

MODERN POP

Getting to the Point

BY TAYLOR



New Press Makes Possible a Better Paper

(Continued From Page One)

Cleveland, recognized as the premier illustrated cut service of the world. To illustrate the service which this company will render The Tidings, our readers will remember that illustrations of the submarine accident recently were published in The Tidings as quickly as in the largest Pacific Coast newspapers, as NEA rushed their cuts to the coast by airplane.

Present features, "Great Mothers of the World," by Mrs. Mary Greer Conklin; "Sap and Salt," by Bert Moses; "Stewart's Washington Letter," and "Tom Sims Says," special features which The Tidings has been publishing, will be continued.

The pages of The Tidings will remain eight columns wide, so the reader will see that the increase from four to six pages three days each week, and often-er whenever necessary, will give 50 per cent more space in the three six-page issues and the same amount of space in the three four-page issues.

The Tidings feels certain that within the near future the response will be a sufficient increase in advertising to justify

six page issues each day of the week, instead of only three days each week, as we will have at first.

With the larger number of pages and the inclusion of the up-to-date features which The Tidings has arranged for, Ashland will have a newspaper of which the management feels sure the city will be proud.

New Press Permits Time for More News Gathering

(Continued from page one)

citizens of Ashland will consider this investment as much theirs as The Tidings, for the community supports the newspaper and we feel sure that the response will be such in the years to come that the faith of this newspaper will prove justified. With the equipment of two linotypes, the new press and other equipment which goes to make up a modern newspaper, and printing plant, The Daily Tidings is better able today than ever before to handle "anything in the printing or advertising line" that any citizen of Ashland might need.

TIDINGS WANT AD SELL ANYTHING.

Local Cannery Has in Three Years Excellent Growth

(Continued From Page Six)

We have been forced to send for pears as far as Salem, in order to fill our orders," Mr. Koozer explained.

"With two more years to go before we will have been through a five year period of advancement, I see no reason why the Ashland Preserving company, or the Bagley Canning company as is now known, may not be putting up a pack of 10 times the size of the pack of 15,000 cases, handled during the first year of its operations," Mr. Koozer concluded.

New Schools Keep Ashland in Class of Finest Cities

(Continued On Page Four)

bers have felt that it should be the Junior High school. However, with only two primary school buildings in the city, this move was impossible. With the building reconstructed, it will be made into the Junior High school, with the present Junior High school structure being turned over as a grade school, where all children on the North side of

the city will be accommodated. With the children on the East side of the city being taken care of at the new grade school on Beach street, the city will be in possession of two grade schools, one situated on each side of the city, with the High School and the Junior High School centrally located.

In addition, the strain on the High School will be relieved, by transferring a number of pupils in that institution to the Junior High school. At the present time, the High School cares for all pupils in the ninth, tenth, eleventh and twelfth grades. When the new school system is complete, the pupils in the ninth grade will be transferred to the Junior High school, leaving the High School with but the tenth, eleventh and twelfth grades.

According to leading educators, this system of 6-3-3, or the first six grades on one school, the next three in another school, and the three highest in still another school, has proven to be the best method, both for the education, and for the segregation of the children. It has been held that the students of the ninth grade, on the average, are not mature enough to mingle with the older students of the High School. It is for this reason that City Superintendent of Schools George A. Briscoe advocated the adoption of the 6-3-3 system of education when the

campaign for the new school structures was started.

Although the bonds were voted over four months ago, no definite work, with the exception of the selection of the site, has been made toward the construction of the new school building or the remodeling of the Hawthorne structure.

Several weeks ago, the members of the board of education advertised for bids on the structures, and estimates were received from firms throughout the Northwest. These bids were opened in due course, but no contracts were let, and have not been yet.

This action was taken because the members of the board were conferring with the members of the board of regents of the Oregon-Normal Schools, with the hopes that the regents would see fit to aid in the construction of the Beach street school.

When the agitation for the bond election was first started, one of the strong talking points in favor of the measure was the fact that with the present school facilities, there would not be enough room for practice teaching when the Southern Oregon Normal School was opened here.

The members of the board of regents realized this fact, and were perfectly willing to assist in any manner possible in the construction and the enlarging of

the Beach street school. However, they were without funds for this work, being allowed but \$175,000 for the construction of the first building of the normal.

The normal regents were somewhat slower than the local board in preparing their plans and opening bids, and the local board agreed to wait until that time before awarding the contracts on the school buildings.

It is planned, that if there is a margin above the bids on the normal school building, large enough to allow the work, that the wings will be added to the Beach street school at once, the Normal school regents to pay the cost of the construction work. Thus 16 additional rooms will be added to the city school system, and the normal school will be given excellent practice teaching facilities.

This plan has not been entirely worked out, but it is feasible, those interested in the work declare, and they say that if possible the plan will be carried to completion.

HISTORY OF TIDINGS STORY OF THIS CITY

(Continued From Page Three)

purchased, and has been doing service in printing the paper from that day until just now supplanted by the new web press on which this issue is printed, cut and

folded. Before the day of available electrical power or practical gas engines here, the Tidings presses were driven by means of a unique water power plant. It comprised a current wheel in the old woolen mill flume, which passed in the rear of the office building, the power which it generated being transmitted to the second story of the building in which the office was located, by means of a wire cable. It was a crude arrangement but wonderfully effective in comparison with hand power. Later pressure water from the city mains was used for power until supplanted by the present day electric motors.

The first linotype, a standard Mergenthaler, was added to the Tidings equipment in 1908, the second machine to be installed anywhere between Redding and Roseburg. Its cost, \$3500, was considered quite a venture at the time. It is still doing service alongside the newer one of later model added a year or two ago and which casts several different sizes of type by a single movement of the operator's hand.

"Hand picked" type are now in little use even in the smaller country offices. The "machine," as the linotype is referred to in shop talk, has practically eliminated the old time expert typesetter and revolutionized the trade in less than 25 years.

A folding machine was installed in 1908 at the same time as the linotype. Then the semi-weekly, into which the weekly Tidings had been changed a few years before, was put out in eight page instead of four page form. Other equipment in the mechanical line had also been added until the Tidings in 1908 had what was considered one of the best and most up-to-date country plants in Oregon.

The location of the first Tidings office was in the rear of a wooden building used as a drug store by Dr. J. H. Chitwood on the north side of the Plaza, on the lot now occupied by the Freeburg building. The next location was upstairs in a wooden building that stood on the site of the present Ashland Improvement Co. block on the Plaza. Next it was moved to a then new

brick building, upstairs in what is now the State Bank building, and from there to its present location.

Reference should be made perhaps to the Tidings competitors in the Ashland field. Competition was for a long time keen and active. The Valley Record was established about 1887 by N. A. Jacobs and soon E. J. Kaiser, for years a typesetter in the Tidings office, joined Jacobs in partnership. Then Mr. Kaiser became sole owner and continued so until about 1912 when Charles B. Wolfe purchased the paper and published the Ashland Record. Ownership reverted to Kaiser, who leased it for a time, then sold the plant to Medford and this was the end of the Record newspaper. The "Ashland Advertiser," "Town Talk" and the "Ashland Tribune" were also more transient candidates for public favor. The latter under the management of the Potter Brothers, made considerable pretensions in the local newspaper field and met with no small popular favor for a year or two, only to lose out in the close competition. The plant was sold and combined with the Medford Mall Tribune. The Tidings therefore is the sole survivor, and let us hope the fittest.

Money did not circulate as widely or as freely a few years ago as at present and the per capita in actual use in this region.

Fifty or even twenty five years ago money was limited. It was quite usual for subscribers to pay the printer in promises, potatoes, wood or watermelons, any of which served as legal tender. And the help got its pay largely in kind. The editor of fifty years ago like the doctor and the preacher of the same period, was an object of charity principally, and thankful for such things as came his way voluntarily. Yet withal he was perhaps about as happy as he is under present conditions.

Newspapers all over Oregon, as well as in Ashland and Jackson county, in the earlier years, were famous for the fights carried on in their columns between their editors. These were largely

(Continued, Page 6, Sec. Three)



Tomorrow's Car Today
Lowest Price Car With
Four Wheel Brakes and
Balloon Tires

Sold on Easy Terms

Hamaker Motor Co.
Phone 37 "Service Worth While"

A Modern Laundry
requires a vast amount of machinery
in order to lessen the work for the
HOUSEWIFE

WE HAVE A PLANT COMPLETELY EQUIPPED FOR ALL CLASSES
OF LAUNDRY SERVICE.

Our latest installation is a Vorclory Drying Tumbler,
the very latest and best development in drying machinery, delivering the
goods as sweet and fresh as pure air itself.

We use no secret formulae or injurious materials in our processes and we
will be glad to show visitors through our plant any working day.

Six wash days a week for the class
of laundry service you desire

CALL US

Ashland Laundry Co.

"Send it to the Laundry"

PHONE 165

31 WATER ST.