

Our 95th Birthday

By DAN SELLARD
Of the Register-Guard

The Eugene Register-Guard will be 95 years old Wednesday. Ninety-five years ago, a reporter for the Eugene Guard was also a typesetter, pressman, editorial writer and ad salesman.

When he came in from his Willamette Street "beat," he put his story in type and helped operate the press that printed it. Today's reporter hardly ever sees a piece of type. He does his story in a modern newsroom and a score or more of other people handle it before it's printed.

His local story must compete with thousands of others which come from other local reporters and from newsmen from all over the world.

Another of the many differences between today's Eugene Register-Guard and the old Guard which started in 1867 is the use of photographs.

There were none then, there are many now, and these come from the newspaper's four staff photographers and from an Associated Press wirephoto machine which takes only minutes to receive a photo from the Atlantic Coast.

But there is a spirit which has gone forth through the 95 years—the spirit which silently goes with journalistic tradition—truth, accuracy and a feeling for human welfare.

It was there, that spirit, when the Eugene Guard put out its first edition on Oct. 24, 1867. And it is this same spirit which has been so carefully guarded down through the years.

The Guard continued under that name until 1930 when its owners bought the Register, a morning paper and combined the two. From that purchase came the hyphenated title carried on the name plate today.

Stability and prosperity came to the Guard in 1878 when Ira and John Campbell bought the paper and spent 30 years getting it set on its course of becoming one of the great newspapers of the West.

In 1890, the Campbells took a daring step. They made the Guard a daily newspaper.

The Campbells added their name to the list of persons who, through their stint at the Eugene newspaper, made the honor roll of Oregon journalism.

It was in 1927 that Alton Baker bought the Guard and brought to Eugene the journalistic standards of a famed Ohio newspaper family. The newspaper is still owned by the Baker family.

In 1930, it was Alton Baker who bought the Register and combined it with the Guard.

With Baker from Cleveland came a rugged, outspoken newspaperman, William M. Tugman. He and Baker worked together for many years to bring the newspaper to its present enviable position.

These newspapermen thought of their paper as more than a business. To them, the Register-Guard had to be a leader, a supporter, a contributor and, above all, an important citizen of the community.

Both Baker and Tugman died in 1961.

Today more than 200 people work in "putting out the paper." Modern machines turn out each day's edition at a faster-than-eye-can-see rate.



To meet tight production schedules, the color comics must go to press each Wednesday night for the following Sunday's paper. This color photo by Register-Guard photographer Phil Wolcott shows the comics for Sunday, Oct. 21 coming off the press at the rate of 35,000 copies an hour. Persons attending Wednesday night's open house will see a comic section press run.

Everyone Welcome to Attend Open House

The management of the Eugene Register-Guard extends an invitation to all to attend an open house at the newspaper Wednesday evening.

Children as well as their parents will want to see all departments of the newspaper, including the printing of the colored comics section for the following Sunday's paper.

A route to follow will be marked on the floor so that visitors will not have to wait for guides to conduct them on their tour.

Representatives of all departments will be present through the evening to answer questions.

Hours are from 7:30 p. m. to 10:30 p. m. The building is at 975 High St.



This is today's modern publishing plant at 975 High St., Eugene. More than 200 persons work here to produce the Register-Guard every day of the year. In addition to offices, the building houses hundreds of thousands of dollars worth of high speed printing equipment.



Until 1952, the Register-Guard had always been on Willamette Street. This is a photo of the newspaper "back in the old days," at one of its locations on the city's main street.