California gold mines. He returned to Oregon and died at sea, in December, 1850, on his way back to the golden state.
31. By George H. Himes, *O. H. Q.*, Vol. 3, 345-9.
32. George W. Fuller, *A History of the Pacific Northwest*, 289.
33. C. B. Bagley, *O. H. Q.*, December, 1912.
34. It is the opinion of George H. Himes that the hiatus in the publication of the *Oregon Statesman* as the *Statesman*, in the period when it was dominated by the *Unionist* owner and carried the name *Statesman and Unionist*, clouds the *Statesman's* claim to unbroken continuity from territorial days. It is the general habit, however, to concede continuity to the *Statesman*, through its connection with the *Unionist*.
35. In the *Oregonian's* semi-centennial issue, December 4, 1900.
36. *loc. cit.* (*Oregonian*).
37. Citation from *Ladd & Bush Quarterly*.
38. Semi-centennial of *Oregonian*, December 4, 1900.
39. *loc. cit.*
40. *Oregon State Journal*, July 22, 1893.
41. *Oregonian*, December 4, 1900.
42. *loc. cit.*
43. *Oregonian*, January 6, 1887.
44. That of Millard Fillmore,

45. This promise was carried out faithfully, it seems to one who has scanned his utterances with some care.
46. *History of the Pacific States*, 339.
47. Page 187.
48. August 9, 1909.
49. This phase of the subject is covered in W. C. Woodward's *History of Political Parties in Oregon*.
50. The grammar here is on a par with the thought.
51. A representative collection of these has been compiled by Alfred Powers in his *History of Oregon Literature*.
52. April 12, 1851.
53. Diary in *Oregon Historical Quarterly*, September, 1914.
54. He was editor of the *Burlington (Iowa) Gazette*, 1845-47.—R. J. Hendricks, in 80th anniversary number of the *Statesman*, March 28, 1931, page 9.
55. Article in *Ladd & Bush Quarterly*, Vol. 1, No. 3, April, 1915, p. 3 ff.
56. Letter from Bush to Thurston dated Oregon City, January 17, 1851.
57. *Ladd & Bush Quarterly*, April 1915, page 9.
58. In a letter March 17, 1851.
59. This appears to have been an error. It was the same press.
60. Being, of course, a strong Thurston partisan, Bush could not have meant *confident*. Perhaps *convinced* was what he wanted to say.
61. Later acquaintance with Dryer was not to alter this impression, if opinions published in the *Statesman* are any indication.
62. Bush's reference to this supposed deficiency suggests criticism of the kettle by the pot. Tact was not a conspicuous characteristic of the pioneer editors.
63. Letter dated April 17, 1851.
64. *History of Oregon*, IV., 289.
65. June 22, 1854.
66. In *History of Oregon*, IV., 291.
67. In *History of Oregon*, II, 147.
68. March 28, 1931.
69. The court had been mentioned in the headline.
70. Eminent member of the bar, later editor of the *Morning Oregonian*.
71. The Pony Express. Reference number omitted at end of first line, page 89.
72. *Ladd & Bush Quarterly*, April 1934.
73. Page 98 of this volume.
74. In 80th anniversary number of the *Statesman*, March 28, 1931.
75. *Ladd & Bush Quarterly*, April 1914, page 15.
76. Which, by the way, has just about lost hope of ever getting a copy of No. 2.
77. In personal interview, 1937.
78. Gaston, *History of Oregon*, Vol. 2, p. 46.
79. Leaving Salem, Trevitt went to The Dalles, where he did much to develop the city. He opened an addition to the plat of the town, and it was in his building that W. H. Newell once published the *Mountaineer*. He held the Indians in high regard, an esteem which they reciprocated. When he died, in 1883, the red men accorded him the honor of burial on their Memaloose island in the Columbia river. He is the only white man buried in the Indians' cemetery there. The choice was his, for in life he had expressed a desire to be buried "among a class of people who, when they had given their word, would keep it."
80. All of Deady's writings seemed to run to length.
81. Powers, *History of Oregon Literature*, 715.
82. Powers, *op. cit.*, 714.

83. George H. Himes, in *Oregon Historical Quarterly*, Vol. 24, p. 58.
84. *Oregon Historical Quarterly*.
85. Carey, *History of Oregon*, 719.
86. Craig is further taken up, pages 135, 136, 137.
87. Himes, *O. H. Q.*, Vol. 3, p. 356.
88. Conversation with this writer, September 1936.
89. Vol. 1, p. 626.
90. Letters in files of Oregon Historical Society.
91. Facts given in address by Mr. Pearne on the paper's 40th anniversary.
92. The word *intelligence*, it should be understood, was in those days commonly applied to news or information; and general intelligence signified not the *I. Q.*, but simply general news. The name *Intelligencer* was used by newspapers, notably one which was soon to be started in Seattle, Washington, which, combined with a paper called the *Post*, has come down to the present as the *Post-Intelligencer*.
93. September 1, 1855.
94. In the issue of February 18, 1861.
95. A new dress means a new type face or set of new faces for the body of the paper.
96. In his book, *Sixty-one Years of Itinerant Church Life*, page 353.
97. Ludington, *The Newspapers of Oregon, 1846-1870, O.H.Q.*, 237.
98. Respectively, *Western Star* and *Oregonian*.
99. Statistics of Territories, Oregon, page 1011.
100. The census man doubtless meant semi-weeklies.

STATEHOOD PERIOD

1. The paper claimed 3,000 circulation, probably a rosy estimate, since the population of Portland in 1860 was just about 3,000.
2. George H. Himes, personal interview, 1936 (credit for story of Pittock's interview with Dryer; reference figure omitted, end of ninth paragraph, page 109).
3. In personal interview, 1936.
4. See page 148 ff.
5. *Oregon Historical Quarterly*, June 1915.
6. *ibid.*
7. Leslie M. Scott note, Vol. 1, p. 69, in introduction to *History of the Oregon Country*.
8. For full consideration see Scott's *History of the Oregon Country*, a collection of his editorials, with exhaustive interpretative notes, amounting in themselves to a reasonably adequate history of Oregon, by Leslie M. Scott.
9. June 25, 1908.
10. *Oregonian*, March 8, 1908.
11. February 23, 1909.
12. December 18, 1880.
13. This observation is made by Alfred Holman in his section of the introduction to *The History of the Oregon Country*, made up mainly of editorials from the great editor's pen, and made also by Leslie M. Scott in his preface to his compilation of the writings of Harvey W. Scott on "Religion, Theology, and Morals."
14. Rev. E. P. Hill, First Presbyterian church, 1902.
15. In biographical article, *Oregon Historical Quarterly*, June, 1913.
16. Leslie M. Scott in his *Index to the Contents of the Oregonian*, 1865-1910.
17. *O. H. Q.*, June 1913, Vol. 14, No. 2: 99.
18. *loc. cit.*

19. In *Oregon Exchanges*, Aug., 1920.
20. By Richard D. Cannon, veteran Portland newspaper editor.
21. Pages 626-7.
22. Book dated 1911 and 1912.
23. H. K. Hines, *History of Oregon*, 478.
24. *O. H. Q.*, June, 1913, 114.
25. *loc. cit.*, 118.
26. Referred to in connection with Heppner journalism, page 392 ff.
27. *Statesman's* 80th anniversary number, March 28, 1931.
28. *Editor & Publisher*, August, 1923.
29. Page 73.
30. Thompson was at the time only 23 years old.
31. It is not the plan of the present compiler to give extended treatment to trade and class publications.
32. George H. Himes, personal interview.
33. Ludington, *op. cit.*, 248.
34. *Oregonian*, December 4, 1900.
35. C. H. Carey, *History of Oregon*, 691 ff.
36. John P. Young, *Journalism in California*.
37. *Oregonian*, October 15, 1878, page 3, column 1.
38. Upton v. Hume, 24 *Oregon* 420 ff.
39. By starting, for instance, each legislative bill low on the first page so that, with generous spacing, it ran over upon page 3 or even 4 instead of being confined to one or two pages, an abuse which had been growing, by the way, from less serious earlier practices.
40. H. W. Scott, *History of Portland*, 419.
41. *Ayer's Directory*, 1876.
42. *Pettengill's Newspaper Directory*, 1878.
43. Harvey W. Scott, *loc. cit.*
44. Powers, *History of Oregon Literature*, 426 ff.
45. Noted by Harvey W. Scott, *loc. cit.*
46. In 25th anniversary number of *Telegram*.
47. Page 448 ff.
48. Let us not be too sure that Miller was not admired by those who came close to him in Eugene. Even those most critical of his failings recognized his genius. William Thompson, in his book of memoirs, speaks of Miller in terms of highest admiration.
49. See experience of David F. Morrison, pages 129, 130.
50. No connection with Victor Trevitt's *Vox Populi* of the early fifties.
51. Fred Lockley, interview, *Oregon Journal*, June 24, 1938.
52. B. F. Irvine, in 25th anniversary number, July 24, 1827.
53. *ibid.*
54. *Oregon Exchanges*, April-May, 1928, pages 15-16.
55. Fred W. McKechnie, Jr. in *Oregon Exchanges*, December 1918.
56. In the interest of condensation, reference to purely literary periodicals has been eliminated. The reader is referred, for a full treatment of these, to Alfred Powers' *History of Oregon Literature*.

IN THE COUNTIES

1. Longer sketch of Mr. Ireland appears in connection with *Astorian*, page 303 ff.
2. Howard Petit in souvenir edition of *Enterprise*, September 12, 1937.
3. Fred Lockley, *Oregon Journal*, October 16, 1926, editorial page.
4. Paper by Father Eugene Medved, at University of Oregon School of Journalism, 1937.
5. *ibid.*

6. Father Eugene Medved, *loc. cit.*
7. Fred Lockley interview, *Oregon Journal*, June 22, 1923, p. 4.
8. *ibid.*
9. *ibid.*
10. Personal conversation, 1937.
11. Personal conversation, 1937.
12. Territorial papers discussed in a previous chapter.
13. In 1924 New Year's number of *Gazette-Times*.
14. *ibid.*
15. Note by George H. Himes in D. D. Fagan's *History of Benton County*, p. 440.
16. D. D. Fagan, *op. cit.*, page 440.
17. Bob Johnson in 75th anniversary edition of *Gazette-Times*, July, 1937, page 7 of Historical section.
18. *ibid.*
19. Personal interview, 1937.
20. As Johnson relates it.
21. Horner, *loc. cit.*
22. Fagan, *op. cit.*
23. V. P. Fiske, *Polk County Pioneer Sketches*, p. 53.
24. N. R. Moore, in civic section Diamond Jubilee number *G-T.*, July, 1937.
25. *ibid.*
26. See *Pendleton*. He was editor of the *Pendleton Tribune* in 1893. He turned from newspapers to law; died in San Francisco in 1901.
27. Quoted in paper written by John Butler at University of Oregon School of Journalism, 1927.
28. George H. Himes' list of early Oregon newspapers, at Oregon Historical Society.
29. William Thompson, *Reminiscences of a Pioneer*, 71.
30. Personal interview written for *Roseburg News-Review*, June 22, 1938.
31. Walling, *op. cit.*, 415.
32. Says Walling, *op. cit.*, 416.
33. *ibid.*
34. Skene died in New York in 1938.
35. *Oregon Exchanges*, November, 1919, page 3.
36. Discussed elsewhere, page 103.
37. *Ashland Tidings*, December 23, 1907.
38. Alfred Powers, *op. cit.*, 508, refers to Jacobs as the first real Oregon columnist, "although he scattered his bright remarks throughout the paper instead of segregating them under a single head."
39. See page 41.
40. Walling, *op. cit.*, 370.
41. *The State Line Herald*, Lakeview.
42. V. P. Fiske, *Polk County Pioneer Sketches*, 51.
43. P. B. Arant, in *Monmouth Herald*.
44. *Portland Spectator*, July 18, 1928.
45. *The Enterprise*, 1893.
46. Flora Belle Ludington.
47. Fred Lockley, interview with William Thompson, *Oregon Journal*, August 14, 1929.
48. Ludington, *op. cit.*, 237.
49. *Reminiscences of a Pioneer*, published in San Francisco in 1912.
50. Later the *Review*.
51. To Fred Lockley, interview, *loc. cit.*
52. *Reminiscences of a Pioneer*, 71,
53. As he told the story to Fred Lockley, interview, *loc. cit.*
54. *op. cit.*
55. Quoted in *History of Central Oregon, Illustrated*, 1105.
56. Personal interview, 1937.
57. Elizabeth Lord, *Reminiscences of Eastern Oregon*.
58. *History of Central Oregon, Illustrated*, 1056.
59. *The History of Central Oregon*, says, "It is thought that for a time at least its editor was Hubert Bancroft, the historian." This seems to be an error, unless, like some other literary folk in Oregon, the editor, W. W. Ban-

- croft, was also working for Hubert.
60. *History of Central Oregon, Illustrated*, 1958.
 61. In *Oregon Publisher*, February, 1936.
 62. Perhaps due in part to membership in and knowledge of stock companies which had conducted newspapers, including this one, in The Dalles.
 63. Lee Schwab, in his Pioneer edition of the *Dispatch*, April 27, 1933, makes no mention of the *Democrat* and refers to the *Dispatch* as the "first paper published in Dufur."
 64. "Some of the old-timers," says Mr. Schwab in the Pioneer edition, "are certain that the publication was discontinued, while others feel that records were destroyed by fire."
 65. *loc. cit.*
 66. *History of Central Oregon*, Western Historical Publishing Company, 1905.
 67. 60th anniversary number, August, 1925.
 68. *Oregon Exchanges* for October, 1923.
 69. In an article in the 60th anniversary number of the *Democrat*, November, 1925.
 70. Fred P. Nutting in 60th anniversary number of the *Albany Democrat-Herald*, November, 1925.
 71. C. Genevieve Morgan, paper written for U. of O. journalism class, 1927.
 72. A brief note in the *Gazette*, March 21, 1866, recalls a most amazing mishap which befell Mr. Adams while collector. Checking up his accounts with his superior officers at San Francisco, Mr. Adams took with him in his trunk more than \$20,000 in cash belonging to the treasury department, the proceeds of collections. On his arrival by steamer in San Francisco the money was gone. Adams' report of its mysterious disappearance was received with varying degrees of skepticism by press and public. His reputation had been good, but he had been one of the foremost exponents of the "Oregon style" of political writing in those early days, a system of biting personal attack. Therefore there were some editors who were not averse to having "something on" Adams. The Astoria editor-collector remained under this cloud for several weeks, as doubts of his story grew stronger. Finally vindication came from San Francisco, where the papers printed a long story clearing up the incident. The story was played up prominently in Oregon papers. Two men had been arrested and had confessed taking the money out of Adams' trunk. Watching their chance, they had entered his stateroom during his absence, pried off the bottom of the trunk, taken out the money, and replaced the bottom. Part of the money was recovered. The *Portland Herald* published the story of Adams' innocence April 24, 1866, after having contended editorially against his guilt but having printed communications baldly accusing him of having "robbed" himself.
 73. From Craig's letters in Oregon Historical Society file.
 74. Fred Lockley, interview with C. L. Ireland, *Oregon Journal*, October 4, 1928. Also *Oregonian*, January 12, 1913.
 75. One of the stories told on Greeley deals with a compositor who, fired for poor work, asked Mr. Greeley to put his complaint and dismissal into writing, and, armed with this statement that he was entirely worthless in the

- composing-room, used it as a recommendation and landed a new job from a man who, reading it, couldn't see that it was anything else. There was the more obviously apocryphal yarn of the two printers who inked the feet and spurs of two roosters and set them to fighting in the back shop on some big sheets of newsprint. Greeley's favorite typo set the resulting "copy" with no particular trouble until he came to one long, wavy scratch made by one of the spurs. This had to be referred to Greeley, who immediately deciphered it as "unconstitutional."
76. He lost the money in the salmon-canning business in British Columbia and from then on stuck closer to journalism.
 77. The firm later established the *Mining Journal* at San Francisco and ran it with great success.
 78. August, 1923.
 79. Letter from company dated September 26, 1936.
 80. Article by Ralph D. Casey, then professor of journalism in the University of Oregon, *Oregon Exchanges*, February, 1923, page 3.
 81. Powers, *History of Oregon Literature*, 292.
 82. *ibid.*
 83. For this story by Claire Dunbar Roberts, see *Matrix*, national organ of Theta Sigma Phi, for April, 1934.
 84. His Pendleton career is covered in the Pendleton part of this history.
 85. *Oregon Exchanges*, May, 1924, page 7.
 86. F. T. Gilbert, *Historic Sketches*, 367.
 87. F. B. Ludington, *op. cit.*, 261.
 88. Gilbert, *op. cit.*, 367.
 89. Parsons, *History of Umatilla County*, 284.
 90. Personal interview, August 10, 1938.
 91. Parsons, *op. cit.*, 205.
 92. Interview by Sam Raddon, Jr., *Oregon Journal*.
 93. Personal interview, August 10, 1938.
 94. Parsons, *op. cit.*, 264.
 95. F. T. Gilbert, *Historic Sketches of Walla Walla, Whitman, Columbia, and Garfield Counties and Umatilla County, Oregon*, p. 368.
 96. Letter to Colin V. Dymont, September 3, 1921.
 97. *ibid.*
 98. According to *Ayer's Directory*.
 99. As told by E. P. Dodd, former publisher of the Pendleton *Morning Tribune*, in the *Herald's* anniversary number, September 17, 1936.
 100. *News-Reporter*, March, 1938.
 101. *The Telephone*.
 102. *The Reporter and the Courier*.
 103. Formerly of the *Reporter*.
 104. Columbia University, master's thesis by Irl S. McSherry, 1925.
 105. Douglas C. McMurtrie in the *Typo Student*, Seattle, April, 1935.
 106. Information in this paragraph obtained in part in personal letter from P. F. Chandler, of Chandler & Haight, *Blue Mountain Eagle*.
 107. George A. Scibird, *History of Newspapers of Union Oregon, from 1870 to 1933*, unpublished.
 108. On page 347 of this volume.
 109. Data from George A. Scibird, *op. cit.*
 110. *Elgin Recorder*, Feb. 28, 1935.
 111. George Huntington Currey has in his library old files and records covering, in thorough fashion, the newspaper history of La Grande and, to a certain extent, of the rest of Union county. From these files and from personal conferences with

- his father and with A. W. Nelson, former city editor of the *Observer*; from data in files furnished by Harold M. Finlay, former publisher, and from a review prepared by E. L. Eckley for the Union County Pioneer Society, Mr. Currey has gathered a detailed story of La Grande journalism—from which the account here given is, in considerable part, derived.
112. *Sunday Oregonian*, March 26, 1905, page 48.
 113. *Sunday Oregonian*, *loc. cit.*
 114. As McComas told the story.
 115. Currey, *loc. cit.*
 116. Alfred Powers, *op. cit.*, 653.
 117. *ibid.*
 118. Isaac Hiatt, *Thirty-one Years in Baker County*, 140 ff.
 119. Hiatt, *op. cit.*, 151.
 120. Fred Lockley, *Oregon Journal*, October 29, 1936, ed. pg.
 121. Sheldon F. Sackett, interview with Gus W. Kramer, of San Francisco, in *Coos Bay Times*, July 14, 1936.
 122. Bancroft's *History of Oregon*, 692-3.
 123. *History of Coos and Curry Counties*, ch. XI, 153 ff
 124. *op. cit.*, 154.
 125. Copy of paper of September 7, 1904, found by Pinkey Anderson, son of C. J. Anderson, noted in North Bend Harbor, July 16, 1936.
 126. Issue of December 9, 1886.
 127. Article by E. C. Roberts, published in *Myrtle Point Herald*.
 128. In *Sentinel's* 20th anniversary editorial, January, 1925.
 129. Much of the data in this chapter is contained in an article by Mary E. Conn (now Mrs. Joe C. Brown), *Redmond Spokesman*, in *Oregon Exchanges*, November 1925 and January 1926.
 130. *ibid.*
 131. Page 1067.
 132. *History of Central Oregon*, 1065.
 133. Information given this writer by F. M. Chrisman, who after 30 years fails to recall name of fourth man.
 134. Mrs. Turner is authority for most of the information herein contained, which she wrote for this history in a personal letter in 1935.
 135. Copies of early numbers of paper in hands of F. F. Eddy, Port Orford *Post* editor.
 136. Anna Jerzyk, in *Rainier Review*, December 12, 1926. Miss Jerzyk, then news editor of the *Review*, is the source of the greater part of the information used here regarding the *Review*.
 137. Noted in Miss Jerzyk's article.
 138. *Review*, Friday, November 6, 1896.
 139. In masthead of *Review*, January 1, 1897.
 140. Mr. Mitchell's memory is as hazy as Mr. Imus's.
 141. *Review*, March 25, 1932.
 142. Article by David Davis in *St. Helens Sentinel - Mist*, February 28, 1936.
 143. *ibid.*
 144. Personal interview in Portland, September 11, 1937.
 145. February 28, 1936.
 146. Founding of this organization was the subject of articles by Eric W. Allen in *Oregon Exchanges* for November-December 1930, and in *O. H. Q.*, December, 1937.
 147. Carey, *History of Oregon*, n. 708.
 148. Who 44 years later told the story in the *Leader's* anniversary number from which these facts are taken.
 149. Story by Jasper V. Crawford in *Oregon Exchanges*, Dec. 1926.
 150. *ibid.*

151. Information largely from semi-centennial number of *Record Chieftain*, May 17, 1934.
152. Letter of H. H. Phelps to J. H. Horner, *Enterprise*, published in *Record Chieftain* semi-centennial.
153. Called *Border Signal* in several volumes of *Ayer's Directory*.
154. *Record Chieftain*, May 17, 1934, p. 7.
155. Mr. Cheney in personal note.
156. Facts in this chapter largely taken from J. P. Pigney, Portland office of Associated Press, who wrote 50,000-word colorful article reviewing Klamath County journalism history for the Klamath Falls *News and Herald* while still employed on those papers. The history was issued as a ten - page supplement, January 30, 1937. Other sources are *Ayer's Newspaper Manual* and the *History of Central Oregon*, published, Spokane, 1905, by Western Historical Pub. Co.
157. Anyhow, this is Nate Otterbein's version, told to the *News and Herald* for historical edition. In another version, Mr. Taylor's sister in Ashland was the correspondent.
158. *News and Herald* historical supplement, page 5.
159. J. O. Hamaker, in *News and Herald* anniversary edition, 1937, p. 2.
160. Facts largely from history section of Grants Pass *Courier*, Golden Anniversary number compiled by Rex Tussing.
161. Letter from Douglas Mul-larky, of *Times-Herald*, on information from C. A. Byrd.
162. *Oregon Journal*, October 17, 1936.
163. Quoted in *History of Central Oregon, Illust.*, 1067.
164. Wheeler county was created five years later.
165. *History of Central Oregon, Illustrated*, 1068.
166. J. R. Gregg, of San Bernardino, Calif., who a few years later worked, first as reporter, then as editor and publisher, in Ontario, is authority for much of the information given here. Mrs. Dottie Crummett Edwards, newspaper woman and feature writer of long experience in Malheur county, has helped with facts, and valuable files have been lent by Robert D. Lytle, Vale attorney. Files of all these early papers are incomplete.
167. *Atlas*, November 3, 1888.
168. The *Gazette* was surveyed in the *Malheur Enterprise* for July 9, 1936.
169. Story told by Joe D. Thomson, for many years editor of the *Glacier*.
170. Research in Hood River newspapers, 1937.
171. Information here is taken, in considerable measure, from *History of Central Oregon, Illustrated*, 1062-1063.
172. The Dalles *Times-Mountaineer*, Dec. 18, said the paper would appear the next day as the *Arlington Times* with Orval (Orville) Tucker as editor and proprietor.
173. *Times-Mountaineer* of The Dalles, Dec. 1.
174. *History of Central Oregon, Illustrated*.
175. *ibid.*
176. *Bend Bulletin*.

TRAIL OF REPORTERS

1. Fred Lockley, interview with C. L. Ireland, *Oregon Journal*, Oct. 4, 1928; also *Oregonian*, obituary, Jan. 12, 1913.
2. Others who contributed editorials were H. W. Corbett, local business man, and S. A. Clarke, who after a few weeks was appointed editor by H. L. Pittock.
3. Baltimore crossed the plains as a lad of 16, reaching Portland in 1862. After his eight years on the *Oregonian's* local staff, he went to San Francisco as a member of the Associated Press staff.
4. Henry E. Reed in 50th anniversary edition of *Portland Telegram*, April 16, 1927.
5. Personal interview, September 6, 1937.
6. Gaston, *Portland, Its History and Builders*, III, 636.
7. *Oregonian*, March 16, 1908.
8. Personal interview, September 6, 1937.
9. *Oregonian*, December 4, 1925, 75th anniversary number.
10. Gaston, *op. cit.*, I, 506.
11. *O.H.Q.*, v. 14, No. 2, page 16.
12. For a general treatment of this subject, see Helen O. Mahin, *The Development and Significance of the Newspaper Headline*.

SPORTS

1. John Fleming, printer, in temporary charge between regimes of Lee and Curry.
2. January 6, 1865.
3. *New York Weekly Tribune*, May 5, 1880.
4. It used to irk some of the old-timers, such as Ed R. Hughes of Seattle and San Francisco and Portus Baxter of Seattle, to be referred to as sport (or sports) editor. L. H. Gregory of the *Oregonian*, hasn't become quite used to it yet. *Sporting editor* was the term for these old-time he-men.
6. Burns, though never larger than a "light heavyweight," was powerful as well as wily and picturesque. On one occasion, not unaware that the press would probably mention the event, he allowed a hangman to put the regular noose on him and spring the trap. His great neck muscles flexed and the rope slid over his unscathed head. Or so the story goes. This writer was not present.
7. In a letter published in Gregory's Sport Gossip, *Oregonian*, September 6, 1937.
8. Issue of May 7.

GROWTH OF OREGON NEWSPAPERS

1. Census of 1850, Statistics of Territories, 1011.
2. See page 1.
3. Eighth Census, 1860, under Mortality and Miscellaneous Statistics, 1205.
4. Classification is that of the Census, not of this writer.
5. McCormick's Almanac.
6. Figures from Pettengill's Newspaper Directory.
7. Ayer's Newspaper Directory for 1890.
8. Ayer's for 1901.
9. Ayer's for 1910.

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