

# Daily Redlands Facts



Redlands Home Town Newspaper

REDLANDS, CALIFORNIA, TUESDAY, APRIL 21, 1942

CALIFORNIA  
APR 21 1942

# Succumb's After Brief Illness

Paul W. Moore, 66, editor and publisher of The Facts and a leader in the public affairs of Redlands for more than 40 years, died early today at his home, 751 West Highland avenue, from the effects of a heart attack which he suffered 10 days ago.

Engaged in the publication of the newspaper from the week of his arrival here in 1897, until his illness April 11, he had a part in the making of some 13,500 issues of the Facts.

Through his long career in the publishing business, through his membership in many organizations, and from his friendly manner to all, he probably knew more Redlands people, in all walks of life, than does any man.

Lucretia E. Moore, his wife, and four children survive. They are Mrs. Lewis G. Murray-Kidd of Shanghai, currently of 751 West Highland avenue; William G. and Frank E. Moore who have been associated with their father in the Facts; and Thomas Moore of Rio de Janeiro, and four grandchildren.

Funeral services will be held Thursday afternoon at 4 o'clock from Trinity Episcopal church, Rev. George Barnes, the pastor, officiating.

The story of Paul W. Moore, to a very large degree, is the story of the Facts. With a rare singleness of purpose he devoted his vocational interest to it during his entire adult life. The paper was a part of him.

He started to learn about the business the day after his arrival in Redlands in July, 1897. He came here from Womelsdorf, a small town in the Pennsylvania Dutch country, following his father, Capt. William G. Moore, who had come here a few years earlier and purchased the Facts.

**LEARNED ALL PHASES  
OF PUBLISHING**

## **LEARNED ALL PHASES OF PUBLISHING**

Going about the matter of familiarizing himself with the business with characteristic thoroughness, he took a hand at each job for a spell. There were no delivery boys then and he carried the copies to the Post Office where the clerks distributed them to the boxes of the subscribers. That was before the day of linotypes. He learned the printer's case, which is to say, how to set type by hand. He kept books and solicited advertising.

In October, 1897, he became the business manager and held that position until 1929 when he became editor and publisher. He held that title until his death.

Mr. Moore, singularly enough for a man in his calling, was not a writer. He wrote not more than a dozen editorials all told and seldom did he turn in a story of his own composition. Business management, making the plant go, was his job.

## **CLOSELY SUPERVISED EDITORIAL POLICIES**

While it is true that he was not a writer, the paper accurately reflected his views. He closely supervised its editorial policies. Among his strongest principles were the advocacy of prohibition, support of the Republican party, and the advancement of Redlands by whatever means opportunity presented.

For 18 years, from 1911 to 1929, Lyman M. King shared in the ownership of the Facts with the Moore family and was the editor. He sold back his interest 13 years ago so that he might give his full time to the Redlands Building and Loan Association, now the Redlands Federal Savings and Loan association, of which he is the president.

Entering into the life of the community promptly after his arrival, Mr. Moore joined many civic and fraternal organizations and helped to form several new ones.

Although he talked little of abstract principles he was ever engaged in the democratic way of life—the promotion of the common welfare through cooperative effort.

## **SINCERE INTEREST IN REDLANDS**

He held a sincere, almost affectionate interest in the City of Redlands which he channeled into the Chamber of Commerce from the very start of that organization. In the early days he was the president for a term. Later he served on the board of directors many times. Ten years ago, when the Chamber of Commerce was in the doldrums of the depression, he was one of the stalwarts who helped to see it through.

Christmas and Easter, he felt, should bring joy to all of the people. He started the Community Christmas tree services which were

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# Succumbs After

## Brief Illness

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held at the Triangle for 27 years and he arranged every one of the programs. The Easter sunrise services, strongly attended for many years, succeeded in large part through his efforts.

The stories of the Spanish days in California enchanted him and again he thought of other people. Residents of this region should have some visible reminder of their mission heritage he thought. And so when interest arose in restoring the mound of adobe on Barton road that had been the Asistencia, he was quick to find practical means of bringing about the reconstruction. As a starter, the Facts sponsored a benefit program, the Duncan sisters variety act at the high school auditorium. Incidentally, this brought the publisher a brief if incorrect, reputation as an impressario and the office force laughed long about the many calls from theatrical agents who came here, hoping to sell him another program.

### **A MEMBER OF MANY ORGANIZATIONS**

It was in the early days of his activities in Redlands that he was in many organizations. He was a veteran Mason. When the Elks lodge was formed his name was on the charter and he became the first secretary.

At the organization meeting of the Country Club he was present. For a time after the golf links were developed he was an enthusiastic player.

A member of the University club, the organization that built the present American Legion building, he was the secretary for a number of years.

In recent years, he had withdrawn from activity in many organizations, having but little time to spare from his business. He was loyal to the Rotary club, of which he was a charter member, although the members often joshed him about his impatience in leaving before the start of the speaking programs.

### **MEMBER OF TRINITY**

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EPISCOPAL CHURCH

Long a member of Trinity Episcopal church, he served on the vestry several terms and was secretary for awhile.

In all of his activities he closely counselled with his wife, the former Lucretia Ensor Prendergast, whom he married in 1907. He too, assisted her in her many activities, most prominent of which was the Spinet, the musical organization.

Mr. Moore was always interested in politics—city, county, state and national. Yet, he never sought elective office nor did he accept political appointment. He prided himself on that.

From his father, who had been a captain in the Union army of the Civil War, he acquired an unswerving loyalty to the Republican party. He served at times on the county central committee and on the California State Central committee.

Interested in seeing that competent men were selected to public office, he often sought out those whom he thought were qualified, urged them to run, and supported them in the Facts. With rare exceptions they were elected.

In common with all business men in Redlands, he was interested in the orange industry, for the economic blood of this community is orange juice. Different from many others, however, he stuck to his chosen profession with the minor exception of 1912 when he owned a grove on Lugonia avenue.

Among the editors and publishers up and down the state of California he had a wide friendship. Again here, his belief in cooperative action was demonstrated through his long activity in the California Newspaper Publishers Association. He was president in the days when it was known as the Southern California Editorial association. He was also active in the California Press Association, being a director of years standing, and was a member of the National Editorial Association.

There is a side of Mr. Moore's character that does not show up in the public record in any way. And that was his interest in the welfare of his friends. Busy as he was, year after year, he always had a few minutes in any day to stop in at the home of someone who was ill, to say a word of cheer.