



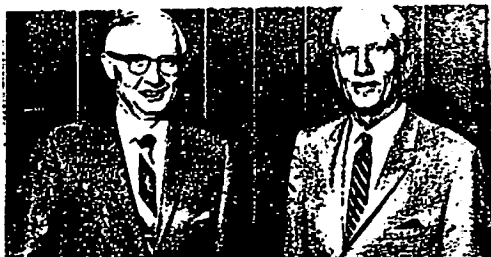
Paul W. Moore



FACTS 1912 - Paul Moore (below clock), Lyman M. King (extreme right), office girls and mechanical crew. Paper had two linotypes and hand set display type.



October 12, 1909 issue.



FRANK E. MOORE (left) and WILLIAM G. MOORE

Captain Moore changed the paper's political policy to Independent Republican and on August 2, 1897 revised its masthead to read Redlands Daily Facts for the first time.

Paul Moore joined his father in 1897. Although primarily educated as a businessman he became devoted to the newspaper trade and after the Captain died in 1899 continued to manage the paper with distinction until his own death in 1942.

According to his son Bill: "...he always functioned in the role of manager. But he lived a life that was entwined with the affairs, the hopes and aspirations of the town he loved. He made the newspaper a forceful organ, opposing what was bad for Redlands and everlastingly seeking to make it a superior place in which to work and live."

Paul Moore's two oldest sons, William G. Moore and Frank E. Moore, assumed ownership of the paper after his death, with Bill serving as publisher and Frank as editor. Under their management the paper prospered through the uncertainty of WWII and its post-war years, and on through the complexity of today's computer age, to become one of southern California's finest small-town newspapers; committed to extensive local news coverage and active participation in civic affairs. As Frank Moore used to brief reporters, "Remember -- so far as we are concerned, Redlands is the center of the universe."

In retrospect, Historian Hinckley wrote: "In the long wet-or-dry controversy the Daily Facts has been on the dry side and in politics it has been Republican. It is an enormous benefit to a town to have the local paper owned by one family which has been identified with the city for three generations, especially when it is a paper that has consistently worked for the good of the community. The column by Frank Moore entitled, 'With a Grain of Salt,' is universally read."

On July 1, 1981 the Moore brothers sold the Redlands Daily Facts to the Donrey Media Group; an Arkansas-based conglomerate of 42 daily newspapers, including the Ontario Daily Report and the Pomona Progress-Bulletin.

Although Donrey will continue to publish the Redlands paper, its acquisition of the last family-owned newspaper in the area brought an end to journalistic private enterprise in San Bernardino County. As Frank Moore later said, "It was like shooting the family dog, but we couldn't go on forever."

The Facts was not the only newspaper to contest the Citrograph around the turn of the century.

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