

# ASHLAND DAILY TIDINGS

The Tidings Has Been Ashland's Leading Newspaper For Nearly Fifty Years  
(United Press Wire Service)

**MALARIA GERMS**  
Cannot survive three months in the rich ozone at Ashland. Pure domestic water helps.

**ASHLAND CLIMATE**  
Without the use of medicine cures nine cases out of ten of asthma. This is a proven fact.

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Successor to the Semi-Weekly Tidings, Volume 43

ASHLAND, OREGON, THURSDAY, NOV. 12, 1925

SECTION TWO

NO. 62

## NEW TIDINGS PRESS, MAKES POSSIBLE A MUCH BETTER PAPER

Added Features to be Used When Six Page Paper Becomes Fact. Tidings Contracts For Several New Features Which Will Add Life to Paper.

With the installation and operation of The Tidings' new newspaper press, a program of extension and improvement was simultaneously started, which the management feels certain will gradually develop into even further extensions and improvements for The Tidings.

During the last year The Tidings occasionally has been crowded on certain days of the week, particularly on Fridays, which has forced the leaving out of news matter so that all advertisements could be included in the four pages. It was difficult to switch from four to six pages on short notice, but with the present press equipment, which permits more flexibility; it will be easy to switch from four to six or eight pages whenever the amount of advertising justifies.

Temporarily, three issues each week, probably Wednesday, Thursday and Friday will be six pages, while the other issues of Saturday, Monday and Tuesday will remain four pages, as at present, until advertising increases to justify six pages also on the three days last mentioned.

This increase on three days of the week will permit the use of several new features for which The Tidings has contracted. Among the features which will be used in the six-page issues, and whenever possible in the four-page issues, are the following:

A woman's page each Thursday, combining Society Notes, and other features interesting to women.

A daily editorial cartoon by Doran H. Smith, one of the nation's most renowned cartoonists, who will give a picture-comment on current events and opinions.

"Mom 'n Pop," a family comic, by Taylor, who has made millions of Americans laugh.

A daily fashion illustration, giving a glimpse of the latest styles.

"Out Our Way," a comic by Williams, which is one of the best on the market and a third comic, "Everett True," by Condo, who gives a deep insight into human frailties.

An up-to-the-minute illustrated cut service, covering all the latest news events of the world, which will be furnished The Tidings by NEA Service Inc., of

(Continued on Page Seven)

## TIDINGS SHOP PRESENTS NEW APPEARANCE

Inside of Shop Painted by Swenning and Gear, Local Men

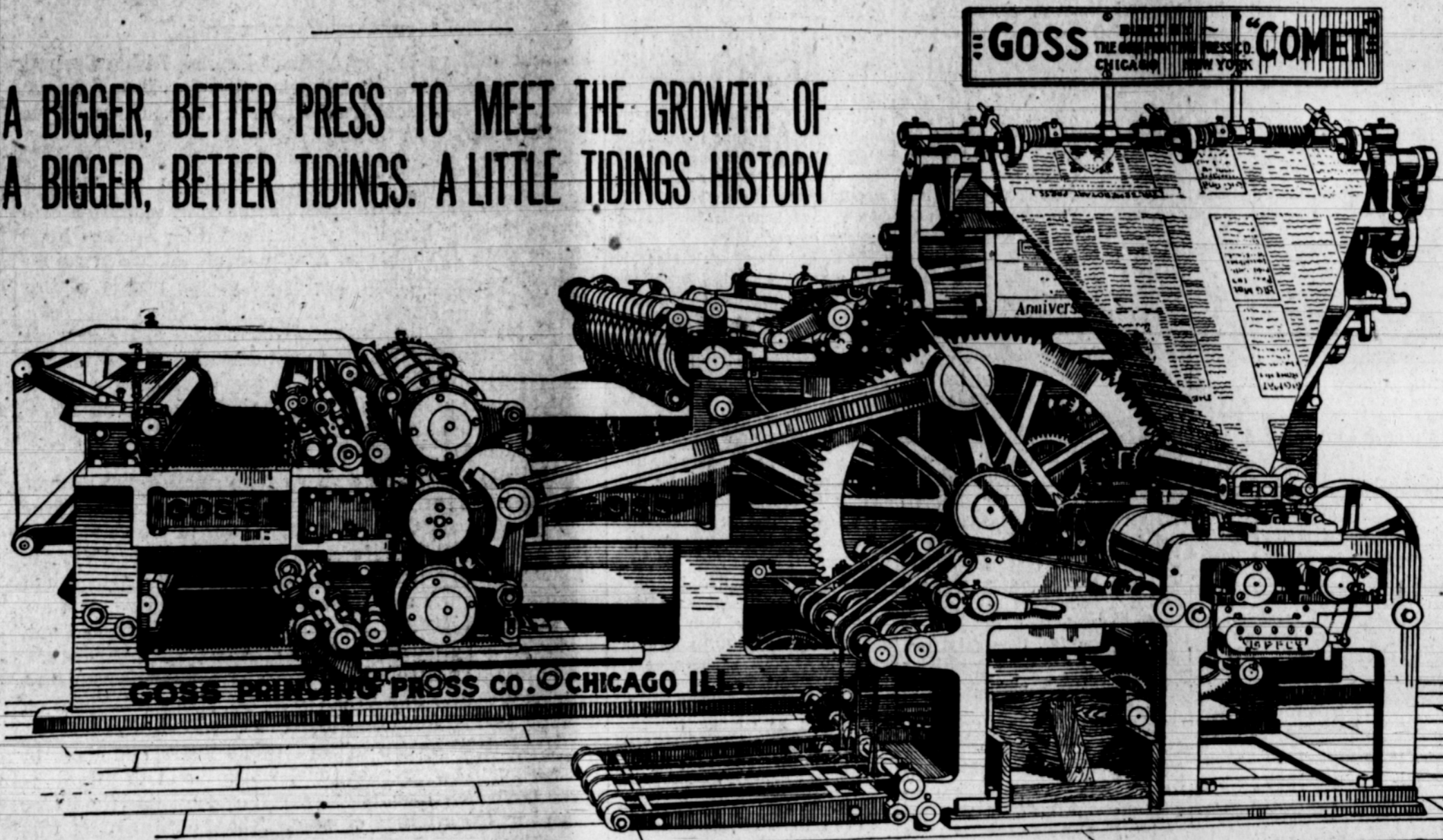
When arrangements were made to improve the Tidings newspaper printing equipment and when many new features were added to improve the make-up of The Daily Tidings, somebody in the shop looked about and remarked that the smoke-stained walls and ceilings in the shop would not harmonize with the shining new press.

So arrangements were made with Swenning and Gear by the owner of the building occupied by The Tidings to have the walls and ceilings kalsomined and toned up to harmonize with the beauty of the new piece of machinery. One improvement led to another and The Tidings now has a brighter, more attractive printing shop. Last winter extensive improvements were made in the appearance of the business office of The Tidings.

When you come in to look over the new press—and everybody is invited to do this—a brighter, cleaner office and shop will greet you.

## OUR NEW GOSS COMET PRESS

A BIGGER, BETTER PRESS TO MEET THE GROWTH OF A BIGGER, BETTER TIDINGS. A LITTLE TIDINGS HISTORY



## NEW PRESS WILL PERMIT AT LEAST TWO HOURS MORE TIME FOR NEWS GATHERING DURING DAY, WITHOUT CHANGING DELIVERY TIME OF PAPER

## TIDING ASKS COOPERATION OF PEOPLE

Every Bit of News Turned in Makes for a Better, Newer Paper

The Daily Tidings management is desirous of giving Ashland the best newspaper it is possible to make within the realms of sound business returns on the investment, and the extensions and improvements which were announced and exemplified in this issue prove this, but the cooperation of the newspaper's readers is necessary to reach the point where the paper can print the maximum amount of news.

Many readers of a newspaper are prone to forget to tell the editor of little news events about themselves or their neighbors, sometimes thinking the newspaper does not want these small items. The editor DOES WANT these small items and each item, no matter how small or how inconsequential, goes to make up a good, newsy newspaper, which is representative of the entire citizenship of a community.

The management urges all the Tidings readers to bear this in mind when they take a trip, when they have a visitor, when there is a party in their household, or when they know of anything which is of interest, to phone The Tidings.

In this way The Tidings can give a better, newer newspaper which will be beneficial to you, as well as to ourselves.

## LIKES ASHLAND AS A PLACE TO LIVE

"We came to Ashland to enter business we liked it as a home city. We could have had locations in Eugene, Medford, Grants Pass or Salem, but we selected Ashland because we liked the atmosphere of a home city," said S. D. Doremus of the Standard Cleaners, telling why he located in Ashland.

Mr. Doremus stated that in selecting Ashland, he and his wife had done so not because they felt that they could make more money here than elsewhere, but because they liked the city as a place to live. "We decided we could make a living here, and with the advantages of Ashland as a city of homes, of good schools and churches, we thought it best to locate here," Mr. Doremus said.

The Daily Tidings is glad to announce today one of the most revolutionary, most far-reaching improvements in equipment which has ever been made in an Ashland newspaper office.

Looking forward ten or twenty years, The Daily Tidings has anticipated the needs of the future and, with this issue, The Daily Tidings newspaper printing equipment to the most optimistic requirements of the next two or three decades.

Several weeks ago, The Tidings contracted with The Goss Printing Press company of Chicago for the delivery of a Goss Comet web perfecting press to The Tidings. This machinery, a full carload weighing 22,000 pounds, arrived in Ashland recently, but, due to an accident to the expert press mechanic, erection of the press was delayed. A concrete pit had already been prepared by Contractor H. C. High of this city in the Tidings shop, over which the new press now rests.

R. C. Rogers, of San Francisco, recently arrived in Ashland and erected the new press, which is now in operation.

Feeling certain that Ashland will continue to grow and that within the next few years this city will experience a solid business growth which will produce a substantial increase in advertising, The Tidings has made a change in printing equipment which is more rapid than the average newspaper ever makes.

Ordinarily newspapers change equipment by degrees, going from a press of certain speed to one slightly faster, from a press of one size to one slightly larger, but The Tidings, feeling that the growth of business here would justify it, skipped one or two of the changes which would have ordinarily been made.

Our old press, slow and very limited in printing capacity, although still capable of printing many hundred thousand more newspapers, and the folder, are now being dismantled, while alongside these two pieces of old machinery, the more modern Goss Comet, a smoothly running press of more than five times the speed of the old press, each afternoon prints and folds The Tidings in a small part of the time it formerly took to print and fold the papers on the old press.

The Tidings owners and employes are proud of this new press and we hope that our judgment in installing this modern machine, and in making the improvements in the various departments of The Tidings, will be appreciated by the public.

This machine, a Goss Comet web perfecting press, as shown above, has been installed. It occupied a full car, weighing 22,000 pounds, and The Tidings office has been busy during the last few weeks making changes

## Everyone Invited to Look Over Press and Plant

In making the original plans for the installation of the new Goss-Comet newspaper press, The Tidings management tentatively arranged to locate the big press in the front office, facing the plate glass window at the front, so that everybody passing The Tidings office could see this wonderful piece of machinery operating.

However, this could not be done, as the space would not permit, since the press and folder require such a large amount of open floor space. The only place where sufficient open space could be found, without disrupting the other operations of the business, was at the rear of the printing shop, where the new press is now located.

We regret our inability to set the press at the front of the building, where it could always be seen; but we are sure our readers will want to see this press in operation and therefore, we invite you to visit our plant at any time, but particularly about 4 o'clock in the afternoon when the press will be turning out the copies of The Tidings at a rapid rate.

This press is absolutely the last word in printing equipment for newspapers in average size cities, and is a marvel of precision with its many special features for production and adjustments. The press prints four, six or eight pages of an eight-column paper direct from the roll at a speed of 3,500 to 4,000 papers per hour, all in one operation,

delivering the papers folded, ready for the carriers, at the completion of its performance. This is in direct contrast to the capacity of our former cylinder press which printed two pages of an eight-column paper at a speed of about 1800 an hour.

Sheets of paper, instead of rolls, were used in the former method, and this meant that the paper had to be fed through the press, sheet by sheet, twice in order that it would be printed on both sides. Then the sheets had to be taken to a hand-fed folder where again, sheet by sheet, they were folded for the carriers.

It can readily be seen by even the most inexperienced layman that in the printing of the paper now, much time will be saved, by a much more convenient and more modern method.

The Goss Perfecting press is a marvel of mechanical skill, and the many functions it performs in one operation are interesting to watch. The huge roll of paper is placed at the rear of the press. If unrolled, this paper would reach a distance of about three miles. The paper is threaded across the bottom of the press to the left and under the lower cylinder where one side of the paper is printed. It is then carried to the extreme left and to the top of the machine where it passes under the top cylinder and the reverse side of the sheet is printed. From here the paper is carried back to the rear of the press where it is cut thru the center. The printing is now done, but the press has not completed its work. The sheet, traveling to the right in one continuous strip is now formed and enters the folder, which working with almost human intelligence it folds, cuts and trims the paper and passes out the finished product in the chute to the left ready for delivery. Four and six pages are printed in the same manner. The serrated edge is a sure sign that it has been printed on a

press of this nature, and these are found only in the more modern and up-to-date offices of the country.

The ink spreads on to the type rollers from two fountains through a series of distributing rollers.

The press rests on a concrete foundation, with a large pit, three and one half feet deep under the press to facilitate threading of the paper and to allow inspection while the press is running.

The press is driven by a five-horse power motor, which is enclosed in a pit three and one-half feet deep alongside the rear of the press, and connected with the press by pulleys. The speed of the press is regulated by a Cutler-Mamer controller, which will allow a variety of speeds from 1700 to 4,000 completed papers per hour.

The quality of the paper is also greatly improved by the use of the new equipment. The Comet turns out a beautifully printed page with perfect impression and perfect ink distribution. Every line of type stands out evenly and clearly. Every paragraph can be easily read.

The new press allows an hour's more time for type setting on our two linotype machines, without causing a delay in getting the papers in the hands of the carriers.

The purchase of this press is another milestone of The Tidings path of progress. It will enable the paper to expand and grow, and to serve the community of which it has been a part for approximately 50 years.

No one can question the faith of The Tidings in Ashland. The installation of this marvelous press proves conclusively that this newspaper believes in the future of Ashland and Oregon. The investment of this capital is a concrete illustration of the Tidings management's faith in this section.

The management hopes the

(Continued on Page Seven)

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(Continued on Page Seven)

(Continued on Page Seven)

(Continued on Page Seven)

(Continued on Page Seven)

## HISTORY OF TIDINGS STORY OF THIS CITY

Paper Furnishes Accurate Account of Happenings For 50 Years

FOUNDED IN YEAR 1876

Under Various Ownerships, Paper Has Grown to One of Best Journals in Southern Ore.

(BY F. D. WAGNER)

The story of the Ashland Tidings is the story of Ashland. The files of this paper covering a period of almost fifty years contain the most authentic and the most complete history of the community that is in existence. The village folks who first established their homes around the old mill on the banks of the beautiful mountain stream they called Ashland Creek, it is safe to say, never dreamed of paved streets and nine store buildings as features of their little settlement in the Siskiyou foothills. The founders of the Tidings perhaps never had even a dim vision of a web perfecting press and linotypes in their office. But these things have come to pass nevertheless. What history the files of the Tidings during the next fifty years will make is another story. This story is of the past and particularly of the Tidings' past.

The initial issue of the Ashland Tidings was dated June 17, 1876. The editor and publisher was Mr. James Sutton. The putting out of the first issue was quite an event in the town, for which a population of five hundred people was claimed. The first issue of its own (and only) paper in a growing town always marks an epoch in its history. Ashland villagers were all expectancy. There was a scramble to secure the first sheet to come off the press. It had been promised to Welborn Beeson, who had hauled the press to town with his team and wagon from Roseburg, 125 long miles, but for some reason he had to be content with the fourth, more fortunate subscribers being Clark Taylor, C. B. Watson and another party whose name has been lost.

Mr. Sutton had gathered together a mechanical equipment which comprised a used Washington handpress of the old "armstrong" type; there was a little hand lever job press with which to print cards, letterheads, etc. The type stock consisted of a few cases of bourgeois, and small pica body type for the reading matter of the paper; also one case of nonpareil for legal advertisements and poetry, with an antiquated assortment of larger and heavier types for advertising uses. When in need of a paper cutter the printer visited the village tinshop. Indeed it was the proverbial "hat-full" of type and working tools that made up the original physical equipment of the Tidings office. But its editorial and mechanical force, full of ambition and energy, didn't know anything about the modern eight hour day, and covered the local field with remarkable care and comprehensiveness. The patrons loved the Tidings and trusted and confided in it as they would one of their own family.

Mr. Sutton discussed the topics of the day in his editorial columns and expressed his convictions "without fear or favor" in very smooth English. He devoted much space to literary and historical matters. In fact some of the most valuable Southern Oregon history in print will be found in the early files of the paper. In the first three issues of the Tidings a considerable space was devoted to an Indian legend of Crater Lake in verse. An editorial described briefly the wonders of the lake and said that the writer was a member of the first party of white men ever to

(Continued on Page Three)