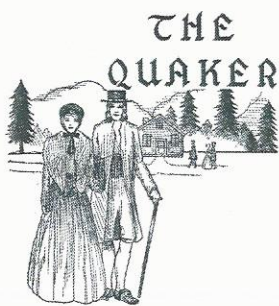


# The Evolution of Quaker Sam

The Salem High School mascot that has come to be known as Quaker Sam has evolved over the decades.

Many people think the Quaker man mascot started in the 1950s, and he certainly gained popularity thanks to the marketing efforts of Coach John Cabas. However, a male Quaker figure made his first appearance several decades earlier.

The 1929 Quaker yearbook has a sketch of a Quaker lady, then the school's only mascot, strolling with a Quaker man. The scene is placid with a log cabin in the background,



harking back to Salem's founding by members of the Religious Society of Friends in 1806. Most of the pages in the yearbook have a bottom border of similar sketches of

men and women wearing traditional Quaker hats, and a top border of couples strolling.

In the 1936 Quaker yearbook the male figure made his first solo appearance. This publication contains several photos of what appears to be a small papier-mâché figurine of a plump, jovial guy dressed in traditional Quaker garb.



In the 1950s, the emblem took off with multiple artists contributing to the mascot's look.

The Salem News launched the "Town Crier," a single-panel cartoon on September 20, 1952. It was "from the artistic pen of Perry Calvin," as the announcement of the new feature explained. Calvin, a Greenford native and 1945 graduate of the Cleveland School of Art, worked at the Salem Label Company and the Electric Furnace Co. during his career.

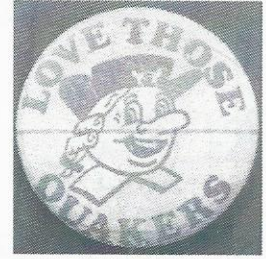
The Town Crier, "an ardent sports fan" with a "penchant for expressing his feelings in quaint and sundry ways," appeared in the newspaper after every Salem football and basketball game to give readers a quick, humorous summary of games. Calvin created 25 different images so editors could choose a Town Crier reaction that fit with the game action or outcome.







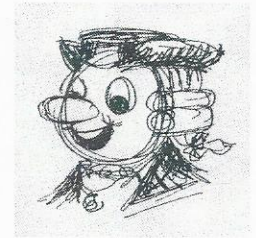
In the fall of 1953, then SHS student Joe Hajcak '54 sketched a Quaker man to adorn badges that Varsity S club members sold as a fundraiser. Coach Cabas instructed him to add "Love Those Quakers" to his design. For years to come the smiling man logo and motto appeared on all manner of SHS athletic gear.



By the time Jim Pasco '57, another SHS student, painted "the symbol of SHS spirit" on the jump circle of the gym floor, the Quaker man had acquired the name Sam, according to the 1957 Quaker yearbook. (If you know how Sam got his name, please email [info@salemohioalumni.org](mailto:info@salemohioalumni.org).)

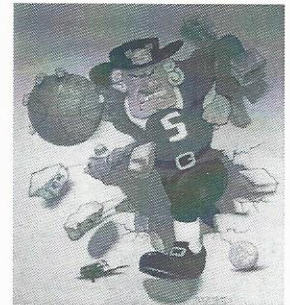


Later in the 1950s, Carol "Lucy" Luce Stanford '59 gave Quaker Sam a whimsical personality in a wide array of sketches published in the Quaker weeklies and yearbooks of 1958 and 1959.



From the 1950s through the 1990s, there were only slight modifications to the design of Sam as the happy mascot who cheers on the SHS Quakers, the heartthrob who receives kisses, and the bulked up athlete who leads teams.

A muscular, aggressive-looking Quaker Sam was painted on the wall of the school gym in 2003. More recently a Quaker Sam with the mysterious look of a graphic novel action hero has begun appearing on shirts and other athletic gear.



Wizard Graphics

Source material from the *Salem Historical Society*, *Salem Public Library*, and *Salem High School Alumni Association*.