

ROMEO OBSERVER.

"Politics is the Science of Equity, and treats of the relations of Men in Equity."

VOLUME I.

ROMEO, MICHIGAN, THURSDAY, MAY 3, 1866.

NUMBER 1.

Romeo Observer.

J. RUSSELL, EDITOR & PUBLISHER.

The Wither's wind howls wildly round our way,
Conspires our smiles, yet still we wish to stay,
And, longing, wait impatiently for Spring,
Sweet Goddess with her verdure-laden wing,
She comes with airy step and queenly tread,

The sticklers for "social glass"
may say, "mind your own business," but
we say in reply, if every man would do
his own duty, then every man might

when no attack follows. No one is
entirely free from these. But when
diarrhea commences, though pain-
less and slight, it is in reality the

lowed up, and the diarrhea controll-
ed, or the patient is lost.

MUSTARD POULTICES.

tense for more than twenty-four
hours.

DIET.

Rice water arrowroot Sydenham's

The succession of mastheads for the Observer during the past hundred years has two stories to tell. The first is the changes of management over the years. Publishers often have specific ideas about how the name of their product should appear.

Secondly, the style used in a newspaper often reflects current design trends. The Observer began its existence with a simple classic masthead using type which was popular in early America and is still widely used today.

The Romeo Observer

BAIRD & WATERBURY,
EDITORS AND PROPRIETORS.

TERMS:
\$1.50 Per Year, in Advance.
Or \$2 at the end of the Year.

JOBPRINTING
OF ALL KINDS.
Orders Solicited and Promptly
Attended to.

Romeo Business Directory.
THOMAS FALETHORP,
PHOTOGRAPHIC ARTIST, in Residence.

The Romeo Observer.

VOLUME IX.—NO. 25.

ROMEO, MICH., WEDNESDAY, OCTOBER 7, 1874.

WHOLE NUMBER 441.

Romeo Advertisements.

Poetry.

THE OX-GARDS OF CALIFORNIA.

THE REGULAR OXFORD ROW.

A CHAPTER OF DISASTERS IN AUSTRALIAN WATERS.

Romeo Advertisements.

Romeo Advertisements.

CROCKERY. CROCKERY.

THE TWO ANCHORS

The "Bull-whacker" of the plains
has often been mentioned in the

The bad behavior of the under-
graduates in the gallery on these

San Francisco, Sept. 27.—The

NEWBURY FURNITURE.

When Mr. Waterbury became part owner of the Observer, he and his partner changed the masthead to a style which accurately reflected the times. The imposing appearance with

fussy detail could also describe the architecture, home decoration, clothing and vehicle styles which were popular in the last quarter of the nineteenth century.

The Romeo Observer.

REMINISCENT
IS ON
PAGE 2

THE BIRTHDAY
COLUMN IS ON
PAGE 3

Vol. 73—No. 19

ROMEO, MICHIGAN, THURSDAY, SEPTEMBER 28, 1939

Whole No. 3914

Extension Clubs | Sandy Stirling's Sister Writes

Romeo Group Attends
County O. E. S. Meet

MICHIGAN'S BIG TEN

Hathaway Buys

The same masthead remained for more than three-score years. This era was dominated by two publishers: George Waterbury and Merton Smith. During the two years C. E. Marentette

published the Observer, 1937-39, he modernized the makeup of the front page but kept the old fashioned, outdated masthead which contrasted with the newer type faces.

READ THE ADS

Unless you read the ads,
you miss important news
that may save you money.

THE ROMEO OBSERVER

and The Romeo Press

WHAT YOU DO IS NEWS TO US

Phone or send in your news
items. Telephone 227.

Volume 73

Romeo, Michigan, Thursday, October 5, 1939

Number 20

Main Street

Book Club Opens With
Luncheon Meeting

New Feature To

W. C. T. U. Rally Held
Thursday at Baptist

PERFECT DAY

AAA Community Elec-
tions October 13, 1939

Six Romeosites In

THE ROMEO OBSERVER PRESS

Volume 73

Romeo, Michigan, Thursday, November 9, 1939

Number 25

Romeo Public Schools
Have Dental

Community Fair

Armistice Day Will Still Be

Deer Hunters

Keils Hardware Sold
To Pontiac Man

Candle-Lighting

When Harry Hathaway bought the Observer in 1939 he discarded the old nameplate and used a decorative type face

of a more classic style for the masthead. He also owned the Romeo Press and combined the two newspapers as shown.

« The Romeo Observer Press »

Published Every Friday at 124 West St. Clair Street, Romeo, Michigan

ESTABLISHED 1866

Subscription Rate: Michigan \$1.50 per year; Other States \$2.50 per year.

Volume 75

ROMEO, MICHIGAN, FRIDAY, MAY 23, 1941

Number 1



EARLY COPY, PLEASE
May we have your news items
early next week. Decoration
day falls on the day your
paper usually reaches you, and
because there is no mail de-

Eugene M.
Chamberlain To
Receive Degree

Toting a 600-pound Bomb

Seventh Annual
May Festival
Tuesday May 27

OBSERVER PRESS
BEGINS 75TH YEAR
With this issue of the Ob-
server Press, this newspaper
begins its 75th year of pub-
lication.

"Seeing-Eye,"
Theme At Book
Club

To begin the 75th year of the Observer, Mr. Hathaway again changed the masthead style to a type face which was then very new and popular. He had used all capital letters for a few

issues but at this point settled down to the nameplate which was to be used for more than 20 years and through several changes in management.

THE ROMEO OBSERVER

Volume 96 — Number 51

10 Cents a Copy — \$3.00 a Year

ROMEO, MICHIGAN, THURSDAY, APRIL 18, 1963 — 2 SECTIONS — 12 PAGES

Published Every Thursday at 124 West St. Clair Street, Romeo, Michigan

Established 1866

Pitcher's Homerun

History of Our Masthead

Schools Sign 8 New

The current masthead was first used three years ago. It represented not only a change in type style but also a change in name—back to the original. The type face used is of the Goudy family. Frederic Goudy, a famous American type

designer, was born just a few months before the Observer. The type face is of recent design. It represents a simple, classic style yet has a hint of the old fashioned in it. It is a current version of the original style.

Early History of the Romeo Observer

While a newspaper is a reliable and most complete source of history of a community, there is often a scarcity of history of the newspaper itself. The editor and owner and a few other visible facts are usually there to be seen. Details of the shop and such mechanical information is sketchy at best. There is only a little bit on the record which details such changes in the Observer. Even the locations of the printing office in the early days is somewhat obscure.

This history, therefore, will be devoted to the visible facts from the file of papers beginning with volume 1. One of the most noticeable items is this: during the first decade of its life, the Observer had at least 10 changes in management. During the next 60 years and more there were just two editors. During the past 30 years, there have been five changes.

The Rev. John Russell began publishing the Observer May 3, 1866. (Not May 30 as stated in the Macomb County History.) He had been publishing the Peninsular Herald which contained some Romeo news and much local advertising but was really a state-wide newspaper devoted principally to the cause of temperance.

Some of the advertisements in the first issue of the Observer were lifted whole from the Peninsular Herald. The six column format, however, contrasted with the much larger seven column style of the Herald. Compare the sample of the Herald printed last week with the first issue of the Observer which began the Centennial series in May.

In August, the Rev. Russell disposed of his interest in the Observer to Messrs. Irving D. Hanscom and Edward A. Teall. It appears that the Rev. Russell had been simultaneously publishing the Herald and wished to devote his full time to that enterprise. He noted in his valedictory that the management of the Observer columns had been entrusted mainly to others.

On October 23 of that year, Hanscom & Teall enlarged the format of the Observer to eight columns, almost exactly the size it is today. The editors noted that this represented a big increase in their news volume and hoped their patrons would respond accordingly. They also changed the name to the Romeo Weekly Observer, perhaps because the extra word helped fill the wider page.

On March 9, 1867, Mr. Hanscom, who was a local attorney, severed his connection with the Observer because of the press of his professional duties. His place was taken by Lewis N. Moon, formerly of the Lapeer Clarion.

On November 13, Mr. Moon departed. The title on the door became E. A. Teall & Co. The "E. A. Teall" was H. E. Mussey who co-signed the announcement of the change.

From the beginning, all the editors had stated they were Republican in politics. There were many articles about Republican activities and prominent displays of the Republican ticket at election time. The editors indicated, however, they were just Republican by inclination and not intent upon operating a party journal.

On November 25, 1868, Editor Teall announced that he had purchased his partner's interest. He stated frankly that he had been looking for something more lucrative and had received offers for his share of the paper. But he decided that one could do better than two in owning this paper and therefore became sole owner.

He further editorialized that he "has learned that when the office was resuscitated by the noble generosity of the citizens of Romeo and surrounding country, that the funds were raised with the distinct understanding that the paper, which should be published should be neutral in politics."

Mr. Teall stated flatly that he would in the future be indeed NEUTRAL IN POLITICS and would no longer publish the paper as an organ of any party or sect.

The statement was made just three weeks after the national elections of 1868. The Observer was out-and-out Republican in that campaign including suggesting the possibility of another civil war if the wrong man were elected president.

Mr. Teall stated that he would make the Observer the best county journal in the state. (It has long been the best in Macomb County according to the various editors.) He announced that a new Job Power Press would be put into the office within a few days capable of better and faster work.

Under the masthead the following was displayed for all to see: "A Newspaper devoted to Literature, General Intelligence, Moral Improvement, Agriculture and the Domestic Fireside."

Mr. Teall was also enterprising. For the November election, he proposed to issue an Observer Extra the day after regular publication so that complete returns from the country could be available to residents. The price was 10c a copy.

On September 29, 1869, Mr. Teall announced that S. S. Hopkins would be local editor. It seems that Mr. Hopkins had been a printer here since the paper began and also had a vigorous pen.

On October 6, the line under the masthead was abruptly changed to "Republican in Politics and Neutral in Nothing." The following week it was announced that Mr. Teall's interest had been purchased lock, stock and barrel by Irving D. Hanscom who in turn sold half interest to Samuel H. Ewell. It appears from Mr. Ewell's "Salutary" editorial that the arrangement called for him to spend his time in the printing office. This partnership continued for the next four years.

On November 10, Hanscom and Ewell announced the removal of the Observer printing office to a new building at the corner of St. Clair and Bailey streets. The move was quite a task. Said the editor:

"No excuse for our paper is necessary for those of our readers who have an idea of the labor involved in moving a printing establishment of the size of ours down two pair of narrow stairs, down the street twenty rods and then up another pair of narrow stairs to our present office

and besides, publish and mail our paper on the regular day of publication."

The announcement also stated that the Observer had "two excellent presses and workmen who understand their business thoroughly." An advertisement in the same paper boasted a new large assortment of job type and a new Gordon press which was illustrated in the ad. This was a foot-powered, hand-fed press for office forms. The same style, electrically operated is still in use in 1966.

In February, 1873, the Observer announced the purchase of a Cincinnati Cylinder Press of a 31x46-inch size. Whether this is the one promised by editor Teall several years earlier or is a different change is not determined.

On August 6, 1873, Irving D. Hanscom bowed out of the Observer, selling his interest to George Waterbury. Mr. Hanscom was village president and active in his profession, the law. He cited this press of other duties as reason for selling. In his "valedictory" he noted that the Observer was in very good shape financially but there had been some rocky times during the past four years.

One of the most memorable, he said, was the bitter controversy in 1871 between the Observer and several clergymen in the village, particularly the Rev. J. S. Smart, who was determined to "crush out the Observer." The peculiar beginnings of this angry battle is a story in itself but it left scars which were slow to heal.

A few months later, on January 14, 1874, S. H. Ewell also "dropped his editorial mantle." In his goodbye editorial he listed certain accomplishments with pride. When he and Mr. Hanscom bought the Observer four years ago, he said, it was considered just a good place in which to sink money. But diligent attention to business and judicious management had made the paper a profitable investment. He ticked off these: \$1800 in cash paid on the office; increase in subscription list from 408 to 696 without any effort except for providing a good newspaper; in the office a caloric engine and a very fine cylinder press and many other valuable fixtures—all paid out of the proceeds of the office. Said he, "Our hands and bills for goods have been paid with a promptness, not surpassed by any bank in the state."

He also referred to the episode with the clergymen. But he repeated a statement made during the controversy, "That he had been considered a respectable citizen of Romeo a long time before said clergymen came here and expected to be after they were gone." His prophecy was vindicated.

Mr. Ewell's successor at the Observer was the Rev. Robert G. Baird of Armada. He noted that Mr. Ewell's duties at the Observer were largely in the business department and that his four years had been a campaign to improve the paper financially and otherwise.

The Rev. Baird promised a campaign to increase the list of subscribers which he said was already as large as all the other papers in the county put together. He remained with the Observer for a year and then moved on—he didn't say to where in his farewell editorial.

George A. Waterbury, now the sole proprietor, announced a new middle-of-the-road policy politically. The paper had been outspokenly Republican during all its years. Said Mr. Waterbury:

"The Observer being the only paper published in the place and with our patrons about equally divided in their political predilections, we do not at present, and probably shall not in the future, feel called upon to press home, at least with any great degree of persistence or intensity, our personal opinions of a purely political nature."

The political winds had shifted rather thoroughly in the recent elections. Noted the editors after the 1874 election, there had been a kind of revolution. There had been huge Republican majorities in 1872—so much so that the state senator whom Macomb county sent to Lansing had not a single brother Democrat to keep him company in the chamber. Yet after 1874 there were almost as many Democrats as Republicans elected.

The line under the Observer masthead, "Republican in Politics—Neutral in Nothing" was last seen on September 30, 1874. On the following week a newly designed masthead was used and no slogan at all. Beginning March 24, 1875 the masthead slogan read, "Devoted to the Interests of Macomb County", and remained a fixture on the front page for some years.

Mr. Waterbury's hand guided the fortunes of the Observer for 20 years. On July 25, 1877 he changed the format from the eight column page which was also 22 inches deep to a six column by 19½ inch size. The Observer had been a four-page paper. It now became an eight-page paper. The new dimensions increased the content of the paper by about one-third. The size remained the same for the next 60 years.

And if the first 10 years of the Observer were ones of turbulence and change, the next 60 were ones of very little change. In 1895 the hand at the helm shifted from George Waterbury to Merton Smith. There was hardly a ripple as the vessel remained on the same course.

Mr. Waterbury severed his connection with the Observer reluctantly. On December 12, 1895 in a front page statement he noted that he had long expected that "the Romeo church bell alone would make this announcement for us." Mr. Waterbury was unable to carry on; in fact, Mr. Smith had sole charge of the paper for 14 months before this date.

Mr. Smith reminisced later that he had "left the old frame school house on the hill and started in the newspaper profession." That would be in 1884 and the school would have been the old insitute building which preceded the "new 1885" building as the local high school. He spent 53 years at the Observer, the last 43 as sole owner and publisher before selling the paper June 9, 1937 to C. E. Marentette.