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## EARLY COUNTY NEWSPAPERS

The Redlands Press

By Fred Holladay

(Continued from the last issue)

**W**HEN Lugonia's last newspaper, the Southern Californian, was founded on September 3, 1887, it bore absolutely no resemblance to its predecessor, the crude, poorly printed Lugonia Chronicle. Instead it so closely mirrored Redlands first newspaper, the Citrograph, it was accused of imitating Scipio Craig's publication in more ways than one. The inference was valid

since the Citrograph's first issue was published on July 16, 1887, six weeks before the Southern Californian appeared.

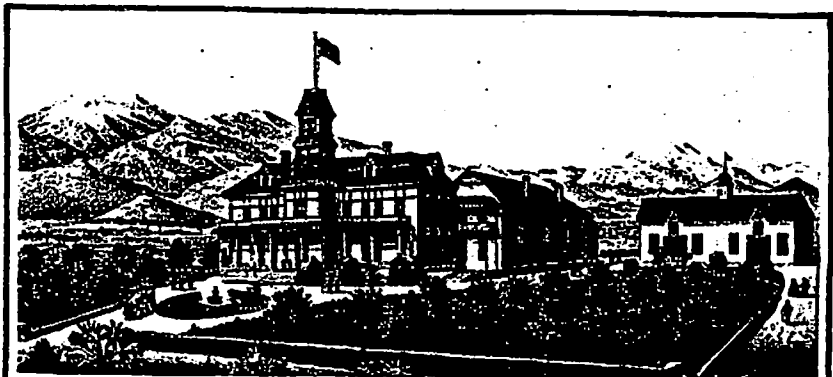
Was it merely coincidence both newspapers were printed on fine quality, book stock paper, containing well-written agricultural articles, informative editorials and local news items, all presented in similar context, size and style? They were two of California's finest pioneer newspapers, fighting for survival in a lightly populated area financially able to support only one.

The Southern Californian would probably have been a highly successful paper in any other town than Redlands and in an attempt to neutralise Scipio Craig's charisma, imported as editor, George F. Weeks, a smart young newspaperman from San Francisco.

Weeks mounted an aggressive campaign to promote Lugonia for the proposed new townsite by lauding its virtues in each of the Southern Californian's sixteen-page editions with statements like the following:

"The people of Redlands love Lugonia. They say so themselves...

(See Page 19)



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