

SOUVENIR

HEALDSBURG

TRIBUNE . . .

APRIL, 1901

(SECOND EDITION)

F. W. COOKE



DRINKING FOUNTAIN IN THE PLAZA

Presented to the City of Healdsburg by the Ladies' Improvement Club, May 1, 1901.

START RIGHT



SUBSCRIBE
For The
TRIBUNE.
\$2.00 PER YEAR
IN ADVANCE. SAME

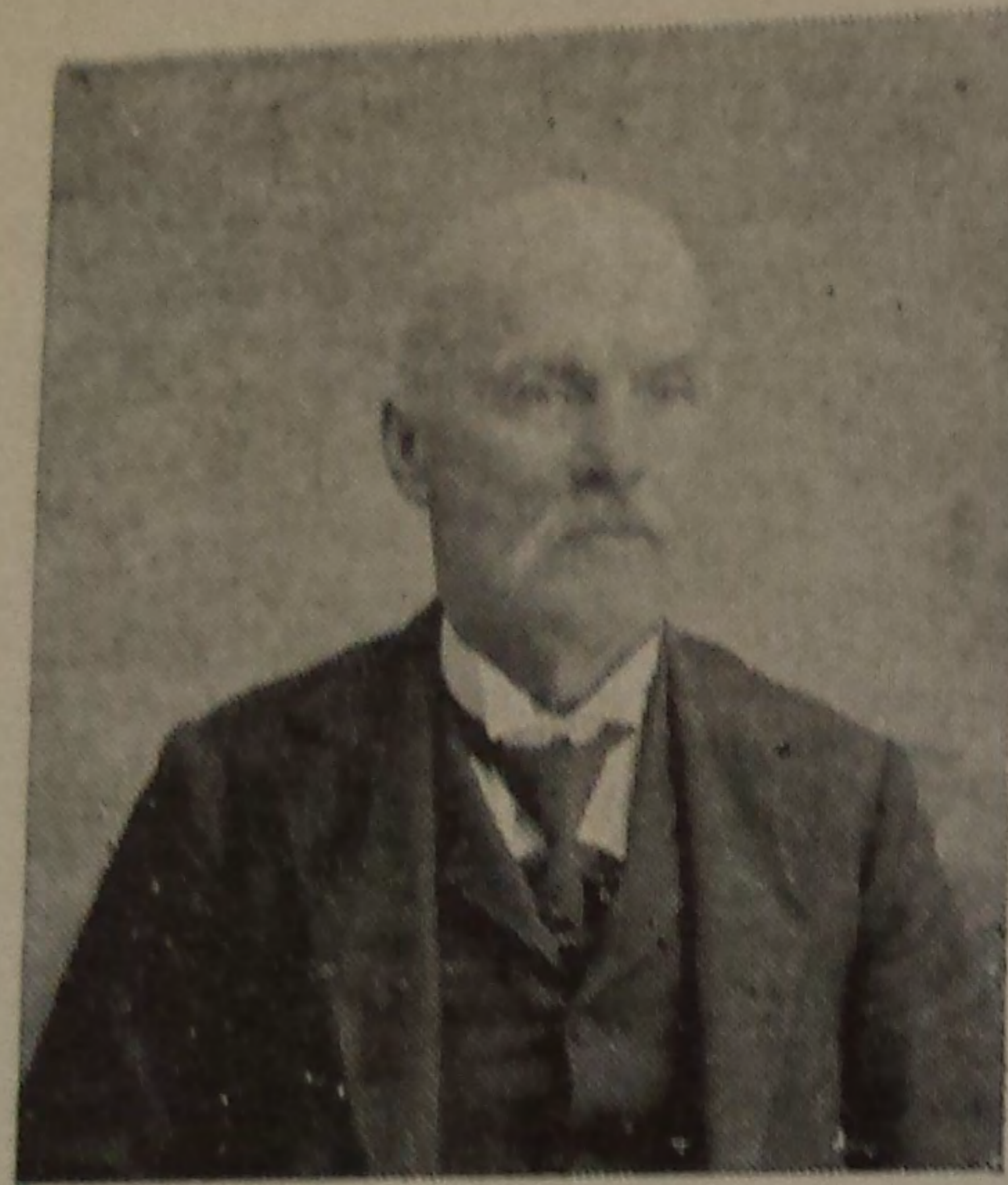
THIS Booklet is issued primarily to advertise the merits of the TRIBUNE, but in order to make it of general interest, a little reliable data concerning Healdsburg and Northern Sonoma County has been incorporated with the Story of the TRIBUNE. The occasion for



F. W. COOKE

Editor of the Tribune

presenting this advertising Souvenir at this particular time is the fact that the TRIBUNE reached its eleventh birthday this month and has just been housed in a commodious office, fitted up expressly to meet the needs of its growing business. Right here I want to say that the TRIBUNE is not the only paper published in Sonoma County. "There are others." I claim, however, without wishing to disparage in any way the merits of its contemporaries, that the TRIBUNE



GEORGE MADEIRA

Special Writer

The above is a good likeness of a very able contributor to the Tribune editorially and also on mining matters and astronomy. It will be noticed that he is a little short on hair. Although he has consumed a barrel or two of Lydia E. Pinkham's remedies in irrigating his head, it failed to bring the capillary substance to the surface.

is the best paper published in Sonoma County north of Santa Rosa. And when I say best I mean it in every sense in which the word can be taken. The TRIBUNE publishes more news of the town and of the surrounding section than any other paper in the field mentioned, and especial care is used in the presentation of the news to the readers of the TRIBUNE. I have spent more than a quarter of a century in newspaper offices of all kinds—dailies, weeklies and monthlies—and have had more than ordinary opportunities for acquiring a thorough knowledge of the newspaper business in all its branches. But the object of

this Booklet is to advertise the TRIBUNE, and not its editor. The man who succeeds in the commercial world must advertise, and this fact applies as well to the newspaper business as to any other undertaking. The TRIBUNE was started by Louis Meyer in April, 1888, and was purchased by the present proprietor in March, 1897. During the past four years the paper has steadily grown in public favor and its subscription list is larger to-day than at any previous time in its history. And this fact goes to prove the statement made above, that the TRIBUNE is Healdsburg's and Northern Sonoma's best



A. B. PROVINES

The Tribune, more than any other one influence, was instrumental in bringing about municipal ownership of the water and light system in Healdsburg. Mr. Provines was its leading writer during that memorable campaign, and to his efforts are largely due the success of the fight. Mr. Provines frequently contributes to the editorial columns of the Tribune. He is a thoughtful and able writer.



F. A. MADEIRA

“Sam, the Cheerful Liar” the clown in the circus, he does not own the outfit, but he has a good deal to say.

For Sam is Sam
You know the man—
“Two dollars in advance—”
He hobnobs with the 400,
But has no creases in his pants.

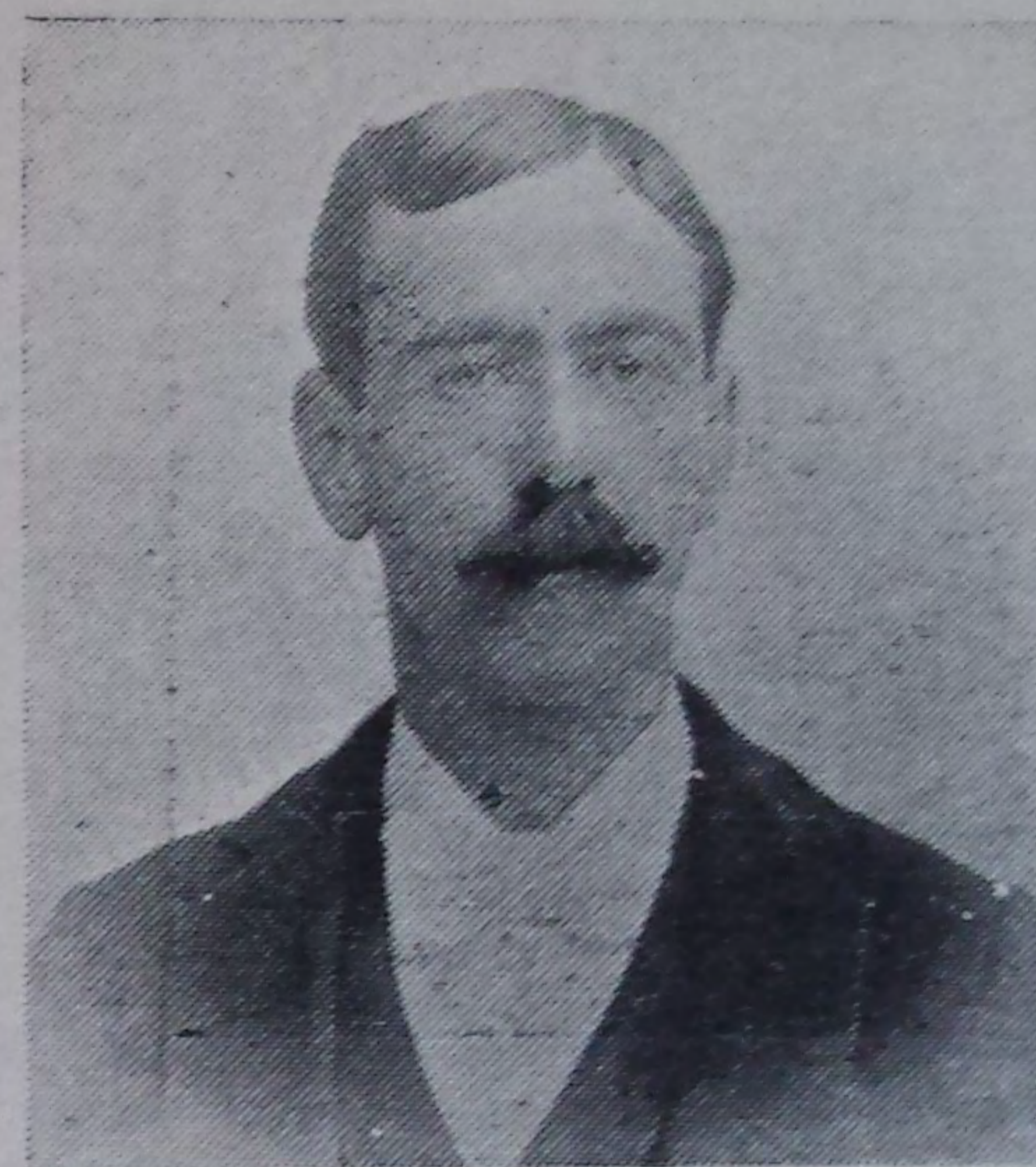
It would take the whole of this Booklet to adequately describe “Sam,” the TRIBUNE’S Cheerful Liar. This is a good picture of the noted character as he appears on the Rialto in search of business. Like

newspaper—in fact, their representative paper. The governing principle at all times in the conduct of the TRIBUNE is Truth—truth and fairness. A few enemies have been made in the natural order of events: a few men, for fancied grievance, have given out the edict, “Stop my paper,” or “Take out my ad;” but the TRIBUNE appeared with its usual promptness the following and each succeeding week. For every subscriber lost two have been gained, and the TRIBUNE is steadily climbing the ladder of success and public favor on merit—and on merit alone. The personal grievances

of its editor have never found utterance in the columns of the TRIBUNE, and never will under its present management. On this subject a writer in a Texas paper voices my sentiments as follows:

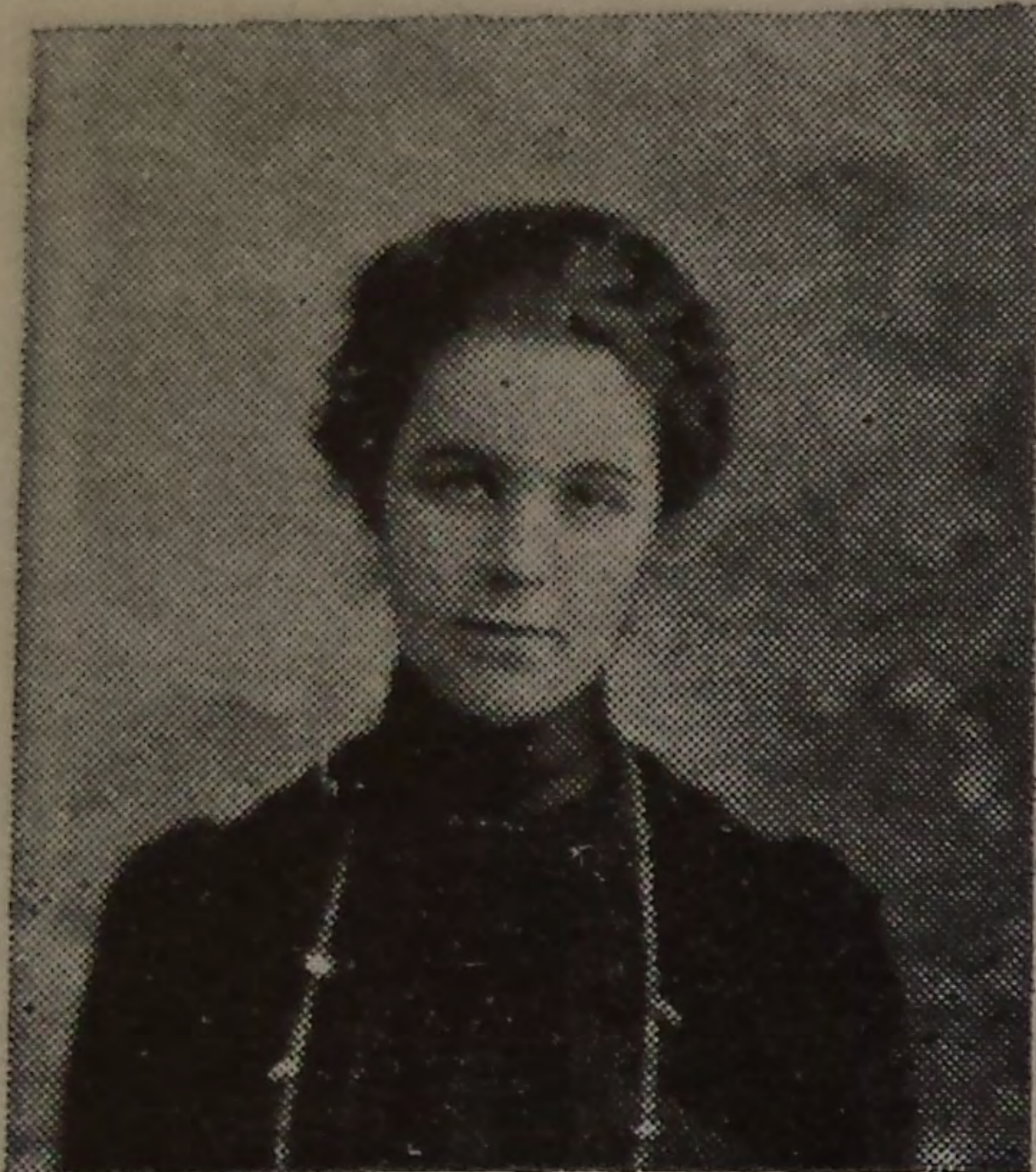
Ostensibly the mission of a newspaper is to give the news. It may legitimately comment upon matters of public interest. It may properly seek to mould public sentiment: It may rightfully deal with political questions which are oftentimes vital both to the State and Nation. It may aid individuals in their lawful ambitions. It may boost its home. It may fight for its party and for itself. But it cannot legitimately vent its spleen upon the individual citizen. When it descends to that kind of work, let its object be what it may, it becomes "yellow," and falls without the line of legitimate publications. It becomes a menace to the community in which it lives and a detriment to the people who support it.

* * * The world is full of purity and goodness. It may be found



J. F. GUM

Foreman of the Tribune Office

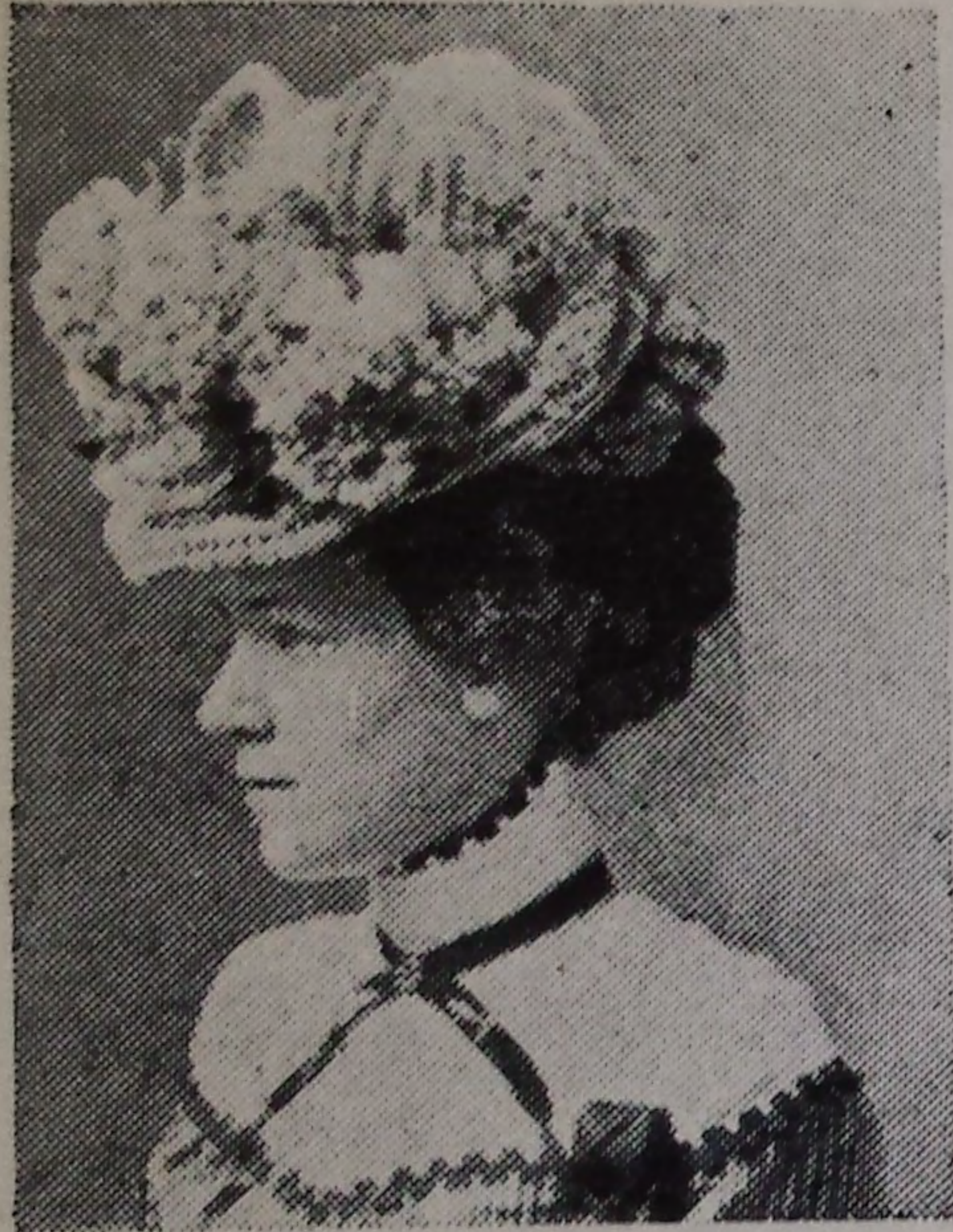


MISS MYRTLE COOKE

Composer

without great effort. It should be the mission of country papers to point out the good and true; to hold up examples of good men and true women, who live among us in countless numbers; to screen misfortunes; to curtain shame; to help make the world happier and better.

In politics the TRIBUNE is Republican, but it is not so closely bound by party ties that it will support any and all candidates who may chance to secure a place on the State or County tickets of its party. In fact, as between a reputable and honest Democratic aspirant for office and a disreputable and dishonest Republican candidate for the same position, the TRIBUNE sees but one course to pursue, in justice to the people, and that is, to advocate the election of the honest man. In conclusion I will say: The TRIBUNE under my



MISS C. GRACE HENDRICKSON
Alexander Valley Corre-
spondent

Healdsburg and the surrounding section. Thanking the people for the material encouragement that has been given the TRIBUNE, I remain, yours for the promotion of Healdsburg's and Northern Sonoma's best interests and resources,

F. W. COOKE.

management has been active in advancing Healdsburg's every interest. That its efforts for the betterment of the city are appreciated is best evidenced by the liberal support it receives and the position it unquestionably occupies—that of Healdsburg's representative and foremost newspaper. The TRIBUNE'S future course will be along the lines followed in the past, and it will be ever alert to the welfare and advancement of