

## NEW PRESS INSTALLED IN NEW HOME

### FAST MODEL DUPLEX NOW IN OPERATION

Observer's Latest Addition to Equipment Marvel in Efficiency.

PUTS OUT 6,000 PAPERS AN HOUR

Replaces Old Press That Formerly Served The Observer—Installed by Factory Man.

La Grande and Union county people who will visit the new home of The Evening Observer during the last week will show particular interest in the new Duplex press and marvel at its speed and the ease of operation. This press, replacing the old Duplex which has seen over two decades of service, most of this with The Observer, is unquestionably the fastest and best finished press manufactured at the present time, and was secured by The Observer in keeping with its policy of securing the best possible equipment in order to give its readers and advertisers the highest type of service and efficiency.

The press, shipped here from the factory at Battle Creek, Mich., coming through by freight on the Union Pacific in seven days, and weighing approximately 3 1/2 tons, was installed by C. F. Young, factory representative in charge of the Duplex mechanical work on the Pacific coast. Mr. Young started assembling the press two weeks ago. He has been with the Duplex company for 30 years and while in La Grande, expressed the opinion that this city was one of the most interesting and progressive he has been in, in proportion to its size.

The new Model E Duplex, designed to print and fold six thousand eight-page papers in one hour's run, is operated by electric control, driven by a new 15 horse power variable speed motor. The press arrived here about three weeks ago. The 10,000 pieces coming knocked down in separate boxes, as soon as the progress of the building allowed, Mr. Young started assembling the press.

The new press is guaranteed to turn out 6,500 papers per hour, of four, six or eight pages. In addition, it will handle single and double page bills. Because the press is new and still somewhat stiff, it has not been operated at full speed, but it has already been run at a 6,000 paper per hour speed, with highly satisfactory results.

This press, which stands on a specially constructed foundation in the lower floor of The Observer plant, is in an ideal location in the building, easily available to the makeup department where the separate pages are assembled and locked up before the pressman places them in their proper positions in the press.

The press is so installed, with bolts insulated with rubber hose and washers, that practically every bit of vibration is removed from the building. This, perhaps, was not absolutely necessary as the entire building is thoroughly reinforced in such a manner that a press would safely operate, but the insulation provides the utmost in ease and quiet when the press is in operation.

Another feature of which the publishers are rather proud is the full electric control under which the press is operated. Pushbutton stations, located in strategic positions, permit the pressman to stop or jog the press with utmost ease. In addition the main station provides starting and fast and slow running controls, thus allowing a variable speed.

The story of the progress of the printing industry with the invention of the many marvelous and complicated machines for the production of the modern newspaper is undoubtedly a fascinating one. Many years ago all the type for a paper was set by hand, this being a slow and laborious process, and requiring a large force when a daily of any size was published.

Now all this is done with machinery in a fraction of the time. Old presses were small, slow and difficult to operate, but in comparison, the presses of today are marvels of mechanical ingenuity. Starting from a roll of paper weighing hundreds of pounds, the paper is carried through the press at high speed, printing, cutting and folding and turning out the complete paper at one operation.

In the Duplex press one finds a new standard of excellence. It is compact and highly efficient—which means that it is all built on the floor where the pressman can operate it conveniently and not be compelled to climb all over it as was necessary with older types of presses which were so clumsy as to cause their own demise.

The development of the business of The Observer and its move into the new home, have created the demand for a printing press of

### The Associated Press Wire News Serves Observer

Paper in Instant Touch With all Corners of World—Features Also Supplied by A. P.

The Evening Observer, now in its new home and with new press and other equipment, continues as a member of the Associated Press, the greatest news gathering and distributing organization in the world.

With automatic teletype machines in its office, which print about 18,000 words of news from all corners of the globe daily, The Observer is in direct touch—in instant touch—with the happenings throughout the world and in its afternoon editions, serves its readers with a galaxy of reports of the day's doings, ranging from the fluctuations of the Chicago wheat market to the latest happenings in the Chinese war, from international sports events in Europe to explorations at the poles of the earth, and from Wall street quotations to the latest marriages in Hollywood.

Carefully Divided The 18,000 words daily are so divided that each particular department may receive its quota of news—markets, sports, general news, women's events, elections, human interest events, etc. The stories come into the office over a leased wire from Portland and Salem, the Associated Press distributing centers in Oregon—sending to papers in every section of this state—accurately typed and requiring a minimum of editing. All that is necessary is a brief perusal of the story, possibly a bit of cutting to fit the space, and the writing of a headline and the story goes back to the linotype machines and is transformed into type ready to be proof-read and then go into the forms for printing.

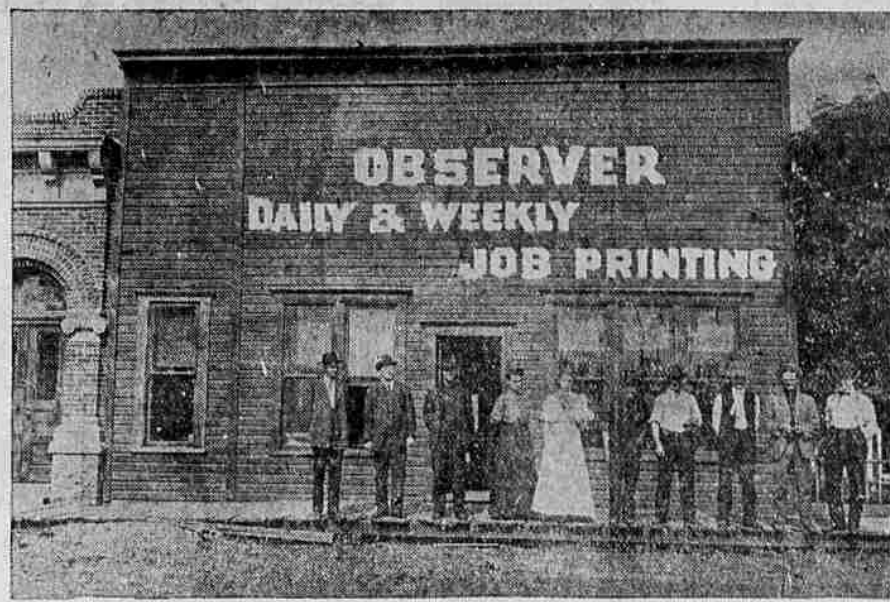
On January 1, 1930, when the last check was conducted, the Associated Press—which is a non-profitable, co-operative organization with each member paper contributing its share of news and paying its proportion of expenses—the membership of The Associated Press showed an increase of 34 over Jan. 1, 1929. Oh that day there were 1,280 member papers as compared to 1,246 a year ago.

The daily report of the Associated Press is now being transmitted over 220,000 miles of operating circuits throughout the United States, involving the employment of approximately 500 telegraph operators and the use of more than 2,500 automatic telegraph printing machines. In the New York office, alone, 70 telegraph circuits are in operation, linking up more than half of the country.

Feature Service Added A new addition during the last year was the feature service, consisting of cartoons, comic strips and panels and special feature articles to be run daily. The Observer at present is presenting the following Associated Press features to its readers—Scorchy Smith, the Boy Aviator, Gloria, Modest Maidens, Village Life, all comics; cartoons on national events; special features including, "Talks With Parents," "Daily Menus," "Health Hints," "Sports Slants," style stories, automobile news, science news, and a wide variety of general news stories not carried on the Associated Press wire and largely of educational interest, human interest, etc., designed to reach every class of reader.

The feature service also supplies The Observer with daily news mats,

### THE OBSERVER BUILDING IN 1907



The Observer, during the earlier years of its life in La Grande, occupied the above building, which was located on the same site which the present home occupies. The wooden building was erected by Fred B. Curry and George H. Curry, editors and publishers of the paper, who are pictured at the left above. The others, left to right, follow: Ole Erickson, ad man; Syd Burke, now dead; Floy Massee (now Mrs. A. W. Nelson); Ray Utter, now dead; Fred Sheets, ad man, who died recently at Wallown; O. E. Coffin, circulation; A. W. Nelson, news editor; and Otto E. Diddon, linotype operator, now dead. The window at the left was the news room, which was about 4 by 6 feet in dimensions. At that time the street in front of the office was unpaved and sidewalks were of wood construction.

supplied to 15 member papers in Madrid and Barcelona. Throughout the world service, touching every important city on the globe, news connections were strengthened.

Millions of Words News items from 1,850 different cities, comprising 17,323 items, with a total of 2,562,715 words, were assembled and transmitted to members during one week when a count was made. While no one member received this vast amount of news, it all flowed through the regular channels to members as their news needs required. The amount of news handled daily exceeds 300,000 words. Tabular market reports, representing each day nearly 15 columns of newspaper space, were not included in the survey.

Brazil, Venezuela, Nicaragua, Guatemala and the Dutch Island of Curacao were added during the last year to the list of Latin-American countries with which the Associated Press exchanges news. A special service of American news was inaugurated to Spain, where it

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sent from San Francisco and New York, including telephoto and airmail service when the value of the pictures warrant the utmost in speed. Recently The Observer printed pictures of a major news event that took place in the east within 48 hours after it occurred—the pictures being flashed to San Francisco by telephoto, then air-mailed to Portland, and then coming to La Grande via train to arrive here as quickly almost as the pictures were printed in metropolitan centers throughout the nation. This news picture service is general, touching upon practically every phase of news or curiosities that will be of interest to American newspaper readers. Through this same service it is possible for The Observer to keep on hand pictures of practically every person of prominence in the world, and this "morning" as it is called in newspaper offices, is being built up daily. Hundreds of matrices, ready for instant casting, are filed in The

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### RECALL EVENTS OF EARLY DAY IN THE OBSERVER OFFICE

Editor's Note—The following very interesting article does not attempt to follow The Observer's history through its earlier years but deals largely with outstanding occurrences, men and women who helped shape its destiny during the period between 1905 and 1915, most of which time The Observer was housed in a wooden building on the site occupied by the present plant.

Ever since Gutenberg rediscovered the old Chinese invention of setting movable type together to convey thought by the printed page, there has been a fascination and an appeal to the masses in and around newspaper offices. It is proverbial that once printer's ink gets hold of a human, the affection lasts. The past 30 years have been rich and interesting in La Grande newspaper history, lore and human interest.

In the early days of The Observer whenever the company purse permitted and the spasmodic competition demanded it, there would be a society editor. The financial part of the emoluments were meagre but the social prestige—that was the real pay. The prestige amounted to something. For that reason women prominent in the social affairs of that day were most often invited to the society desk—a desk more imaginary than real and more apt to be a smooth board laid across one's knee. One such whose items had zip and realism were the value of the pictures warrant the utmost in speed. Recently The Observer printed pictures of a major news event that took place in the east within 48 hours after it occurred—the pictures being flashed to San Francisco by telephoto, then air-mailed to Portland, and then coming to La Grande via train to arrive here as quickly almost as the pictures were printed in metropolitan centers throughout the nation. This news picture service is general, touching upon practically every phase of news or curiosities that will be of interest to American newspaper readers. Through this same service it is possible for The Observer to keep on hand pictures of practically every person of prominence in the world, and this "morning" as it is called in newspaper offices, is being built up daily. Hundreds of matrices, ready for instant casting, are filed in The

Another mission she volunteered

to undertake during that event was to bring delicious lunches from her own cupboard for the weary news staff. One such lunch basket was heavy with two bottles of Burgundy which she had commandeered from her husband's wine cellar and which she intended for the whole staff—front and back. History relates that the Burgundy never reached the back shop for the simple reason Fred Curry and A. W. Nelson saw it first. They had then served 65 continuous hours without a table meal and had 12 yet to do. The stories that day were snappy.

Another woman who attained fame in local news writing was Edna Morrison Dudley now living in Portland. Edna was a hound for news—none more so—but her return to the office was a daily signal for trouble. It is said of her that she would persistently talk on trivial subjects in the most rushing hours of the day much to the distraction of fellow newshounds. Ink wells and mild cussings had no effect. She could write, she would talk, and did both admirably at the same time. When the sheet was out, her chatter would be entertainment of the best sort. The first girl, probably, to break in on a regular news beat on the Observer was Olive Massee, now Mrs. George Huntington Curry. Less than a month after her arrival on the job an alarming Monday morning found the reporter staff marooned behind a Kamela wash-out and the boss himself gone fishing. She gathered up two days' news, wrote an editorial or two, waited on the customers, read the proofs, directed the make-up, and on the next day with a newly edition, and the next day was a full fledged reporter and has been ever since.

Except for the Populist campaign in the 90s, no effort made by The Observer created such a struggle as the local option fight. The campaign and the election itself was a terrible strain on the force. To begin with George H. Curry was the conceiver and engineer of the movement. He directed the news propaganda and the stories were dry as tinder and each story opened a separate wound somewhere in town. His staff promulgated dryness whether they liked it or not. When the conflict became so torrid that neighbors banded without speaking and The Observer staff

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### FIRST DAILY OBSERVER ON PRESS IN '97

Newspaper Now in its Thirty-Second Year—Many Changes Made.

"VOLUME 1, NO. 1" VERY INTERESTING

Started Out With Four-page, Six-column Morning Edition—Re-print Several Items.

The daily Observer, now in its thirty-second year of existence, was of a different complexion when it came into existence on the first day of December, 1897.

Now an evening newspaper, then it was a morning daily. In the files of The Observer today—among the most interesting of the entire lot—is one containing Volume 1, numbers 1 to 75, inclusive, the first 75 issues of the daily Observer to be published in La Grande.

Five Ownerships Since that day in December, back in '97, the paper has been under five ownerships. It was founded by George and Fred Curry, after they had issued an Eastern Oregon Weekly Observer for a year and a few weeks, and it remained under their management until purchased by Bruce Dennis. He published it for awhile, then sold it to Clark Letter and J. D. Meyers, who later sold it back to Mr. Dennis. Then a few years ago Mr. Dennis sold it to F. B. Appleby, and the present Observer Publishing company was organized.

Four Six-Column Pages But to get back to the famous old "Volume 1, No. 1." It was printed in four pages, on paper 14 1/2 by 21 inches, and consisted of six columns of type on each page, 1 3/4 ems in width. The present paper consists of eight columns, 12 ems in width.

The old files, yellowed with age, tells much of interest—both to the younger generation and to the older generation. The first column on the front page of that first edition was made up partly of "Professional Cards," and among them were those of Williams & Co., real estate; George B. Curry, attorney-at-law; S. L. Corpe, M. D.; G. W. Biggers, M. D.; Thomas R. Monk, M. D.; R. L. Lincoln, dentist; Finn & Ivanhoe, attorneys. Underneath the professional cards was an advertisement by the Anderson & Fitzgerald barber shop, who advertised, "Anything in the tonorial line." Mollitor's Drug store followed, with this message: "Give your seed wheat a dose of medicine. Blue Vitriol Crystal, 6 lbs. for \$1." Underneath this and at the foot of the column was an advertisement by G. W. Harris, watchmaker and jeweler.

General News The next column consisted of general items of news, with this heading: "The Pacific Coast." The Latest Happenings of Interest Billed Down... Measles Among Indians... The Columbia River at Celilo Not to be Opened for Some Time Yet... Oregon Tobacco.

One item told of the growing of tobacco in Polk county the previous year. Another said that 90 per cent of the lumber mills in Washington have, or will close down for the winter. A third said the government has ordered the sale of old Fort Colville in Wisconsin on Feb. 9th. A fourth said: "The residence of property belonging to Ben Snipes, will be sold at public sale in Yakima county, Washington in a few days." Snipes was for a long time the "cattle king" of Eastern Oregon and Washington. A fifth said that measles were terrorizing mothers among the Indians on the Umatilla reservation.

Column No. 3 on the front page in 1897 started with news of a "fearful storm" in the Philippines, Oct. 6, with heavy casualties. Two other items, one from Australia and one from Portland, completed that column.

Hawaii Problem News of a government deficit of \$8,572,169, a letter from Mrs. J. C. South from Nicaragua written to her parents, Mr. and Mrs. A. Harris, of the Cove, and three other items filled the next column. One from Washington said Senator Lodge says: "The first business of the Senate would be to confirm the annexation of Hawaii."

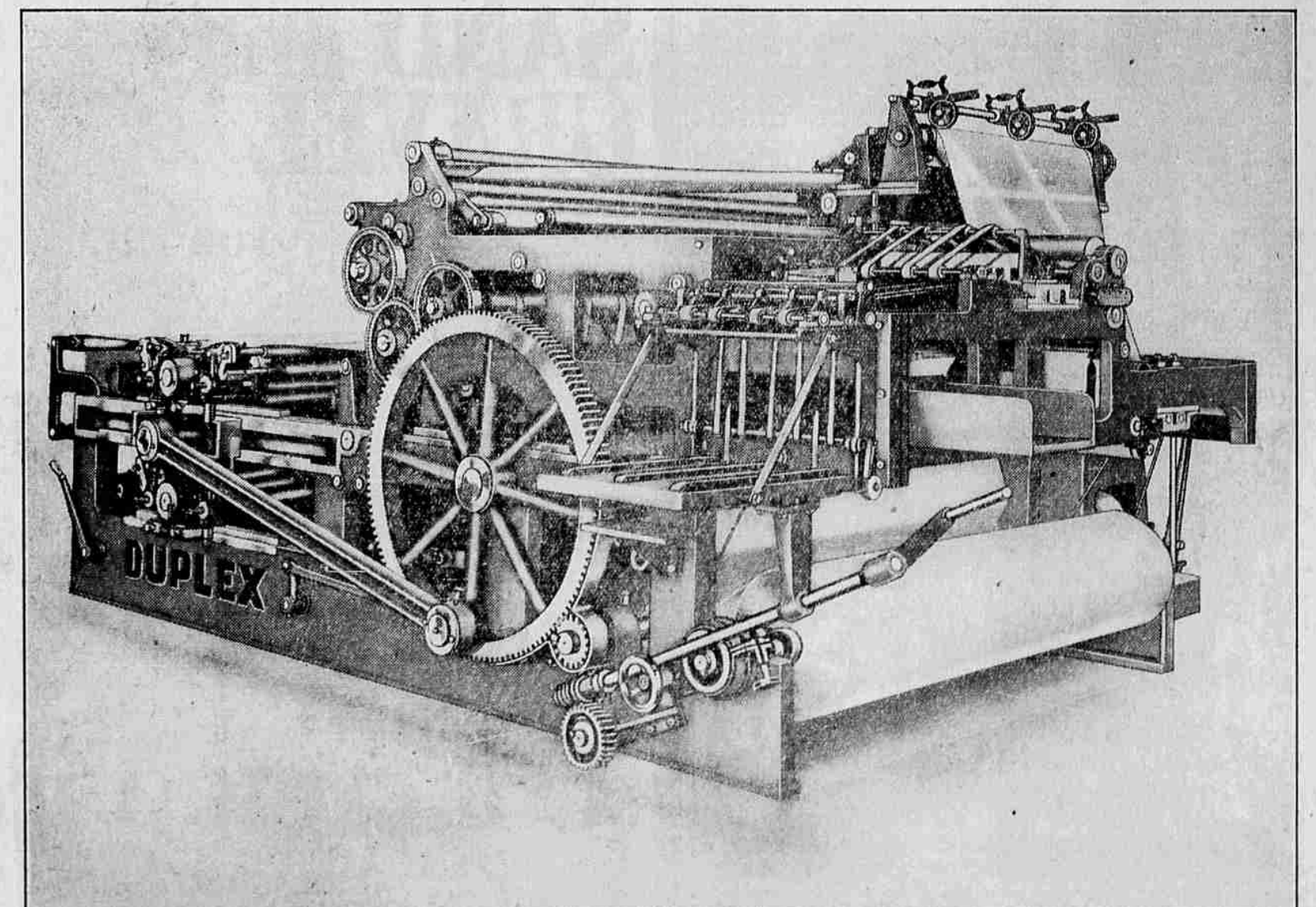
Another advertisement, two columns in width, occupied the upper right hand corner of the front page, paid for by the old New York store. National news events completed the layout.

Over on page two, in the same position the New York store occupied on page one, was an advertisement by the Chicago store. A bit of metropolitan rivalry in the good old days.

Other advertisements on that page were by W. A. Messner, grocer; the La Grande National bank (directors were J. M. Berry, Jay Brooks, C. H. Goodnough, J. M.

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### The Observer's New High-Speed Model E Duplex Press Now Operating



Above is a picture of the new high-speed Model E Duplex press which is now in daily operation on the lower floor of The Evening Observer's new plant on Sixth street, near the intersection of Washington, Elm and Sixth. This giant will print and fold 6,000 eight-page papers, turning them out ready for delivery, in one hour. The press was installed in The Observer building about two weeks ago by a factory representative and thoroughly tested before placed into daily operation.

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