



# Electricity

## Plays an Important Part in the MAIL TRIBUNE'S Fine New Plant



WHEN the Mail Tribune's fine, modern newspaper plant is completed Electricity will be extensively used . . . The 16-page Duplex Tubular Rotary press will be driven by electricity . . . the stereotyping equipment will be operated electrically; electricity will power the battery of five Linotypes, the Ludlow and the Monotype material making machines . . . electric mercury lights will transform night into day when night operation is necessary. The new business offices and editorial rooms will be electrically lighted . . . will be cooled with electric fans . . . office equipment will be electrically driven, while the Associated Press news will come from all parts of the world to the Tribune's editorial rooms over electric telegraph receivers. Electricity — essential to present day industries—will play an important role in the publication of the new, improved Mail Tribune!

## CONGRATULATIONS!

—We congratulate the Mail Tribune upon the program of expansion this newspaper has undertaken. The extensive improvements in the plant and facilities of the Tribune evidences the growth of Medford and all 'Copcoland.' Southern Oregon newspapers are among the many industries depending upon electric power . . . We feel that our service to them is likewise service to the public . . . again we become 'Partners in Progress.'



**The California Oregon Power Company**  
"Your Partners in Progress"