

People's Paper Orange County
Santa Ana Daily Evening Register

SANTA ANA, CALIFORNIA,

WEDNESDAY, SEPT. 1



The Orange
County
Register
1905 - 2005



The Orange County Archives

www.ocarchives.com

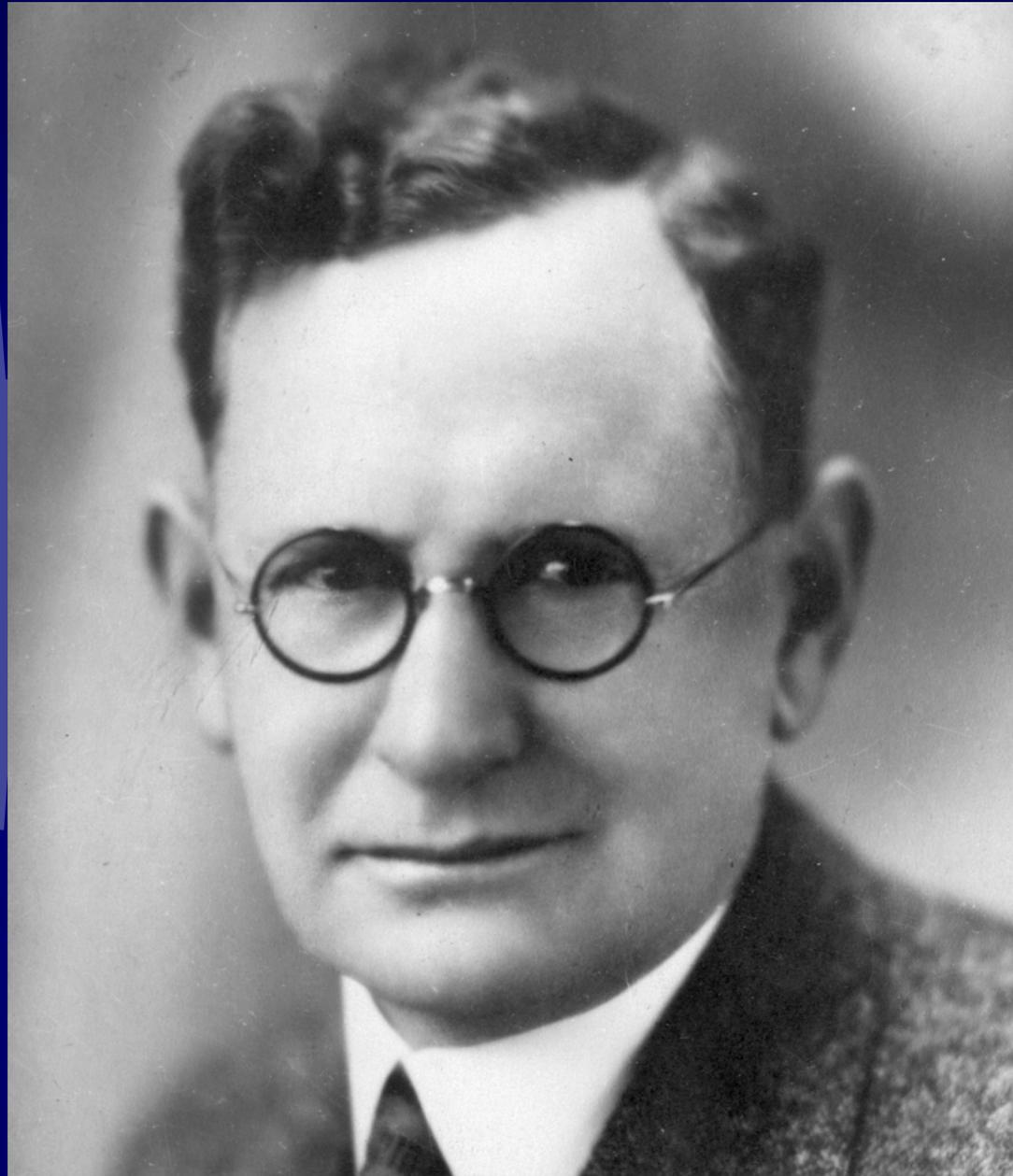


Presented by Archivist Phil Brigandi
to the Orange County Board of Supervisors
Nov. 22, 2005

The Orange County Archives

- ✦ Local newspapers have always been an important part of our community. And for 100 years now, Orange County's predominate local newspaper has been the *Orange County Register*.
- ✦ It was in 1905 that two San Diego printers, Frank Ormer and Fred Unholz, came to Santa Ana to launch a new daily paper. They gathered up nearly a dozen local residents as investors and formed the Register Publishing Company.
- ✦ No one seems to have a copy of the first edition of the Register, so there's a little question about just when it first appeared. Our best research suggests that the actual date was November 27, 1905. It was called the *Santa Ana Daily Evening Register*.

- 
- ★ Things were pretty rough for the first few months of the *Register*, and the list of stockholders kept changing all the time. Within three months, they brought in a new partner and hired him as their editor – he was a Santa Ana boy named Terry E. Stephenson.
 - ★ I like to think of Terry Stephenson as the first great Orange County historian, but you might be more interested to know that he was also our County Treasurer from 1935 until his death in 1943.
 - ★ In November of 1906, John P. Baumgartner, a Riverside publisher, came down and started buying up shares in the Register Publishing Company. Before long, he was the majority stockholder and the publisher.
 - ★ Baumgartner was a good businessman, and Terry Stephenson was a good editor. Together, they made a powerful combination. By 1920 or so, the *Register* was already the major Orange County newspaper.



Terry Stephenson,
early editor of the
*Orange County
Register*

- 
- ✦ In 1927, Baumgartner and Stephenson sold out to a former Ohio newspaperman, J. Frank Burke. He put a lot of money into adding new features, including color funnies on Sunday.
 - ✦ But without Terry Stephenson, the local coverage definitely suffered. Burke also raised the subscription price to cover the cost of all these new features – something not very popular as the Depression came on.
 - ✦ The biggest local story of those years was the Long Beach Earthquake of 1933. The *Register* staff moved their desks out into the street, and put out this extra.

EXTRA!

The FIRST with
the LATEST
Full United Press
Cased Wire

People's Paper
Santa Ana Daily Register
Orange County

EXTRA

VOL. XXVIII, NO. '89

Leading daily Orange Co., pop. 100,000; Santa Ana
pop. 31,000. Established 1901. "Blade" merger, 1919.

SANTA ANA, CALIFORNIA

FRIDAY, MARCH 10, 1933

3c Per Copy. 65c Per Month

QUAKE DEALS DEATH THREE KNOWN DEAD IN SANTA ANA

Quake Continue To Rock Santa Ana And Southland Legionnaires Are Called Out

Three known dead and practically every business block in the downtown area of Santa Ana is the known loss from the more than 16 earthquakes that rocked this city in the early hours.

Two unidentified guests of the Hotel Rosmore, a man and his wife believed to have been from New York, were almost instantly killed during the first tremor. They had just stepped from the doors of the hotel when an avalanche of brick poured down upon them from the roof of the hotel.

Earl W. Adamson, of 1011 North Ross street, died at the Santa Ana Valley hospital shortly after he was taken there for treatment for head injuries received when a building caved in on him, on Fourth street at the time of the first quake.

The body was taken to the Harrel and Brown funeral parlors on West Seventeenth street.

Immediately after the first tremor bombs called American Legion members and members of Headquarters Company and Company L, 125th infantry, California National Guard to report for emergency duty at Legion Hall.

Legionnaires reported at the hall and were assigned to duty under Chief of Police Floyd Howard. The national guard companies were in charge of Capt. James Pettit.

Legionnaires patrolled the downtown business district routing automobiles away from the business district where practically every building had been damaged and falling bricks offered a constant menace to pedestrians and motorists.

Members of the American Legion Auxiliary established an emergency dressing station in Birch Park to care for persons injured by falling bricks.

Pasadena, Long Beach Reported To Have Been Hit Hardest By Tremor

BULLETIN

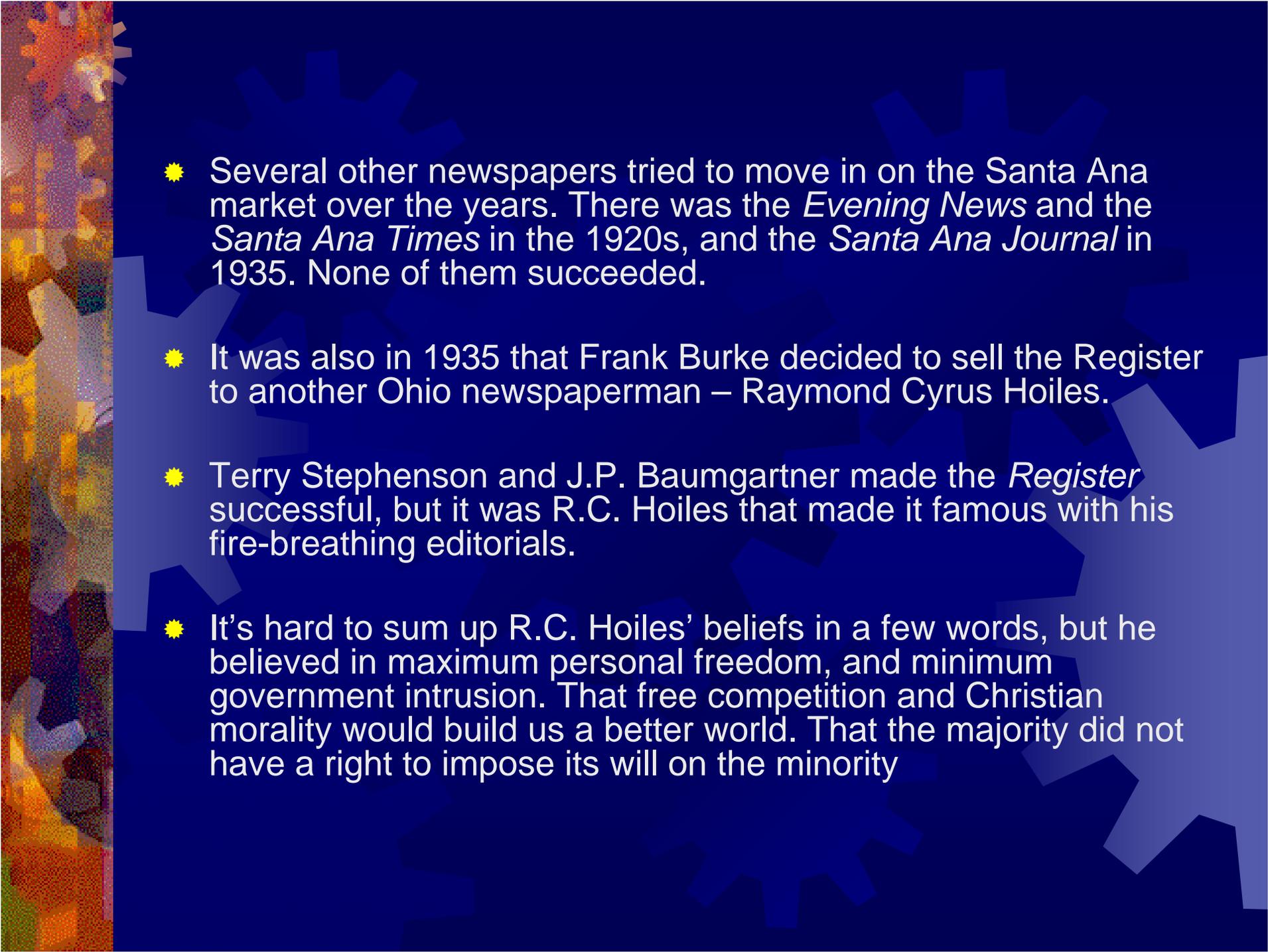
Latest reports from the United Press via the Long Beach police department at 8 o'clock tonight declared 500 persons were dead, the result of the earthquake and a tidal wave.

Property damage is reported to be terrific.

Three persons were known to be dead in Los Angeles, but property damage is not said to be unusually heavy. Apparently Los Angeles escaped the worst of the quake.

BULLETIN

Late reports from Los Angeles were that the quake which was the severest in history of the district, centered in Compton, which was reported with many casualties. Calls

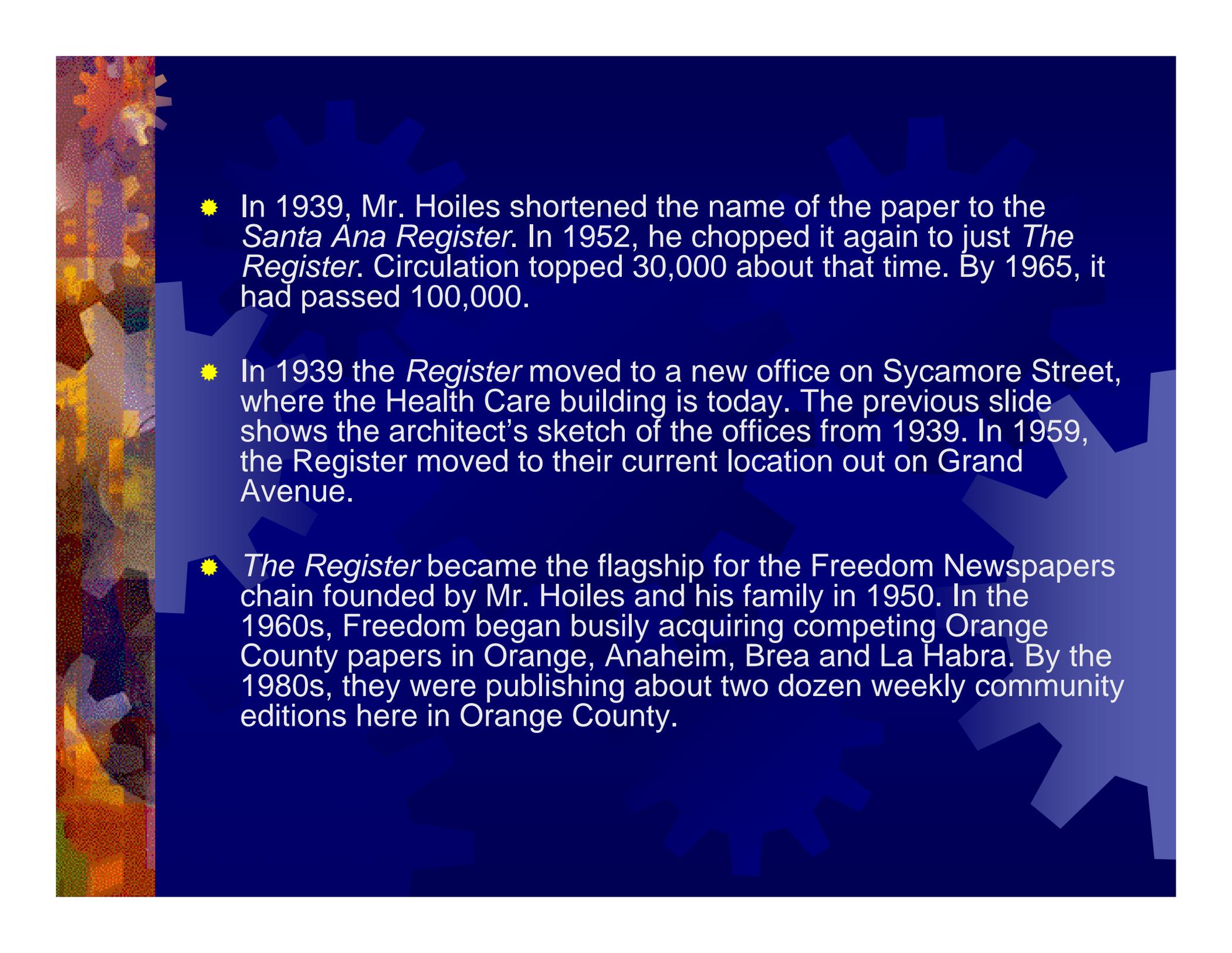
- 
- ★ Several other newspapers tried to move in on the Santa Ana market over the years. There was the *Evening News* and the *Santa Ana Times* in the 1920s, and the *Santa Ana Journal* in 1935. None of them succeeded.
 - ★ It was also in 1935 that Frank Burke decided to sell the Register to another Ohio newspaperman – Raymond Cyrus Hoiles.
 - ★ Terry Stephenson and J.P. Baumgartner made the *Register* successful, but it was R.C. Hoiles that made it famous with his fire-breathing editorials.
 - ★ It's hard to sum up R.C. Hoiles' beliefs in a few words, but he believed in maximum personal freedom, and minimum government intrusion. That free competition and Christian morality would build us a better world. That the majority did not have a right to impose its will on the minority

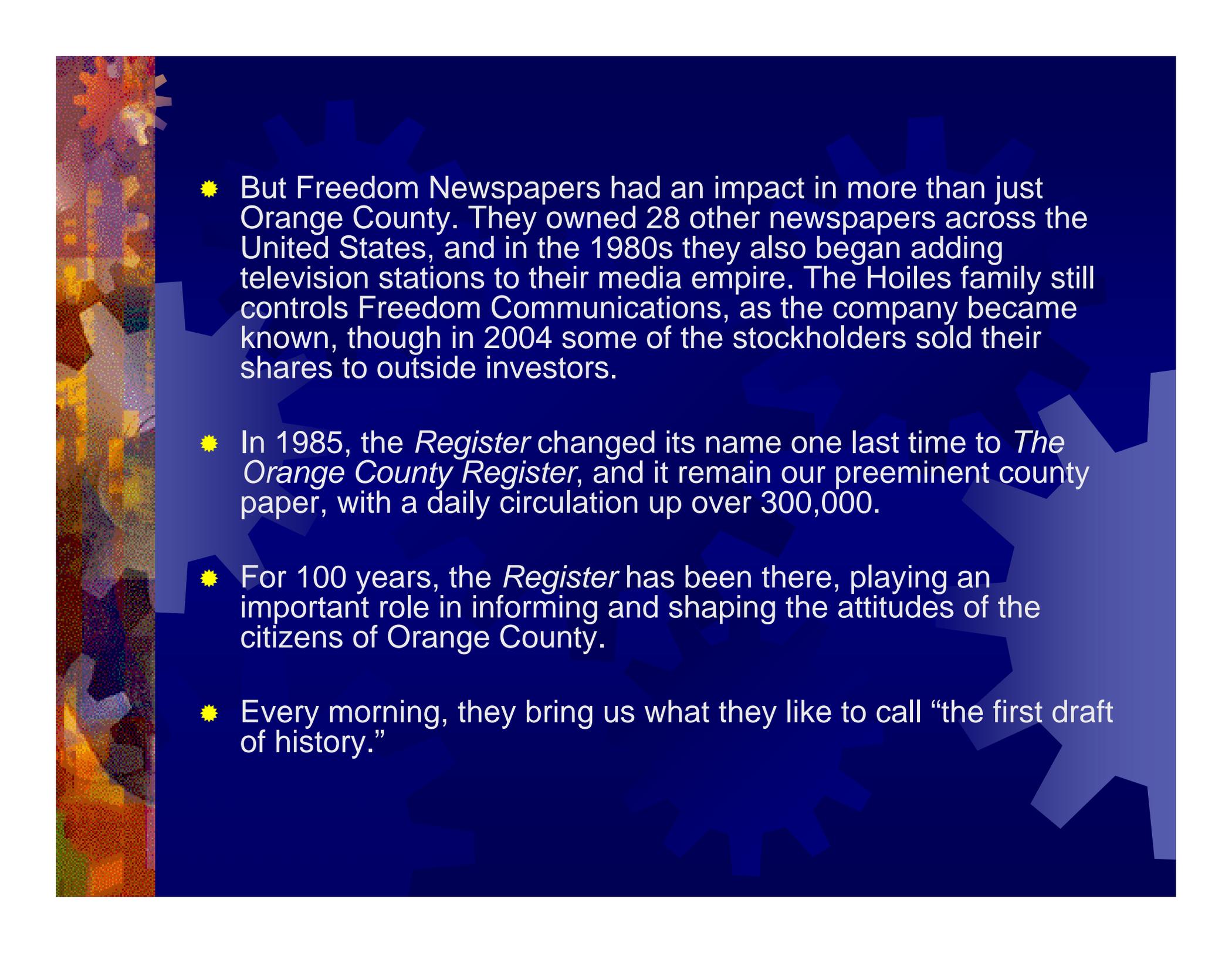


R.C. Hoiles

- 
- ✦ Hoiles believed that forced taxation was no better than stealing – especially when it was used for things such as social security or supporting the United Nations. But he also took it further, writing against the post office department and – his favorite target – the public school system. (In old *Register* style, by the way, you never said *public* schools, you said *tax-supported* schools)
 - ✦ Today, a lot of these ideas have been picked up by the Libertarian Party, But the term “libertarian” (as we now understand it) didn’t really exist during Mr. Hoiles’ lifetime. He tended to use the term “voluntaryist.”
 - ✦ Whatever you think of Mr. Hoiles and his ideas, you cannot deny the impact he had on Orange County and its politics. He ruled the *Register* for more than 35 years, until his death in 1970 at the age of 91.



- 
- In 1939, Mr. Hoiles shortened the name of the paper to the *Santa Ana Register*. In 1952, he chopped it again to just *The Register*. Circulation topped 30,000 about that time. By 1965, it had passed 100,000.
 - In 1939 the *Register* moved to a new office on Sycamore Street, where the Health Care building is today. The previous slide shows the architect's sketch of the offices from 1939. In 1959, the *Register* moved to their current location out on Grand Avenue.
 - *The Register* became the flagship for the Freedom Newspapers chain founded by Mr. Hoiles and his family in 1950. In the 1960s, Freedom began busily acquiring competing Orange County papers in Orange, Anaheim, Brea and La Habra. By the 1980s, they were publishing about two dozen weekly community editions here in Orange County.

- 
- The background is a dark blue field with several large, semi-transparent gears of various shades of blue. On the left side, there is a vertical strip of abstract, colorful art with warm tones like orange, yellow, and red, and a textured, almost pixelated appearance.
- ✦ But Freedom Newspapers had an impact in more than just Orange County. They owned 28 other newspapers across the United States, and in the 1980s they also began adding television stations to their media empire. The Hoiles family still controls Freedom Communications, as the company became known, though in 2004 some of the stockholders sold their shares to outside investors.
 - ✦ In 1985, the *Register* changed its name one last time to *The Orange County Register*, and it remain our preeminent county paper, with a daily circulation up over 300,000.
 - ✦ For 100 years, the *Register* has been there, playing an important role in informing and shaping the attitudes of the citizens of Orange County.
 - ✦ Every morning, they bring us what they like to call “the first draft of history.”



Orange County Clerk-Recorder Dept.
Tom Daly, Clerk-Recorder

www.ocarchives.com

The Orange County Archives