

The Burleson saga:

A Century Serving Gridley

From 1897
to
the present

THE

Gridley



Herald

Section B

Gridley, Butte County, CA 95948

Wednesday, May 6, 1998

5 disaster

Major conflagration made Gridley a city

Gridley's worst business fire reduced much of the Stone Block to blackened ruins and destroyed several other buildings as well. The blaze, which occurred on July 9, 1905, consumed structures, fixtures, and stocks of merchandise fully \$100,000. Only half of the loss was covered by insurance.

Gridley Herald Editor Davis Burleson would not let this "calamity" serve as a lesson. "The fire was then not of such proportions that it could not have been extinguished without serious loss had the steamer been in working order," according to a special dispatch that was sent to the Chico Daily Morning Record.

Engineer Jesse Porter had the apparatus moved down Hazel to

at 11:30 p.m. in one of the "outhouses" behind the Stone Block on the alley running south from Hazel Street between Virginia and Kentucky Streets.

Gridley's Amoskeag steam pumper was brought to the scene promptly enough. However, there would be an excruciatingly long delay before it could put water on the fire.

The steamer had been positioned first to draw water from the fire well at the intersection of Hazel and Virginia Streets but it couldn't pump a drop there.

"The fire was then not of such proportions that it could not have been extinguished without serious loss had the steamer been in working order," according to a special dispatch that was sent to the Chico Daily Morning Record.

Engineer Jesse Porter had the apparatus moved down Hazel to

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C&ORR created the town

As the California and Oregon Railroad was being pushed up the east side of the Sacramento Valley during the spring of 1870, a group of company officials arrived in Marysville on May 4 and proceeded north on the newly constructed track.

Led by Chief Engineer S. S. Montague, these officials had three primary objectives that day. One would result in the establishment of the town of Gridley.

Montague and his companions rode a construction train "to the front" to inspect the just completed span over Dry Creek. Also they took a look at the situation they faced in building a bridge over Butte Creek. They wanted to figure out how much cost-saving fill could be used there instead of trestlework.

Since driving piles for a long trestle would take more time than constructing an embankment to carry the track, the decision they made would determine how soon the railroad could be opened from Marysville, first to Nelson's Station, then to Chico.

The third objective for these officials was to select sites where side tracks, warehouses and depots could be established to encourage farmers to use the railroad for shipping their grain and other produce to market.

However, in making their decisions, the officials also had to determine where they should place other facilities, such as water and fueling stations, that were needed in the operation of a railroad.

Since the locations selected for side tracks and depots would be likely places where new townships could be developed, I. N. Hubbard was one of the members of Montague's party that day. Hubbard was a land agent for the California and Oregon as well as the Central Pacific Railroad.

Other officials accompanying Montague were Arthur Brown, superintendent of bridges and building for both the CP and C&O; Roadmaster George Holland; J. H. Strobridge, construction superintendent for the Contract and Finance Company, which was building the railroad; and T. J. Davis, who was described as "boss carpenter" in the Marysville Daily Appeal's report on their activities that day.

Once it was decided to place a siding here, Hubbard and his assistants went to work to acquire the land needed for the townsite that they named for George W. Gridley, a wool grower who was one of the three or four largest landowners in Butte County at the time. However, only a portion of the townsite would be situated on land purchased from him.

About two thirds of the original townsite plat, including the spot where the railroad depot was built, is on what was known in those days as a "school" section. It was part of the grant of the 16th and 36th sections in each township that had been made by Congress to the state when California was admitted to the Union. These sections were to be sold by the state to raise funds for establishing universities and colleges.

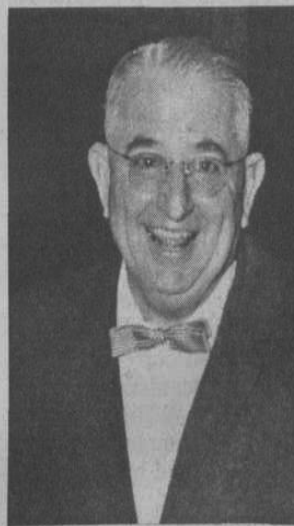
A patent, which transferred title to the 160-acre south half of the south half of Section 36 of Township 18 North, Range 2 East to Contract and Finance Company President Charles Crocker, was signed by Governor Henry H. Haight on June 17, 1870. It was

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The three generations



WILLIAM DAVIS BURLESON
Hired as editor in 1897



CHARLES RAY BURLESON
Succeeded his father in 1936



WILLIAM DAVID BURLESON
Became publisher in 1962

William Davis Burleson

Tireless worker for Gridley

William Davis Burleson, the first of the three generations of Burlesons who have owned the Gridley Herald, faced a huge task when he arrived here during the latter part of October, 1897.

Burleson had been hired as editor and manager of the Gridley Herald just two months after the newspaper's plant had been completely destroyed by fire.

It would be Burleson's duty to rebuild the newspaper's business and enhance its profitability to repay the Gridley Publishing Company's investment in new press, type and other equipment.

Although but 27 years old, Burleson had been in the newspa-

per business for a decade and already had been involved in publishing a newspaper in Illinois and another in Michigan.

Not only would he be up to the challenge that lay before him when he got out his first edition of the Herald on Oct. 23, 1897, he would do well enough with the newspaper that he could eventually purchase it in 1908.

When Burleson died on Feb. 6, 1936, he had gained a wide reputation as "an able and trenchant editorial writer" and was also known, affectionately, as "the philosopher of southern Butte."

He was described in the Marysville Appeal-Democrat as

"one of the foremost citizens" of Gridley. And, in the Sacramento Bee, he was credited for "his tireless work" in bringing growth to the Gridley district.

Far from the least of William Davis Burleson's contributions was his role in promoting the Gridley Colonies which virtually surrounded the town.

These farm-site subdivisions with tracts ranging from five to 40 acres, when sold to small farmers, created the market for irrigation water that made construction of the Butte County Canal with private capital a feasi-

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Charles Ray Burleson

Fought off the competition

Charles Ray Burleson was well prepared to take over the reins of the Gridley Herald when his father, William Davis Burleson, died on Feb. 6, 1936 as the result of a heart attack.

And, a year and a half later, when a rejuvenated Gridley Daily Globe forced the Herald's new publisher and editor into a fierce battle for survival, he was well armed to make the fight.

Young Burleson had started working full-time for the Herald in January, 1919 and had gradually shouldered much of the day to day responsibility for producing the newspaper.

After only 10 years on the Herald's staff, he would be described as "practically the boss" in a

letter his father wrote to Henry M. Pratt, his former partner in the Dundee Hawkeye who had remained a close friend over the years.

"He is a good news hound, and a good business getter and collector," the elder Burleson declared in describing his son's abilities. "The Lord knows what I'd do without him. He has helped me to what degree of independence I may have."

Charles R. Burleson's capabilities were of particular value to the Herald during the three years immediately prior to his father's death. The elder Burleson's health slowly declined following an influenza attack on Feb. 1, 1933 that had quickly developed into

pneumonia.

"A heart weakness complicates the illness and for a time his condition seemed critical," the Herald reported a week later.

He would recover but a long convalescence was required before he could resume a light work load at the newspaper office and he came to rely even more on his son to conduct the business.

So it was with a great deal of modesty that Charles R. Burleson wrote the customary introductory editorial announcing that he would take up where his father left off in publishing the Herald.

"It is often a difficult thing for a son to step into his father's place," he said. "In the case of the

(Continued on page 8B)

William David Burleson

Kept true to family traditions

During his 48-year career with the Gridley Herald, William David Burleson has continued his family's tradition of using the newspaper to serve the community.

At the same time, Burleson has seen printing industry technology undergo a revolutionary change and he has managed to keep the Herald on the cutting edge of that transformation.

Notwithstanding the cost constraints faced by a small newspaper, he was one of the earliest publishers to convert to the "cold type" photo offset printing process.

And he has been one of the leaders in applying micro computers

and desktop publishing software to the production of a newspaper.

However, Burleson has never lost sight of the proper function of a small hometown newspaper—to report the kind of news that larger, outside papers have sacrificed to make room for their coverage of state, national and international affairs.

"The paper is the people's servant, a tool to give them extended experience through information, and to extend to others a picture of a way of life," he said in an early expression of his basic editorial philosophy.

At the same time, Burleson explained his reason for devoting primary attention to government

on the local level.

"Our unit of government, like all other units of government, small and large, is an important building block in the overall democratic structure," he pointed out.

"In fact, we are the foundations, the grass roots," he said. "If we cannot build a successful local government, how can we build upon it a successful county, state and national government?"

"A local newspaper preserves a city's personality, and is responsive to its immediate needs," Burleson pointed out on another occasion some years later. "The newspaper in turn depends on the

(Continued on page 10B)

Reed was warned

Newspaper venture Gridley 'suicidal'

Although starting a weekly paper in Gridley 117 years ago, Charles Neff Reed could not have considered "a suicidal venture" for the town surrounding agricultural

despite warnings from experienced journalists" on the Coast, Reed decided to

was no stranger to South county and he knew what he was up against when he took the first issue of the paper on Oct. 29, 1880 using a

over-operated hand press. Reed had a lot of courage and

work on his part, but Reed the Herald a paying publication. And as the town prospered, so did the

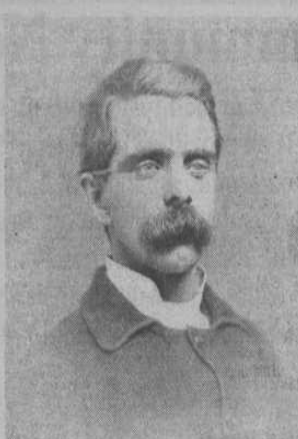
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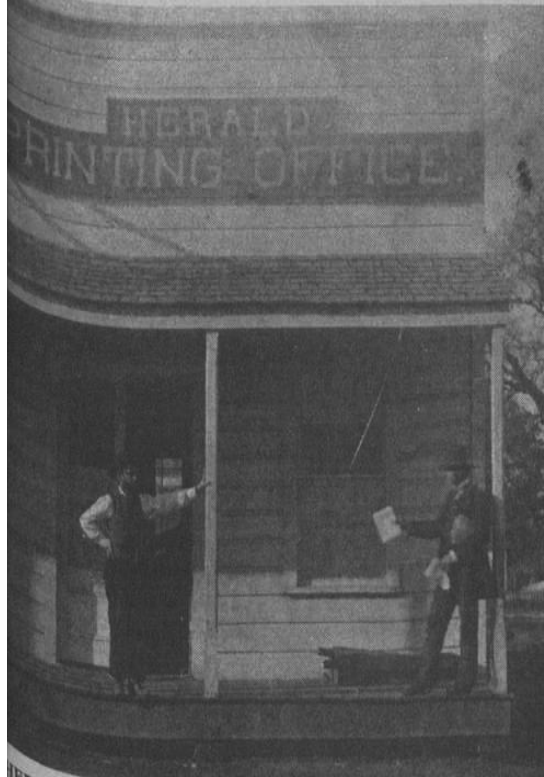


CHARLES NEFF REED
Established the Herald in 1880

local farmers and businessmen and later by the three generations of the Burleson family.

Along the way, the Herald has had to overcome competition from two other newspapers that were published in Gridley—the Semi-

(Continued on page 2B)



HERALD'S FIRST HOME—Charles Neff Reed, left, apparently having a chat with Arch Taylor in front of the Herald's first printing plant. The little frame building is situated on the north side of Hazel Street one door west of Kentucky Street. At the time this photo was made in 1880, Taylor was proprietor of the Gridley Hotel.

About this edition

The articles appearing in this special edition are based on the best information available to the writer at the time they were prepared. Like every research project, this one no doubt could have benefitted from more time to look just a little further for this or that missing piece of information. However, the nemesis of every news writer, the production deadline, caught up with the preparer of these articles.

The material that formed the basis for these articles has been gleaned over the past couple of years primarily from the surviving volumes of the Gridley Herald. However, files have not been located for the years 1886 and 1887 and the period after Jan. 7, 1892 until Nov. 23, 1901. Also, there are scattering issues that are missing in the surviving volumes as well as occasional weeks and even months.

In an effort to fill these gaps, other newspapers that gave some attention to news of Gridley and southern Butte County were consulted. These have included the Chico Enterprise, Chico Record, Oroville Mercury, Oroville Register, Marysville Appeal and Marysville Democrat, all of which were separate newspapers at the time. Other newspapers visited were the Sutter County Farmer and the Sutter Independent, both of which were published in Yuba City; the Butte County Register, when it was published in Biggs; and the Biggs Argus, the Sunshine Valley News, Biggs Weekly News and Biggs News.

Microfilm of most of the surviving volumes of the Herald and these other newspapers is available on the second floor of the Meriam Library at California State University Chico, which has excellent facilities for both viewing and making copies. The writer has spent days and days there over the past several years and wishes to thank, in particular, the pleasant, patient and extremely helpful students who have been assigned to the periodicals section staff during that period.

Full and free access has been provided to the Gridley Herald's surviving historic records. Although these records are sparse they have been of great value as was the William Davis Burleson and Charles Ray Burleson correspondence file that was found, almost at the last minute, tucked away in an old box in the shop building at the William David Burleson home. Also, Burleson has been completely candid in answering questions when interviewed about his career.

In addition, the writer wishes to thank for their assistance Gridley City Administrator Jack Slota, Planning Director Jo Sherman and their able assistant, Colleen Cotter; Bill Jones and his staff at the Meriam Library Special Collections Department and Northeastern California Archives; the staff at the Butte County Clerk-Recorder's office; the reference librarians at the Butte County Library at Oroville, the Packard Library at Marysville, the Colusa County Library at Colusa and the Bancroft Library at UC Berkeley; Ellen Halteman, librarian for the California State Railroad Museum in Sacramento; Special Collections Librarian Gary Kurutz and the California Room staff at the California State Library in Sacramento; and, of course, the always friendly and helpful staff at the California State Archives in Sacramento.

—Robert L. "Bob" Johnson

Newspaper venture...

(Continued from page 1B)

Weekly Advance and the Daily Globe.

The Herald weathered the economic distress that came with the decline in wheat prices and production during the late 1890s, before the advent of irrigation, and it survived the Great Depression of the 1930s.

Furthermore, it has continued to thrive despite the re-making of Gridley's business community that is being forced by the big retail stores and discount outlets located in nearby, easily accessible, regional shopping centers.

By giving extensive coverage to local news, the Herald has made a niche for itself that could not be diluted by "big" daily newspapers such as the Chico Enterprise-Record, Oroville Mercury-Register and Marysville Appeal-Democrat which have entered its circulation area.

Before Charles Neff Reed came to Gridley to establish the Herald, he had been city editor on the Oroville Mercury and had worked as a printer and writer for the Butte County Register, the first newspaper published in Biggs.

Reed was born in Philadelphia, Pennsylvania on Jan. 29, 1849. During the Civil War, he joined a regiment in the Union Army at age 13 as a drummer boy then became an orderly. Later, he served as a spy operating behind Confederate Army lines where capture would have meant certain death.

Following the War, he decided to become a printer. He learned the business as he worked his way West, moving from newspaper to newspaper as he went. He came to Butte County from Carson City, Nevada.

When William Sharkey established the Register in Biggs on Nov. 23, 1877, Reed was offered a job as a typesetter and reporter. He was promoted to print shop foreman in January, 1878 after George J. Parker left the Register.

Reed became editor and manager of the Oroville Mercury in October, 1878 following the second of the two fires that, together, had virtually destroyed the Biggs business district that year.

A year later, Sharkey moved the Register to Oroville. His last issue in Biggs was published on Nov. 21, 1879. "Our local patronage, although all that the business of the place can afford, has not increased to the extent we anticipated," Sharkey said in ex-

plaining his decision to leave the town.

After going to Oroville, Reed maintained a connection with the South County by marrying Catherine M. "Katie" Brown on June 22, 1879. She was the daughter of Mr. and Mrs. L. K. Brown who had a ranch five miles northwest of Biggs.

Reed gave up his job on the Oroville Mercury on Sept. 17, 1880 and six weeks later he launched the Gridley Herald.

"In establishing the pioneer paper of Gridley, I am actuated by two motives," he said in his introductory editorial. The first was "to obtain by hard work an honorable livelihood for myself and family." The second was "to assist, so far as my efforts can, in advancing the general prosperity of the town and developing the various resources of the county surrounding it."

He pledged that he would conduct the Herald as a "fearless" but politically independent journal that owed no allegiance to any particular "clique or faction."

Yet Reed was willing to express his "honest convictions" in his columns, even if that brought him into conflict with important people in his circulation area.

"An editor who has no opinions of his own, or who sacrifices principle for the sake of purse, is no editor at all, and rarely succeeds in doing anything of benefit

to either the community or himself," he said in explaining his editorial philosophy at a later date.

Reed came to be widely known and respected among his contemporaries in the newspaper business throughout California. His writings were often quoted in other journals in the surrounding area and elsewhere in the state.

Colusa Sun Editor Will S. Green once remarked that "Charley, as he was familiarly called, was a jovial, good natured man," and added that "he was a witty writer."

The Sacramento Bee and the San Francisco Call noted that Reed was "full of humor" and that the Herald "frequently bristled with fun."

Newspapers then, as now, were labor-intensive operations. So, to make the Herald a successful business, Reed had to spend long hours not only writing and editing the news, soliciting advertisements and sending out and collecting bills, but also working as typesetter and pressman.

He even did menial chores that ordinarily would be assigned to a "devil." This position was usually filled by a boy who was learning the printing trade from the bottom up.

Reed burned himself out more than once during his career in Gridley and had to take extensive

trips away from his home to regain his health.

The hand press Reed used for nearly eight years to print the Herald each week was a No. 3. In design that much different from presses Johann Guttenberg had developed, it started printing from type in the middle of the Century.

The major change in printing technology came early in the century. It involved the use of a lever and toggle joint mechanism in place of a hand lower the platen to pressure required to force type from type to paper.

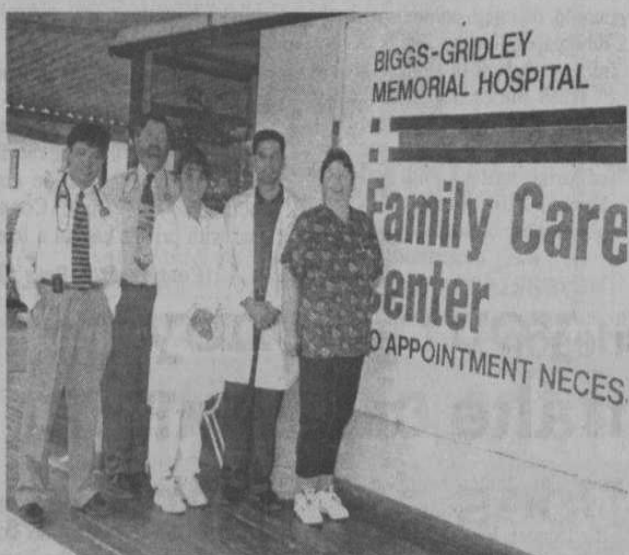
In those days, each separate piece of type was set in a signed open top case. The compositor had to pick up the type from their individual compartments in the case, one by one, and assemble them in a hand-held device called a galley.

Once set, the stories and advertisements were placed in a frame called a "chase." The type was firmly held in place with devices called galleys.

The forms for two pages of type were placed on the bed of the press. A sheet of paper was placed over the type and the press was operated by a long handle. (Continued on page 1B)



THE HERALD'S PLANT TODAY—Publisher William David Burleson stands in front of the modern newspaper plant at 630 Washington Street which is only a little more than a block from the newspaper's first print shop on the north side of Hazel Street just east of Washington Street. However, it is a far cry from that little frame building in which Charles Neff Reed printed off the first edition of the Herald on Oct. 29, 1880 using his lever-operated Washington hand press.



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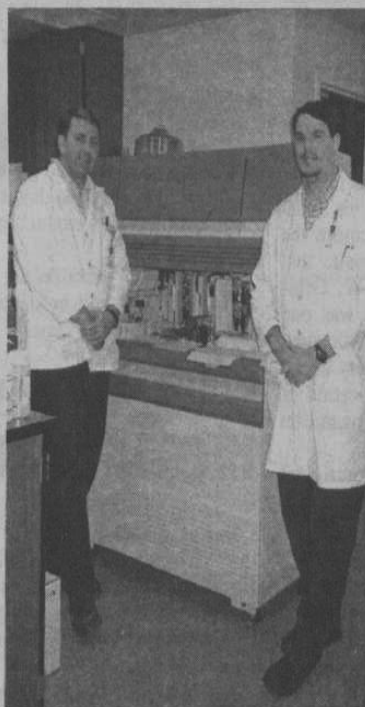
BIGGS-GRIDLEY MEMORIAL HOSPITAL

Meeting Your Community Needs

Biggs-Gridley Memorial Hospital is a nonprofit, community-owned facility. It was built in 1949. The hospital provides a wide variety of services and cares for the local communities. Some of these include an intensive care unit; inpatient and out patient surgery, including laparoscopic surgery; radiology, including CT scan, ultrasound, and mammography; orthopedic surgery; and laboratory. Emergency service, including a helicopter/ambulance life support system, is available on a 24-hour basis. The Family Care Center, one in Gridley and one in Live Oak, provides complete family medical care with no appointment necessary. The Consulting Doctors Offices, which have specialists in pulmonology, podiatry, urology, cardiology, are also available.

The Health Services Center, owned and operated by the Hospital, located next to the Hospital, includes a Health Agency, including social work, wound specialist, rehabilitation therapies, IV therapy; acute respiratory and a Rehabilitation Services Center, including physical therapy, occupational therapy and speech pathology. Included are the business offices, accounting offices, the purchasing department, risk management and insurance education departments and two conference rooms available for public use.

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Health Services Center

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Newspaper venture...

(Continued from page 2B)

The forms were inked by a roller known as a "chief cause" for suspending publication.

Other newspapers would come and go in Biggs over the years. So far this writer has identified a total of 16 different papers that were published in Biggs at one time or another but is still not confident his list is complete.

The best remembered is the Biggs News which was established by George A. Dawley on Jan. 26, 1932. After Dawley's death on Sept. 19, 1972, the Biggs News was continued first by Max and Wilma Koenig then by Jan Held until Feb. 11, 1992.

Another long-lived newspaper there was the Biggs Argus which lasted from October, 1886 until March 1, 1911 when it was taken over by the Sunshine Valley News which had commenced publication on March 18, 1910.

To make the Herald a permanent fixture in Gridley, Reed also had to survive a political ruckus he kicked up when he tried to get the local saloon keepers to "clean up their act" so to speak.

This affair resulted in a public indignation meeting, organized by the saloon keepers and their allies, which, as acid-penned Butte Record Editor George H. Crosette put it, invited Reed "to roll up his blankets and seek pastures new and green."

Reed was by no means a "teetotaler." However, he believed that before Gridley could grow and prosper, the town had to be rid of "hoodlumism" and "lawlessness" that he blamed the saloon keepers for condoning and, in some cases, actually encouraging.

In a series of editorials published in May, 1882 under the heading, "Right Vs. Wrong," Reed complained that an unsavory element in town had engaged in such activities as:

"Petty thievery, breaking windows in unoccupied houses, preventing a public meeting from being held in the school house, defacing the rear of the Catholic Church, disturbing public worship, using profane language on the public streets or in the hearing of persons passing by."

Other examples he cited included "the nightly bombardment of A. Geiler's premises for several weeks last summer by boys with rocks, bones, potatoes, clubs, etc."

And he decried "the hooting and yelling on the streets and in the saloons, riding horses into bar-

rooms and on the sidewalks."

When it was suggested that he should leave town, Reed proved that his fearlessness was no idle boast. Although threats were made against his person, they were not carried out. However, his wife, Katie, did have to suffer verbal abuse shouted at her as she walked down Hazel Street one day.

Reed replied with another stinging editorial which accused the saloon keeper of engaging in "A Cowardly Warfare." The editorial's language was such that the saloon keeper had Reed prosecuted for criminal libel but the case was thrown out of court.

Meanwhile, his editorials on the subject met with widespread support from other Northern California newspapers. The Red Bluff Sentinel reported that Reed had been asked to leave Gridley and declared: "Reed, don't you do it. You are just the man the Gridleyites want, and they will find our words true when they regain their senses."

The Chico Enterprise, noting that "Reed don't wilt worth a cent," declared that "there was a precious lot of foolishness" in the resolutions adopted at the indignation meeting. The Tehama Tocsin characterized Reed's opponents as "an element that is a disgrace to every small town in the state."

For a while the Gridley Herald lost its saloon ads and a few others but the incident soon blew over and the newspaper did not suffer in the long run.

And Reed was not deterred from being frank with his criticism when he saw something he thought was wrong with the community.

Toward the end of the year 1882, he went after the entire town for failing to work together when efforts were initiated to improve Gridley. He complained that the town was divided into "a half-dozen or more little cliques" each "pulling in opposite directions" for "the gratification of its selfish ends or personal spites."

Reed's editorial, published on Dec. 14, 1882, insisted that "there is enough in this world for all" and argued that "life is too short and uncertain for humanity to waste its energies in attempting to pull each other down." And he declared that "our people must realize these truths and pull together, if they expect the town to

(Continued on page 4B)

During its first 20 years

The Herald moved around a lot

During the 117 years the Gridley Herald has been published here, its office and printing plant have occupied eight different buildings.

Charles Neff Reed established the Herald on Oct. 29, 1880 in a one-story frame building that was about 15 feet wide by 40 feet deep. It was located on the north side of Hazel Street approximately 30 feet east of Kentucky Street.

Reed moved his lightweight Washington No. 3 hand press, type and fixtures to the former OK Saloon building on Jan. 6, 1882. This 20 by 40-foot frame building was on the east side of Kentucky about 100 feet north of Hazel.

This would be the first of three times the Herald shop was moved during 1882. On Feb. 10, it was relocated to the single-story brick store building L. C. Stone had just completed on the south side of Hazel east of the alley between Virginia and Kentucky Streets.

Having just been appointed postmaster to succeed J. E. P. Wharton, Reed relocated the post office to the front part of his new print shop.

The newspaper and post office moved again on Oct. 6, around the corner to the new two-story brick that Stone had built on the west side of Virginia Street. The new location was about 70 feet south of Hazel.

On March 8, 1888, Reed, who had been replaced as postmaster on July 24, 1886, moved the Herald to a one-story brick building on the south side of Hazel Street

Council funded lights for night baseball in 1931

Gridley had a lighted diamond for night baseball as early as 1931.

The City Council at its May meeting that year agreed to spend up to \$200 to install the lights at the baseball field that was on city property next to the municipal park.

Coach Smith of the Gridley High School brought the subject before the Council and asked that the lights be installed, the Herald reported in its edition on May 8.

The poles were set and the lights were in place by the end of the month and six teams had been organized for a local league.

about 30 feet west of Kentucky Street. This site was next door to the Farmers and Mechanics which was located at the corner of Hazel and Kentucky.

Following acquisition of the newspaper by the farmer-owned Gridley Publishing Company, the plant was moved again to a single-story store space at the southeast corner of Hazel and Ohio Streets. This building was part of what was then known as Schorr's Block.

The date on which this move took place has not yet been learned because the bound volumes of the Herald issues published during this period were lost when the office and plant were completely destroyed by fire on Aug. 28, 1897.

When the Herald's print shop was set up again with new press, type and other equipment, it was located in the single-story portion of the Stone Block on Virginia Street about 180 feet south of

Hazel.

While the Herald's shop was being reestablished, the newspaper was printed in the Chico Record plant.

The the Herald resumed publication "at home" on Nov. 20, 1897 with William Davis Burleson as editor and manager. Burleson had come to work for the newspaper on Oct. 23.

The Herald was forced to leave its 543-587 Virginia Street location after the newspaper's off-set web press had been knocked out of alignment by the Aug. 1, 1975 Oroville earthquake.

The former Mills Construction Co. office and warehouse at 630 Washington Street was acquired for the Herald's new office and plant.

This building, which had been erected during the summer of 1961, was extensively remodelled to accommodate the Herald's operations before the newspaper moved in on July 2, 1976.

A Special Thank You...

Bob Johnson of Colusa, who considers himself a student of local history, is responsible for the stories and photo editing of this special Burleson Centennial Edition. Bob has many years experience in newspapering, including The Oroville Mercury-Register under Dan Beebe, The Colusa Sun-Herald under Wilmer Brill, and The Gridley Herald until his retirement from newspapering three years ago to devote his time to research and writing history.

He also found time in his career to serve as Colusa City Clerk and Colusa City Councilman.

His special interest is the history of railroads in the Sacramento Valley, and their contribution to the development of the small towns they touched.

The detail of his articles show his love for the job. He spent many hours of his own time in libraries that contained old newspaper files and other records, researching the missing years of The Herald that were lost in a fire.

Without him we could not have gotten this special edition published. Bob, all of us at The Herald want you to know how much we appreciate you.

—Bill Burleson, friend and publisher

(Johnson and Burleson plan to produce a book based on the research material Johnson has gathered in preparing this special edition. It will be in greater detail and cover more history about the influence of small newspapers on their communities.)

We are proud to be a part of
producing this Centennial
Edition for you, Bill!



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Newspaper venture...

(Continued from page 3B)

ever amount to anything as a business center."

In spite of, or perhaps because of, his aggressive, no-nonsense approach to conducting the Gridley Herald, Reed was able to keep his newspaper from failing.

There were difficult times, however. For example, he often had to "trade accounts" with advertisers to get his bills paid. This involved his writing off on an advertiser's account with the

newspaper a like amount that the advertiser was willing to write off on Reed's account with that business.

Also, Reed had to invite readers who were behind on their \$3 annual subscriptions to pay up with produce or something else he needed if they could not do so with cash. On one occasion, he asked delinquent subscribers to "bring us a tier or two of stove wood or a headerbed of hay" to

satisfy their accounts. "We need both," he said.

When Reed began publishing the Herald, he was using what, in the trade, was referred to as "patent outsides." This meant that the supplier of the paper he bought at a nominal cost had pre-printed pages one and four using ads it had solicited and usually stale general news stories.

Reed's contemporaries in the newspaper business deemed it a mark of progress and prosperity when, in April, 1886, he was able to abandon this practice and print his newspaper entirely "at home."

Another milestone was reached in May, 1888 when Reed was able to buy a new, faster "power press." The paper was still hand fed but the press had a drum cylinder that made the impressions after carrying the paper to the bed which held the page forms.

Its power was generated by a small stationary steam boiler and engine located outside his print shop. Its power was transmitted to the press by an arrangement of jack shafts and belts.

All the long hours of hard work caught up with Charles Neff Reed during the latter part of 1890. He contracted a respiratory problem that his fellow publishers described as "consumption" but he refused to believe that he had that dread disease.

Reed was only 42 years old when he died on June 9, 1891 at Colfax, where he had gone with his wife, Katie, in a final attempt to recoup his health.

Reed's death was mourned by his contemporaries with tributes that indicate he had achieved the goals he outlined for the Herald

when he introduced his newspaper to the community.

Watson Chalmers, veteran editor of the Chico Daily Enterprise, testified that "it is to his press, his pen and his energy that Gridley owes her prominence as a town in the Sacramento Valley."

Joseph M. Coffman, editor of the Biggs Argus agreed that "it is owing almost entirely to his efforts that Gridley has grown to its present prominence."

Unlike some newspaper widows—for example, Mrs. Ed. B. Price of the Oroville Mercury and later Mrs. Will S. Green of the Colusa Sun—Katie Reed chose not to become publisher and editor of the Herald after her husband died.

Instead, she sold the Herald to a stock company formed by farmers and businessmen in the Biggs-Gridley-Live Oak area. She was paid \$2,000 for the newspaper. This was "more than its worth," another potential buyer told the Marysville Democrat at the time.

The Gridley Publishing Company took charge of the Herald on Dec. 1, 1891.

Katie Reed, who was left with two small sons to raise—Harry who was eight years old and Thomas Dana who was six—was plagued by tragedy twice more in 1891. Her residence at the south east corner of Sycamore and Vermont Streets burned to the ground on the night of Nov. 19. Then, on the day after Christmas, Harry died of diphtheria.

T. D. Reed grew to manhood, became an attorney and practiced law in Virginia and Oregon. He also was an attorney in Gridley for 13 years before his tragic death in an automobile accident on Jan. 8, 1928.

In 1877 Gridley Wharton's store so wide variety of goods

Some idea of the wide range of merchandise carried by a general store in Gridley during the 1870s is given by an advertisement H. C. Wharton & Bro. placed in the Oroville Mercury on March 23, 1877.

In those days businesses used their ads to tell the public the types of goods and services they offered rather than to extoll the specific prices of their "sale" items as many advertisers do today.

However, in its single column Mercury ad, this Gridley merchant proclaimed that "in soliciting the patronage of our friends and the public generally, we would say that our aim will be to constantly keep on hand the VERY BEST OF GOODS!"

The last four words of this statement were in bold face type, centered on a separate line, and followed by the assurance that the firm's prices were such "that will convince all that 'THE BEST IS THE CHEAPEST.'"

H. C. Wharton & Bro. also boasted that "being up with the times," it would "sell goods as low as the same can be purchased in the valley along the line of the railroad."

At the top of its ad the firm called attention to the fact that the Gridley Post Office was located in its store building. Also, the ad stated that the company would offer its "general assortment of merchandise" at both wholesale and retail.

In listing examples of its stock, the firm said it carried the latest

shades of dress goods, muslins, sheetings, line, fancy goods, parasols, ladies and misses hats, boy's clothing, boots, hats and capes.

The ad said the store and toilet articles; paints, oils, varnish, tinware; kerosene oil, chimneys; and power saws.

In its department "choice family groceries" stated it would always have hand such items as tea, sugars and spices; ham, flour and meal; crock, queensware; and tobacco.

The listing of merchandise concluded with a statement the firm had "all the necessities kept in a FIRST STORE!" Again, these words were in bold face type, centered on a separate line.

The ad also advised that the "highest market price" be paid by the store "for other country produce."

Also, readers were "any article wanted in the store will be on customers."

The firm's advertising ture to attract customers have paid off handsomely. The company was able to construct a brick building in Gridley later that year.

It was located at the corner of Hazel and Streets.



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YOUR HOME TEAM!

Round Table Pizza

Round Table History

The first Round Table restaurant was opened in 1959 by William R. Larson starting with an old English theme. Larson established his new concept restaurant in Menlo Park, California. Three years later he began franchising the concept.

Today, Round Table is the nation's largest pizza chain, with 568 restaurants in nine western states and restaurants in Japan, Taiwan, Philippines, Korea, and Indonesia.

During Round Table's 30 years of serving pizza, one important fact has remained constant: consumers recognize Round Table as offering a consistently superior pizza product. Indeed, unswerving commitments to quality and service to guests are the mainstay of Round Table's operational and marketing efforts.

In 1990 Round Table's commitment to quality was reinforced and its dedication to service was expanded through an internal campaign focusing on "Quality, Service and Cleanliness"

1548 Hwy. 99 • Gridley

846-6264



Gridley, Biggs, Live Oak

Area farmers bought the Herald in 1891

For more than 16 years, the Gridley Herald was owned by a corporation originally organized by 37 farmers and agri-businessmen from the Biggs, Gridley and Live Oak areas.

Many were members of the Butte County Farmers Alliance and Industrial Union when they formed the Gridley Publishing Company to acquire the Herald on Dec. 1, 1891.

The Alliance was the organization that gave rise to the People's or, as it was better known, Populist Party. It represented farmers and laborers who were dissatisfied with economic conditions and wanted some radical changes made, not the least of which was curtailment of immigration into the United States.

Because so many of the Gridley Publishing Company's officers and shareholders were active in the Alliance movement, other newspapers in the area immediately assumed that the Herald would become an organ for that organization.

This perception was created because, for example, George Thresher was president of the Gridley Publishing Company as well as the Butte County Farmers Alliance.

Additionally, George D. Wickman, the county business agent for the Alliance, was treasurer of the new company. James Myers was

secretary for both organizations. And Daniel Streeter, a director of the publishing company, was county treasurer for the Farmers Alliance.

However, the Herald's new management insisted that the newspaper would not give preference to the Alliance and pledged that its columns would be open to the views of all political parties.

The new owners also assured the Herald's readers that each of the political parties active in California at that time would be represented on the company's board of directors.

"Democratic, Republican, People's, Prohibition [and] American organizations are each accorded one man to look after their interests," they said.

Charles L. King, who was hired as the Herald's first editor and manager under the new ownership, had long been a Republican. He also promised that the Herald would be "independent in the strongest sense."

King declared that "the good works of parties and individuals, irrespective of race, creed or nationality, will receive just recognition."

He emphasized this enlightened attitude further by pointing out that "our national Constitution grants equal rights to Jew and Gentile; to the black man and the white."

The staff of the



Arson strikes Hamilton City again

Sheriff cites non-existent state policy, kicks state arson investigator off scene



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for seven years of
consistent quality,
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patience and generally
good humor



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O created the town....

(continued from page 1B)

in the Butte County Office on June 29, 1870. Approximation of the south of this section can be by drawing a line from the center of the intersection of Magnolia Street with 99 to a point in the middle of the intersection of the West Gridley Road with Sycamore.

The portion of the original plat south of this line and land acquired from Gridley, who was also second president of the Central Railroad, deeded this 160-acre tract to the Contract and Finance Company on Sept. 10, the same date on which Cadwalader had completed the plat. The portion of the tract that was sold to the Contract and Finance Company by was on the 160-acre quarter of Section 1 in 17 North, Range 2 East. The south boundary of the original plat was Vermont Street from Locust Street to Spruce Street. The north line was Spruce Street and Haskell, a line for the railroad land which would be assigned to

Mark Hopkins to build the portion of their Central Pacific Railroad from the California state line to its initial junction with the Union Pacific at Promontory Summit in Utah. It was also used, along with a later successor, the Pacific Improvement Company, to build the CP's rail line to the Oregon border.

Toward the end of June, 1870 rail and other material were being forwarded for the construction of side tracks at Gridley, Biggs and other locations along the new road. The "switch at Gridley's Station" was constructed during mid-July," the Marysville Daily Standard indicated.

By this time, Strobridge's Chinese laborers had completed the track to Nelson. The C&O operated its first passenger train to that point on the evening of May 29, 1870. Regular service began the following day. Travelers were met at Nelson by stage coaches which they rode on the final leg of their journey to Chico.

The entire trip from Marysville required nearly four hours. The total fare one-way was \$5. The railroad ticket to Nelson cost \$2 and the stage company added \$3 a person to carry passengers the rest of the way to Chico.

The San Francisco and Alameda Railroad paymaster's car, which the Central Pacific had inherited when it acquired that line, was sent to Nelson to serve as a temporary depot. The Marysville Standard related that the car had been modified to provide "a ticket office, telegraph office and cozy saloon for waiting passengers."

A "wye" had been laid at Nelson to turn the train's locomotive so it would not have to run tender-first in pulling its consist back to Marysville. Construction of a 50-



IN THE GLORY DAYS OF STEAM RAILROADING—A fleet-footed Southern Pacific locomotive, No. 1459, has arrived at Gridley with a special train packed with visitors who came for the

Cannery Picnic held here annually beginning in 1896. The Rogers-built 4-4-0 had 69-inch diameter drivers. Its number is on the tender, indicating the photo was made before 1916.

foot long freight warehouse there was soon underway.

By mid-June a freight train was also put on between Marysville and Nelson and soon revenue loads were being carried to and from the end of the line as well as intermediate points.

Also, freight agents were out making arrangements with farmers to have them use the railroad for hauling their grain to Marysville, Sacramento and San Francisco. It would not be long before the Marysville newspapers would be reporting freight trains arriving in that city with 10 to 20 cars loaded with wheat on its way to market.

A month after service to Nelson commenced, the rails had been spiked down on the roadbed into Chico and the first passenger train had arrived on June 28, 1870. It was a special carrying Crocker, CP General Superintendent A. N. Towne, Division Superintendent F. W. Bowen and other railroad officials and invited guests, including John Bidwell, Chico's founder and most eminent citizen.

The work of building the C&O to Chico was officially declared finished on July 2, 1870 and the line was turned over to the railroad's operating department on that date.

However, Chico celebrated completion of the C&O as part of its Fourth of July festivities that year. A special 10-car excursion train with a special \$1.50 round-trip fare was run from Marysville for the occasion.

On the same day, regular passenger service was inaugurated. This consisted of an "express" train which operated daily and a combination passenger and freight train that ran every day except Sunday.

CP used the term "accommodation train" for those it operated with "mixed" consists of freight cars and one or two passenger coaches. The Marysville Standard assured its readers that the coaches

on these trains were "as good as any in use on the road and the conductors as gentlemanly as any."

The regular fare for the 43-mile trip from Marysville to Chico was \$3.

Meanwhile, the work needed to establish the station at Gridley as a shipping point was not being neglected. The first freight reported to have been sent from here to Marysville was three carloads of hay on July 31, 1870. Soon after, the Marysville papers recorded shipments of hogs, grain and oak fire wood.

A diminutive depot, which would serve the town until 1893, was finally erected at Gridley in mid-August, 1870. It was situated on the east side of the tracks just south of Hazel Street.

The interior partition wall of this original station building, with its "graffiti" consisting of signatures of pioneer residents, has been preserved within a rebuilt exterior. The structure, minus its freight platform, is now located in Manuel Viera Municipal Park on the south end of Washington Street.

A post office was established in Gridley on Sept. 22, 1870. The first postmaster was L. C. Stone, who had moved his store from a point near the Sutter County line

to the new townsite. On March 1, 1871, Stone was appointed the railroad's first agent here.

Early descriptions of Gridley portray the original townsite as situated amid the oak forest which extended along the west side of the Feather River from the railroad bridge about two miles north of Marysville all the way to Gridley.

The clearing of these trees to provide farmsteads and to open streets and create town building lots no doubt accounted for the frequent reports of oak fire wood being shipped to Marysville. Often there would be two to four carloads of fire wood at a time sent to that city where it brought \$7 a cord.

In describing a trip to Gridley, "the first way-station to Chico," in June, 1871, a correspondent for the Marysville Appeal related that:

"The ride by rail, after crossing Feather River, is through the wild oaks, with here and there an opening. Every acre, however, is settled upon, and now and then a field of barley or wheat bursts upon one's view as the locomotive steams along, indicating plainly the owner's gradual improvement in clearing and cutting away brush and stump."



EDITOR SUGGESTED THE PLAZA PARK—Gridley's Town Plaza appears to have resulted from a suggestion made by Charles H. Deuel when he was editor and manager of the Gridley Appeal in 1895. This is indicated by a news item from the Sept. 2, 1895 edition of the Herald that appeared in the Sutter County Farmer, a Yuba City newspaper. It states: "Gridley is going to build a park on the railroad reservation as several enterprising young men have ably seconded the Herald and offers of help have been secured from several quarters." Therefore it is more fitting that the park was renamed Nick Daddow Plaza in memory of another highly respected, long-time editor of the Herald.

Gridley seceded in 1880

Road fuss divided township

The towns of Gridley and Biggs were established, both were in Hamilton Township at that time had two justices of the peace and one road overseer.

turned out that one was always a resident of Biggs and the other lived in Gridley.

This was fair enough, but a rub developed when it came to the office of road overseer, a position charged with building and maintaining the roads in the township.

Since Biggs was more populous than Gridley, its voters could dictate the person who would be elected to the road overseer job. That caused a big rub which finally resulted in division of the township in 1880.

Gridleyans complained that "a vast proportion of the road money allotted to [Hamilton] township has been for years expended in improving the thoroughfares centering at Biggs," the Oroville Mercury explained on Feb. 27, 1880 when their petition to split off the southern part of the township was to be taken up by the board of supervisors.

At the same time, Gridley partisans alleged that "the highways connecting their settlement with the outside world have been willfully ignored and neglected," the Mercury added in an article headlined "Division War." They said that as a result "brush was growing in the roads" that served their town.

Biggs residents responded that this was not the case and they expected to be able to prove their argument, the newspaper said.

The Mercury added that it did not believe Biggs had used its

majority vote to always elect a road overseer "with the view of wronging Gridley." However, the newspaper suggested that the problem should be solved by rotating the office of road overseer between the two communities.

The petition asking that a new Gridley Township be created was submitted with 112 signatures, according to an item in the Marysville Appeal. Biggs filed a "remonstrance" that was signed by 131 persons who objected to the proposition.

After hearing the arguments from both sides at its Feb. 27 meeting, the board of supervisors postponed making a decision until the following August when the Gridley petition was granted.

"The feeling between the two sections became very bitter and it was thought best, in order to smooth the troubled waters, to divide the township," the Oroville Mercury explained.

The Mercury described the dividing line as "commencing on the Feather River at a point on Feather River known as Burt's Ferry and running west about two miles, thence north to the section line between section 19 and 30, thence west to Butte Creek."

The new Gridley Township would be "the wealthiest township in the county," the Mercury added. "The people claim that they will take great pains in keeping their roads in good condition."



(L to R) Curt Engen, Owner; Hume Dickie, Sales; Jeffrey Unck, Sales; Tom Winterstein, Owner; and Steve Rubie, Sales

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William Davis Burleson....

(Continued from page 1B)

ble proposition.

Because he saw the need for better fire protection, he helped instigate incorporation of the town as a city in 1905 and soon after pushed for construction of a municipal water system.

He was the first to advocate that the new city purchase Gridley's private electric system after its owner, Robert F. Beebe, had been accidentally electrocuted. This was accomplished in 1910 after voters approved a \$17,500 bond issue to pay for the utility.

And, when new schools were needed, he strongly recommended—sometimes in vain—the voter approval of the bond issues required to build them.

Burleson was a kindly and compassionate man. Nevertheless, like the Herald's founder, Charles Neff Reed, he had the courage of his convictions even though they might be unpopular with a powerful element in the community.

He was a leader in the unsuccessful fight to close the five saloons in Gridley under local option laws before national prohibition was enacted.

And he kept up his campaign even after he was administered a severe beating on Jan. 22, 1912 by an individual who, it was alleged, had been encouraged to attack him by the saloon element.

Throughout his career as editor and manager and later as publisher of the Herald, Burleson placed a strong emphasis on covering the daily happenings in Gridley, Biggs, Live Oak and surrounding areas.

"The world may be in the throes of trouble, but the things that interest us are the things that affect us personally," he pointed out in explaining his philosophy.

"This is why a country newspaper can exist," he said. "The little stuff that tells about the people we know interests us a lot more than important and better written stories about kings and potentates and other folks away off some-

where."

He also believed that a newspaper had a duty to print all the news. "A newspaper is one of the utilities of a community and performs a function that should be as regular and thorough as that of any other," he said.

"A newspaper owes certain things to its readers who pay for it with the implied understanding that it shall print the news, and if it fails to do so, the people who pay for the service are, in a measure, defrauded."

William Davis Burleson was born on March 25, 1870 in Hanover Township in Jackson County, Michigan. He was the only surviving child of Charles Asa and Cyrena Jane Burleson.

His parents eked out a meagre living on a "10-acre rock-riddled farm." His father supplemented the family's income as a laborer on other farms in the area at a time when a dollar a day was a good wage for this type of work.

Not content to spend his life that way, young Burleson dropped out of high school at age 17 to begin learning the printing business. However, he would never lose the urge to follow agricultural pursuits.

He found a job as a "printer's devil" and worked for wages as low as 50 cents a day doing menial chores while learning to hand set type, make up forms and operate a press. He moved from shop to shop and even went on a "tramp" that took him into Indiana.

In those days it usually required an apprenticeship of four to six years to become a good printer. However, Burleson learned fast. He was still but 20 years old when a friend, Henry M. Pratt, who was a veteran printer, invited him to be his partner in publishing a new paper, the Dundee Hawkeye, in Illinois just west of Chicago.

After two years in Dundee, Burleson sold his interest in the Hawkeye and came to California where he worked for five months for a commercial printing house in Sacramento. When he left on Aug. 13, 1892, he was given a letter of recommendation that described him as "an able and efficient job printer" and attested that he was "honest, sober and reliable."

Burleson was headed back to southern Michigan where he would establish a newspaper of his own, the North Adams Advocate, in Hillsdale County. However, he detoured to Dundee to marry his first wife, Frances Eveline Brace, a native of Chicago, on



THE HERALD'S PRINTING PLANT IN 1908—This scene inside the Gridley Herald's plant on Virginia Street in 1908 was typical of small town print shops at that time. William Burleson is standing at the left. He is standing in front of the cases that held the type that was still in use. Each letter was a separate piece of type and had its individual composition in the case. The big roller at the right is part of the press that was used to pull "proofs" before the type was placed into a metal chase and made up into a page form for printing the paper.

Oct. 1, 1892.

To their union would be born six children, four of whom lived to adulthood. Two boys, Ambrose Lee and Charles Ray, were born in North Adams on Aug. 20, 1893 and Sept. 10, 1895, respectively.

Four girls were born in Gridley: Edith Leone on Dec. 25, 1897, Maud Lucille on March 30, 1900, Lois May on May 6, 1902 and Dorothy Helen on May 10, 1903.

Maud Lucille succumbed to spinal meningitis on July 14, 1901. Lois May lived but eight weeks.

A health problem forced Burleson to sell the North Adams Advocate and come to California again. He was suffering from a respiratory problem thought to be tuberculosis and he returned to this state on the advice of his physician who thought the warm climate here would benefit his condition.

In April, 1897, the family visited Burleson's maternal uncle, Cyrenus J. Burdick, who farmed near Durham. Burleson then found a job with the Marysville Democrat. He worked for that newspaper until he was hired by the Gridley Publishing Company.

"Mr. Burleson is a newspaperman of experience and a spicy writer who will bring the Herald up to date," the Democrat said in announcing his departure from Marysville.

Three years after Burleson came to Gridley the urge to go farming again prompted him to accept an offer to act as superintendent of T. B. Hutchins' extensive orchard operations in the Central House district.

By this time, he had already gained a reputation as a "live newspaperman" and an "able editor" among his colleagues in this area.

"Under his management, the Herald has been one of the best country weeklies in the state," the Chico Enterprise said, for example. "Mr. Burleson has made an excellent editor and the Herald will find it hard to replace him," the Oroville Register agreed.

Don B. Robb, who was publishing the Butte County Times, a weekly newspaper in Honcut, helped fill the Herald's editorial chair temporarily until a successor to Burleson could be hired. Robb would later return to establish the Gridley Globe, a daily newspaper, in 1906.

C. E. Bickley became the Herald's new editor and manager on Dec. 24, 1900. He had been working as foreman of the Sutter Independent, a newspaper published in Yuba City. Prior to that, he had been a typesetter on Yuba City's other newspaper, the Sutter County Farmer, and had worked for other Northern California newspapers.

Burleson and his family returned to Gridley from Central House in May, 1901 and with the edition of Nov. 23, he resumed his place as editor and manager of the Herald.

He remained in full charge of the newspaper until it was leased on Jan. 16, 1905 to Willis Hardy Gilstrap, who was then publishing the Tulare County News in Visalia. He had farmed in that county for 28 years and had been in the newspaper business 13 years.

Gilstrap would also be local sales manager for the California Irrigated Land Company which had been incorporated on Dec. 8, 1904 to start developing the Gridley Colonies. Some of this company's principal stockholders were also involved in the corporation that was formed in February, 1903 to build the Butte County Canal.

Construction of the 23-mile-long canal began on Aug. 19, 1904 and its completion as far as Gridley was celebrated on June 9, 1905. It was said at the time that the canal had the capacity to convey water for irrigating 240,000 acres of land.

The potential for population and business growth as a result of the canal project attracted the Herald's first competitor to Gridley.

This newspaper was the Semi-Weekly Advance which issued its first edition on Aug. 22, 1904. It was owned by Horace Mann who previously had been publishing the Oroville Journal in connection with his commercial printing shop in that city.

In anticipation of this competi-

tion, Burleson began publishing the Herald twice a week on Oct. 1, 1904. However, when he leased the paper, he was publishing only once a week.

Mann sold his press and printing equipment to Dundee Callum in January, 1905. Callum, who was the editor of the Yuba City Journal, was the County's court reporter and one time been city editor of the Willows Journal.

He had also been reviving the irrigation project of Thomas R. Fleming of Oroville initiated in 1889 when the Feather River Canal was built.

It was McCallum who had estimated a number of San Francisco capitalists in the project. These were Willard M. Smith, his brother, M. N. Shaw, T. F. A. Obermeyer, and O'Brien and former County Superior Court Judge A. Bridgford.

McCallum put his wife, D. Davis of Willows, in charge of the Advance. Davis was in the hospital until July 1, 1905, when his illness forced him to move to San Francisco.

At this time, Gertrude, who had been associated with the Advance while Davis was in the hospital, bought a half interest in the newspaper.

Although the Advance was in the July 9, 1905 business fire that destroyed its printing shop, the newspaper publication with its Dundee edition.

The California Irrigated Land Company acquired the Ed Fagan ranch south of Gridley for its first farm division. This company was reorganized as the Irrigated Land Company of California with 13 different colonies developed.

After the Herald was leased to Gilstrap for use in production of colony lands, Burleson remained with the Herald, enthusiastically participating in the endeavor. Although he was listed as editor and manager, all practical purposes he functioned in this capacity.

Farmland subdivisions were not new, even in Butte County. The Thermopylae across the Feather River from Oroville dates from 1890, a year later developed by Rio Bonito Colony and the Palermo Colony. Oroville got underway in 1905.

Burleson long before the benefits that could be realized by local businesses in the district around Gridley recently as Dec. 27, 1905, written that:

"It is patent to everyone that the best way to develop a community and to the country about is to divide up into small holdings of people of moderate means and to plant vineyards which, when will make a living out of it."

(Continued on page 6A)

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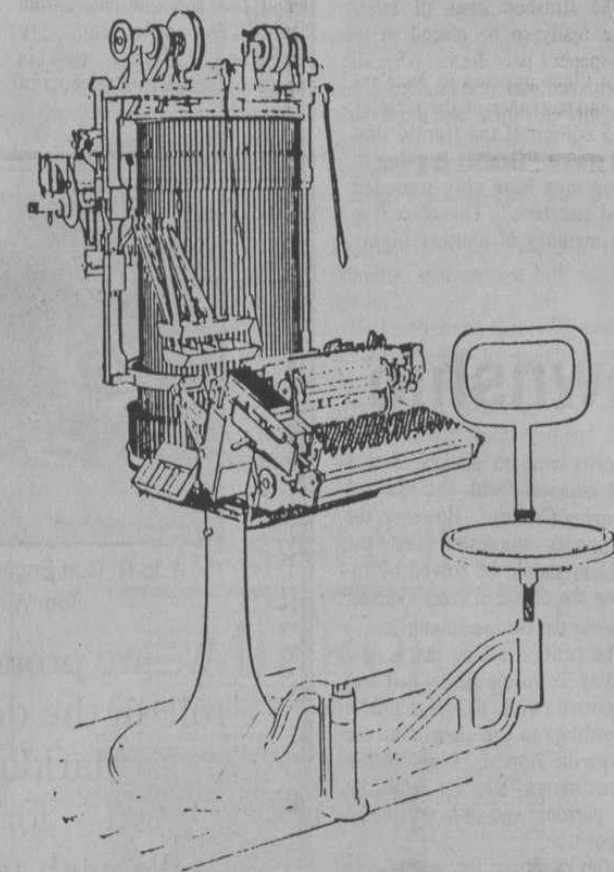
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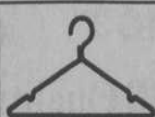
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THE SIMPLEX TYPESETTING MACHINE—The Gridley Herald's first automated typesetting machine, the Simplex, was acquired in 1905 after W. H. Gilstrap leased the newspaper. This machine evolved from the typesetter developed by the Thorne Manufacturing Company in Connecticut during the late 1880s at about the same time Ottmar Mergenthaler was working on his typesetting machine, the Linotype. The Simplex used individual pieces of foundry type for each letter and required two printers to operate. However, this machine competed successfully with the Linotype which some publishers, as late as 1894, considered to be "too delicate in workmanship and expensive in price."



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William Davis Burleson....

(Continued from page 6B)

besides a surplus of less amount to lay by."

Gilstrap's control, the emphasized the diversity that could be grown on land, reported the sale of as they were made and the successes of buyers their farms began producing. Photographs of local farms and business establishments were intensively even though the of having engravings made much greater than a small weekly newspaper usually afford in that day.

the same time, Burleson a regular budget of local there was no cut back in of the activities of other area residents.

most colony land sales, the occasionally produced specimens that were widely dis- Also, the Herald was to readers outside Cali- only 50 cents a year.

subscribers who still had the regular \$2 for an subscription were told that price was designed "to our resources." Gridley, in particular, were en- to utilize the 50-cent end the paper to relatives in other states.

Robb explained that "while price of 50 cents will not rate us for sending the to any address for one we are pleased to make the sacrifice in doing so in to acquaint the people with the superior of Butte County has to a homemaker."

promotional campaign pro- results. In its September, issue, Poppyland, a regional published in Marysville, that 200 families had to the Gridley area completion of the County Canal. Of this 140 had come from out-

years, Burleson would with pride to development and the colonies as a turning point in Gridley's history.

immigration era has rejuvenated the community, which, advent, was suffering not that followed the industry of wheat he said on one occasion.

owners of land whose were not worth more than pages that covered them and their property has en- value because of the new and new enterprises that ir- has brought in and will

when the Herald cele- 50th anniversary in declared without reser- that "water has been the which brought prosperity Gridley section."

backing from the Land y, Gilstrap made several ements in the Herald's plant. Among these was on of the newspaper's automated typesetting ma- July, 1905.

machine, called a Simplex, ed individual pieces of manufature type like that and composition. Also it two printers to operate.

eters, figures and other ers were housed in slots on upright cylinder and were by an operator using a er-like keyboard.

ype was conveyed first by iving disk under the and then by a belt to left ere it was assembled in a tick. At this point a printer still had to insert the proper sized spaces between words to fill out

theless, the Simplex the typesetting process ed the Herald to enlarge ons. "It's a 'dandy' and seems to exercise almost intelligence," Burleson said

in a news item inviting Gridleyans to visit the newspaper's office to see the machine at work.

With Gridley beginning to show signs of growth as a result of the Butte County Canal and the success of the farmland subdivisions, another newspaper was attracted to the community.

This was the Gridley Globe which was started by Don B. Robb in October, 1906 as a weekly. Robb was a veteran printer and editor who had published the Butte County Times in Honcut since mid-March, 1897.

He also had served several terms as justice of the peace in Honcut and later would be justice of the peace in Gridley for a little over two years.

On Nov. 17, 1906, Robb converted the Globe into a daily newspaper that was issued Monday through Saturday. He also moved the Times to Gridley and printed it each week from type picked up from the Globe's daily editions.

Robb set up his first printing plant here in a building on the north side of Hazel Street east of Ohio Street. In 1912 he moved to a building he had built that year on the west side of Virginia Street north of Hazel.

Although the Globe cut into the Herald's revenues to a certain extent, it appears to never have been more than a nuisance to the Herald during most of the years the daily was published here by Robb.

However, Burleson and Robb would have their differences from time to time. During their early years of competition, Burleson was still Republican in his politics and Robb, who had been a Populist, was active in Democratic Party affairs.

The two publishers would take opposite sides on a number of local issues as well. Burleson was a "dry" while Robb supported the "wet" side during the battles here over whether Gridley's saloons should be closed under local option laws.

When many local residents became disgusted with the seemingly endless courthouse removal fights between Chico and Oroville, Robb in 1920 advocated splitting off south Butte County and annexing it to Sutter County. Burleson refused to go along and nothing came of the proposal.

Robb supported reopening the Feather River to steamboat navigation from Marysville to Oroville. Burleson strongly objected to the plan. He pointed out that, under federal law, the riverboats would have first priority to the water in the river. This, he warned, would severely curtail irrigation diversions in dry years.

On occasion, Robb received merited praise from Burleson when, as postmaster, he made significant improvements in Gridley's postal service.

Robb was first appointed postmaster by President Woodrow Wilson in 1917 and served until his commission expired at the end of 1920. After Franklin D. Roosevelt was elected present, Robb became postmaster again on Dec. 17, 1934 and served until his death on July 14, 1936.

The competition provided by the Gridley Daily Globe did not deter Burleson from purchasing the Herald on May 1, 1908. On that date, he acquired the interests in the newspaper and its equipment then held by both the Gridley Publishing Company and the Irrigated Land Company of California.

The first change he made was to resume publication twice a week. The Herald has been a semi-weekly ever since.

Burleson's first wife, Francis, died on July 14, 1909 following surgery in a San Francisco hospital. She was only 35 years old.

Left with four small children to raise, he married a widow, Jessie Viola Christian, on July 26,

1911. A school teacher, she was born on March 30, 1876 on a ranch eight miles west of Gridley. She was the eldest daughter of Mr. and Mrs. Jesse V. Hobson.

She had returned to Gridley with her two young sons, Bounds and Russell, after her first husband, Russell Field Christian, died in San Francisco in 1906.

After buying the Herald, Burleson continued to assist Gilstrap who had formed the Gridley Land and Irrigation Company, and other developers of farmland subdivisions here. Burleson went into the real estate business, himself, on Jan. 29, 1910.

This activity he conducted initially under the name Gridley Herald Real Estate Bureau. In addition to selling farm land and city properties, he was, at one time or another, the sales agent for the United Brethren Church Addition, the Parkside Addition and the Serviss Tract.

He also bought land in the Colonies and engaged in farming again, but this time as a sideline. He produced a prize-winning crop of Walton variety peaches in 1923 on 3.17 acres of his 40-acre parcel on Obermeyer Avenue.

He was also a deputy county horticultural commissioner for more than 20 years. He was appointed to the "on call" position in 1910. His duties involved checking for disease the fruit trees, vines and shrubs received by local farmers or shipped by local nurseries.

All the while, Burleson did not neglect his newspaper. The supplemental income probably made it possible to continually improve his printing plant until he could boast that "the Herald can claim to be one of the best equipped country newspaper offices in the northern part of the state."

His first major step in expanding his production facilities came in May, 1912 when he bought a Mergenthaler Model No. 5 Linotype. This machine enabled one operator to do the work of four men setting type by hand.

Unlike the Simplex, which used pre-manufactured type, the Linotype cast lines of new type on a "slug" as needed from molten metal kept melted in a "pot" on the machine. The metal used was an alloy of lead, tin and antimony.

Brass molds that were carried in a magazine on the machine were released and assembled into a line before being cast. Special spacers were inserted to automatically justify each line to fit the width needed before the casting took place.

The finished lines of letters were ready to be placed in the newspaper's page form. After the newspaper was printed, the type was melted down and the metal

used again to cast new lines of type.

Burleson upgraded the Herald's production capacity again in July 1923 by trading in the Model 5 Linotype on a new Model 14.

Unlike the Model 5, which mounted only one magazine of molds at a time, the Model 14 carried "three magazines of full size and an additional or 'auxiliary' magazine," he explained.

Burleson almost branched out to publish a newspaper in Biggs by acquiring the Sunshine Valley News there after it had suspended publication in May, 1916.

T. F. Loughran had announced that the May 26 edition of the News would be its last. However, before he could print the final issue, his printing plant in Biggs was destroyed in a fire that broke out at 1:30 a.m. on May 25. The loss was estimated at \$6,000 with only about a third covered by insurance.

Shortly after, Loughran sold what was left of his newspaper business, its subscription list and good will to Burleson who printed the News for several weeks in the Herald plant in Gridley. Then he sold the newspaper to Frank Green of Berkeley. Green changed the paper's name to the Biggs Blade. His first edition came out on July 18, 1916.

Although Burleson had cut short his formal schooling to go to work, his studies never ceased. He was an avid reader and his interests were not limited to politics and current affairs. His lifelong quest for knowledge took him from ancient history and classical literature to the natural and physical sciences.

At his home in Gridley, he amassed a book collection that was regarded as "one of the best in the community." It not only included "hundreds of novels of the day" but also "several sets of encyclopedias, complete histories of France, England and the United States, [and] treatises on astronomy, ornithology [and] botany."

He frequently drew from these sources to write knowledgeable editorial essays on topics taken from these disciplines as well as to give perspective to his comments on current issues. His knowledge of astronomy led to his being invited to speak on this subject, both in local schools, and before community organizations.

In addition, he also developed a talent for writing poetry. Some of his poems appeared in the Herald and a booklet of his poems was privately published.

When Burleson arrived in Gridley to first take charge of the Herald, he came with letters from Republican politicians in Michigan testifying to his impeccable status as a member of that party.



W. D. BURLESON'S FIRST WIFE—William Davis Burleson is shown with his first wife, Frances Evelyn, who died on June 14, 1909. They were married in Dundee, Illinois on Oct. 1, 1892 after Burleson returned from a brief sojourn in California earlier that year.

Here he worked with the progressive wing of the Republican Party which, under Hiram Johnson's leadership, broke the Southern Pacific Railroad's hold on California politics and brought about enactment of numerous reform measures, including the right of initiative, referendum and recall.

Burleson strongly supported giving women in California the right to vote during the campaign that led to enactment of this measure at a special statewide election held on Oct. 10, 1911.

His activities with the progressive movement in California led him to register to vote as a member of the Progressive Party after it was organized. However, during his years as owner of the Herald, he expressed views were all over the political spectrum. It was as if he were "thinking out loud" as he went along in writing his editorials in which his readers always could find much "food for thought."

Burleson at one time even saw merit in some of the measures advocated by the Socialist Party. But after he witnessed how the Bolsheviks put their brand of socialism into practice in Russia, he became an ardent anti-communist.

He initially welcomed Roosevelt's election as president and early on supported his policies to pull the country out of the Great Depression. However, some the

New Deal programs soon gave him cause for alarm.

He particularly worried about the future of "popular government" because of "the delegation of unprecedented powers to the President by Congress." He also expressed his fear that "the future promises a great increase in so-called paternalism in our government."

He predicted that "the example of the projects now being worked out, if they work, will induce all classes to ask more and more participation in business by government, and it may be that in time our system may resemble the Russian scheme, having become a form of communism by evolution rather than by revolution."

Eventually, Burleson would advocate a moderate approach to solving the nation's problems in order to preserve its democratic form of government. He drew from his study of ancient Greece to make his point.

"The old Greeks, among whom democracy was first practiced, had a formula which, if adhered to, was calculated to provide a workable atmosphere for democracy to function in," he explained. "It was 'not too much, not too little,' a striving for a mean in all things."

But, he warned, "they did not keep to their middle of the road motto and their democracies succumbed to despotism."



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PIONEER DAY PARADE—What may have been a Pioneer Day parade sponsored by the Church of Jesus Christ of Latter Day Saints at the Gridley Hotel at the corner of Hazel and Virginia

Charles Ray Burleson....

(Continued from page 1B)

writer it is a real task. However, not all sons have the opportunity of family and business intimacy which leaves definite standards and ideals that may be emulated.

"It is the hope of the son who assumes the duties laid down by William D. Burleson that he may be able to perform these duties as faithfully, fairly and as consistently."

In charting the Herald's future editorial course, Charles R. Burleson would also adopt the approach suggested by another of his father's long-time friends, Walter L. Ford, who was then publisher of the Brooklyn Exponent in Michigan.

Ford advised him to "turn mostly honey and sugar on local questions and projects" and reserve "whatever vinegar you have for state, national or international affairs."

Following this advice would serve him well when he had to ward off the Daily Globe's efforts to dominate the newspaper field here.

Born on Sept. 10, 1895 in North Adams, Michigan, Charles R. Burleson came to Gridley when his father was hired as editor and manager of the Herald in October, 1897.

Although he was but two years old when he arrived in Gridley, he could remember his father carrying him on his shoulders across the town plaza from the railroad depot to the Herald's office on Virginia Street.

He attended the Gridley schools and received his high school diploma on June 11, 1914. Then he entered Chico State Normal School the following fall.

Like his older brother, Ambrose, and his step-brother, Russell Christian, when he was old enough Charles had done the chores of a printer's devil in the Herald's printing plant before and after school. Also, he occasionally wrote high school news, particularly sports stories, for his father's paper.

However, apparently influenced by his step-mother, Jessie V. Burleson, who was a school teacher, Charles decided to prepare for a career in education.

Immediately after he was awarded his diploma by Chico State on June 16, 1916, he was hired to teach sixth grade at the Bird Street Grammar School in Oroville.

The following year he attended the summer session at the University of California in Berkeley to start training to become a manual arts teacher but when he re-

turned to Oroville in the fall he was assigned to teach an eighth grade class.

World War I intervened to cut short Burleson's career in education. While still a teacher in Oroville, he tried to join the Navy but was rejected because of a "slight hernia." The Army was not as discriminating when he went to Chico on Dec. 11, 1917 and enlisted in the Aviation Section of the Signal Corps.

He was sent to Camp McArthur at Waco, Texas for basic training. Then he was given a job as a clerk in the headquarters of the 680th Aero Squadron there.

By mid-July, 1918 he had been promoted to corporal and was transferred to the 307th Aero Service Squadron which was to be sent overseas. His outfit arrived safely in England in August and was posted to a base at Witney in Oxfordshire where he was assigned to duty as a motorcycle messenger.

Later he was transferred to the 140th Aero Service Squadron and then to the 326th which was stationed at Ford Junction near Arundel in Sussex at the end of the war.

A little over a month following the Armistice, Burleson was back in the United States. He was mustered out at Camp Kearney and arrived home the night of Dec. 30, 1918.

After starting to work as a news reporter on the Herald, Burleson got what he thought would be a chance to serve as an Assembly committee clerk during the 1919 session of the State Legislature.

No doubt this appointment was arranged with the assistance of Virginia Hughes, a Republican who had been elected to the Assembly from Butte County the previous November. However, the job lasted only one week.

Burleson was one of several committee clerks whose positions were abolished when the Assembly evidently decided it had hired too many attaches. He returned to the Herald where he would remain for the rest of his life.

He quickly became involved in community affairs by serving on the committee for the Gridley Cannery Picnic that year and later taking an active part in the newly revived Gridley Chamber of Commerce.

He acted as temporary chairman of the committee of veterans who, in 1920, organized South Butte Post No. 210 of the American Legion. He was adjutant when, on March 24, 1920, the Post in-

stalled its first slate of officers.

Burleson had a narrow escape on Saturday, April 9, 1921 when he was hit from behind by an automobile on East Gridley Road while he was walking into town from the Sacramento Northern Railway depot.

Although both he and the driver of the car tried to avoid the accident, the hub of one of the vehicle's wheels caught the calf of Burleson's right leg and threw him head-first onto the pavement. J. L. Osborn, near whose residence the accident occurred, and Roy Wiser placed Burleson into the latter's auto and drove him to his home in town.

"Burleson was out of his head for about 12 hours, but is now recovered as to his mind," the Herald reported on April 13. In addition to a "slight concussion," he suffered a broken leg and was badly bruised, the newspaper related.

Like his father, who was supplementing his newspaper income by working as a real estate sales agent, Charles R. Burleson also found it necessary to earn money from other endeavors.

He formed a partnership with Fred Fink, Jr. to put on the White Pelican Club dances that were popular events here during the 1920s and early 1930s. Later, he became a "country correspondent" for the San Francisco Examiner and the Sacramento Bee. Since his hobby was photography, he was well equipped to also provide the Bee with news and feature photos.

On April 17, 1926, Burleson married Gretta Alberta Coghlan, who had been secretary to J. B. Rowray, the Sacramento Northern Railway's general manager, in Sacramento.

They had only one child, William David. He was born on Feb. 6, 1927 in their home on Sycamore Street.

Mrs. Burleson was the daughter of George A. and Frances I. Clotfelter. She was born on July 29, 1897 on her family's farm near Woodland.

Her father was also a riverboat captain and pilot and she had the distinction of having a small paddle wheel steamer, the Gretta A, named for her. It worked as a freight boat on the Sacramento and Feather Rivers in the first years of this century.

Before Mrs. Burleson's first marriage in 1919 to Robert E. Coghlan, which had ended in divorce, she had visited the Gridley area frequently. Her family at the time owned property in Colony No. 2 and also a ranch west of town.

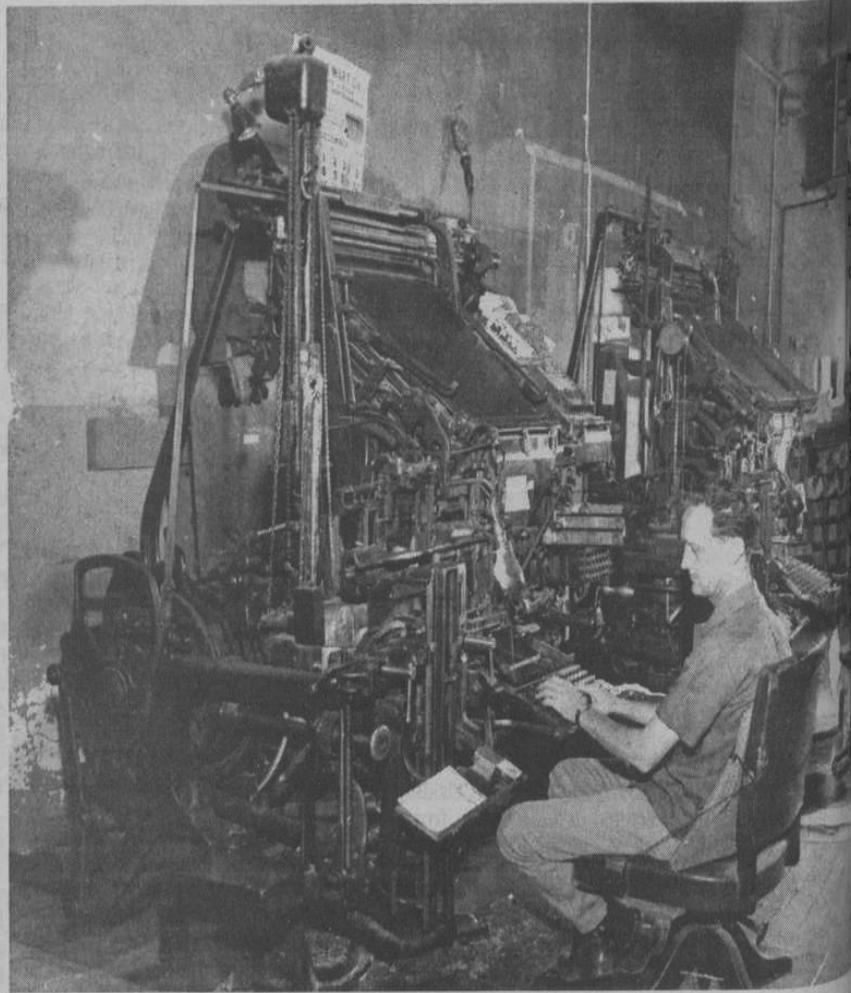
Not long after their marriage, the Burlesons and another Gridley couple narrowly escaped serious injury when the car in which they were riding was involved in a collision on the evening of Aug. 5, 1926.

Burleson was driving his father's Hudson Brougham south on the Garden Highway in Sutter County when the mishap occurred at about 7 p.m. at an intersection approximately two miles north of Tudor.

According to the account of the accident in the Herald, a Ford Roadster hit the Hudson near its left rear and knocked it onto its side. The car skidded about 40 feet then came to rest on its top.

Dr. and Mrs. T. Ryan Block, who were riding with the Burlesons, suffered lacerations but no more serious injury. Burleson had some scratches and a bruised shoulder. His wife, Gretta, came out of the accident unhurt in any way.

"That the party escaped more serious injury is entirely due to the strength of the top of the Brougham which held the weight of the car off the occupants while



CASTING TYPE WITH HOT METAL—Harold Green is shown setting type on the Model 14 Linotype machine that William Davis Burleson acquired in 1923. The operator's keyboard to release brass matrices from the slanted magazine. These mats were then assembled on special wedge-shaped space bands were inserted to automatically fill out and justify the lines before they were cast on a "slug" using a molten alloy of lead, tin and antimony provided by that was part of the machine. The Model 26 Linotype in the background was added in 1960 after Charles Ray Burleson had put his son, William David Burleson, in charge of the Herald as managing editor.



PLACING THE TYPE IN THE CHASE—After the lines of type cast by the Linotype were proofread and corrected, they were arranged where needed in a metal chase and inserted between the columns. After all the lines of type were in place, leads and slugs less than type high, were inserted to fill out the columns. Then it was all tightly locked using metal or wood spacers called furniture and special ratchet-like devices called quoins which had been seen in the foreground of this photo. The completed page of type was referred to as a galley when it was ready to be placed on the bed of the press.

the machine was in an inverted position," the Herald's writer theorized.

After his father's death, Charles R. Burleson expanded the Gridley Herald's local news coverage by adding correspondents in the East Gridley, West Gridley, and Central House Districts. He also took steps to modernize the newspaper and its plant.

On Oct. 13, 1936, the Herald came out with a new type face known as Excelsior for the body of its stories. This meant buying new sets, called fonts, of brass matrices for his Model 14 Linotype machine.

Only recently designed by the Mergenthaler Linotype Company, the new style was considered to be "the most legible and easiest to read of all newspaper type."

Burleson also replaced his 40-year old Taylor cylinder press with a Babcock which he acquired from the plant of the Marysville Star shortly after that paper ceased publication on Jan. 1, 1937. The Star had been launched in Marysville on Aug. 14, 1935.

To accommodate the new drum cylinder press, an 18x36-foot addition was built on the rear of the commercial space in the Stone Block that housed the Herald's printing plant.

At the same time, the front part of the plant was remodeled to provide "a modern office" which was "separated completely from the work rooms by glass partitions."

Burleson explained that "the added room will permit arrangement of the plant equipment into definite departments—newspaper and commercial printing."

The Herald ran off its first edition on the Babcock press on Feb. 23, 1937. The old Taylor press was acquired by "O Progresso," a weekly Portuguese language newspaper printed in Sacramento.

"With acquisition of the [Babcock] press, the Herald's plant is now equal to that of many dailies in larger cities," Burleson beamed.

"Capacity is not only doubled, but the new press makes it possible to print twice as many papers

in the same time as was possible with the former equipment."

William Davis Burleson followed the Gridley Herald Company to lapse in failure to pay corporate taxes.

However, he found it better to form a new corporation than to let the Gridley Herald Company go bankrupt. On April 2 of that year, Charles and Ambrose Burleson, with Charles and Ambrose, formed the Gridley Herald Company. Its capital consisted of shares of stock with a par value of \$100 each.

The elder Burleson, who had transferred the Herald's assets to the new corporation, held 50 percent of its stock. Charles and Ambrose owned the other 50 percent.

Some five years later, Charles and Ambrose wrote to his friend, Henry Burleson, that he planned "to see that he has the control of the paper when I quit. He has control."

However, in 1934, Charles and Ambrose, along with their sons, became stockholders in the Gridley Herald Company. So the Gridley Herald was now a family paper company. So the Gridley Herald was now a family paper company. So the Gridley Herald was now a family paper company.

(Continued on page 8A)

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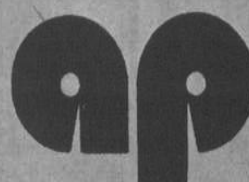
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Charles Ray Burleson....

(Continued from page 8B)

death, Charles set about acquiring the stock owned by his mother and two sisters.

Charles R. Burleson must have been stretched pretty thin, especially when the Gridley Globe all of a sudden became a serious threat to the Herald's existence.

B. Robb, who had established the Globe in 1906, died on Aug. 1936. His widow, Ella, wanted to publish the daily with the Butte County and Live Oak Advance for a year. Then she sold the paper to William S. Grant.

Robb, who had been publishing the Mount Courier and San Carlos Bulletin on the Peninsula of San Francisco, went to lengths to turn the Globe into a newspaper that would be a threat to none in appearance, make-up and news.

Invested a considerable amount of money to buy a new, speed press and new type setting and typesetting equipment. He produced his first edition of the Globe on July 23, 1937, he rechristened the newspaper as "The Globe."

Robb tried to make-over the paper into a "big city" type newspaper. He staffed the Globe with reporters who had a "big city" background and he subscribed to a nationwide news service provided by United Press and bought space from the United Features Service.

Robb also expanded the Globe's circulation with other features which he described as being "of a national caliber." These included comic strips, a serial story, and beauty, health and columns.

Robb said his objective was to make it unnecessary for anyone to subscribe to "a local paper for local news and an outside newspaper for world news." He boasted that "they both when they buy the paper."

After Grant turned up, competitive pressure on the paper increased. Charles R. Burleson received inquiries asking if he would be willing to sell the paper. The approach was made by a newspaper broker on behalf of a potential client.

The broker initially contacted Ambrose L. Burleson, who was still a stockholder in the Gridley Herald Company at the time. Ambrose told the broker he would have to take the matter up with his brother.

In a letter to Charles on Jan. 4, 1938, the broker explained that the client he represented was "well financed" and might also be interested "in buying both of the Gridley newspapers, providing they could be obtained at a figure commensurate with possible profit on his investment."

Instead of bailing out when he had the chance, the Herald's publisher and editor dug in his heels. And, before the fight was over, the same broker who earlier had tried to get Burleson to sell the Herald had sent him a letter in an effort to convince him to buy the Globe.

Burleson had gone to great lengths to counter the competition from the Globe. As he explained in a letter to Ambrose and his sister, Leone, he went to "full coverage" circulation despite the extra cost.

Also, he made sure the Herald carried every bit of local news that appeared in the Globe even though he might have to re-write some of it from that newspaper's daily editions.

And, after the 1938 primary election, which was held on Aug. 30, the Herald was "first" on the street in Gridley with the results of the voting. Burleson got out an "extra" edition at 5:30 a.m. on Aug. 31 and sold more than 200 copies.

However, the most important step Burleson took in his fight with the Globe was the aggressive campaign he launched to build up the Herald's list of paid subscribers. The result was an increase of more than 50 percent in the Herald's regular circulation, he said in a letter to the firm that he had engaged to conduct the campaign.

"We had been faced with a competitive situation here during the past year which, from a circulation standpoint, is today a thing of the past," Charles R. Burleson said in the letter, which was dated Sept. 17, 1938, after the campaign was finished. "The Herald is now

leading by such a wide margin in circulation that we doubt if it will ever be challenged."

The campaign, which opened in August, 1938, offered all contestants the opportunity to earn commissions by obtaining new paid-in-advance subscribers and paid renewals.

In addition, points were awarded toward cash prizes that were called "Bonus Checks." The longer the term, up to five years, of each new paid subscription or paid renewal, the greater the number of points awarded.

The top prize that could be won was \$350. Although economic conditions had improved, the depression had not ended by any means. So this was a bonus worth working for. Other prizes offered were single bonuses of \$200 and \$100 and two of \$50 each.

As the campaign progressed, it was turned into a bit of a popularity contest as well. Coupons were printed periodically that readers could turn in to add points to the total being amassed by friends who were competing for the prizes.

When the campaign was over, Leila Storm had earned the \$350 Bonus Check. Other Bonus Checks went Pauline J. Frates, \$200, Etta Todd, \$100, Mae Baltimore, \$50 and Edith Stohman, \$50.

But what was just as important, the Herald had won its war with the Daily Globe. William S. Grant printed the last edition on Oct. 1, 1938.

In announcing that publication would be suspended, Grant confided that his newspaper had lost "an average of \$500 per month" for the past 14 months.

In a bitter editorial, Grant claimed that ample "support and encouragement" had been given the Globe "by the people of Gridley." He contrasted this to what he said was "the hostile treatment accorded the paper by the largest percentage of the Gridley merchants."

Grant said that "from the start" the attitude of most merchants toward the Globe "was one of indifference to an outside 'interloper.'" He added that "the majority of merchants, and particularly the large advertisers like Kilpatrick's store" had "virtually boycotted" his newspaper.

However, it appears that the Gridley Globe had also contributed to this state of affairs with an editorial approach that sprayed the "vinegar" that Walter L. Ford had warned Charles R. Burleson to avoid in regard to local affairs.

This seems to have been the case particularly after Dave Loehwing became editor and wrote a column he called "The Second Guess." Loehwing confessed as much in the Globe's final issue.

Very few issues of the Daily Globe have survived. However, an idea of Loehwing's efforts as a columnist can be obtained from George A. Dawley's comments in his Biggs News at the time.

Loehwing referred to Dawley as "the dictator of Biggs" and tried to tie the nickname "Baggie Pants" on the Herald's publisher. Loehwing also went after such highly respected county officials as Treasurer-Tax Collector Mattie Lund.

Burleson, who is remembered as a gentle man who rarely raised his voice, had taken it all in stride, even with a certain amount of good-natured humor. Unlike Dawley, he never responded to any of the darts shot his way by the Globe. For his part, Dawley seems to have had fun ridiculing Loehwing's effusions.

In the Globe's final issue, Loehwing related that Grant had placed no restrictions on his column. "It may be that its outspokenness contributed in some measure to his [Grant's] financial ruin," Loehwing said.

But he was still defiant. "Knowing the stupid and inefficient way in which Butte County is run, I have not hesitated to attack mercilessly those whom I thought responsible for this state of affairs," he said in his final column.

And Loehwing expressed pleasure that, in leaving Gridley, he no longer would be "watching Bill Grant fighting a losing battle against the perverse backwardness of this town."

Upon learning that the Globe had folded, Walter L. Ford congratulated the Herald's publisher with the comment that "you should feel quite complimented to be razed about putting such a newspaper out of business."

And, Ford suggested that "anyone with a yen to start another newspaper in Gridley will think more about it than as

though you bought him [Grant] out. You must have played him just about right."

After the Globe expired, things went fairly smoothly for Burleson and the Herald. He continued to enhance his local news coverage by adding to his correspondents in outlying districts until he had six who were sending in items.

He made several stabs at writing a column of news and opinion which he called "Local Slants" and later "About the Town."

Burleson continued his policy of supporting worthy community proposals and activities such as the efforts by the Gridley Junior Chamber of Commerce to have the Butte County Fair located here.

This resulted in the County Fair being held in Gridley for the first time in 1940. The event, which was sponsored by the Junior Chamber, was held in the Municipal Park on Washington Street.

Also, he encouraged the Junior Chamber in its desire to find a way to build a new, 20-bed hospital here to serve Gridley, Biggs and Live Oak.

However, when the old Gridley General Hospital closed on Aug. 1, 1943, he would have to wait until World War II was over before pushing again for construction of a new facility.

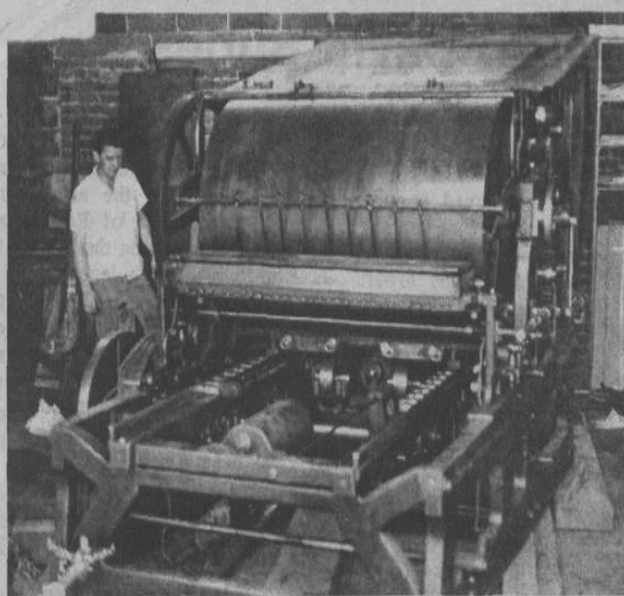
Also, Burleson would have to wait until after the War to see Gridley made the permanent home of the County Fair. And he was involved in the Gridley Chamber of Commerce campaign that convinced the board of supervisors to locate the fair here in 1946.

During the war, Burleson made an all out effort to provide what information censors would allow about Gridley area servicemen, particularly those who were fighting in the European and Pacific Theaters.

He ran an "In the Service" column on page one that came to be as popular with the men and women who were receiving the Herald overseas as it was with readers on the home front. And it now serves as a history of Gridley's men and women in the war.

The items were not limited to news about local men and women, but also included reports on relatives of Gridleyans and former residents.

The column went beyond the official press releases provided by the Armed Services. Burleson also included accounts supplied by



WATCHING AN OLD FRIEND LEAVE—The old Babcock drum cylinder press was moved out of the Gridley Herald's Virginia Street shop in August, 1965 after 27 years of faithful service. Watching the process is pressman Stone Newton. Sheets of newsprint, one at a time, were fed along the slanted platform to grippers on the huge cylinder which carried the paper to the page forms on the bed below where the impressions were made. Charles Ray Burleson acquired this press, a 1923 model, in January, 1937 from the Marysville Star which had suspended publication. In the late 1920s and early 1930s the Babcock was the recommended press for a small town newspaper. However, by 1964 it had outlived its usefulness and William David Burleson replaced it with a modern rotary offset press.

relatives and friends and even the service men and women themselves.

The column began by reporting enlistments and inductions. Then came reports of casualties and deaths. Mixed in was news of citations awarded for bravery in action. Finally, the column was able to chronicle the return of the Gridleyans who survived the conflict.

Just as soon as the War ended, Burleson resumed his agitation for construction of a new hospital. On Aug. 21, 1945, the Herald came out with a boxed statement "Gridley Needs A Hospital" at the right of the name plate on page one. He ran this "ear" for numerous issues.

In reviewing the community's post-war needs, he placed a hospital to serve Biggs, Gridley and Live Oak at the top of the list.

"The district needs a hospital and needs it badly," he declared in a front page editorial. "Every organization, in fact every individual of the community should get behind the project and promote it in every way possible."

When a plan evolved to form a non-profit corporation to build and operate what became the Biggs-Gridley Memorial Hospital, he enthusiastically partici-

pated in the drive to raise funds. "Let's Build A Hospital," the page one "ear" was changed to say. The new hospital opened on June 10, 1949.

During the war, Burleson had taken Alvie D. McDaniel, his print shop foreman, into the business with him. Their partnership began on Oct. 1, 1943 and continued until Nov. 1, 1959 when Burleson and his wife, Gretta, bought out McDaniel's interest.

At this time, Burleson, whose health was beginning to fail, made his son, William David, managing editor. He had joined the newspaper's staff in 1950.

Charles R. Burleson then retired from active participation in the business. He died in Auburn on Dec. 21, 1961 following a short illness.

Throughout his career as publisher of the Herald, he had been active in the California Newspaper Publishers' Association and had served as one of the first presidents of the Mid-Valley Unit.

From his youth, he had been interested in birds and one of his hobbies was raising pigeons. He also became deeply interested in genealogy and devoted considerable time and effort to tracing the Burleson lineage back to its roots.



FAMILY PORTRAIT—William David Burleson was about eight years old when he joined his mother and father, Gretta A. and Charles R. Burleson for this family portrait. The senior Burleson is holding the family cat, Yosie, one of several the family owned over the years.

Area farmers bought...

(Continued from page 4B)

King as editor of the Herald became a stockholder as did William Mould and J. F.

men may have acquired stock from original shareholders. However, surviving records indicate 104 additional shares were issued over the years.

In December, 1892, Nikirk, Myers, Robinson took the place of Myers, Hutchins and a year later C. W. Thresher replaced Nikirk on the board. Later date Luther and C. N. became board members for

Gridley Publishing Company expanded its operations to include a telephone exchange in Butte, Sutter and Yuba

April of that year, the company announced it would go into business because of what it called "excessive charges" by the Telephone Company which was serving the Gridley area years earlier.

Gridley Herald's telephone exchange was extended first to include poles belonging to the Telephone Company. However, its poles were substituted later.

The telephone line reached Marysville on June 5, 1896.

To connect farm houses in rural areas around Gridley, the company used the top wire on barbed wire fences—a not uncommon practice at that time.

The company almost lost its Marysville franchise because of complaints about the "unsightly" poles that had been used there.

The Gridley Herald telephone system was operated only a few years before the lines to Oroville and Marysville were taken down. The last local service line, which went to the Thresher Bros. ranch, was finally leased to the Sunset Telephone Company.

When the Gridley Herald was sold to William David Burleson on May 1, 1908, George Thresher, C. W. Thresher and the Daniel Streeter Estate each held 75 shares of the corporation's stock. James Galbreath had 76 shares. William Mould owned two shares and C. N. Brown one share.

Burleson eventually acquired the stock of the Gridley Publishing Company but allowed it to lapse in 1912 for non-payment of the taxes on corporations enacted at the 1911 session of the State Legislature.



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William David Burleson...

(Continued from page 1B)

prosperity of the city and people it serves to survive," he said.

Burleson has earned frequent praise for the Herald's aggressive news reporting, its efforts to overcome public apathy toward government and the forthright stands it has taken on local issues.

A typical example is a note he received from a subscriber a few years ago: "I appreciate so much your saving our town," the writer said. "You have been so fair with all of your comments. Without the local paper, we would all have gone 'down the river.'"

However, for his efforts, Burleson has also been on the receiving end of no little criticism which he has demonstrated he can take as readily as he can dish it out.

Not only has he been described as a "truculent publisher," he has been labeled "the Gridley Curmudgeon" and likened to "Jabba the Hut."

When, in 1988, the Chico News

& Review went after Burleson during one of his tangles with Gridley City Hall, the article caught the attention of Rollan Melton, a columnist on the Reno Gazette-Journal and a legend in his own right.

"I'm damn proud of you and just want to reaffirm that in my view, you've always stood for the very best in journalism," Melton said in an unsolicited letter.

"This piece simply reinforces my opinion that you are one of the great ones," Melton added, referring to the News & Review article.

Burleson's editorial comments are to be found in his page one "Pi-Line" column which features opinion mixed in with folksy news items about local people and plugs for events that help finance the activities of various community organizations.

His pithy editorial remarks definitely serve the function prescribed by George Morrell, editor

of the Palo Alto Times, when he addressed a meeting of the Sacramento Valley Newspaper Association in Oroville on Oct. 14, 1935.

"It doesn't so much matter that the reader should agree with the editor," Morrell told his audience. "In fact, it matters more that the readers should agree or disagree rather vehemently, for then thought is stimulated."

If it can be said that Burleson has any one obsession, it would have to be his aversion to secrecy in government.

This meshes with his career-long crusade to encourage more people to become involved with their local government.

"We say city government isn't bad, just that it could be better if people took an interest in it and attended council meetings," he explained on one occasion.

However, before people can be inspired to take that interest in their government, they have to have information about the problems and issues which are on the table and the various alternatives under consideration as solutions.

So, despite the frustrations he has faced, he has never given up the battle for the people's right to know all there is to know about how their business is being conducted by public officials and elected governing bodies.

This has not been limited to preserving the public's right to listen in—and participate in—the discussions as officials "deliberate" before actions are taken.

He has gone to great lengths to establish the people's right to have access to the reports, documents and other written information that contribute to the decision making process.

As early as the 1950s, Burleson was advocating land use planning to encourage orderly development. He even editorially expressed the desire on one occasion to see Gridley made into a "model city."

And, he has stood for "continued improvement of all municipal departments according to the highest standards" to, as he put it on July 17, 1964, "keep Gridley a growing city, not a backsliding town."

Although he tends to be conservative in his politics, he came down on the side of public power when attempts were made by Pacific Gas & Electric Co. to acquire Gridley's municipal electric utility.

Burleson tangled with the Southern Pacific Railroad and won on two occasions. And he hammered on "Ma Bell" until Gridley's outdated telephone service was fully modernized.

But he lost an expensive fight to see that a private non-profit low-income housing corporation complied with the same type of development requirements that builders of middle and upper income homes had to meet.

The praise and encouragement Burleson has received for his work have not been his only rewards. Through his active participation in the California Newspaper Publishers' Association and the National Newspaper Association, he has had the opportunity to brush shoulders with some of the most important newsmakers of his era.

These have included Presidents Ronald Reagan and Bill Clinton, Secretary of State Henry Kissinger, U. S. Senators Bob Dole and Ted Kennedy and gad-fly candidate H. Ross Perot.

Also, through membership in press organizations, he has participated in fact-finding tours that have taken him from Asia and the South Pacific to England, Italy and Germany.

His visit to the Chinese mainland in 1977 even enabled him to



A HIGH-SPEED ROTARY PRESS—This is the Gridley Herald's Goss Community rotary press in August, 1980 when it had only six four-page units. Since then a seventh unit has been added and the Herald can now print a 28-page edition at one time. Today the press can run at 16,000 impressions an hour. With William David Burleson, left, in this photo is John Staley, Herald's production manager. When Burleson converted to the offset printing process in 1980, the press started with only two four-page units and a folder.

make a contribution toward fostering better relations between America and the People's Republic of China.

When one of his group's tour guides, Zhou Wenzhong, became Deputy Consul General in San Francisco, he renewed his acquaintance with Burleson.

Zhou and his wife, Xie, and Consul Wang Shaohua and his wife, Shen, were Burleson's guests for a visit to Gridley on Sept. 24, 1988.

Burleson was also entertained at a dinner at the People's Republic of China Consulate in San Francisco on Dec. 1, 1988 along with several other newspaper representatives.

William David Burleson was born on Feb. 6, 1927 in the home of his parents, Charles Ray and Gretta Alberta Burleson, at 182 Sycamore Street. In addition to a midwife, his mother was attended by Dr. Ida Beck, Gridley's beloved female physician who practiced medicine here for nearly 20 years.

His childhood was not uneventful. And when little Bill, like many toddlers, took a notion to explore the world around him, the incident became the inspiration for one of grandfather William Davis Burleson's poems. It was titled "When Willie Ran Away From Home" and appeared in the Herald on Nov. 26, 1929.

Burleson attended the Gridley schools. His first grade teacher was his step-grandmother, Jesse V. Burleson. He played trumpet in the Wilson School and Gridley High School bands.

As he grew, he had the opportunity, like his father, to work before and after school as a "printer's devil" and later as a part-time reporter for the Gridley Herald. However, he is willing to admit that in those days he was "a reluctant employee" of the newspaper.

He also held a number of other part-time jobs at one time or another. These ranged from working in local orchards and the Libby, McNeill & Libby cannery to track maintenance on the Southern Pacific Railroad.

His stint as a "gandy dancer" came during the summer of 1943 in response to a statewide appeal by the railroad for help after its adult work force had been decimated by World War II enlistments and conscriptions.

Gridley's weekend track gang was organized by James W. Littares, the Espee section foreman here, and was made up of high school students, many of whom were members of the Sutter Buttes Chapter of the Order of DeMolay.

Littares was dad advisor for this Masonic youth organization. Burleson would be installed as the chapter's master councillor the following October.

Burleson graduated from Gridley High School with the Class of 1944. He was one of five honor students who delivered addresses during the ceremonies that were held on June 9, 1944. During the musical portion of the program, he and Duane Austin also played a trumpet duet.

At that time, most high school graduates faced the prospect of being drafted. However, Burleson would not be 18 until the following February, he was to attend Chico State College for one semester before enlisting in service.

He sought to enlist in the Navy along with his friend Herman Hinaman and Pierce but was almost turned down because of a "heart trouble" when they took their physical examination in mid-December. He was given another examination in January and passed.

Burleson, Hinaman and Pierce were sworn in on Jan. 15, 1944 and sent to the San Diego Training Station for basic training.

(Continued on page 11)



A BUDDING MUSICIAN—William David Burleson, in eighth grade Wilson School band uniform, is shown displaying his Conn cornet to his mother, Gretta A. Burleson. Burleson never lost his interest in music and recently has been using the Pi-Line column to encourage donations of musical instruments to Gridley area school music programs.

We'd like to Congratulate

Bill & Family on their dedication to the community.

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And a top-notch newspaperman—Bill Burleson—who has spent his entire life serving every person, organization and institution in the Gridley area with a devotion to printing the truth and upholding the best traditions for a free press.

As a good friend to Bill Burleson, for about one-third of his centennial celebration years, I express my appreciation for his friendship and wish Bill and his family the best always.

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"Congratulations to the Burleson Family"

William David Burleson...

(Continued from page 10B)

they completed the following...
...Second Class Burleson...
...sent to yeoman school...
...graduated on Aug. 3 and was...
...with his entire class di...
...to Camp Shoemaker near...
...where he was soon...
...to yeoman third class.

Naval Receiving Station at...
...maker was being readied to...
...the personnel who would...
...charged as the War came to

remained there until he was...
...alized after being severely...
...in an automobile accident...
...on his way back to the base...
...ing one of his frequent...
...and visits to Gridley.

...mishap occurred on the...
...between Robbins and...
...Landing on Jan. 27, 1946...
...the steering mechanism...
...and the vehicle went into a

...son, who was driving the...
...ffered fractures of the jaw...
...back bone as well as cuts and...
...He was the most...
...injured of the car's four

...being taken to Woodland...
...he was transferred to the...
...Island Naval Hospital...
...he remained in the plastic...
...ward for about two

...He was returned to duty...
...Island where he served...
...his discharge from the Navy...
...y 24, 1946.

...immediately resumed his ed...
...at Chico State where he...
...ed in English in a program...
...put emphasis on study of...
...Spanish, drama and music.

...completed the fifth year of...
...required for a secondary cre...
...so he could be a high...
...teacher.

...ing his college years, he...
...cornet in both the band and...
...ara, worked for a time on...
...staff of the campus...
...paper, the Wildcat, and

...ated in seven drama...
...ment productions. He...
...fers his performance as...
...in Shakespeare's "A Mid...
...er Night's Dream" as his

...a student at Chico State...
...married Constance...
...Connie" Noordhoff on...
...1948. She was also...
...at Chico State to become

...Both of their children...
...and Susie, have worked for...
...Gridley Herald as has Susie's...
...friend McDemus.

...years after his first mar...
...ended in divorce in 1960, he...
...and Ann Obermeyer. She had...
...sons, Greg and Todd, who he...
...before they were divorced

...Burleson and his present wife...
...Boll "Pat" Green, the...
...of his long-time friend...
...Morley Green of Biggs...
...married on Jan. 13, 1990.

...ceremony took place in the...
...son home on Sycamore

...of embarking on a career...
...after graduation from...
...State, William David...
...headed his father's appeal...
...to Gridley and help out

...newspaper.

...Charles Ray Burleson's health...
...beginning to fail and he...
...his son to be well pre...
...when his time would come

...over the Gridley Herald...
...achieve this goal, the son...
...learning the newspaper...
...from the ground up" by

...ing, not only in the front...
...but also in the "back shop."

...Burleson joined the news...
...staff on July 1, 1950...
...of the type used for

...commercial printing and the...
...headlines in the newspaper...
...will set by hand, one letter...
...time. So he learned the

...ment of the letters in their

California job case compartments.

However, much of the type was...
...cast from a molten alloy of lead...
...tin and antimony, line by line, by...
...a complicated, almost Rube Gold...
...berg-like, machine called a Lino...
...type. The Model 14 then in use

had about 12,000 parts.

Burleson melted down the lines...
...of type after they had been used to...
...print an edition of the Herald and

and poured the pigs that would be...
...needed to replenish the "pot" on the...
...Linotype machine.

He also made "plates" for ads...
...using an old casting box and paper

machete matrices and even learned...
...to operate the Model 14 well

enough "to set a line in an...
...emergency."

He hand fed the old Babcock...
...cylinder press, one sheet of...
...newsprint at a time, to run off

each semi-weekly edition.

Although faster, this press was...
...not that much different than the

first "power press" that Charles...
...Neff Reed bought for the Herald...
...in 1888.

Burleson also did "front office"

work, collecting bills, maintain...
...ing circulation records, selling ads

and pounding out news stories on...
...an old Underwood Model 5 type...
...writer.

The job did give him the oppor...
...tunity to earn extra money from

his photography hobby, which he...
...had pursued since he was 12 years

old. He sold news photos to the...
...Sacramento Bee and the Sacra...
...mento Union, using the newspa...
...per's Speed Graphic, a 4x5 sheet

film camera.

It was during this period that...
...Burleson took on the Southern

Pacific Railroad over its practice...
...of blocking Gridley's six grade

crossings with long freight trains...
...while switching cars in and out of

the spur tracks at the Libby can...
...nery and the Standard Oil bulk

plant.

The practice prevented ambu...
...lances, fire trucks and police ve...
...hicles on the west side of the tracks

from reaching the east side, and...
...vice versa, for as much as half an

hour at times.

The seriousness of this situation...
...was brought home to Burleson in

September, 1955 when he was...
...rushing his 14-month-old daugh...

ter, Besty, to Biggs-Gridley...
...Memorial Hospital to have her

stomach pumped after she ingested...
...some pills and went into a coma.

They were delayed eight...
...minutes by a train blocking the

crossings. Fortunately, Betsy...
...reached the hospital in time.

As a result of Burleson's...
...protest, which was backed by

Hospital Administrator Clella...
...Hovlid, the Gridley City Council

took action to put tough restric...
...tions on the railroad.

An ordinance was adopted that...
...prohibited Southern Pacific trains

from blocking all the east-west...
...crossings at the same time. It al...

lowed the blocking of three...
...crossings but for no more than

five minutes at a time.

The uproar also prompted the...
...railroad company to build a siding

The immediate inspiration for...
...using this term came when

Burleson was moving a classified...
...page form and "pied" it by press...
...ing it too hard against his stom...

ach.

This accident sent the lines of...
...type flying in all directions. It

was so jumbled that the work of...
...setting the type and making up the

page had to be done all over again.

However, as he explained it, the...
...accident also suggested that the

term "pi" would be appropriate...
...for the type of column he wanted

to write since it would be a mix...
...ing up of news items and com...

ment.

He added that while he admired...
...San Francisco Chronicle columnist

Herb Caen, he did not care for the...
..."three dot" style of journalism.

Burleson not only used his "Pi-...
...Line" column to support worth...

while causes, but also to outline...
...his vision of what the future

should hold for Gridley and to...
...advocate a few ideas of his own.

One of the earliest was his pro...
...posal that Washington Street

should be extended north to con...
...nect with Railroad Avenue at

Biggs.

He would argue time and again...
...that such a transportation artery

along side the Southern Pacific...
...tracks would open a large terri...

tory for much needed industrial...
...development.

Burleson's "Pi-Line" column...
...also gave him a vehicle for tak...

ing an active part in what he likes...
...to remember as the "War of the

Wardens" that started in late...
...December, 1958 and continued the

following year.

It began when the late Bob...
...Millington, a Gridley attorney,

decided to contest the right of...
...fish and game wardens to search

his vehicle and confiscate a...
...shotgun and shells.

The challenge to the way the...
...wardens were exercising their

powers was expanded to include...
...raids that had been conducted at a

local cold storage business.

Millington led the fight on the...
...legal front, accusing the wardens

of conducting illegal searches and...
...seizures. At the same time,

Burleson raised a hue and cry...
...about the wardens' conduct th...

rough his column.

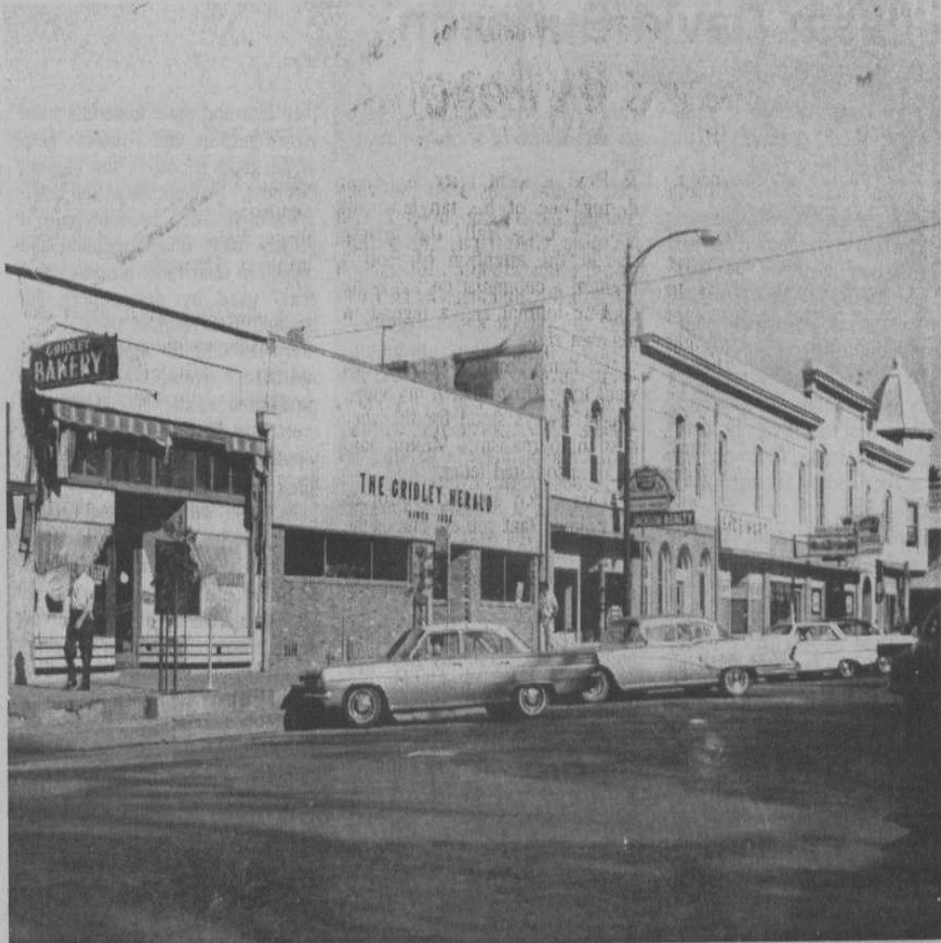
His commentary was so heated...
...at times, it was deemed best to

preface his column with a dis...
...claimer stating that its "views and

opinions are those of the writer...
...and do not necessarily represent

the views and expressions of the...
...newspaper."

The lawsuits that were brought...
...in the Butte County Superior



THE VIRGINIA STREET OFFICE—This is how the Gridley Herald's office on Virginia Street looked after it was expanded by William David Burleson in 1964 to include the space that housed the Rideout & Smith bank when it opened here in 1884. Burleson enlarged and remodeled the Virginia Street plant, which the Herald had occupied since 1897, as part of the modernization program he launched when he acquired the newspaper from his mother, Gretta A. Burleson, in 1962. Next door on the right is the 1877 portion of the old Stone Block that survived the 1905 fire. Still farther to the north is the "new" Stone Block that was erected immediately after the 1905 conflagration destroyed most of the original group of buildings erected by L. C. Stone at the corner of Virginia and Hazel Streets.

specialty shop in Gridley, was...
...hired as bookkeeper, advertising

salesman and news reporter and...
...thus began his long career with

the Herald.

In 1966, four years after...
...Burleson became publisher of the

newspaper, Daddow was promoted...
...to editor. He held this position

until the end of June, 1979 when...
...he left to begin publishing his

own newspaper, the Live Oak...
...Times.

The first edition of the Times...
...which was printed in the Herald's

shop, was issued on July 19. He...
...sold the Times in 1983 and re...

turned to the Herald as special...
...events editor and reporter. He

also worked part-time for the...
...Gridley District Chamber of

Commerce as executive director...
...and office manager.

Daddow, for whom the town...
...plaza is named, organized Grid...

ley's first Red Suspenders Day...
...celebration.

He also suggested the sale of...
..."memory bricks" that helped

finance the observance of Gridley's...
...centennial in 1970 and as well as

the construction of the gazebo in...
...the town plaza for use as a band...

stand.

One of the first things Burleson...
...did after taking over management

of the Herald was to give the...
...newspaper a new look. He dis...

continued the practice of selling...
...space on page one for advertise...

ments that had been in effect since...
...before his grandfather came to the

Herald in 1897.

On March 11, 1960, he replaced...
...the Excelsior type his father had

used with a new, slightly larger...
...and easier to read typestyle called

Corona.

Shortly after, he also expanded...
...the newspaper's production capa...

city by acquiring a second Linotype...
...machine, a Model 26.

Burleson also began exploring...
...ways to modernize his plant by

taking advantage of new produc...
...tion technology.

He later would state that a talk...
...by Archie J. Hicks, Jr., publisher

of the Encinitas Coast Dispatch...
...inspired him to consider the offset

method.

However, to Steve Blacet, III...
...co-publisher of the Orland Unit...

Register, he gave the credit for...
...having convinced him to go ahead

and "gamble on the future of off-

set printing" while it was still in

its adolescence.

Burleson immediately entered...
...into correspondence and verbal

discussions with The Goss Com...
...pany's representatives about

utilizing a web rotary offset press...
...it was manufacturing.

Meanwhile, he gained...
...experience with the new process

by acquiring a smaller offset press...
...in August, 1963 for use in job

printing.

(Continued on page 12B)

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William David Burleson...

(Continued from page 11B)

And he began doing the press-work for another newspaper, the Yuba College 49er, on Sept. 4, 1963. In later years, printing newspapers for other publishers would become an important part of Burleson's business. He gave up his commercial/job printing shop to concentrate entirely on it.

In March, 1964, in an effort to overcome voter apathy in regard to city government, he sponsored Gridley's first city council candidates' night forum. The event was held at the Gridley Woman's Club on March 30.

Before Burleson could install a new rotary offset press to print the Herald, he had to arrange his plant to accommodate it.

He started in August, 1964 by expanding his office into the old Rideout Bank building next door to the north. He had the two commercial spaces combined into one and united the fronts of both

with a new wall designed to give the appearance of a modern structure.

He already had ordered a new two-unit Goss Community Press and to be able to use it, he had to have a special "process camera" to produce the page-size negatives which are used to create a printing surface on the thin aluminum plates that are used in the offset printing process.

These plates are coated with a light sensitive material. After it has been exposed to light through the negative, it is hardened while the unexposed area is washed away.

To save money, Burleson decided to build his own process camera—something he was prepared to do, given his background and experience working with photographic techniques over the years.

He related that he bought a 21-

inch lens and other materials from Army surplus and with the help of "a good friend in the camera business," he went about the task.

Their finished product had "a greater range of enlargement and reduction than most process cameras" used by newspapers, he beamed in telling the story.

By the end of September, the new Goss press, which carried production number 232, was being erected at the rear of the plant. It was ready for a trial run on Oct. 13, 1964.

At first, the type was set on the Linotype machines and made up into page forms as before. And the old Babcock press was still used, but only to make the page proofs that would be photographed to get the negative needed to sensitize the printing plates.

As late as October, 1967, the Gridley Herald was the only newspaper in Butte County printing with an offset press. However, all did not go as smoothly during those years as Burleson might have hoped.

"It was so early in the offset process we had lots of trouble with plates, film, chemicals and the works for the next five years," he recalled. "Boy, those first years, you could never tell what was going to happen."

Meanwhile, Burleson gradually did away with the "hot metal" method of setting type. He donated his Model 14 Linotype to California State University Chico and sold the Model 26 to Rose Printing in Marysville.

The old Babcock press was sold in August, 1965 to a Pete Marongiu of Oroville who used it as a die-cutter for cardboard signs.

At first Burleson acquired Friden Justwriters and later a Fototype Compositor to produce the columns of type that would be attached with wax onto paper page forms for photographing in the offset darkroom.

Then he progressed to Compugraphic typesetting equipment that was computerized although it did not have memory.

Finally he caught the "computer bug" and began using micro computers with laser printers and desktop publishing software for the same purpose.

Burleson initially tried Tandy models sold by Radio Shack then switched over to Apple Macintosh computers in 1985.

His production manager, John Skaggs, also has become an expert in using micro computers for all aspects of news and ad composition work.

Skaggs was a panel member in 1988 for a CNPA-sponsored Graphics Seminar at Chico State discussing "Composing Your Newspaper With Micro Computers." "John had all the answers," Burleson related afterward.

"The (Herald's) first Apple was a Lisa," Skaggs said. Next came a 512 kilobyte Macintosh and then Mac Pluses.

Today the Herald is using the SE, IICx, LCIII, Quadra 700, Centris 650, and Power Mac 8600-300 models.

However, Skaggs views his ad composition on a ViewSonic 21-inch screen. He also has a scanner that can digitize both positive prints and negatives then create the dot structure needed to reproduce photographs in the newspaper.

In the middle of all this change, Burleson was faced with having to move his printing plant—thanks to the Oroville earthquake on Aug. 1, 1975 which knocked his press out of alignment.

He purchased the building at 630 Washington Street that Mills Construction Company had erected in 1961 and remodelled it for use as a newspaper plant. This included installing the press on a "floating concrete slab."

The difficult task of relocating the plant was completed on July 2, 1976.

Burleson's second battle with the Southern Pacific involved a problem created by new railroad industry technology.

Special sensing devices had been installed along the tracks north and south of Gridley to detect overheated journals, called "hot boxes," on the wheels of freight cars. A hot box can cause a railroad car to catch fire.

The read-out for the detector north of Biggs near the Highway 162 crossing was located within the city limits. On several occasions this led to freight cars with hot boxes being set out on a side track here with the expectation that the Gridley Fire Department would put out any fire that resulted.

Many residents were afraid that cars with explosive, inflammable or toxic materials would produce an extreme hazard to the commu-



A MORE SOPHISTICATED MACHINE—Compugraphic used to improve its typesetting equipment and came out with the Editwriter 7500 which could do more than the earlier model. The machine was used for body type for news stories. It also could produce larger type for headlines. At left is William David Burleson's daughter, Susie Ullman, who is working as a typesetter for the Herald. With her is Doris Bitts, another typesetter.

nity if they started burning while standing in the city.

Also, there was resentment because fires which, in effect, had originated outside Gridley were being brought here to be extinguished at some expense to the city.

Southern Pacific countered this argument by pointing out that it paid city taxes and should, therefore, be entitled to fire protection the same as any other taxpayer.

Burleson started complaining about the situation, both editorially and in letters to the California Public Utilities Commission, in February, 1967. The result was a full-scale investigation by that regulatory agency.

It culminated in a PUC hearing held in Gridley on March 5, 1968 at which City Attorney Seth Millington also acted as an attorney for Southern Pacific.

Earlier, on Dec. 28, 1967, Burleson had questioned this dual role as a community interest and asked the city to retain another lawyer to represent Gridley at the hearing. He said he was only concerned about the various residents' concerns mentioned at the community.

This prompted Millington to give Burleson a severe reprimand at the Jan. 2, 1968 council meeting. "I have complete contempt for you. I have never had for a human being," Millington ranted.

After the PUC hearing held in Gridley, the determination of the case was in the surface, favorable to Southern Pacific.

Nevertheless, the railroad check for \$250 to the city was paid. (Continued on page 13B)



AN EARLY TYPESETTER FOR PHOTO OFFSET—Loretta Burks Carroll, the Herald's advertising director at the time, operates a first generation Compugraphic 7200 photo offset typesetting machine. It set single lines of type on strips of photographic paper for use as headlines and in ad composition.



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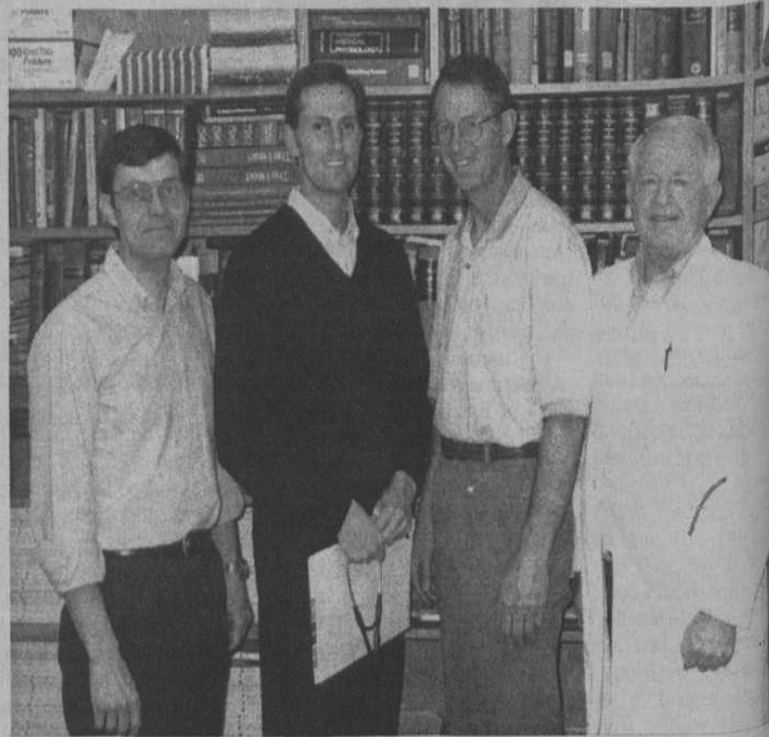
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William David Burleson...

(Continued from page 12B)

Water Fire Department, had responded to five box car incidents.

Later that year Burleson, through the railroad, found that no more cars with boxes were to be dropped off in the city limits.

Burleson also believes that his course in the burning box car recovery was vindicated several years later when a hot box caused a munition train to explode in Roseville yard.

Burleson engaged in a long battle with the Community Housing Improvement Program, a non-profit agency based in that sponsors housing projects for low to moderate income families.

Self-help type project for CHIP was seeking approval and was generally considered to be one of the government housing programs and its "sweat equity."

However, when plans for the Tierra del Sol Subdivision on the Avenue were presented, Burleson objected to the organization's attempts to whittle down its on-site development and its effort to avoid off-site improvements, not the undergrounding irrigation canals and drainage ditches for safety purposes.

There were requirements that the middle and upper housing would have had to be approved at that time in order to obtain approval of their projects.

The situation was further complicated because the city was in the middle of a major project to update Gridley's General Plan.

Burleson's aversion to government secrecy, in this case the shrouded CHIP's use of public money received from federal and state for its housing projects, played a role in this fight. He objected to what he deemed a lack of the same kind of accountability that other public projects are subjected to.

Burleson also insisted that all he was doing was fair play and a "balance" between lower and upper income housing in Gridley. He was accused of being a "snob" because it was alleged that the number of Hispanics occupying the homes.

His effort to get its way, he filed a suit in federal court against the city of discrimination. The court refused to buy the allegation.

However, it did bring about a resolution of the controversy and a negotiated consent decision was approved by the city on March 22, 1985.

The subdivision was eventually approved after another legal contest over some of the off-site improvements that were needed but not included in the negotiations.

Burleson joined several other residents in a lawsuit that forced the city to make CHIP under-

ground a nearby irrigation canal and drainage ditch. The suit was transferred to the same federal court that had issued the consent decree, so it got nowhere.

However, the government financed public service law firm that represented CHIP obtained a court order requiring the plaintiffs in the suit to pay its attorney costs.

During his 48-year career as a newspaper reporter, editor and publisher, Burleson has had many exciting experiences as well as some embarrassing moments. One incident brought Gridley a great deal of attention.

That was the time in February, 1972 that Burleson pulled out of Charlie Stohman's service station dragging a blazing gas pump behind his Buick station wagon. He had driven off before the nozzle had been removed from his vehicle's gas tank.

And he kept going, towing the flaming pump, out of fear that if

he stopped, it would cause something else to catch fire—maybe even his own vehicle. After being dragged three miles, the pump stopped burning.

As a good news reporter should, Burleson wrote himself up like he would anyone else. Thus the episode earned him a good deal of razzing from his friends around town.

In addition, the incident provided fodder for the top item in Herb Caen's San Francisco Chronicle column on March 2, 1972 and a special story in the Sacramento Bee on the day following.

Burleson has had other close calls, particularly when doing aerial photography. On one occasion the airplane in which he was flying ran out of gas and had to make an emergency landing.

On another occasion, the pilot had to make a dead stick landing after a gasket burst, shooting oil onto the hot manifold and filling the plane's cabin with smoke.

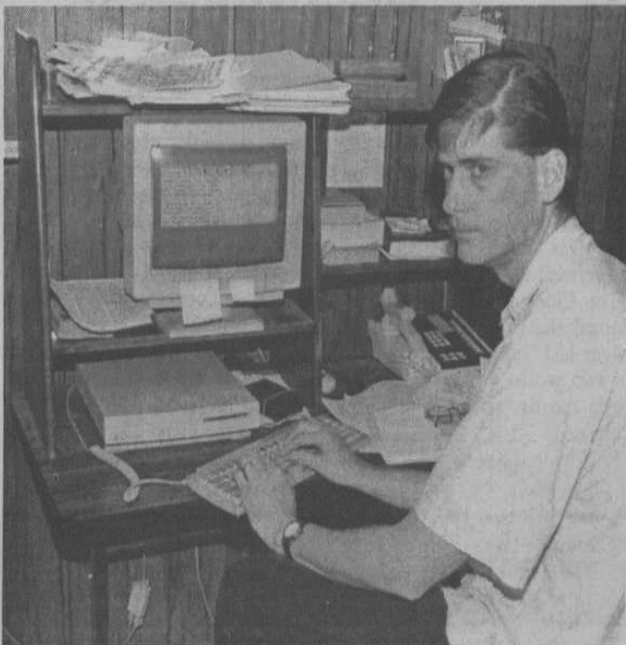
Burleson served three terms on

the board of directors of California Newspaper Publishers' Association and several terms as president of the Mid-Valley Unit. He also has been a member of the National Newspaper Association's postal and membership committees.

He has been a member of a long list of community organizations and has received merited recognition for his efforts on behalf of Gridley and its residents.

He was named Man of the Year in 1982 by the Gridley District Chamber of Commerce. He received the Chamber's award for outstanding community service in 1995.

Among his memberships are the Gridley Rotary Club, which he served as president in 1980-81, the Lions, Moose Lodge, Masonic Lodge and York Rite Bodies, Ben Ali Temple of the Shrine, the Gridley Gourmet Cooks and the Society of Antique Modelers, which he served as local chapter president several times.



NOW ITS ALL MACINTOSH FOR TYPESETTING—Scotty Williams, the Gridley Herald's current editor, writes and edits his stories and headlines using a Macintosh LCIII micro computer and desktop publishing software. When a story is ready to go into the page form for the paper, it is printed out on an Apple Laser-Writer IIcx.



GRIDLEY EASTSIDE FLOODED IN 1907—This scene, looking east, shows the flooding at the intersection of Hazel and Washington Streets when the Feather River overflowed in March, 1907. The flood that year was the worst since 1881 when the same area east of the railroad tracks was under water. The Christian Church is on the right.



1915 HAZEL STREET SCENE—This photograph, dated Nov. 3, 1915, shows Hazel Street looking east from Kentucky Street in Gridley's downtown business district. The old Leland Hotel building, erected in 1888, is at the left. It is now known as the Hazel Hotel. The rebuilt Stone Block can be seen up the street on the right. The city council adopted an ordinance on Aug. 18, 1924 that required removal of the porches that had shaded a number of Gridley's business houses. The porches were taken down later that year and during the early part of 1925.

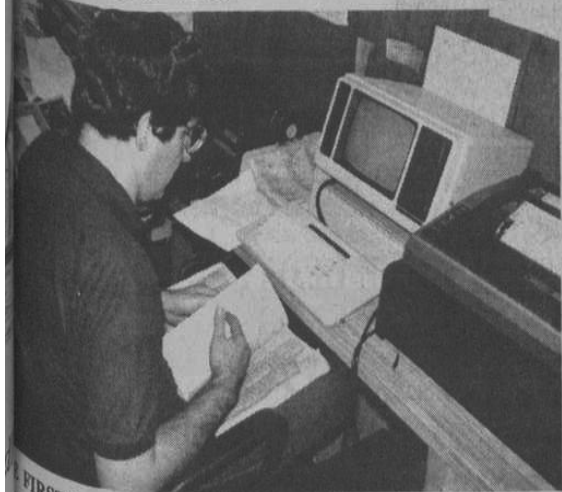
River was almost dry in 1924

Gridley irrigators faced a particularly dry season in 1924 and the Sutter Butte Canal Company had to battle the Great Western Power Company for what little water was available for diversion.

The situation was so bad that William Davis Burleson noted on June 28 that "for the first time since white men have known the Feather River, it is dry in places below the intake of the Sutter

Butte Canal and a Gridley man reports that a few days ago he walked across the stream on a rifle without wetting his feet."

Later that year the Sutter Butte Canal Company preserved its rights to water from the river in a negotiated settlement of the lawsuit it filed against the Great Western Power Company and its Western Canal Company subsidiary.



FIRST MICRO COMPUTER—Nick Baptista, who was then the first micro computer user of the Herald, used a Tandy TRS 80 computer from Radio Shack to write his stories and set the type at the same time. His stories were entered on a disk which was then inserted in a Commodore 64 graphic machine to produce the type that was pasted on a page.

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Thank You for your
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The Mike & Dan Boeger Families

Major conflagration

(Continued from page 1B)

the fire well at the Kentucky Street intersection but was unable to pump water there, either.

It was then that Porter realized "the fault was all in the engine." Its valves had become hardened and refused to function.

The Chico Record's report explained that the steam pumper's valves had "baked" when it stood for two weeks under the hot sun while the fire station was being renovated.

Repairs to the engine were made on the spot, but 45 minutes elapsed before the steamer was in working order. All the while the fire was raging through the business buildings on the south side of Hazel from Kentucky to Virginia.

The fire department's little hand pumper was in action during that period but its single stream of water proved no match for the flames which quickly got out of control.

Once the steam pumper could begin throwing water, it conquered the flames in short order. The progress of the fire was finally stopped in C. A. Moore's jewelry store on Virginia Street.

The portion of the Stone Block thus saved included the two-story building facing Virginia Street that had been erected in 1877 and the single-story section added in 1883.

When the fire started, Abner Miller and F. H. Lee happened to be sitting on the sidewalk on the Hazel Street side of the Pacific Hotel which was situated opposite the Stone Block.

"They saw a light in the alley near an outhouse at the rear of [J. L.] Porter's variety store in the Stone Block," the Chico Record said. "They investigated and found the outhouse in flames."

There was nothing they could do to put out the fire, so "Miller ran to the fire bell and sounded the alarm while Lee went to the steamer and made ready for a run as soon as sufficient men arrived to move the engine."

However, the delay in getting the pumper to work had allowed the flames to cross the alley and get into C. H. Block's Livery & Feed Stable which then fronted on Kentucky Street.

According to the Oroville Daily Register's report, the fire progressed from the stable into the single-story brick building at the southeast corner of Hazel and Kentucky Streets that was owned

by William Slingsby and housed W. H. Hall's dry goods and men's clothing store.

Next east of Hall's store was the two-story Odd Fellows building with lodge rooms on the second floor and C. M. Rankin's drug store downstairs.

This structure was soon ablaze and destroyed as were George Gerst's two single-story buildings situated between the I.O.O.F. Hall and the alley.

The Gridley Semi-Weekly Advance, the Postal Telegraph Company and Duncan C. McCallum had their offices in the building next to the Odd Fellows Hall. Next door on the alley was F. G. Cooley's saloon.

The Gridley Herald's report said the fire also worked back from the alley into the two-story portion of the Stone Block at the corner of Hazel and Virginia and, in the process consumed Moody & Company's general store and R. A. Norman's drug store.

From this point the flames spread both west and south.

On the west the single-story structures occupied by Roy Schellinger's barber shop, Fred G. Moesch's office and Charles Goulden's tailor shop were destroyed. William Brown's meat market, with its refrigeration and cold storage equipment was on the east side of the alley. It also fell to the flames.

Burning to the south in the two-story portion of the Stone Block fronting Virginia Street, the fire gutted the post office, but not before all the mail had been removed. Next door was Porter's Variety Store which was destroyed along with the Masonic Hall upstairs.

Although the progress of the fire was stopped in Moore's jewelry store, this portion of the building was destroyed.

J. H. Jones' real estate office was located in the 1877 section of the Stone Block. It was saved. The Rideout Bank's Gridley office was next south of this building and was untouched.

The Gridley Herald's office and print shop next door to the bank also was unscathed. However, everything that could be moved had been taken out of the newspaper plant as a precaution.

"Luckily no lives were lost in the fire," Editor Burleson said. He related that "the closest call of any was that of T. B. Channon

who, in his endeavor to save the records of the Masonic Lodge, was nearly overcome by the smoke."

Upon learning of the fire in Gridley, residents of Biggs came to their sister's city's aid and Burleson made it a point to express his community's appreciation for their efforts.

"The Herald man," he said, referring to himself, "observed a good many of the businessmen of Biggs among those who were working like Trojans to help save property from the flames, carrying hose, swinging axes and otherwise doing the neighborly thing."

Since Burleson's newspaper was printed five days after the fire, he could also report that most of the property owners who had lost structures in the fire were already taking steps to rebuild.

And the Herald's editor had also had time to reflect on what he believed to be the "important lesson" learned from the fire. "Some means must be provided to furnish better protection from disastrous fires," Burleson wrote on July 14.

"The protection had in the past was as good as could be expected under the circumstances and could not have been better without an additional expense that all our citizens will now admit could have been incurred with advantage and profit," he said.

"If no better or more economical way can be adopted than incorporation, then Gridley should lose no time in incorporating," he declared.

"The loss incurred by such a fire as was experienced last Sunday evening would defray the expense of incorporation for a long time to come," Burleson pointed out. "Gridley needs and must have a better fire service, and to secure it, must defray the necessary expense."

Gridleyans had explored the idea of incorporating as a city during the mid-1890s but had let the proposal drop. Again in May, 1902 there had been "quiet talk" about incorporation but nothing was done.

After Biggs voters approved incorporation by an 87-7 margin on June 20, 1903, Burleson brought up the issue again, pointing to the need to establish a water system here.

He suggested that the cost



1905 FIRE DESTROYED FIRST STONE BLOCK—Much of the original Stone Block was reduced to rubble by the fire that broke out on the night of July 9, 1905 and devastated the south side of Hazel Street between Virginia and Kentucky Streets. This view looks southwest toward the ruins that were left by the blaze which consumed property worth an estimated \$100,000. The fire was put of hand when the town's Amoskeag steam pumper, seen here behind the hose cart, was unable to pump water because of hardened valves. It took 45 minutes to make the necessary repairs.

could be defrayed by the \$3,000 a year in license fees Gridley's five saloons would then be paying to the city instead of the county.

Nothing was done until July 14, 1904 when a town meeting was held to consider the question. During this discussion, fears were raised that incorporation would lead to bonded indebtedness so the proposal was rejected.

However, at the meeting, it was decided to form a board of trade which, in those days, performed the same functions as a chamber of commerce. Burleson was elected to serve as the board's first president.

Burleson agitated the incorporation issue again in the Herald's Aug. 4, 1905 issue by running a front page editorial headlined: "Make A Move For Incorporation."

He pointed out that the pros and cons of the question had been so frequently discussed that there was little likelihood that the minds of those who were either for or against the proposal could be changed by further argument.

"It would seem that the proper thing to do at this time is to try the matter out on its merits," he said. "The Herald suggests that now is the time for those who desire to see the town incorporated to make a move in the matter."

Burleson urged that a petition be circulated so the issue could be settled by being put to a vote in

an election. This was done and it was signed by 142 persons.

The petition was presented to the Butte County Board of Supervisors on Oct. 3, 1905. After an attempt was made to delay action, the board set the incorporation election for Nov. 16, 1905.

The Herald continued to present its arguments in favor of making Gridley a city. "It is our opinion that the benefits to be secured under incorporation will be much greater than the expense incurred through taxation," Burleson argued.

When opponents started rumors to the effect that the citizens of Biggs regretted incorporating, he went there to find out for himself. He interviewed 29 of that city's property owners and businessmen and published their comments in the Herald's Nov. 10 edition.

Merchants William Doty, Moses LaPoint and C. E. Chatfield each assured Burleson that Biggs had derived satisfactory benefits from incorporation as a city. Their remarks were typical.

F. C. Kemper, a harness maker, added that "not more than one person in Biggs would vote against incorporation if submitted to the people after two years' experience."

Philip Grien, owner of the Planters' Hotel, said, too, he was "perfectly satisfied with incorporation." Philip Grien, Jr., who then had a livery stable in Biggs,

termed incorporation "a thing for the community."

J. E. Ruggles, the proprietor of the Hotel Colonia, said he believed it was "more desirable to have 'home people' trustees 'in control' than a lot of supervisors having no interest in the community."

M. A. Randall, publisher of the Biggs Argonaut, said "incorporation is a benefit to town, especially if it controls public utilities."

J. M. Coffman, publisher of the Biggs Argonaut, said Burleson that since incorporation "people take more interest in the welfare of the town."

George Peach termed incorporation "the thing, and only do" and told Burleson "don't do it."

At the election on Nov. 16, Gridley became a city of the second class by a 27-vote margin. There were 85 votes cast in favor of incorporation with 58 against the measure.

The Chico Record reported the outcome "was in a surprise to many, for the general impression was that it would be a close fight with the chances against incorporation."

William Brown, T. B. Channon, C. H. Block, Ed Fagan and J. H. Hollis were elected to the city council which at that time was called the board of trustees.

(Continued on page 15)

Congratulations to The Burleson Family As You Celebrate 100 Years of Excellence in the Publishing Business



We take pride in the rich history of Gridley and salute businesses such as The Gridley Herald who have long been committed to serving the community. We also look forward to future economic development and positive growth for Gridley and pledge to strive to make the future a bright and positive one for the community.

The Gridley Chamber of Commerce was started in 1946. The Gridley Business Improvement District was formed in July of 1997. For information on the Gridley Chamber of Commerce and Gridley Business Improvement District, call (530) 846-3142, or stop by the Chamber Office at 601 Kentucky Street.

Gridley Chamber of Commerce



Gridley Business Improvement District

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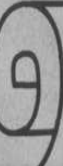
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Brick transformed Gridley business district in 1880s

When Charles Neff Reed came to Gridley to begin publishing the Gridley Herald, it was still a village of about 100 people. Most of what was then termed "unsightly wooden shacks" and its business district consisted of two exceptions, "made of a lot of frame timber."

However, within less than a year of the Herald's arrival on the scene, Gridley experienced some of a building boom that began transforming the town into a community with elegant homes and substantially built business buildings.

The only brick structures in Gridley when Reed launched the Herald on Oct. 29, 1880 had been constructed in 1877. One was owned by H. C. Wharton & Bro. and the other by L. C. George Norman's drug store.

However, during the latter part of 1881 work started on several brick buildings, including the series of buildings at the corner of Virginia and Hazel Streets that came to be known as the Stone Block.

Two other business owners had brick structures for their businesses. And, when the business district suffered two disastrous fires in 1882, brick construction was used to replace the destroyed buildings. With so much construction going on in Gridley during that period, there soon came to be a "surplus of bricklayers" in town caused by delays in completing the projects.

A series of structures Stone completed in September, 1882, was not the building Gridley remembers. That Stone Block rose from the ashes of the original building. The "new" Stone Block was torn down in

1887. The first phase of Stone's original building project was a single story structure extending from what was dubbed "Persimmon Alley" a distance of 50 feet east on the south side of Hazel. The building, which had a depth of 46 feet, was divided into three store spaces.

When the Herald announced this project in its Sept. 16, 1881 edition, the news item related that the bricks that would be used were already in the process of being kilned.

In the same item, the Herald reported that "next spring Mr. Stone intends putting up a handsome two-story brick on the corner of Hazel and Virginia Streets." It would front 40 feet on Virginia and 60 feet on Hazel, the newspaper said.

A month later, it was announced that Stone would build a second brick structure fronting 60 feet on Virginia Street between the drug store and the Wells Fargo Co. office.

"A majority of these new stores are already engaged and negotiations are pending for the others," the Herald reported.

Workmen began tearing down the wood buildings on the site of the Hazel Street structure on Dec. 5, 1881. "Charles B. Abrams, of Chico, will superintend the brick work," the newspaper said. "C. M. Dustin is the architect and will have charge of the carpentering."

By February, the Hazel Street building was ready to be occupied by its new tenants, one of which was the Gridley Herald. The newspaper's press and printing material were moved in on Feb. 10, 1882.

Fred Hackett and Sam Jeffray moved into one of the store spaces on Monday, Feb. 13. Their store

sold notions, confectionery, stationery, cigars, tobacco, etc.

On Tuesday, Reed, who had been appointed postmaster, moved the post office from the Wharton Block at the southwest corner of Hazel and Kentucky Streets to the front part of his newspaper plant.

Meanwhile, the old wood structure on the corner of Virginia and Hazel had been removed so work could begin on June 20 on Stone's next project. By this time he had decided to extend his buildings 140 feet south on Virginia from Hazel.

In July, North Butte Lodge No. 230, F&AM entered into a five-year lease for the hall in the building just north of the drug store. "This will be the finest hall in town and one of the best in the county," the Herald boasted.

The Stone Block had an additional hall that was rented by other organizations such as the Good Templars and United Workmen.

The new buildings began to take shape as summer wore on and their prominence led Editor Reed to predict that "Virginia Street, between Hazel and Sycamore, is destined to be the business center of town."

For that reason, Reed moved the post office and his print shop into one of the Virginia Street store spaces after they were ready for occupancy on Oct. 1. His new location, which would be the newspaper's fourth, was 80 feet south of Hazel.

The Stone Block's final 60-foot extension on Virginia was erected in 1883. This was a one-story building with three commercial spaces.

The Bank of Rideout & Smith of Gridley opened on Jan. 22, 1884 in the room adjacent to the drug store. The space next south would become the home of the Gridley Herald in 1897.

Although Stone's Block was the most extensive project launched in the fall of 1881, the brick building boom had been kicked off by another businessman, Jasper N. Price.

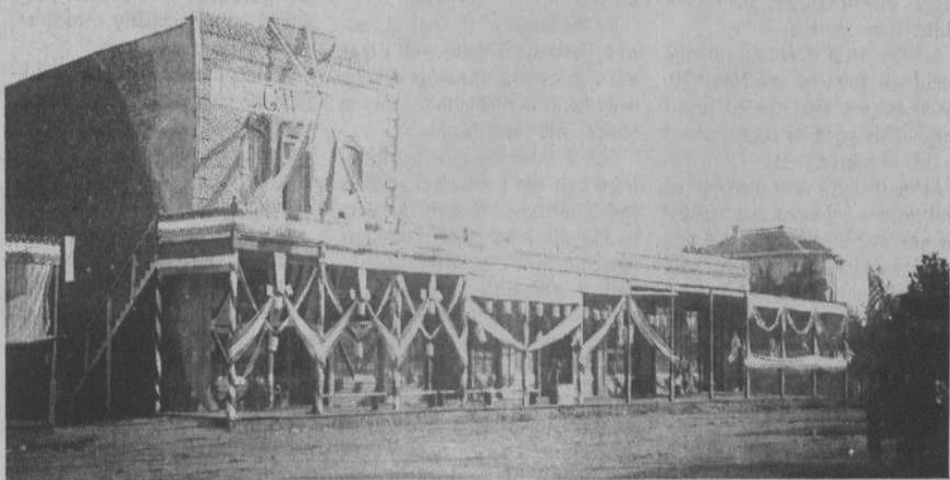
Work began on the foundations for this one-story structure on Aug. 29, 1881. It fronted 20 feet on the south side of Hazel and extended 40 feet back from the street along Persimmon Alley.

The Herald reported that Price planned to use the new building for his saloon. "[Henry] Humphrey has the contract for the brick work, while Dustin & Cole will do the carpentering," the Herald said.

In February, 1882, R. M. Beebe, a hardware dealer, and Andrew Ellison, saddle and harness maker, announced they would erect single-story brick buildings for their businesses.

Abrams was also the contractor for this structure. It was located on the south side of the street between Price's new brick and H. J. Robinson's Gridley Livery Stable at the southeast corner of Hazel and Kentucky. Beebe's building was 26 feet wide by 50 feet deep. Ellison's was 18 by 40.

"These structures will have fronts similar to those adorning the bricks adjacent, and when



THE SCHORR BLOCK—This group of brick store buildings on the south side of Hazel Street east of Ohio Street was named for its owner, Jacob Schorr. At the time this photo was made, the Native Sons of the Golden West was holding a meeting in the Odd Fellows Hall which occupied the second story of the building next to the alley. Schorr's first brick block on this site was erected in 1883. It was destroyed by fire in 1891 and then rebuilt.

completed the block between Virginia and Kentucky Streets on the south side of Hazel will be the most attractive of any in the town," the Herald said.

The buildings built by Beebe and Ellison and the one erected by Price were also victims of the 1905 fire.

Gridley's first brick building, the Wharton Block, which had just been acquired by Rideout and Smith, a Marysville banking firm, was lost to fire on the afternoon of Saturday, July 1, 1882. This blaze started in a nearby single-story frame structure that was also consumed. It was owned by Mrs. George Drew and housed J. L. Neel's restaurant.

According to the Herald's account of this fire, flames from the burning restaurant entered the Wharton building through a second-story window "and gained such a headway before the fact became known that the structure was completely destroyed."

A week after the fire, the Herald announced that W. A. Price had purchased "the lot and ruins of the old post office corner." Editor Reed explained that "Aleck intends erecting a two-story brick building on the premises, the first floor to be occupied by himself as a grocery, the second to be used as a hall by secret societies."

However, Price later changed his plans for the building and made it into a hotel with 13 rooms upstairs. The following January it was ready to be opened.

"It is a valuable addition to the business enterprises of the town," the Herald proclaimed in its Jan. 11, 1883 edition. "The rooms are neatly furnished, pleasantly located and well ventilated. Last night the dining room was the scene of a social dance."

Meanwhile, a fire that broke out at about 1 a.m. on Wednesday, Sept. 20, 1882 had destroyed the remaining frame buildings on the south side of Hazel Street between Ohio and Kentucky Streets. The blaze, which consumed two two-story structures, and five single story business houses, was stopped 40 feet short of W. A. Price's new brick.

Jacob Schorr, who had lost the two-story wood building in which he and C. E. Daehler had been operating a drug and variety store and wholesale liquor business, began rebuilding the half-block on the south side of Hazel west of the alley with brick on June 12, 1883.

The project covered the 110-foot distance on Hazel with a 60-foot deep building that provided spaces for five stores. The building next to the alley was a

two-story structure 25-feet wide and housed the IOOF Hall upstairs. The other stores were single story.

"When completed, the Odd Fellows' Hall will be the best ventilated society hall in the county, there being 12 ventilators located in the side walls," the Herald said.

The series of buildings, which were designed by Schorr with the assistance of C. M. Dustin, was finished in September, 1883. "Mr. Schorr has made a good investment," Editor Reed declared. "He'll reap a rich reward."

Meanwhile, H. J. Robinson's Gridley Livery Stable at the southeast corner of Hazel and Kentucky had also been reconstructed with brick.

As described by the Herald, the livery stable facility consisted of two buildings. One was a 47x81-foot single story structure facing on Hazel. It included a 12x16-foot waiting room especially reserved for ladies as well as the office, sleeping quarters for employees and space for carriages.

Next to this building was a two-story structure fronting 34 feet on Kentucky and extending 80 feet to the east. It included stalls for horses and had a loft which could store 51 tons of hay.

Rabbit hunt west of Biggs helped burned out family

During the 1870s sometimes the rabbit hunt was turned into a competitive sport.

Each hunting match was ended on Dec. 8, 1877 by teams of men each from Gridley and Biggs. It was organized to help a family that had lost everything in the fire.

A rabbit hunt was held at a point about five miles from Gridley called the Willows, according to a report of the event published in the Oroville Mercury.

The Biggs hunters won the competition by killing 170 rabbits while the Gridleyans bagged only 106.

Biggs men killed 249, which, went sent to market, netted \$32 that was used to aid the burned-out family.

It was decided to make the second hunt a team contest. Two eight-man teams were formed with Ed Hobson as captain of one and K. Enslow leading the other.


The teams hunted for four hours, sweeping a territory about two miles long and 200 yards wide. Hobson's side finished with 122 rabbits while Enslow's had bagged only 106, according to a report sent to the Marysville Appeal.

The most successful hunters, members of Hobson's team, were G. Waldron 22, Wm. Heald 19 and C. E. Swezy 17.

Meanwhile, money, lumber, nails and other supplies were donated by Biggs merchants and "about 15 mechanics went immediately to work and have completed Mr. Helmack a comfortable home free of charge," the Appeal said.

All-together, the episode demonstrated the "generous spirit" that characterized the pioneer residents of south Butte County.

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Wild Goose Storage Project Begins Construction Season



It Finally Stopped Raining

Wild Goose Storage Inc. and the Gridley area rice farmers had one thing in common this spring, they both were waiting for the fields to dry out so they could begin work.

The next few months will be ones of intense activity for the Wild Goose natural gas storage project. Some of those activities will include: (1) surveying and finalizing the alignment for the four-mile pipeline that will connect the well pad site on the Wild Goose Club with the compressor station; (2) drilling the initial storage well at the Wild Goose Club; (3) taking delivery of four miles of 18-inch pipe; (4) building the compressor station foundation; (5) building the pipeline, and (6) cleaning up and restoring the areas where work occurred. All outdoor work must be completed prior to waterfowl season.

Temporary Construction Jobs Available This Summer

About 100 workers will be hired through the local union halls to help with construction this summer. The jobs include: pipefitters, welders, electricians, instrument people, equipment operators, carpenters, iron workers and laborers. WGS estimates that local payroll during construction will be \$2-3 million.

Pipeline Construction Is Like An Open-Air Factory

The actual construction of the pipeline will probably be the most visible part of WGS's work this summer. Construction in the rice fields will begin in May when drainage structures and rice levees will be moved to create a dry working strip, which will minimize crop disruption. Pipeline installation will begin in June and continue on through July to minimize wetland impacts. Restoration and clean up work will make it difficult to identify where the pipeline is buried.

Here's the pipeline construction sequence of events: (1) clear and grade the area; (2) dig the trench (the top of the pipe must be five feet below the surface in all agricultural areas); (3) bring in the pipe and lay it down next to the trench; (4) weld the pieces of pipe together; (5) coat the pipe to prevent corrosion of the welds; (6) lower the pipe into the trench and tie segments together; (7) backfill the trench; and (8) clean-up and restore the area.

Who is Wild Goose Storage Inc.?

Wild Goose Storage Inc. is an independent gas storage service provider, regulated by the California Public Utilities Commission. It is a subsidiary of Alberta Energy Company Ltd., a mid-sized Canadian natural gas company that owns and operates one of the largest natural gas storage facilities in North America, the AECO-C facility. Alberta Energy is listed on the New York and Toronto Stock Exchanges, ticker symbol AOG.

For more information contact Mark Roberge, WGS project coordinator, at 415-291-0750.

Major conflagration...

(Continued from page 14B)

Other officers elected were Fred G. Moesch, city clerk; E. E. Biggs, city treasurer; and C. H. Miller, city marshal.

At the first meeting of the board of trustees on Nov. 20, 1905, Brown was elected president. This position corresponded to that of mayor today.

At the board's next meeting, an ordinance was passed that enabled the city to collect the license fees that saloons had previously paid into the county treasury.

Meanwhile, the Amoskeag steam pumper had been sent to M. L. Mery's Chico Iron Works for extensive repairs which cost \$1,047.

The fire commissioners had only \$400 available to pay out on the bill. This left a balance of \$647 which was presented to the newly formed City of Gridley for payment. But, the city couldn't come up with the full amount that was due on the account.

The predicament was resolved on Feb. 12, 1906 after two members of the city's board of trustees and the city treasurer came to the rescue.

The minutes of the board's meeting on this date show that Trustee William Brown, Trustee Ed Fagan and Treasurer E. E. Biggs agreed to add \$100 each

from their personal funds to the \$347 the city could pay on the bill.

By the terms of the Feb. 12 action, Brown, Fagan and Biggs were to be repaid, respectively, from funds available to the city in March, April and May.

Editor Burleson reported afterward that the fire commissioners had "turned the fire apparatus over to the city" as part of the arrangement. He said the trustees had agreed with the commissioners to pay the \$647 "in consideration of the property and apparatus."

No mention was made of this in the minutes of the board of trustees at the time. However, the minutes of the May 6, 1906 meeting note that the city had received a deed for the fire station from the fire commissioners.

Burleson concluded his account of the board of trustees' actions on Feb. 12 by stating that "the city fire department is now in better shape than it has been for years and with ordinary caution and care, there should be no further trouble with it."

Gridleyans would have to wait until 1908 before the issue of constructing a water system and installing a street lighting system was taken up.

The first step was to hold what was, in effect, an advisory vote on the question of whether both should be municipally owned or left to private enterprise.

At the election on April 13, 1908 the vote was 122 to 16 in favor of municipal ownership of the water works and 116 to 17 in favor of a city-installed street lighting system.

The next step was to ask voter approval for issuing \$30,000 in bonds to finance the water system and another \$3,000 to install the street lights.

Burleson gave strong support to both propositions. A week before the election, which was set for July 13, 1908, he used almost all of the space on the Herald's first page to push for voter approval.

A description of the proposed water works was given. It included a 60,000-gallon tank on a tower, an electric pumping plant backed up by an auxiliary steam engine for use in case of power outages and interconnected mains arranged in a grid system for distribution. A map large enough to show where the mains would be laid was printed.

Burleson termed the election "a critical point in the city's progress" and appealed to community pride in urging passage of

the bond measure.

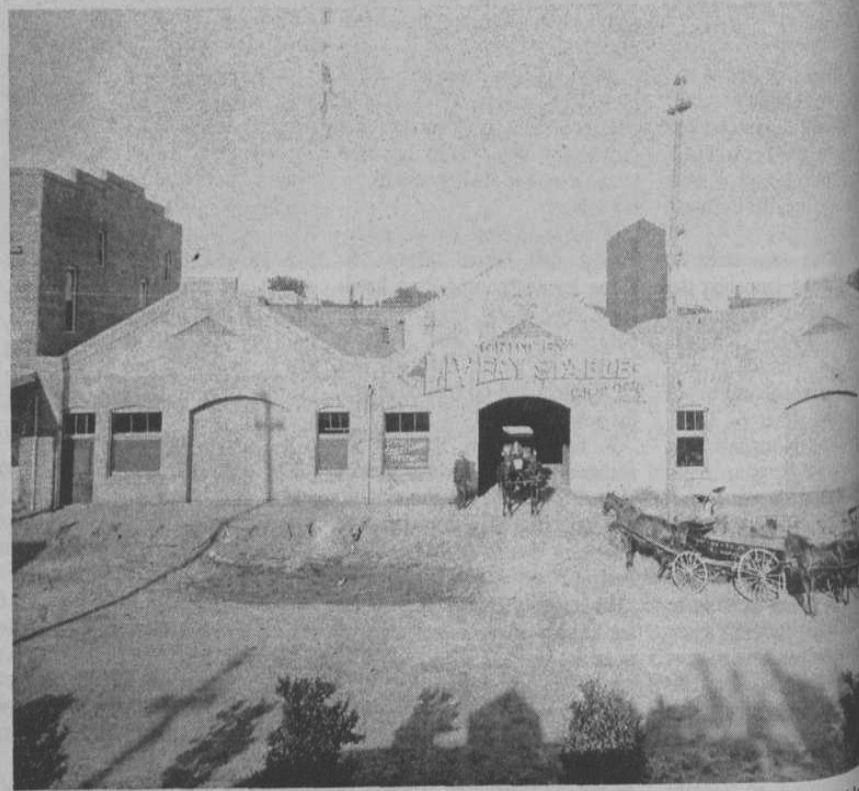
"Other communities that have less resources are going ahead with similar improvements," he pointed out. "The people of Gridley will hardly desire to announce to the world that they are not at the front in all that promises to make the community better and more desirable as a place of residence."

Both measures were approved by wide margins at the July 13, 1908 election. There were 120 votes in favor of the water system bonds and 119 for the street lighting bonds. Only 24 votes were cast against each measure.

The board of trustees lost no time in selling the bonds and letting contracts to complete both systems. On March 24, 1909,

Gridley had its first streets although Robert had not yet finished the lamps.

The water system was completed later in the year. Dec. 11, 1909, Burleson reported that Gridleyans were enjoying substantial reduction in fire insurance rates as a



THE GRIDLEY LIVERY STABLE—The Gridley Livery Stable fronted on the east side of tucky Street south of Hazel Street when this photo was taken. It was owned by C. H. Block was the town's undertaker. Block lost his stable to fire on more than one occasion but rebuilt it.

Pelican dances drew crowds to Gridley during the twenties

As a means of supplementing his income from the Gridley Herald, Charles R. Burleson capitalized on the "dance craze" that helped create what has come to be known as the Roaring Twenties.

In the fall of 1923, he and Fred Fink, Jr., whose father owned the Fink Movie Theater here, went into business as the White Pelican Club.

Starting on Thanksgiving night, Nov. 29, 1923, they put on a series of public dances each fall, winter and spring that featured not only a considerable amount of class, but a flare for showmanship as well.

Their club took its name from a species of waterfowl which then frequented this area but was not particularly appreciated by anglers because of its supposedly voracious appetite for fish.

During the six seasons Burleson and Fink were partners, most of their dances were held in the Gridley Dance Pavilion. It was situated on the east side of Kentucky Street between Hazel and Sycamore Streets.

The pavilion had been built during the spring of 1919 by C. S. Green and J. H. Heuberger as an open air dance platform but it was closed-in later that year.

The All Stars, an orchestra that included members from Marysville, Oroville and Gridley, often played for the White Pelican Club dances. In addition, top-notch orchestras from Sacramento and San Francisco were engaged from time to time.

These included Horace Heidt's Collegians, Rege Code's Fairmont Hotel Orchestra that was also featured on Radio Station KPO, the Eddie Harkness Victor Recording Orchestra, and the orchestra from the Steamship President Monroe.

Big name West Coast entertainers, including dancers as well as vocalists, were added attractions that drew huge crowds to these

would attend from Butte, Sutter, Yuba and Colusa Counties.

Each season there were Thanksgiving, Christmas and New Year's dances as well as several others each fall and spring. Some of the dances had special themes with appropriate decorations.

Their "Night in China," which featured such popular Asian vocalists as Anna Chang and Mabel Fong from San Francisco, became an annual event.

Other special theme dances included A Night in Hollywood and A Night in Hawaii. Their A Little Bit of Egypt dance included a representation of King Tut's tomb. Also there were Wampus Balls and a Weepah Balls.

Marie Zenettini and Albert Hull, professional dancers from Sacramento, demonstrated their interpretation of the Charleston at a dance on Oct. 24, 1925. A Charleston contest for amateur dances was also held with prizes awarded the winners.

Faye Lanphier, the 1925-26 Miss America, made a personal appearance at a White Pelican dance on Feb. 5, 1927.

Popular entertainers who were engaged at one time or another included Frankie Shaw and Johnny Perkins from Coffee Dan's Restaurant in San Francisco, Afro-American baritone Walter "Cookie" Cooke from Sacramento, the Fiest Trio from San Francisco, movie stars Juanita Hansen and Geraldine Palmer, radio singer and recording artist Maurice Grunsky, singer and dancer Leslie Covey, New York musical comedy singer Bobbie Breen.

These events were so popular with Colusa County dance enthusiasts that Burleson and Fink were invited to come to Williams to put on similar events. A dance hall there was made available but they declined the offer.

However, Burleson and Fink did branch out to hold several summer-time dances at the Moon Platform, an open air facility,

near the community of S.

During this period, other dance pavilions were built in Butte County places as Paradise, The Robinson's Corner and vale Y. The American

post in Oroville other dances at the latter fact

On occasion dance promoters the unincorporated county came in for criticism because of the lack of which allegedly bootlegging and other activity to take place parking lots.

However, there is no any trouble at the White Club dances in Gridley enforcement officers were available.

The Pelican dances ended after Fred Fink Gridley to manage a move in Redding and act as for the theaters in Redding and Susan were operated by the circuit.

Heuberger and others holding the dances at the pavilion. So, when he resumed his productions, utilize other locations.

Some of his White Pelican dances in 1930 and 1931 at Robinson's Corner. On at the Portuguese Hall, ington Street north of the ipal Park. He also was the Moon Platform near

However, as the Depression deepened during 1930s, it took the edge off "dance craze" and stopped presenting Pelican dances for good.

Libby cannery packed lots of grown spinach

For a number of years in 1927, spinach was grown in the rich Feather River valley for processing by the Neill & Libby cannery.

The cannery started processing spinach pack on March 1. It continued until April 1.

Although 300 acres were planted to spinach, only 250 were harvested due to a late start caused when the river flooded earlier in the year.

Nevertheless, the cannery provided four weeks of employment for more than 100 women who put up 250 tons, the Gridley Herald reported in its April 23 edition.

Growers who had not done well financially, however, pointed out that the tract produced 250 tons, brought the grower \$100,000.

And the quality of the harvested was of such high grade that the cannery would contract for another acreage in 1928, the Herald reported.



THE NEW STONE BLOCK AFTER THE FIRE—This scene looking west on Hazel Street in 1908 shows the Stone Block after it was rebuilt following the 1905 fire. Across the street is the Pacific Hotel which later became the Gridley Hotel.

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It didn't miss an issue Herald lost everything in 1897 plant fire

Mostly fire completely de-
stroyed the Gridley Herald's of-
fice and printing plant during the
hours of the morning on Aug.
27, 1897.

Everything that the Gridley
Publishing Company owned, in-
cluding the switchboard for its
telegraphic operation, was con-
sumed in the blaze that broke out
at 7 a.m.

The cylinder press used to print
the newspaper, a smaller press
for job printing work and all
other tools were rendered useless,
the Record reported.

The monetary value of the dam-
age to the newspaper was esti-
mated at \$2,500 with only \$1,200
covered by insurance. Only "a few
portions of the books" re-
mained, the Record said in its
report of the fire.

Loss of the books will be a
setback as there were many
accounts on which they will
be unable to collect anything,"
the Record explained. "Their sub-
scription books are also in ashes."

However, the Herald did not
publishing an issue. Ar-
rangements were made with
H. Deuel and V. C.
to have the newspaper
printed by the Record's plant in
Oakland.

Deuel, who had been editor of
the Herald before he and Richards
bought the Record on April 2,
would also help the Gridley
Publishing Company reestablish
itself.

At the time of the fire, the
printing plant was located
on Schorr's block of brick
buildings on the south side of
Sycamore Street east of Ohio Street.
The newspaper occupied a com-
plex in the single story
portion of the building at the
corner of Hazel and Ohio.

The blaze was first noticed by
a woman who had arisen early
to take the Southern
Railroad train to Oakland.
She gave the alarm and the
City Fire Department's
steam pumper, hand
pumps and hose carts were quickly
on the scene.

The firemen had no water
at the fire well in the
intersection of
Sycamore and Ohio had been buried
that summer when the
ground had been re-graded.

They did not then have a
gravity-type water system.
The well that had been drilled at
the principal street intersections
in the business district for use in
emergencies provided the
water supply for fighting
the fire.

As a result of the time firemen
spent uncovering the well at
the intersection of
Sycamore and Ohio, the flames com-
pletely enveloped the Herald's
printing plant. All the firemen
who were trying to save the re-
mains of the Schorr Block and
other nearby structures.

Only the portion of
the building that was occu-
pied by the newspaper was de-
stroyed. It was valued at \$800
and completely covered by insur-
ance.

McIntosh's bakery next door
to the Herald office was scorched
and sustained some water
damage.

Mrs. A. C. Spier's
grocery store, two doors east,
was reached by the flames.
Her stock of goods was
lost to some extent when it
was moved to the street as a
precautionary measure.

There was considerable specula-
tion about how the fire started.
The editor, who was the Her-
ald's proprietor and manager at the
time, said he had had difficulty

benefit dances
and early-day
school

books in the early days were
paid largely by state and
local taxes much as they are to-
day. However, the money avail-
able then did not pay all the nec-
essary costs.

Recently became necessary
to raise funds for
the school by putting on benefit en-
tertainments and public dances.

For instance, a ball given
on Nov. 17, 1876 to aid the Grid-
ley school raised \$250—a
considerable sum in that day.

Professional music for the dance
was provided by Trickel's
band from Marysville and
the food for the
event was part of the
report in the
Appeal.

with a tramp printer the day be-
fore and accused that individual of
setting the blaze in retaliation.

However, the Oroville Mercury
doubted this explanation. The
Mercury recalled an incident on
June 20, 1897 when Postmaster J.
W. Long had discovered a fire in
the Herald office in time to save
the plant.

Men who were handy broke into
the building and began using buck-
ets of water in an effort to douse
the flames before the Fire De-
partment arrived to finish putting
out the fire.

In its account of that incident,
the Mercury said the fire had
originated under the floor near the
oven in the next door bakery.
However, the Oroville Register

reported that this blaze had
started "from a lot of oily rags
that had been thrown in the cel-
lar."

It took some time for the Grid-
ley Publishing Company's officers
and directors to arrange the fi-
nances needed to set up a new
printing plant for their newspa-
per.

Deuel went to San Francisco
with Company President George
Thresher and Secretary James T.
Galbreath during the latter part
of September to help them select
a new Taylor drum cylinder press
to print the newspaper as well as
new type and other equipment.

The Herald's new print shop
was set up in the single story
portion of the Stone Block on the

east side of Virginia Street. The
Herald's Nov. 20, 1897 edition
was the first issue printed in the
new plant.

Power to operate the new press
was provided by a pioneer upright
gasoline engine which was again
placed outside the newspaper's
shop. This engine, which was
"understood by but a few individ-
uals," was remembered as being
"cranky" and "irresponsible."

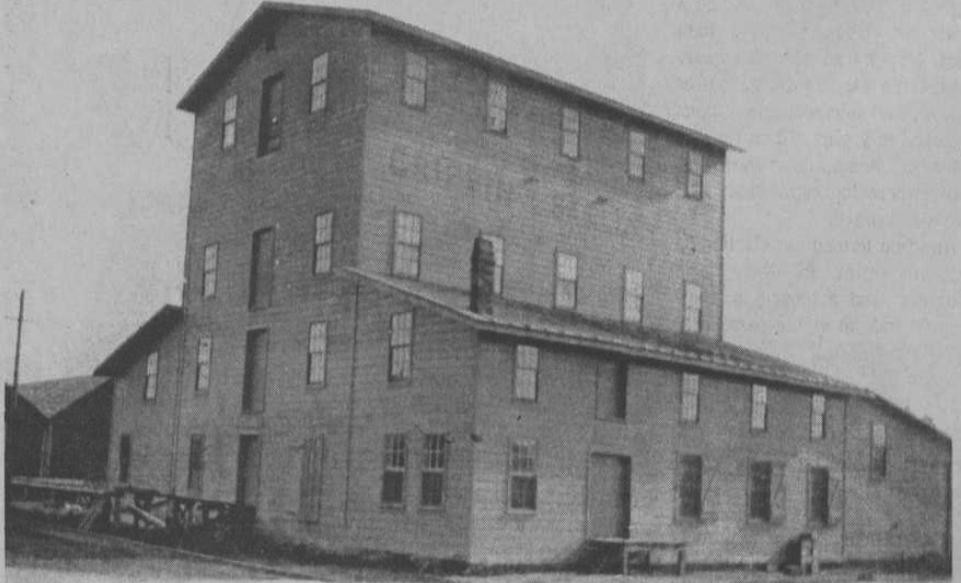
It refused to function on nu-
merous occasions and the Herald
had to rely on "the burly
strength" of Pleasant Perkins to
turn the press in order to print
the newspaper. Perkins was
Gridley's only Afro-American
resident for many years.



FIRST HIGH SCHOOL BUILDING—This imposing two and a half story building at the corner of Vermont and Sycamore Streets was Gridley's first high school. It was built in 1902 and continued in use until an elegant brick structure replaced it on the same site in 1928. The bonds needed to finance construction were not approved until a professor of agriculture from UC Davis had informed Gridleyans at a meeting here that the original high school was considered one of the two worst in the state.



HAZEL STREET PARADE—Youngsters march in a parade on Hazel Street. In the background is the Gridley Hotel.



GRIDLEY'S OLD FLOUR MILL—This photo shows the original Gridley Flour Mill when it was being used by the Griffin-Skelly Co. for packing dried fruits. The building, located at the northeast corner of Virginia and Magnolia Streets, was erected in 1875. It eventually became the property of the Sperry Flour Company and was closed by that firm which leased the building to Griffin-Skelly in August, 1903. In 1914 the Gridley Rice Milling Company, a firm that included local investors, acquired the building and installed machinery for milling rice. Completion of the rice mill was celebrated at an open house on the evening of Jan. 1, 1915. Later the mill was acquired by Rosenberg Bros.



FORMER FLOUR AND RICE MILL—Gridley's original flour mill that became a part of the Rosenberg Bros. rice mill finally was acquired by Walter Jansen & Son and used as a feed mill, as shown in this photo. The building complex burned to the ground in a spectacular fire on the night of Sept. 18, 1940. Jansen immediately replaced the destroyed buildings with a new structure that opened on April 12, 1941.



GRIDLEY'S FIRST SCHOOL—The portion of this building on the left was Gridley's first school. It was built in 1874 on the south side of Sycamore Street between Ohio and Vermont Streets. The portion of the building on the right was added at a later date to accommodate enrollment growth.

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—Bill Burleson, Publisher

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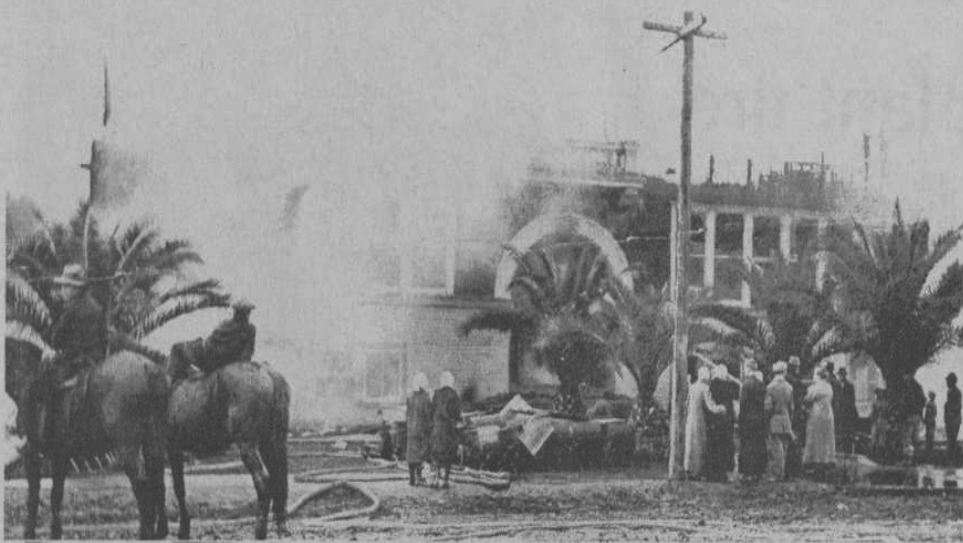
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FIRST MCKINLEY SCHOOL DESTROYED—Gridleyans survey the damage to the first McKinley School which burned on Jan. 7, 1915. The building was rebuilt using photographs of the original school, shown below, which was constructed in 1902. The Gridley Herald reported in its Feb. 3, 1915 edition that the original plans, which were drawn by a San Francisco architect, had been lost in the fire that followed the 1906 earthquake. Therefore, Chester Cole, the architect retained for rebuilding the school, had "secured photographs of the old building" for use in drawing plans "to reproduce it."



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Yuba City

Organized in 1887

Gridley's first fire department

Gridley finally organized a fire department after a blaze destroyed the American Hotel and threatened merchant L. C. Stone's home on Sept. 28, 1887.

This blaze started late in the afternoon and caused damage estimated at \$18,000 to \$20,000 with only \$4,500 covered by insurance.

It also took the life of a woman, identified only as Mrs. Lopez, in whose dwelling the fire originated.

Her house was next to the American Hotel, which was situated at the southwest corner of Virginia and Sycamore Streets. The hotel, owned by J. R. Willis, caught fire and was quickly destroyed, according to accounts published in the Oroville Register, Chico Enterprise and

The nearby J. I. C. Livery and Feed Stable also burned. Two carpenter shops, one occupied by J. H. Palmer and I. Jenkins and the other by Thomas Sooy and J. C. White, were destroyed along with several nearby dwellings.

Just south of these buildings, on the west side of Virginia Street, was the lumber yard owned by Oscar Sweezy and Almon Smith. It was saved by a stream of water thrown from the nearby four-story Gridley Flour Mill which had a steam-operated pump for use in fighting fires.

L. C. Stone's elegant home at the northwest corner of Virginia and Sycamore was also threatened, but it and his block of commercial buildings to the north were saved "by the most strenuous exertions" Marysville Appeal.

on the part of the men who fought the blaze.

The Chico Enterprise flames leaped "over the men" who were trying the Stone residence and "water works" on the supplied the Stone Block the fire destroyed Brown's packing house and barn to the west.

Gridley Herald Editor Neff Reed, Frank Reed, Andrew Ellison "were heated and prostrated" not expected to live, a dispatch that was telegraphed the Enterprise. However, days later this newspaper pleased to report that "it is right side up with walking the streets today."

Shortly after this first of meetings were held in Gridley's first fire department. Although the Herald's this period have not been Minute Book that chronicles steps that were taken to serve at the Gridley Fire Department.

The first meeting was Oct. 11. Charles J. Walsh was by then L. C. Stone in the latter's mercantile acted as temporary chairman Reed was temporary secretary.

This meeting elected officers and selected a first assistant and secretary. It also appointed a committee to draft by-laws for the department.

The permanent officers were: Walsh, president; John Carus, vice president; Fred G. Reed, secretary; and William C. D. Blacksmith, treasurer.

Blacksmith C. D. Blacksmith was elected to serve as Gridley fire chief. Brown was assistant and William C. D. Blacksmith was named second assistant.

Reed, Bevan and Fred were named to the by-laws committee.

At a meeting held on committee composed of Rhoton and R. M. Bevan pointed to acquire a fire engine. Carus, Brown and Charles were given the task of money to pay for it.

Four days later, a meeting was held at which reported that \$412.50 subscribed to the fund, estimated that \$100 more raised.

Based on that information, authorization was given to a hand pumper at a cost of \$350 from the Fire Apparatus Manufacturing Company in San Francisco.

When it arrived in 1888, Editor Reed was pointed in what he said consists of a small hand-pumped fire engine and 100 feet of hose in the Herald's Feb. 2, 1888.

"In our opinion, the engine has been 'penny wise and pound foolish' in buying the outfit," he explained. "The engine is to be supplied with water, yet [is] hardly large enough to justify the expense of it," he went on.

"One hundred feet of hose is little to use in earthly use in case of fire, mere matter of fact, cistern at each end of the hose would be too short to reach the middle of the block."

Wells instead of cisterns to be used to provide water for the pumper. The first six inches in diameter and deep, was drilled by L. C. Stone at the intersection of Virginia and Kentucky Streets.

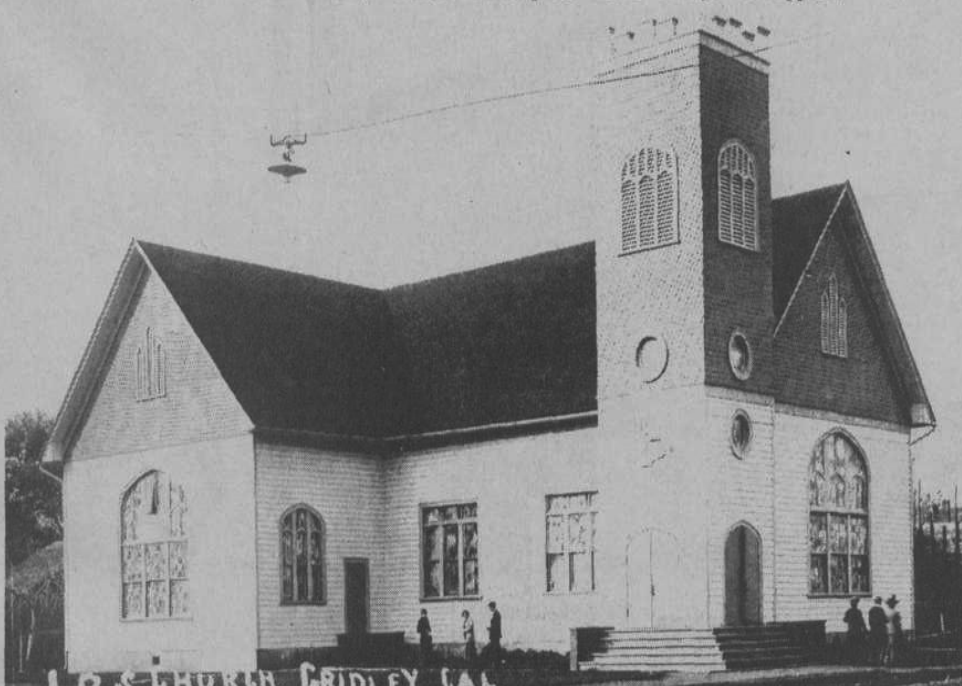
The boring of this well paid for by the merchants whose stores were close by. The fire wells were drilled at the principle intersection of the business district.

The new hand pumper was damaged in shipment and tested until Feb. 8, 1888. Pairs had been made.

It actually exceeded expectations by drawing water through 100 feet of hose, throwing a stream of water five-eighths inch in diameter. Water was thrown more than 100 feet with a half-inch nozzle.

"The fire well pump is not as formidable," Reed was reported. However, he found fault with the apparatus.

"The engine is a good kind," he admitted, "but it is too small for a fire engine, and it is equally 'man-killer' as large engines, capable of throwing water a greater distance than less than twice as much."



GRIDLEY LDS CHURCH—This is the edifice the Gridley members of the Church of Jesus Christ of Latter Day Saints completed at the northwest corner of Sycamore and Vermont Streets in November, 1912. "The cost runs close to \$12,000," Editor William Davis Burleson said in the Nov. 23, 1912 edition of the Gridley Herald. He explained that "the funds for the erection of the church were supplied by subscription by the members, aided liberally by the business people and citizens of the town not members of the Mormon organization."

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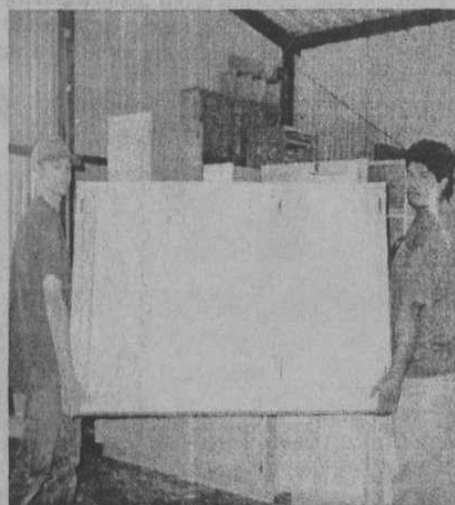
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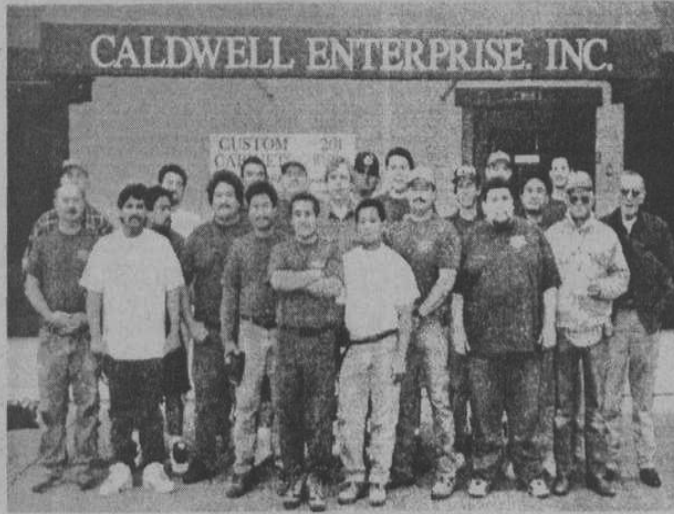
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