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A HISTORY OF THE STUDENT NEWSPAPER AND ITS EARLY
PREDECESSORS AT BRIGHAM YOUNG UNIVERSITY
FROM 1878 to 1965

A Thesis
Presented to the
Department of Communications
Brigham Young University

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Lawrence Hall Bray

May 1966

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The writer is indebted to many people for the inspiration and direction he has received in the pursuit of higher education, and in the writing of this thesis. A few educators and others will be mentioned personally although there are many worthy of mention who are not included.

Mr. and Mrs. Vern B. Bray, the writer's parents were instrumental in implanting in him, at an early age, the value of education, and have never failed to build the writer's self-confidence and will to succeed. For this he is grateful.

To his wife, Marva, and his four children, who were willing to share the educational struggles of a husband and father, who, preoccupied in study, frequently was "not at home" to their interests and problems, the writer feels an infinite love, and thanks them humbly for their support.

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Butt and Hollis Scott in providing University Archive material highly important to the study.

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CHAPTER I

INTRODUCTION

In 1878, three years following the founding of Brigham Young Academy, the Academy's Polysophical Society was editing periodically a manuscript paper, the Academic Monthly, forerunner of many printed faculty and student publications that followed in later years. Eighty-seven years have elapsed since the Monthly was first known to have been issued. Brigham Young Academy became Brigham Young University in 1903, and had grown to become the largest church-related institution of higher education in the United States by 1953.¹ In 1963 the University had an enrollment of over

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14,000. The faculty and student publications that have come and gone in this time have each left a colorful history behind; the Daily Universe, Brigham Young University's student newspaper, is one of the distinctive outgrowths of these early publications. It is hoped that the history of the Daily Universe, and its student newspaper predecessors, as well as the histories of the early publications from whence the first student newspaper evolved, proves as interesting for the reader as it is to the writer.

Brigham Young University, Brigham Young University Bulletin, LXI (April, 1964), 51.

²Ibid., p. 54. This figure is for daytime students only.

I. THE PROBLEM

Statement of the problem. It was the purpose of this study to write a history of the student newspapers at Brigham Young University from 1891 to 1965, with some mention being given to the Academic Monthly, the Academic Review, The Normal, The Business Journal, and the Journal of Pedagogy, since these non-newspaper publications had a definite influence on the content and format of the first Brigham Young Academy student newspaper, the B.Y.A. Student, and the White and Blue, a student newspaper-magazine which had evolved into a definite student newspaper by the 1920-21 year.

Organization of the study. The study is divided into eight unequal chronological periods of time covering certain Brigham Young Academy and Brigham Young University student and faculty publication histories from 1878 to 1965. The second chapter treats the history of the first school newspaper and the five non-newspaper publications issued between 1878 and 1896. The remaining chapters cover the period of time from 1897 to 1965, each chapter, except those dealing with Y News history, being divided on the basis of a change in publication name. Since the entire Y News period covered twenty-six years, making it difficult to handle in one chapter, it was divided into three chapters: chapter five, covering the prosperous years of the twenties to 1930-31; chapter six, covering the depression and pre-World War II

years, and chapter seven, covering World War II and post-years up to and including 1947-48.

Extent and limitations of the study. With a myriad of facts to choose from it is difficult for one to decide what to include and what to leave out in writing a history. Bearing in mind the advice of noted Columbia University historians, Jacques Barzun and Henry F. Graff, ". . . the writer should not tell all . . . and no one wants him to," one must limit his study to certain selected features if he would achieve clarity and purpose in his writing. This study includes a description of the major physical changes of the publications studied as well as changes in format, content, style, and page make-up. The more notable controversies involving the publication of each period were included and brief mention made of some of the more outstanding student news staff "scoops" and "boners." Other incidents of a humorous and colorful nature were also recorded. A general statement of the financial condition of the publication of each period, including advertising and subscription data, constitutes an important part of each chapter. Background features having to do with the University, the community, the state, and the nation, have been included where they are especially pertinent to the historical period

Jacques Barzun and Henry F. Graff, The Modern Researcher (New York: Harcourt, Brace and Company, 1957), P. 31.

or subject under discussion.

With, some notable exceptions, personalities have been left out since there were far too many interesting people, all directly involved, to be included. Lists of former student editors and business managers are found in the appendix following the bibliography.

Since 1933 the history of the student newspaper has been somewhat related to the history of journalism instruction and development in the University. The study includes the history of early journalism instruction offered at the University, and the development of the Journalism Department.

Justification of the problem. A separate, detailed history of the student newspaper and its predecessors at Brigham Young University has never been written, with the exception of a few, brief pages included in an unpublished history of Brigham Young University compiled by J. Marinus Jensen, Newbern I. Butt, Elsie C. Carroll, and Bertha Roberts, in 1942. Since the Monthly was first known to be issued, in 1878, eighty-seven years have elapsed. In this length of time many of the former editors and business managers of early publications and newspapers have died, taking with them valuable knowledge concerning the journalistic contributions of their time. The time is ripe for the histories of early publications and student newspapers at Brigham Young University to be written. The writer feels that such a study will be valuable to the history and

tradition of Brigham Young University, particularly to the Communications Department. Some of the strengths and weaknesses of the student press systems and journalism education programs of the past are revealed. It is the hope of the writer that an analysis of the history of this study will prove useful in the structuring of an improved journalism education program in the future, and the sponsoring of an independent, yet responsible, student newspaper capable of inspiring the confidence of administration, faculty and studentbody. That one of the values of history can be the shaping of a better future is borne out by the previously mentioned historians, Barzun and Graff, when they say:

. . . History is the past shaping the present and future, having first shaped the minds of the historian and his audience. History-as-Event generates History-as-Narrative, which in turn produces History-as-Maker-of-Future-History,⁴

Sources of data. The primary source of information was the bound newspaper files contained in the University archives. The archives also provided financial records, unpublished histories and papers of historical value, a complete collection of Brigham Young University student yearbooks, as well as student council minutes, studentbody histories, and University circulars, quarterlies, and cataloges, all of which yielded much helpful information. Other information was gained through personal interviews with

⁴Ibid p. 50.

former student publication editors, past and present heads of the Journalism Department, faculty publications advisers, and the head of the University News Bureau. The files of the student publications office and the Communications Department were opened to the writer and also proved of much value.

CHAPTER II

1878-1896: SIX SCHOLARLY, PIONEERING- PUBLICATIONS

Brigham Young, the second President of the Church of Jesus Christ of Latter-day Saints, executed a deed of trust on October 16, 1875, founding the Brigham Young Academy in Provo, Utah territory. Provo, settled by pioneers in 1849, was a growing, but as yet largely undeveloped community in 1875.¹

The Brigham Young Academy opened its doors to actual classwork in the fall of 1876 in a building called Lewis Hall, located at the corner of Center and Third West Streets. Warren N. Dusenberry was elected by the Board of Trustees to be the first principal of the academy, but resigned before academic work commenced, and Brigham Young called German-born Dr. Karl G. Maeser, an educator and a convert to the church, to be principal of the Academy. Sixty-seven students

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were enrolled by the end of the first term. Lewis Hall was destroyed by fire on January 4, 1884. The basement of the Provo Stake Tabernacle, a nearby store, and the First National Bank building housed the school on an emergency basis for a short time; then it was moved to the upper story of the Z.C.M.I. warehouse, at the corner of Sixth South Street and

¹J. Marinus Jensen, History of Provo, Utah, (Provo: New Century Printing Co., 1924), p. 53.

²Ibid., p. 350.

University Avenue.

Dr. Benjamin Cluff Jr. became "President" of the Academy, as his office was designated, in 1891. He succeeded Dr. Maeser, who had been appointed superintendent of church schools.³ January 4, 1892, the Academy students, "now five hundred strong,"⁴ marched from the old warehouse to the newly completed Education Building (located at approximately 550 North University Avenue), on a site known later as "lower" campus.

Under Dr. Cluff, the College Department was formally established by the Board of Trustees on October 16, 1896, although some college work had been offered previously.

I. THE ACADEMIC MONTHLY

The first Brigham Young Academy organization to produce a periodical publication, other than the B.Y.A. Circular, was the Polysophical Society, founded by Dr. Maeser during the 1877-78 school year.⁵ The Polysophical Society was an extra-curricular, non-credit organization divided into three sections, or areas of interest: science and literature, music and fine arts, and political science and civil government. According to an account given in the Deseret News,

³Ibid., p. 351.

⁴Ibid.

⁵The Academic Review, [Brigham Young University, Provo, Utah] October, 1884, p. 1.

the Academic Monthly was being published in the year 1878. Kristina "Tennie" Smoot, a member of the faculty, was listed as its editor.⁶

Very little is known of the Academic Monthly since no known copies have been preserved. An interesting statement appears in the Brigham Young Academy Circular of 1882-83 which innocently casts some doubt as to the frequency of publication. In making reference to the activities of the Polysophical Society the Circular states that "a paper is edited by the Socociety every five weeks, called the Academic Monthly." ⁷ The same statement was repeated in the 1883-84 Circular; but in 1884-85 the statement was changed to read:

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"A paper is edited by the Society at stated intervals."

This statement no longer applied to the Monthly since James E. Talmage returned to the Academy after a leave of absence spent at Lehigh and John Hopkins Universities and assumed, among other duties, the editorship of The Academic Review, ⁹ which took the place of the Monthly in 1884.

The Monthly was not a printed publication; it was a

Deseret News, [Salt Lake City, Utah] June 21, 1878.

Brigham Young Academy Circular [Brigham Young University, Provo, Utah] 1882-83, p. 3.

⁶Ibid., 1884-85, p. 3.

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J. Marinus Jensen et al., "History of Brigham Young University," [unpublished] (Provo: Brigham Young University Historical Committee, 1942), Sect. 222.

manuscript paper, each issue of which was apparently read aloud to the entire Polysophical Society. The Territorial Enquirer made mention of this practice when it commented briefly: "The Polysophical society held one conjoined session in which Number 5 of the 'Academic Monthly,' Nels Nelson, editor, was read."¹⁰

When the Academic Review started publication, editor Talmage, in a rather critical tone, wrote:

For several academic years, the Polysophical Society of this Academy has prepared at intervals a manuscript paper, bearing the name of the 'Academic Monthly.' The numbers appeared with a regularity which was not particularly striking, and each edition delighted in the possession of an editor entirely uninjured by wear, or soured in temper by the vicissitudes of past experience; but the editor, (or editor-ess, as the case oftener was), enjoyed a consolation which the quill driver of the Review cannot truthfully say he experiences; and that was the assurance that all for whom the Monthly was prepared knew what was in it, for the labors of the editorial mind did not cease till the whole paper had been read to the assembled crowd.¹¹

Perhaps the most that can be said of the Academic Monthly, on the basis of very limited knowledge, is that it gave rise, in 1884, to the school's first printed publication, The Academic Review.

II. THE ACADEMIC REVIEW

In 1909-10 two statements were printed regularly

Territorial Enquirer, [Provo, Utah] January 25, 1882.

The Academic Review, op. cit., p. 2.

in the staff box information appearing on the editorial page of the White and Blue (a student publication of a later date). One of the statements traced the White and Blue genealogy back to the Academic Review. The other statement made the proud claim that the Academic Review was the first college "paper" published in Utah:

Outgrowth successively of the Journal of Pedagogy, The Business Journal, The Normal, the B.Y.A. Student, and the Academic Review, established October, 1884. The Academic Review was the first college paper published in Utah."¹²

The name "Utah" would have to refer to the Territory of Utah since Utah was not a state in 1884. It is not known by the writer if the claim to being the first college "paper" in Utah Territory is accurate. It would seem that since the University of Deseret, now the University of Utah, was established in 1850, it should have published at least one student or faculty publication before 1884.

Br. Maeser was behind the move for the Polysophical Society to produce the first printed publication, The Academic Review; but it was not a student project, as the Brigham Young Faculty Minutes of 1884-85 reveal:

Bro. Maeser spoke of having an academic journal printed for which the teachers should be contributors and the students subscribers. It was decided to lay the matter before Bro. Cluff, the chairman of the Executive Committee, and then to the students.¹³

White and Blue, [Brigham Young University, Provo, Utah] 1909-10. [The editorial page of any issue.]

¹³Brigham Young Academy Faculty Minutes," [Brigham Young University, Provo, Utah] September 16, 1884, p. 8.

Student approval was apparently gained as Dr. Maeser then instructed that the President of the Polysophical Society, James E. Talmage,¹⁴ was to be editor-in-chief, and the chairmen of each of the three divisions of the society were to be part of the editorial staff. Eight editions per year were to be produced," . . . each consisting of eight large octavo [sic] pages of reading matter 5 1/2 inches wide x 8 3/16

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inches high in a neat cover." The price to subscribers was \$1.00 per year, \$.60 per half-year, or \$.20 per single copy. Each edition was bound by a paper cover, both sides of which contained all the advertising the publication carried. Some of the early advertisers were: Provo Co-operative Clothing Department, P. I. M. & B. Co. Contractors and Builders, Dr. E. V. Kimball (dentist), T. E. Daniels (photographer), Pelt Brothers News Depot, and Smoot & Co. (druggists).

In studying the eight issues produced the first year it is apparent that the Review adequately represented the

Information taken from the Brigham Young University Archive faculty files. James E. Talmage was a member of the Brigham Young Academy from 1878 to 1887, taking two year's leave from 1882-1884 to study at Lehigh University. He also served as a member of the Academy's Board of Trustees from 1884 to 1891. From 1888 to 1893 he served as President of the Latter-day Saints College. From 1894 to 1897 he served as President and Professor of Geology at the University of Utah, and was a member of the faculty thereafter. In 1911 he was made a member of the Quorum of Twelve Apostles in the Church of Jesus Christ of Latter-day Saints.

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"Brigham Young University Faculty Minutes," September 19, 1884, p. 63.

initial purposes for which the publication had been originated. Scholarly literary and scientific articles were abundant; but some items pertinent to the faculty and studentbody were also in evidence, just as the "Prospectus" of the

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Review had promised. The Review, then, bore somewhat the responsibility of a studentbody publication.

The Review was not in debt as it finished its first year, though it received only \$70.00 in student subscrip-

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tions. Apparently not an overwhelming number of students had accepted the gracious invitation offered in the "Prospectus":

The Society extends an invitation to students, graduates, teachers and all friends of education to become subscribers. As it is proposed in no way to regard the publication of the Review as a source of revenue, the size of the first edition will be closely governed by that of the subscription list.¹⁸

The Review, however, was discontinued in 1885. David Wilkinson speculated that lack of finances caused the death

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of the Review.¹⁹ A more likely explanation is the fact that the Polysophical Society was discontinued before the 1884-85 school year was finished. Editor Talmage reported "... the

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Ibid.

David Wilkinson, "Student Life," [One of several papers written as a project in gathering data for an unpublished history of Brigham Young University, Brigham Young University Archives, Provo, Utah] 1960, p. 74.

18

"Brigham Young Academy Faculty Minutes," loc. cit

19

David Wilkinson, loc. cit.

discontinuance of the labors of the Polysophical Society, with the exception of issuing No. 8 of the Review," in a faculty meeting held May 22, 1885.²⁰

III. THE B.Y.A. STUDENT

The Brigham Young Academy's first student newspaper was a three-column, four-page weekly, although it was never issued weekly on a regular basis. Each numberless page measured 8 1/2 X 11 5/8 inches. Underneath the name, The B.Y.A. Student, on the front-page masthead, was printed the motto, "SELF EFFORT EDUCATES." The paper was printed on newsprint and sold, for the remainder of the school year [It appeared in January, 1891] for \$.75.

Since the name of the printing company contracted to print the Student was never included in the publication data given in each issue, it was difficult for the writer to determine the source of the printing. A search of official University records, and inquiries made of local printing companies proved unfruitful; however, frequent editorial comments, of a complimentary nature, appeared on the editorial page in reference to the Utah Enquirer. At that time the Enquirer was a local newspaper and printing company. It is definitely known that the Enquirer printed the two student publications which followed the Student, and it

is reasonable to assume, with no other evidence, that the Enquirer was the probable printer of The B.Y.A. Student.

The Student's first and only editor was W. M. McKendrick and the business manager was Richard R. Lyman. The publication followed general newspaper make-up in placing the featured or more important news on the front page and editorial comment on the second page. The third page was given to secondary news under two headings; "Normal Locals" and "Locals, General." "Normal Locals" referred to news of high school students studying to become teachers. "Locals, General" referred to all other high school students in the school.

The B.Y.A. Student carried more advertising than did the Academic Review. Five of the twelve total columns of the paper were filled with advertising. The Provo Co-operative Clothing Department, the Provo Book and Stationery Company, and the Irvine and Barney clothing advertisements were the most prominent. The advertisements contained few illustrations, relying on fancy "gingerbread" type to catch the attention of the reader's eye. The ads were not "stair-stepped" from the bottom of the page to the left or right side of the page as they are today, instead they were all placed neatly in one column, one on top of the other, or all placed on one page. The last page of the Student was completely filled with advertising.

Evidently the Student was meant to circulate in other

church schools; each of the editions published contained the following recommendation, on the second page, by Dr. Karl G. Maeser, whose position was now described as "General Superintendent of Church Schools":

It gives me pleasure that I can comply with the solicitation of the manager of the 'B.Y.A. Student,' and endorse this literary enterprise as a means of friendly communication between the students of our educational institutions and as such recommend it to their kind consideration and support.²¹

The first issues of the B.Y.A. Student contained biographical sketches of faculty members, educational articles, and some school news. Later issues showed student articles and formal essays replacing the biographies. Some space in each issue was devoted to humor. There were no pictures and few illustrations were shown.

It is puzzling to understand why the B.Y.A. Student was discontinued. From all the evidence available, which is considerable, it appears that the first student newspaper was a successful endeavor, financially and otherwise.

The writer's study of seventy-five years of student newspapers at Brigham Young University has borne out several similarities in the way each news staff handled its problems. One similarity is that when a student newspaper was suffering financial difficulty this fact was not kept a secret from the readers. Editorials were used to discuss the problem

The B.Y.A. Student, [Brigham Young University, Provo, Utah] February 10, 1891.

frankly and to suggest possible solutions. Pleas for more support from the faculty and studentbody, coupled with additional advertising and frequent admonitions to support the paper by patronizing the advertisers usually clearly defined the publication's financial problems. No such evidence ever appeared in the pages of the Student. The fact that two new publications were promptly started in the fall of 1891, four months after the end of the Student, neither of which carried any more advertising than the Student, would seem to indicate that the Student did not die of financial difficulties. It would be more reasonable to assume that the success of the Student was such that it influenced the Commercial and Normal Departments to produce their own publications independently, which enabled them to cater to their own particular needs and purposes better than could one publication representing the entire school. The two new publications would never have received administrative approval if the Student, under the same basis, had been a financial failure. With no unifying studentbody organization, it was natural for the Academy students to organize their publications efforts on the basis of departmental interest.

IV. THE NORMAL AND THE BUSINESS JOURNAL

It is fitting that the histories of The Normal and The Business Journal be included together. They were similar in many ways. Both publications appeared the same year,

The Normal in September and The Business Journal in October, of 1891. Published twice monthly the first two years, neither of the two publications could be considered newspapers, although the Journal had some newspaper characteristics; both were closer to professional periodical journals in style, appearance and content. Like the Academic Review, both were bound in paper covers, the four sides of which contained advertising. The inside pages, eight to ten in number, measured 7 1/2 X 10 1/2 inches. The business departments of both, while separate, were under the supervision of faculty members E. E. Eggertson and W. E. Rydalch. Both publications were printed by the Utah Enquirer of Provo, Utah. Both ceased publication after the 1893-94 school year.

The Normal. The Normal was published by students of the Normal Department, although as planned, faculty members
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wrote the majority of its contents. The original cost of subscriptions was \$1.00 per school year. In the 1893-94 school year the price was increased to \$1.25 per year. The first editor of The Normal was O. W. Andelin, who, interestingly enough, had been the editor of the "Normals Local" section of the B.Y.A. Student. Among the staff members listed for the first issue was twenty-two year old J. M. Jensen. One month later J. M. Jensen was editor of The

The Normal, [Brigham Young University, Provo, Utah] September 14, 1891, p. 1.

Business Journal, and in later years played a prominent role in the development of the first journalism courses taught in the Academy and the compiling of the first school history of Brigham Young University. The faculty historical committee, which Jensen headed years later, wrote of the Normal: "The Normal was more in the nature of a professional journal than a school paper. Local affairs played a minor part in the columns of the paper."

The faculty minutes of August 30, 1893, state that B.Y.A. faculty members M. H. Hardy, W. M. Wolfe, N. L. Nelson and G. H. Brimhall were appointed as consulting editorial

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committee members for The Normal. Thus the first organization of what was later to become the publications committee was formed.

The purpose of the publication, according to an article in the first issue, was to assist in raising the teacher's profession by furnishing the practical, "wide-

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awake" teacher with useful information. The same article went on to outline the following reading fare for its readers . . . In which shall appear synopses of lectures on the Science and art of teaching, articles on Pedagogy, Psychology, Science, Literature and Art, written by the professors of the Academy emy [sic] and other teachers,

23

J. Marinus Jensen et al., op. cit., sect. 224.

24

"Brigham Young Academy Faculty Minutes," op. cit. September 6, 1893, p. 69.

25

The Normal, loc. cit.

and also miscellaneous news of all the prominent schools in Utah.²⁶

An examination of the three volumes of Normal publications showed that the original purposes and goals of the publication were fulfilled very well.

One of the progressive ideas The Normal helped to publicize was the merit in forming an alumni association:

. . . Would it not be to the good of all concerned to have an alumni association similar to that of other colleges? . . . We recommend to the consideration of all students of the Academy, the propriety of organizing an association before the year is out.²⁷

An alumni association was officially formed in 1893, a year after the article appeared in The Normal.

A notable innovation attributed to The Normal editorial staff is the first use of photoengravings in an Academy student publication. The December 20, 1892 Christmas edition of The Normal contained several photographs of prom-

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inent Academy educators. Due to the expense of the process, it was many years before photographs appeared on a regular basis in student publications at Brigham Young Academy.

The Business Journal. The Business Journal started publication a month later than The Normal. The wording and

²⁶Ibid.

²⁷Ibid., April 18, 1892. p. 1.

²⁸Ibid., December 20, 1892, pp. 61-88.

tone of comments made in the first edition of the Journal suggest that the Commercial Department was somewhat chagrined at the narrow scope of projected interests the September issue of The Normal declared it would cover, and therefore started a publication of its own. This feeling of non-representation, if it existed, could have extended back to the era of the B.Y.A. Student, and beyond. The Commercial Department received very little, if any, news in the Academic Review, and the Student devoted one complete column on an inside page to Normal Department news while allowing one column to all the remaining departments of the school. It is not difficult to understand the founding of a separate Commercial Department publication.

The Journal editor, J. Marinus Jensen, outlined much wider scopes of interest to be covered in the Journal than those advanced by the Normal:

. . . . It will be published by the students of the B.Y. Academy and will be a representative business paper of the school. The Editorial staff has been selected from the three leading departments of the Academy and matters of interest pertaining to all [underscoring mine] of the departments will be published.²⁹

One naturally wonders if there was not some competition between the two publications. If competition existed, it was one-sided. While the Normal chose to remain aloof in its editorial pages, the Journal was printing letters to the

The Business Journal, [Brigham Young University, Provo, Utah] October 26, 1891, p. 1.

editor of a highly complimentary nature. A letter from the Provo Dispatch stated:

The students of the B.Y. Academy, engaged in the "business College department of that institution, have done themselves proud "by the publication of the Business Journal the brightest and most meritorious journal of its kind published in Utah. It outshines all other publications of the academy [sic], [under-scoring mine] and reflects great credit upon the head of the business college, Prof. J. B. Keeler, and especially upon the members of the editorial staff.³⁰

With the printing of the above, the gauntlet of competition had indeed been thrown at the feet of The Normal editors. Yet The Normal editors refused to tilt with words. Their editorials remained coldly professional and impersonal.

The Journal differed from the Normal in that it had a semi-newspaper page make-up, with three-column pages, and a front page motto, "Let every man be occupied," appearing under the name on the nameplate. In its last year of publication the Journal changed to a large two-column style of page make-up. Another difference was the price. The Normal cost \$1.00 per year's subscription to the Journal's \$.75. In the final year, 1893-94, when the going apparently got rough for both publications the Journal lowered its subscription price to \$.50 per year, and became a monthly; the Normal increased its subscription price to \$1.25 and lessened its pages per issue somewhat. Apparently the Normal staff's philosophy was to try to get more money from the same

subscribers while the Journal attempted to lessen its price and gain more subscribers.

The Journal carried local and state news of interest as well as a goodly amount of national political and economic problems, which received much editorial comment. The most often-discussed national problem was the silver issue. The Journal presented both sides of the gold standard versus

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the gold and silver standard on its editorial pages. A long-standing territorial issue which received some attention was the statehood for Utah question:

Utah is again knocking at the door of the Union for admission to the sisterhood of states. She has complied with every requirement which has been made of her, but will the door be opened? We fear not.³¹

By the 1893-94 school year both publications were obviously having a hard time to find the means to continue publication on the same basis as during the two previous years. On the national scene the "panic of '93" had upset the economy of the nation. The struggling Brigham Young Academy was also hard pressed financially. The faculty minutes of 1895 describe a special fast day, urged by President Cluff, in which the students, teachers and patrons of the Academy could petition the Lord to open the way for the release of the Academy from its indebtedness. It

³¹Ibid., February 10, 1892, p. 2.

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Ibid., January 29, 1892, p. 1.

Brigham Young Academy Faculty Minutes," op. cit., February 5, 1895, p. 113.

appears that the twin publications were victims of the times, and fell by the wayside, only to be replaced by a single publication, The Journal of Pedagogy, which also succumbed after a short length of time.

V. THE JOURNAL OF PEDAGOGY

Very little is known or recorded concerning the two-year existence of the professional periodical, The Journal of Pedagogy, "published monthly," as the front page states, "under the auspices of the Department of Experimental Pedagogy, Brigham Young Academy." It was reduced in page size to 6 x 8 3/4 inches, and it followed the same style as is generally used in books, containing a single column. All articles, other than the "Editorials" section, appeared under one of the following ten sections: (1) "General Education," (2) "Theory and Practice of Teaching," (3) "Psychology including Child Study," (4) "Primary Methods for Schools and Homes," (5) "Kindergarten Methods," (6) "Psychology and Sanitary Science," (7) "School Laws," (8) "Biography," [of prominent Western teachers] (9) "Commercial Department," [presenting commercial law and business forms] (10) "Miscellaney: [sic] school reports, notes, personals, book reviews, quotations, and exchanges." The fourteen editions produced over a two-year period were highly professional

and devoted almost entirely to the teaching profession, including the topics chosen for editorial content.

The first issue of The Journal of Pedagogy, a thirty-two page effort, appeared in December of 1894. Editorial comment in the initial edition posed a very basic question:

. . . To publish even so unpretentious a paper as this opening number of the Journal for the school year cannot be done short of a thousand dollars for printing alone; to publish as good a paper as it is destined, we trust, to become will require that sum several times over. Where is this means to come from?³⁵

The editor was making a logical plea to possible subscribers. He went on in the article to tell how the teachers "some of whom belong to the B.Y. Academy faculty," met and considered the advisability of starting the "paper." Each teacher pledged a certain sum of money to make good the deficit if

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the publication ended up in debt.

At the end of the first year the editor states soberly that ". . . the Journal has by no means been a financial success." In the same article, however, he qualifies the statement somewhat:

. . . The contributors have generously furnished matter gratis, and the editorial work has been done free, so that the expenses have been cut down to the lowest limit, and the business manager furnishes the satisfactory statement that the Journal emerges from this first year's experiment free of debt.³⁷

³⁵Ibid.

³⁶Ibid.

³⁷Ibid., May, 1895, p. 181.

As is suggested, the editorial staff practiced very frugal measures in producing the thirty to thirty-four page publication; no photoengravings were used, very few headlines, and no special illustrations. Since the outer covers were not preserved when the publication was bound to be placed in the University Archives, it is not known whether advertising was included in The Journal of Pedagogy or not. It is probable that advertising was carried since a few ads appeared on the last inside page of the latter issues of the second year, indicating that the business manager, like the business managers of earlier publications, had tried to increase the revenue of the publication with additional advertising. As its immediate predecessors, The Journal of Pedagogy had the misfortune of being published during a time of local "depression" that had started in 1892.³⁸ The publication ceased with the end of the 1895-96 school year.

Thus, six pioneering publications had been started, and stopped during the nineteen years of the Academy's existence. Though some of these early publications were short-lived, all were successful in that they passed on to the publications which were to follow the optimism with which they had been started and maintained, as well as valuable lessons in financing. Their experiences would culminate, finally, in a student publication that would stand the test

of time.

CHAPTER III

1897-1909: THE WHITE AND BLUE, NEWSPAPER OR MAGAZINE?

During the period from 1897 to 1909 the Academy continued to grow, in numbers as well as in academic quality, and buildings. In 1898 the College Building was added to lower campus. By the 1900-01 school year the number of students enrolled was over 1000, the large majority of which were high school students.¹ The Training School, (including a men's gymnasium) was built on lower campus in 1902.

In 1903 the Brigham Young Academy became the Brigham Young University. The name was changed October 23, 1903; it was felt that since college level work had been formally offered since 1896, and since the old name carried the connotation of "prep school" work, that the name should be

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changed to something more appropriate. On December 23, 1903, President Cluff resigned and George H. Brimhall became President of the Brigham Young University.

The Missionary and Preparatory Building, later called the Art Building, and presently the building that houses part of the Brigham Young High School, was completed in 1904. During the 1905-06 school year President Brimhall purchased

Office of Institutional Research, Brigham Young University Annual Enrollment Summary, (January, 1964), p. 3.

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J. Marinus Jensen et al., "History of Brigham Young University," unpublished (Provo: Brigham Young University Historical Committee, 1942), Sect. 48.

from the State a tract of 280 acres of land from the nearby mountainside and the studentbody and faculty cleared away the brush, laid out and whitewashed a huge "Y" on the mountainside. The conferring of the Bachelor of Arts degree was started in the 1906-07 school year, and between 1904 and 1908 the initial purchase of land on University Hill was acquired.

Enrolled students, including high school, college, and elementary training school students, numbered 1,411 by the end of the 1908-09 school year, the large majority of which were high school students.³ J. Marinus Jensen, in commenting on the formation of the first studentbody organization, in 1908, formed under the urging of President Brimhall, stated:

As struggle has been characteristic of the growth of Brigham Young University, it is but in harmony with the history of the school that there should be some degree of struggle in connection with the origin and development of the College Studentbody. In the early days of the school there was no differentiation between college and high school, and later, when segregation came, the number of students in the College seemed so few in comparison with those in the High School that it was difficult for the College to avoid High School domination.⁴

I. THE WHITE AND BLUE OP 1897-98

After a full academic year without a student

Office of Institutional Research, loc. cit.

J. Marinus Jensen et. al., op. cit., Sections 252-

publication of any kind, some of the Academy students proposed, in September of 1897, to start a student publication. The faculty approved the venture, as did President Cluff, who appointed faculty members N. L. Nelson and W. M. Wolfe as "advisory editors."⁵ The first staff of the White and Blue consisted of Wells R. McBride, managing editor; Mamie Allerton, associate editor, Annie Pike, local editor; and Leo Bird, business manager. The twelve to sixteen page semi-monthly publication was financially supported through subscriptions and advertising sold. The first issues (there is only one issue from the 1897-98 year preserved in the University Archives), apparently carried approximately forty per cent, counting the outer cover, advertising.

A local professional paper, The Rural Press, made the following comment concerning the first issue of the White and Blue:

'The White and the Blue,' a spicy and newsy little paper for the students of education, and a necessary organ of the Brigham Young academy[sic] of Provo, had its first issue published October 16th, which was the 22nd anniversary of founders day for the academy. It is a fourteen page paper, full of valuable reading matter. It is made of good material, its type is clear and plain, and it is well worth the price of subscription, which is fifty cents for the school year.

The new Academy building is progressing very rapidly, and the brick work has already commenced on some

"Brigham Young Academy Faculty Minutes," Brigham Young University Archives, Provo, Utah, October 12, 1897, pp. 228-229.

parts of the foundation.⁶

The 1897-98 White and Blue showed clearly the influence of its six predecessors. While it generally conformed to the style of a magazine it had a few of the characteristics of a newspaper. It was the same approximate size as the 1891 Student, 8 1/2 x 11 inches; the majority of its inside pages were like the Student's also, being three ruled columns in format. The first two or three pages of the initial editions of the White and Blue were two-column and unruled. Long literary stories, biographies, educational or scientific articles and poetry were usually featured on these pages. On the front cover was printed the motto of the publication, "CHARACTER IS POWER."⁷ The physical characteristics of the White and Blue of 1897-98 were due to change the next year. The new editor chose to make the White and Blue of 1898-99 conform more to the style of a professional journal. The characteristics of the 1898-99 publication were typical of the entire period.

The style of reporting news items in the first year's White and Blue, and the style followed until the 1920's, was to organize the news report as one would organize the writing of a narrative, starting at the beginning and developing

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The Rural Press, [A professional newspaper published in Provo, Utah, during 1897. One copy is on file in the Brigham Young University Archives, Provo, Utah.] November 5, 1897, p. 1.

⁷White and Blue, [Brigham Young University, Provo, Utah] April 15, 1898.

chronologically the facts of the story in the same order as they occurred. The writer's approval or disapproval of the fact being reported was often freely interspersed wherever the writer was so moved to comment, and no warning was given the reader as to when a fact stopped and an opinion started.

II. PHYSICAL CHANGES

The editor of the 1898-99 White and Blue, Ed Rowe, ordered the size of the publication reduced " . . . to dimen-

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sions more convenient for binding." The new inside page size, excluding the cover, was 6 x 9 inches, a size that varied only slightly during the next ten years. The outer covers were a source of staff pride as they were very artistic and original, even though bearing a goodly portion of each issue's advertising. It is interesting to note that four of the five printed publications which preceded the White and Blue bore a cover of the same fashion.

III. WHITE AND BLUE POLICY AND CONTENT

While some of the content of the White and Blue was similar to the contents of its journal ancestors of 1884 to 1896, it was characterized by more original student writing and reporting. The White and Blue mirrored both the preferences and prejudices of the students who produced it. Since

⁸ Ibid., November 1, 1898, p. 5.

there were no particular written rules, or definite journalistic codes to adhere to, the editor usually made the publication fit the rule he thought best. One unusual similarity noted was that all editors of this particular period seemed to give, of their own volition, spirited, unquestioned loyalty to the administration, faculty, and the school as a whole. There was very little, if any faculty or administrative-policy fault-finding or criticism offered on the pages of the White and Blue, even though areas of disagreement between the students and administrative policies did occur and

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were reported in the paper. Editor David Rust, 1901-02, summed up the editorial policy that seemed to be in general the policy followed by most White and Blue editors up to the twenties:

Our aim is to publish a typical students' paper. We shall represent the interests of every division of the school. Whether in the classroom, on the athletic field, or in their social life, we shall attempt to give a dignified, fearless, and accurate account of the students' accomplishments. In forwarding our own interests, we shall always advocate whatever we think is right and whatever makes for the welfare of the Academy. In fact, the policy of the Academy is our policy. We believe in church school government and shall unhesitatingly denounce the school anarchist. The White and Blue hopes to furnish live readable topics, and promises a careful consideration of any suggestion or contribution.

Most of the editors of the period favored the practice of printing long, scientific, philosophic, or

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Ibid., November 13, 1903, p. 6.

¹⁰Ibid., October 15, 1901, p. 10.

theological articles like those of the professional journals of the 1890's. A statement from the "President's Report for the Years 1901-02" describes the publication accurately:

. . . It has been an educational journal as well as a college paper, having published in full in a special manner the lectures delivered by Dr. Dewey at our summer school last year; and having issued lectures afterwards in book form.¹¹

Often in the editions appearing between 1897 and 1903 the front page would contain a long reprint of a selection taken from classical literature.

As has been mentioned, one distinctive difference between the White and Blue and its journal ancestors was that it carried much more original student work than did the journals. Original student art work, cartoons, English compositions, fictional stories, and poetry were often used. This practice made the publication more popular with the students, and coupled with the fact that by 1898-99 the size of the studentbody more than doubled, with an enrollment of

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over 1,100,¹² the White and Blue had more than twice the subscribers available to the previous publications. This is one reason that enabled the White and Blue to survive where the others had failed. Each year brought different innovations and changes in the paper, but still the professional

¹¹"Brigham Young Academy Faculty Minutes," [President's Report for the Year 1901-1902, pp. 217-228] p. 225. [The Dr. Dewey referred to was the famous educator, Dr. John Dewey.]

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Office of Institutional Research, B.Y.U. Annual Enrollment Summary, (January, 1964), p. 3.

articles continued to ~~be~~ printed. Finally, editor Clarence Jacob rebelled against the constant use of scientific, philosophic and pedagogical-training news content which had occupied a prominent place in the White and Blue and in Academy journals since 1884. In the initial issue of the White and Blue of 1908-09 Jacob committed the publication to support of the building of new university buildings on

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Temple Hill.¹³ Then, in a later editorial, he commented:

. . . What kind of a publication should constitute a college paper? We frankly admit the impossibility of a general definition. Conditions must determine individual cases. However, a few component elements may be stated as belonging to all.

First. The average college paper must reflect the life of the school. (If the school lack such a quality, the paper would not necessarily be expected to revive it.)

Second. It must maintain as high a literary standard as possible. This implies an absolute freedom from insipid and "slushy" material so often encountered in school papers. It does not imply the elimination of satire nor of a certain grade of caricature, if used with discretion. Both are valuable in their place.

Third. It must not habitually contain articles suitable only for scientific, philosophic or theological journals. Such articles are readily found by the student in their proper places in the library. This applies, in our opinion, to the representative student publication of any school whatever, be it state or sectarian, [underscoring mine]

Fourth. It must be entertaining to be read and appreciated by the students.¹⁴

White and Blue, op. cit., October 19, 1908, pp. 7-8.

Ibid., January 29, 1909, pp. 79-80.

Competitive school athletics were considered an important part of student life, and received much attention in the White and Blue, frequently on the front page. Football game reports were popular until the game was offocially dropped by the Academy in 1900.¹⁵ In 1899 the White and Blue campaigned editorially for the purchase of an athletic field, close to lower campus, to be used for track and football purposes, but after the banning of football, the

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project waned. Basketball was introduced at the Academy as a substitute for football, and by the time the Men's Gymnasium on lower campus was completed, in 1902, the game was receiving enthusiastic support from the White and Blue. Sports stories and reports occupied an entire page in the 1901-02 issues, and became a prominent feature in the pub-

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lications that followed. Not all the sports reporting was done as objectively as it might have been. A basketball game report in a 1905 issue stated indignantly:

In the Y.M.C.A. game our boys played a good, clean and sportsmanlike game and when we consider that they were at the mercy of an unprincipled, despotic and tyrannical referee, we are all the prouder of them.¹⁸

The comment above was not a common practice and is not used

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J. M. Jensen et. al., "History of the Brigham Young University," [unpublished] (Provo: Brigham Young University Historical Committee, 1942), sect. 286-287.

¹⁶Ibid.

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White and Blue, op. cit., November 28, 1901, p. 13.

¹⁸Ibid., February 16, 1905, p. 118.

as a representative example of the sports reporting of the period, nor is the extreme example that follows, the writer chose these quotations for their color and humor:

. . . We do not like to complain of the officials, as we realize that their position is a difficult one, and that they need the support of the crowd and team. However, this is not an excuse for absolute, malicious, one-sided treatment. [The official in question was named in a following paragraph.]

When an official finds fifteen fouls on one team and not a single foul on the other, to any fair-minded person it would seem that 'there "is something rotten in Denmark.' In this case the official was trying to even up a few supposed grievances. His special hobby was calling fouls on Rose La B.Y.U. player] for pushing, but failed at any time to perceive that Hammond [an opposing L.D.S. High School player] was climbing all over Rose and when he was bucked off, a foul would be called for pushing. (It should have been for bucking.)

We can't make the students of the L.D.S.U. responsible for having to play in the garret of a barn, but actually we've seen many a cow stable with a cleaner floor than the one we dressed on."

Track, baseball, and wrestling competition also received attention in the school paper as did inter-school athletic competition.

Some news items concerning Provo, Utah, and the nation were to be found in almost every year's White and Blue publications from 1898 to 1909. The White and Blue of 1903-04 carried the first quality "Current Events"

Ibid., February 22, 1907, p. 122.

section. Two news items of current national and international interest were found in a single "Current Events" section of February 5, 1904 issue, which concerned topics of much interest in 1965:

The Negro question is still unsolved. In fact it is again presenting an issue of considerable importance. Two policies widely divergent are now advocated in reference to them. Gov. Wardaman of Miss., stands for the policy of non-education, declaring that enlightenment tends to criminality. His speech has aroused the indignation of those who believe that illiteracy is a stain upon the race and one of the conditions of race depravity.²⁰

Another news item, of international interest, appeared just below the item just quoted:

The Russians are admitting rather irritably that American diplomacy has won a great victory in Manchuria. America should be proud of her statesman and diplomat, John Hay.²¹

IV. ADVERTISING AND FINANCES

As has been mentioned, the added subscribers of a growing studentbody and the advent of more material written by students for students in the White and Blue made the publication more popular to a larger number of readers, putting it on a more substantial financial basis. The President's Report for the Year 1902-03" states:

The WHITE AND BLUE, our College paper, published by the students, has passed one of its most successful years, not alone as a literary effort, but

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Ibid., February 15, 1904, p. 7.

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Ibid.

financially. It closes its year with a balance of \$40.00 in the treasury.²²

Not all White and Blue business managers of the period were so successful as 1902-03 manager, Royal J. Murdock. The White and Blue of 1902-03 was a weekly publication, the first since the short-lived B.Y.A. Student; twenty-seven editions were produced. Other years the expenses and the income were

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equal. Nevertheless, as publishing costs increased, partly due to the increased use of halftone photo engravings in the White and Blue, the subscription price of the publication was also increased. This seems to have been the major means of gaining the necessary additional revenue to meet added expenses. The per year subscription price rose from \$.50 in 1897 to \$1.00 by 1907.

Oddly enough, the percentage of total space used for advertising actually decreased slightly during the twelve-year period. An October 16, 1907 issue carried sixteen advertising pages of a total of forty-four pages, including the cover. This represented only thirty-six per cent of the total space. In 1908-09 the publication increased advertising space somewhat, averaging approximately thirty-eight to forty per cent. Advertising between 1897 and 1900 averaged between forty and forty-five per cent of the total space.

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Brigham Young University Faculty Minutes," OP cit., p. 225.

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White and Blue, op. cit., January 23, 1908, p. 121.

An Academy-sponsored student supply store occasionally ran an advertisement as did the White and Blue business staff:

We appeal—to all those interested in the welfare of education to come to our rescue with subscriptions and advertising. In return we will give you a right good educational journal.²⁴

Advertising changed much during the twelve-year period. Where the R.R. IRVINE & SON advertisement of April 15, 1898, was a vertical, one-column, four and one-half inch ad, composed entirely of type, the same company's ad appeared as a four-inch, two-column ad showing a large illustration of a skirt, in 1909. Halftone and line engravings were being used frequently by 1909. Local Provo business establishments who refused to purchase White and Blue advertising were sometimes subject to ridicule on the publication's editorial page:

. . . A few one-horse affairs local business have turned us down, but the insignificance of their business is in direct keeping with the methods employed, and we must not therefore expect them to show superior judgment in the question of advertising.²⁵

Academy students in 1900 were urged to avoid patronizing firms that did not advertise in the White and Blue:

. . . There are a few firms too narrow-minded to see that the WHITE AND BLUE is doing its portion towards increasing the attendance each succeeding year; these are they that are self-centered, and expect to get the trade of the students whether they advertise or not. Prove

to such firms that their ideas are erroneous by avoiding their establishments as you would the small pox.²⁶

Students who preferred to read the White and Blue of a friend rather than to purchase a subscription fared no better than businesses that refused to buy advertising. In an article entitled, "Do You Sponge!" a colorful description and admonition is given:

What are you—a blotch upon college life, a libel on the name of college student? If you can't possibly read your own paper, don't read any at all. That thing in attendance here who hasn't \$.75 worth of patriotism for his school journal is decidedly out of his element amongst students. For heaven's sake don't be a generation of spongers!²⁷

V. SEMI-MONTHLY TO MONTHLY

The number of issues per year and pages per issue varied greatly from 1897 to 1909. Starting as a twelve to sixteen page publication issued twice a month the White and Blue regularly produced twelve and thirteen issues a year until it was published on a weekly basis in 1902-03, producing twenty-seven issues. The 1903-04 White and Blue, also a weekly, was perhaps the outstanding publication of the period, both in quality and quantity. The staff produced twenty-three issues including an April 1, 1904 publication of twenty-four pages, not counting the cover. The editor, Willis L.

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Ibid., November 1, 1900, p. 10.

²⁷Ibid., March 14, p. 13.

Mangum, paid tribute to the 1903-04 business manager when he wrote:

. . . Mr. Richmond [Fred Richmond] has the distinction of furnishing a higher grade of paper than we have ever used before; he has kept up the expenses of a weekly edition, the only one in the state, and has nearly doubled the size of any previous volume.²⁸

In 1904-05, however, with the same editor at the helm as the year previous, the White and Blue returned to a twice-monthly status, but produced only twelve issues. The publication remained on the same basis until 1906-07 when it went on a monthly issue basis, producing only nine publications. This was probably due to the fact that the White and Blue was being printed in Salt Lake City by The Deseret News printing facilities. The general trend toward the end of the period was to produce fewer editions while increasing the number of pages per issue. The Commencement issue of May 28, 1907,

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numbered thirty-eight pages, not counting advertising pages. In 1907-08 the publication returned to a semi-monthly status, producing twelve issues, only to return once again to monthly status in 1908-09.

An editorial written in the final edition of 1908-09 publication summed up the development of the White and Blue in its first twelve years very well:

. . . The White and Blue has had a remarkable history in twelve years of its existence, passing through all the stages of amateur journalism from the yellow hand

²⁸Ibid., May 25, 1904, p, 13.

²⁹Ibid., May 28, 1907.

bill to a parody on the Psychological Review, and attaining all possible degrees of excellence in these various stages. Its growth has not been gradual, as might be implied in this statement, but periodic, the position occupied by any given volume being determined largely by the critic's idea as to what should properly constitute a college paper in the church school.³⁰

³⁰Ibid., June 1, 1909, pp. 214-215.

CHAPTER IV

1909-1921: A NEWSPAPER AT LAST

Under the direction of President Brimhall, Brigham Young University expanded to University Hill as the first two buildings on that site were erected during the period, the Maeser Memorial and the Mechanic Arts Building. The emphasis of study shifted to college work, and graduate study was also introduced, since college level students outnumbered high school enrollees by the end of the period.

World War I had a great effect on the University and its students. Military training was introduced on campus, inter-collegiate athletics were abandoned, and many of the institution's young men left school for the battlefields of France. The war was soon over after the entry of the United States, but it left a distinct mark on the student publications of the period.

1. PHYSICAL CHARACTERISTICS—ADOPTING— A NEWS FORM

In the period from 1909 to 1921 major changes took place in the White and Blue. The 1909-10 issue appeared as a weekly, and in a size similar to the 1891 B.Y.A. Student and the 1897 White and Blue, 8 1/2 X 11 1/2 inches. Its pages, again similar to its two predecessors, were divided into three columns. This size and style of page make-up, with some slight variations, characterized the publication until

the 1920-21 school year when it became a full-fledged six-column newspaper.

With a total enrollment (high school, college, and elementary training school students, in 1909-10 of 1,558,¹ some doubt existed as to whether the University could support a Weekly student publication. Evidently some of the staff members returning to produce the 1910-11 White and Blue, after experiencing the added staff responsibilities involved in a weekly, favored the return of the publication to a twice-monthly status:

. . . This year [1909-10] the official organ was made a weekly publication. Next year the prevailing sentiment of the incoming administration [1910-11 White and Blue editors—not University administrators] is in favor of changing back to the old bi-weekly periodical. Unquestionably, there are many disadvantages connected with a weekly publication in our school. The principal objection raised is that the field from which the material for composition must be drawn is not sufficiently large to provide so frequent an issue. But, after taking this into consideration, together with the notion that the paper would meet with greater favor if published less frequently, and also considering the prevailing sentiment for nothing short of a weekly periodical, surely it would be a backward step to change to a bi-weekly.²

"Prevailing sentiment" favoring a weekly publication proved stronger than the editorial staff fears that such a publication could not be supported, for the weekly status of the publication did not change during the period.

Office of Institutional Research, Brigham Young University Annual Enrollment Summary, (January, 1964), p. 3.

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"Brigham Young University Student Body Minutes: 1904-1910," op. cit., p. 11.

Since its beginning, in 1897, the White and Blue had been more of a student magazine, or periodic journal, than a newspaper. Still, during all this time, as has been mentioned previously, the publication retained some of the characteristics of a newspaper, and with the physical changes innovated in 1909-10, began a definite trend from magazine format and content to newspaper format and content. By 1915 the editors of the White and Blue had come to recognize the "half-breed" nature of the publication, and indicated a desire to develop even more the newspaper style in the future:

In the last few years the White and Blue has evolved from a monthly magazine to its present form—what we call a cross between a magazine and newspaper.

Although it is quiet [sic] impossible now to make the paper, in form, like the regular news sheet, we would like to see our reporters adopt the journalistic style in writing up news and class reports. Therefore we suggest that our writers give us more of what will happen rather than what has happened. In this way, with short, terse and snappy sentences, we believe that the writers themselves will receive a great deal of practical good as well as making their articles more interesting and finally our college sheet more popular.³

The author of the above, editor N. H. Savage, also expressed a hope that a school of journalism would be instituted in the school in the near future, a hope that began to bear fruit by 1916.

The final stages of development leading to the adoption of a bona-fide newspaper style and form occurred between 1918 and 1920. A front page headline of the April 9, 1919

³White and Blue, [Brigham Young University, Provo, Utah] March 23, 1915, p. 409.

White and Blue proudly announced, "WHITE AND BLUE TO ADOPT NEWSPAPER FORM," and a smaller headline underneath added, "Change to be Made Next Year."⁴ The lengthy article that followed went on to point out that the change from magazine to newspaper form had been instituted by action of the Board of Representatives, a legislative body of the studentbody; it also praised the proposed newspaper form, pointing out that the new publication would be more modern, less expensive, and easier to produce. The 1919-20 White and Blue editor, Le Roy H. Cox, had other ideas however, for when the first edition of the year appeared it was not in newspaper form. An editorial entitled "An Explanation," stated:

An article published in our school paper last April stated that the White and Blue, beginning with volume twenty-three, was to abandon the magazine form and take that of the newspaper. In reply to this we will state that no official change was made. Although a school concern, the matter was not put before the students for consideration. The Board of Control for April 4, bears record of merely favoring a change, but no faculty members were present and a definite change was not voted upon [sic] until such is done and ratified by the studentbody the White and Blue will remain unchanged in its present form.⁵

The balance of the lengthy editorial listed other reasons for retaining the magazine form. The White and Blue was published in magazine form throughout the 1919-20 school year.

The Wednesday, September 22, 1920 issue of the White

⁴Ibid., April 9, 1919, p. 1.

⁵Ibid., September 17, 1919, P. 5.

and Blue appeared in the long-awaited newspaper form and style. The newspaper, printed on newsprint as the 1891 B.Y.A. Student had been, measured 16 wide X 22 long. The first edition was a six-column, four-page weekly. It carried a little over four and one-half columns of advertising and 15 photographs of new University faculty members and other educators. Editor Wilkinson, who later became President of the Brigham Young University, briefly reviewed the history of the controversial change to newspaper form, and defended his action in a second-page editorial:

Bo you like this Newspaper? The editor, after consulting the Student Body President, decided to print the first issue at least in newspaper form.

There are many reasons for so doing. In the first place, there has been constant agitation for a change for some time. Alumni members, teachers and students have urged it.

When Br. Carroll was editor of the White and Blue [1909-10] the paper was changed from a monthly to a weekly edition and was printed in newspaper form. The next editor changed it back again. Students still desired it changed.

In the Spring of 1919 the Board of Control passed a resolution officially changing it to a newspaper form. But in the Fall of 1919 it was again issued in Magazine form. Throughout last year there was agitation for the newsy newspaper.

So in publishing the newspaper the editor is merely following the resolution of the Board of Control which is the last on the subject and should be honored.⁶

The student newspaper at Brigham Young University had at last arrived. The Faculty Board of Control met soon after the first edition had appeared, and when the second issue of the paper appeared, October 6, 1920, it carried the following

⁶Ibid., September 22, 1920, p. 2.

report:

The policy of the White and Blue was presented and the form of the paper discussed. It was finally decided that the newspaper form will be used permanently.⁷

II. CONTENT

The content of the White and Blue of the 1909-21 period changed just as the physical aspects changed, but not so abruptly. Slowly but surely articles dealing with topics of interest to the growing studentbody started to occupy more and more space in the pages of the White and Blue. The regular use of classical literature selections, articles pertaining to professional teaching instruction, and articles of a deep scientific and philosophic nature had stopped by 1911. Occasional use of such articles continued up to 1917, but only rarely after that. The use of original student stories and poetry continued on a regular basis until the 1917-18 school year, then less frequently, although they were definitely a part of the White and Blue until the advent of the 1920-21 newspaper form.

The faculty and administration became more conscious and critical of the White and Blue and vice-versa during the period. There had been no evidence of critical exchanges between faculty administration, and the White and Blue staff in its first twelve years. Undoubtedly such disapproval

⁷Ibid., October 6, 1920, p. 2.

occurred from time to time, but it was never serious enough, apparently, to receive mention in official records, or in the White and Blue itself. Faculty minutes record the calling of the 1909-10 editor, C. H. Carroll, to account for certain remarks recorded in the White and Blue that President

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George H. Brimhall disapproved of. As it turned out, the President had read double meaning in a joke that had been printed, and the incident had no serious consequence. In 1920, however, the faculty had been sufficiently alarmed to consider the advisability of censoring subject matter before

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each issue. No such action was ever recorded.

Student joke sections were a common characteristic of the White and Blue during the period, particularly from 1916 to 1920. A unique innovation in the 1909-10 White and Blue was the publishing, in addition to the regular issues, of a "Sunday Supplement," which consisted of two full pages of comic strips drawn by University student talent. While student cartoons and art often appeared in the publications of the period, the 1909-10 White and Blue holds the distinction of having printed the only comic strip "Sunday Supplement" in the school's history. The publication was issued in conjunction with the regular publication of the paper; it did not appear on Sunday. The White and Blue used jokes and

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"Brigham Young University Faculty Minutes," [Brigham Young University, Provo, Utah] May 30, 1911, p. 144.

⁹Ibid., January 5, 1920, p. 38.

short humorous sketches as "fillers" since its beginning in 1897. By 1916, however, several columns, and in some cases, pages, of jokes and humor appeared in each edition. No less than three joke sections were carried in the 1918-19 White and Blue entitled "Slush," "Some Funiwuns," and "Rare Ones."

The White and Blue did not hesitate to involve itself, editorially, in prominent state and national problems. In taking a strong stand favoring the proposed prohibition legislation in 1910-11, the publication became involved in several editorial-page debates with anti-prohibition state newspapers. One of the bitterest exchanges of editorial views was with the anti-Mormon, anti-prohibition Salt Lake Tribune. On November 4, 1910, students of the University staged an impromptu, unofficial parade and demonstration in the cause of prohibition. This occurrence was the second of its kind in as many years. The demonstration proved to be quite spirited, and created quite a stir locally. Papers throughout the state carried reports of the event. The Salt Lake Tribune commented on the demonstration staged a year previously as background information to the latest demonstration, of which a detailed report was written. Concerning the Tribune report, White and Blue editor Heber C. Snell wrote:

That old serpent, the 'Trib.' the father of lies, published on the 22 nd ult a special dispatch from its

¹⁰White and Blue, **OP. cit.**, November 1, 1910, p. 42.

Provo correspondent, Alvin Robison, containing among other misrepresentations, the falsehood that President Brimhall paraded the streets a year ago 'through the streets of Provo with instructions for each student to hollow '(i.e., to excavate, to hollow out—Shades of the rhetoricians, what a master of English is this same correspondent!)' for prohibition.'¹¹

Although only a student publication, the White and Blue was not afraid to take a strong stand or to criticize its professional journalistic brothers.

The reporters of the period were still subject to the temptation to include editorial comment in news stories. Sometimes a thoughtless, inappropriate sentence or reference would appear, acceptable enough, perhaps, for the period in which it was made, but when viewed from the perspective of 1965, crude and prejudiced. One such statement appeared in an article intended to be humorous in the November 12, 1914 White and Blue:

In making our customary rounds in the High School Building, disguised with false whiskers and a 'superstitious' nose, we came face to face with a 'scent' stronger than a nigger dressed up for Sunday in a livery stable.¹²

The writer cannot excuse the comment as an exception to the rule since several like comments were naively included in other articles during the twelve-year period under discussion. Fifty years later the thinking behind such references was proving to be an object of grave national concern—and was

¹¹Ibid.

¹²Ibid., November 12, 1913, p. 1.

among those serious national problems discussed in the Brigham Young University student newspaper.

III. HEADLINE DEVELOPMENT

Headlines of the period were greatly developed and improved. News reports and articles were still being given one-word labels in 1909, and many news reports appeared under a section name, such as "Athletics," the only title given the several separate reports found underneath. One rather colorful headline, meant to proclaim victories scored over the University of Utah after a dual debate-basketball game, announced: "OSKY, WOW, WOW! WHISKEY, WEE, WEE!! HOLY MUCKAR00!! OH! U. OF U., EATEN UP!!"¹³ This headline was the only one of its kind ever to appear in the White and Blue. By the 1917-18 school year editors were using brief, one-line descriptions of the contents of all front page news stories and most of the stories on the inside pages. A common practice was to make headlines exactly the same size and from the same type family. The favorite way to lay out the front page was to place three stories in the three columns of the page, starting at the top and working down. This, of course, placed three headlines the same size, adjoining each other, across the top of the page.

Sometimes notable errors would creep in. A large,

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Ibid., February 20, 1912, p. 1.

front-page headline reporting a 12-6 football loss to Payson High School came out: "'Y' LOOSES [sic] TO PAYSON IN FIRST GAME."¹⁴ The work of the proofreader was as important to the success of a publication in 1919 as it is today.

IV. WORLD WAR I

The United States entered World War I April 6, 1917. The White and Blue was naturally effected by the war, as the content of the issues printed during the war months clearly show. The publication, however, printed very little news or editorial comment concerning the war up to the latter part of 1916, even though the conflict had been in progress several years. This curious fact is partly due to the fact that current event columns were used more during the 1902-03 and 1903-04 weekly issues of the White and Blue than at any time afterward. While current event items appeared regularly in the 1909-1921 publications, most of them were included on the editorial page. It would appear, in view of the wide range of topics carried other than student news and reports, that the publication's editors purposely ignored the war in Europe, despite the fact that it had been in progress several years before the United States was involved. This seems even more apparent when the December 8, 1915 report of a campus German Club activity is examined. The story, appearing

¹⁴Ibid., October 8, 1919, p. 49.

under the headline, "GERMAN CLUB VICTORIOUS," was written in a light-hearted tone, yet clearly shows the author's awareness of world events in the terminology he uses:

The Germans are now in possession of that fortress which all of the clubs have been trying to capture, and that is the stronghold of 'Greatest Popularity.' The Germans now claim to be one of the most useful clubs which this school has known.

Thursday evening, in the Art Gallery, Herr Kuhni and Herr Piper gave an interesting dialogue on 'Deutschland.'¹⁵

The first lady editor in White and Blue history, Pern Broadbent, took over the editorship of the 1917-1918 publication in February when former editor Sterling Ercanbrack

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was called to serve an L.D.S. mission in New Zealand.

World War I brought the organization of the Student Army Training Corps on campus, Liberty Bond drives, a sugar shortage, and a deluge of patriotic songs, poems and letters to the White and Blue. At the start of the 1918-19 school year a national influenza epidemic swept the nation. The university was closed for a period of almost two months in November and December of 1917, then re-opened, despite the fact that the epidemic was still taking a large toll of students. Only two issues of the White and Blue had appeared by January 15, 1919. In reporting the epidemic a front-page article stated:

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Ibid., December 8, 1915, p. 2.

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Ibid., February 13, 1918, p. 4.

The command of General Influenze came ringing through the halls of the Brigham Young University just as the student army had struck a good swinging stride and was marching vigorously along the educational highway.¹⁷

Editorials during the period of U.S. involvement of the war were devoted to patriotic themes almost entirely. Under the headline, "WHAT ABOUT THAT CANDY PLEDGE?" White and Blue editor Sterling Ercanbrack wrote:

You were led to vote against candy consumption on the plea of a sugar shortage. Let that plea be made stronger by adding to it the physical needs and comforts of the boys at the front. Girls, the nickel saved by resisting that bar, if donated to the Students' Friendship War Fund, may go to buy stationery for that brother or that friend of yours to use. The result may be a long better to you. Which will you take, the letter of the bar? Boys, imagine yourself at the front, under fire of the enemy. Imagine the ceasing of that fire, and your return, heartsick and weary, to desolate army quarters. Then imagine, if you can, sweet, soothing strains of music, the kind face of a friend, the offer of stationery upon which you may pour out your soul to your mother. Would you consider it the patriotic duty of the college boys at home enjoying peace, to deny themselves candy that you might have these comforts?¹⁸

V. FINANCES AND ADVERTISING

The White and Blue was financially sound during the period. Advertising carried in the publication showed little change, either in content or amount carried. It is of interest to note that the White and Blue carried an ad, in 1909-10,

¹⁷Ibid., November 14, 1917, P. 117.

¹⁸Ibid., November 14, 1917, p. 118.

advertising the University of Utah.¹⁹ An ad in the 1910-11 publication urged students to attend summer school at the

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Utah Agricultural College.

Subscriptions to alumni and other subscribers not a part of the studentbody increased from \$1.00 per year in 1910 to \$1.50 by 1916. The financing of the publication was greatly improved, when, in 1909, the school assumed the financial responsibility of the White and Blue:

. . . Before this year the college sheet was controlled entirely by the Student Body. Its financial management is now in the hands of the school, which new arrangement has worked out satisfactorily, all students being subscribers. [high school and college students] The publication of the paper; i.e., editing, fixing of the time of issue, determining the salary of the editor and the nature of the paper, etc., is left to the Student Body still.²¹

The larger portion of the cost of the White and Blue had always been borne by the funds of student subscription sales. Now, under the new arrangement, each student received the White and Blue free, and a portion of the mandatory studentbody fee now being charged each student, went

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to the White and Blue. The new arrangement worked well. The White and Blue financial statement appearing in the May

¹⁹ Ibid., October 11, 1909. [inside front cover]

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Ibid., May 30, 1911. [inside front cover]

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"Brigham Young University Student Body Minutes: 1904-1910," Brigham Young University Archives, Provo, Utah, p. 11.

"Brigham Young University Student Body Minutes: 1904-1910," op. cit., p. 11.

30, 1912 edition, showed that \$1086.00 was received from studentbody fee subscriptions, \$33.00 from outside subscribers, and \$740.00 from advertising. After expenses, which included \$400.00 for the editor's salary, and \$158.18 for the business manager's commission (The advertising manager received a per cent of all the advertising sold), the

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balance on hand showed a figure of \$105.01. Evidently someone thought the White and Blue editor was being overpaid. In the May 23, 1913 White and Blue the editor included the comment that, "the school paper has been published weekly through the school year, the editor receiving but \$250.00

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wheras he received \$400.00 formerly." Another evidence of financial stability in the White and Blue came in the 1915-16 school year, when the studentbody paid off a studentbody debt, accrued in previous years, of \$1,200.00. Apparently, as evidenced by the following statements, the White and Blue was the major contributor to the cause:

The manager of the White and Blue, the manager of the Banyan, [The University yearbook] and the Dramatic manager are especially to be congratulated upon the work which they have done in blotting out this burden.²⁵

. . . Certainly we were desirous of having the pins and felt justified in our attitude. [The manager and editors were not offered silver honor

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White and Blue, op. cit., p. 393.

²⁴Ibid., May 23, 1913, p. 402

²⁵Ibid., May 31, 1916, p. 537.

pins that year.] From the White and Blue funds something like two-hundred and fifty 'plunks' were rolled into the coffers of the Student Body, and was the "biggest source through which the long-standing debt was cancelled."²⁶

During and after World War I printing costs went up. In 1920 a White and Blue editorial revealed a new financial headache:

In 1915 the cost of publishing the paper was thirty-one dollars per issue. It now costs about eighty dollars. Being faced with this increase, the paper last year endorsed and asked for a \$10.00 Student Body fee. The Board of Trustees only consented to a \$7.50 fee. So far the apportionment granted the paper by the student body has not been increased over that allowed it in 1915. And it costs three times as much to publish the paper.²⁷

Finding adequate means to finance the paper was as characteristic of this period as it was of previous ones.

As always, reports and comments on athletics received a prominent place in each edition of the White and Blue of the era under discussion. Basketball was the big sport at the University during the period; football was not reinstated until the 1918-19 school year, and it was several seasons before any real interest was centered on the football team. In 1917 the basketball team won the state title, and placed second in a national A.A.U. basketball tournament in Chicago. This achievement was much heralded in the White and Blue. The B.Y.U. team played the Illinois Athletic Club for the

²⁶Ibid., p. 541.

²⁷Ibid., November 10, 1920, p. 2.

championship, and though they were soundly defeated by a score of 27-14, the event was still most optimistically reported in the White and Blue:

The final score of 27-14 gave the I.A.C. men the pennant, but not until they had fought one of the severest battles of their careers. The tri-color team was exceptionally strong. It is said they played much better basketball this year than last when they were defeated by the Utah team [University of Utah, mythical national champions of 1916] by only one point. However, tho we were defeated, we are not beaten. Our boys have it in them, and we shall yet see the wearers of the White and Blue bringing [sic] the national title home.²⁸

An interesting article written in the language of the Book of Mormon appeared in a February 23, 1915 sports story:

The Norrenites [University of Utah] came with great honors, for they had been warring in the Northland and had never lost in their many battles. Yea, and they were proud and haughty, and did have wicked designs on their weaker brethren, the Robertsites, [Brigham Young University-coached by E. L. Roberts] for they were their deadliest enemies.²⁹

VI. EARLY JOURNALISM INSTRUCTION

The first University journalism class was included in the English Department offerings of 1916-17. Professor N. L. Nelson taught a course described in the Brigham Young University Quarterly of 1916 as:

1b. Journalism-This course will review the fundamentals of good copy, such as spelling punctuation, grammar, the preparation of manuscript, and proofreading;

²⁸Ibid., February 23, 1917, p. 329.

²⁹Ibid., February 23, 1915, p. 329.

and will consider at length those principles of style which make for directness and simplicity in sentence structure. Invention will be confined mainly to material embodied in the experience of the student, and will be directed to themes suitable for local papers and magazines. Four hours credit throughout the year. Time to be arranged.³⁰

The course was not offered the following year, and no further effort in the direction of journalism was made until the year 1920-21, when a course in newswriting was offered by Associate Professor J. Marinus Jensen, previously mentioned as a former student editor of The Business Journal of 1891 and later a professional reporter for the Territorial Enquirer. From this time on, journalism courses were regularly offered through the auspices of the English Department. As more specialized journalism courses were added in the twenties and the early thirties a separate Journalism Division was started in 1933, though still considered as part of the English Department offerings. Journalism course work was organized under a Department of Journalism in the 1936-37 school year.

With World War I now an unpleasant memory, and the economy of the nation on the rise, happy times came to the nation again. The White and Blue, at last a full-fledged newspaper, was ready to change names and enter into a period that was to be one of the most colorful in its entire history.

Brigham Young University, Brigham Young University Quarterly Annual Catalogue for the School Year 1916-17, XI (1916), p. 40.

CHAPTER V

1921-1931: THE Y NEWS, PROM WEEKLY TO SMI-WEEKLY, AND BACK

In a Brigham Young University environment of enrollment growth, academic development and building expansion, during the twenties, a newly-initiated student newspaper, The Y News, optimistically attempted to expand from bi-weekly to weekly publication, and failed.

Dr. Franklin S. Harris became President of Brigham Young University July 1, 1921. Eight of the first ten years of his administration were prosperous years, for the nation as well as the University. In 1929 the Wall Street stock market spelled the end of prosperous times, and a depression gripped the entire nation by the end of the period.¹

The twenties saw the inauguration of Brigham Young University Leadership Week (a week of education programs and study, open to the public, sponsored by the University and the L.D.S. church), and the development of the Alpine Summer School. High school work was eliminated, except for teacher training purposes, and the University's graduate program was organized and strengthened. ² Seventy-five

J. Marinus Jensen et. al., "History of Brigham Young University," unpublished (Provo; Brigham Young University Historical Committee, 1942), Sect. 222.

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J. Marinus Jensen, History of Provo, Utah, (Provo: New Century Printing Co., 1924), p. 355.

additional acres on University Hill were purchased. The Heber J. Grant Library was dedicated in 1925, and the Y Stadium was completed in 1929.

I. NAME AND FORMAT CHANGES

Since the newspaper style had been adopted, and the student newspaper at Brigham Young University was entering a period which optimistically called for the publication of a student literary magazine as well as the newspaper, 1921-22 editor A. G. Hubbard thought it appropriate to change the name of the newspaper, leaving the name, White and Blue, for the new student literary magazine:

When the question of finding a name for the weekly newspaper arose a goodly number of various types were submitted. They are too numerous to be mentioned here; but suffice it to say that they form a long, heterogeneous list. "The Y News" met with more general approval than any other in the category. It possesses the four virtues, fundamental to any good college newspaper name: vis. 1 cognizability, 2nd characteristic of the school, 3rd stability, and 4th simplicity. "The Y News" is a cognizable name, a mere child cannot error as to its meaning. It is characteristic of the school because it contains the "Y", our established emblem. It is stable because the meaning of the terms of which it is comprised will not change. It is simple, makes up nicely as a caption, and is easily read in one glance.³

The new name chosen was The Y News; editor Hubbard justified the choice by pointing out the appropriateness of the White and Blue as the student literary magazine name:

The Y News, [Brigham Young University, Provo, Utah]
April 15, 1922, p. 2.

In view of the fact that "White and Blue" is a dignified name—the B.Y.U. colors—and that the "White and Blue" was originally published in book form, the Student-body officers decided to make it (White and Blue) a literary magazine. The "White and Blue" will revert to its original form and be issued as was genetically intended.⁴

Along with a new name The Y News appeared with a new format once again. The newspaper dimensions were 17 x 23 1/2 inches. The format did not vary from this size until it became a semi-weekly in 1927, at which time the page dimensions were also reduced. When the Y News returned to a weekly status once again, in 1930-31, four different page sizes were experimented with during the year. The editor, Carlton Culmsee, finally finished the year with a page that measured 17 x 22 inches. All the Y News issues, except the three years of semi-weeklies, used a ruled seven-column page format. The semi-weeklies, with a shortened 15 x 21 1/2 inch page size, used a ruled six-column page format.

II. FROM WEEKLY TO SEMI-WEEKLY

The 1921-22 editor of the Y News, A. G. Hubbard, when re-elected to edit the paper a second year (all the student editors of the twenties were elected during student-body elections), entertained ambitious plans for the 1922-23 edition of the paper. He advocated issuing the paper on a semi-weekly basis, and also proposed to organize next year's

Ibid.

news staff on a graduated, competitive "basis that would insure that the most experienced members would hold the most responsible positions.⁵ The studentbody in 1922-25 found itself in debt \$2,000.00, and since the University had become a member of the Rocky Mountain Conference that same year, a larger sum of money was appropriated to the athletic budget than usual. As a result, the Y News received a smaller appropriation than it was allowed in 1921-22:

To make the NEWS a semi-weekly with no additional cost per student was the plan of the officers at the beginning of the school year.

The paper received about fifteen hundred dollars from the Student Body last year and at the same rate per student it would receive sixteen hundred this. By reducing the size of the sheet from seven columns to six and soliciting out-of-town advertising the staff planned to issue the paper twice a week in keeping with their program, but the Student Body debt which was thought to have been reduced last winter is reported to have increased from \$1,500 to \$2,000. Furthermore our school, entering the R.M.C. must have a more complete athletic program this season, and consequently more money must be appropriated for the purpose. The depression that hangs upon this vicinity dissipates possibilities of raising funds by extraneous means and renders the fiscal situation of the Student Body more and more acute.

Consequently the NEWS has decided to reduce its budget from \$1,600 (which amount would be in keeping with the pledge of the business manager in last spring's campaign) to \$550. This is less than half what the paper was granted last year and less than one-fourth of the sum it received two years ago, but by eliminating the use of cuts and practicing the strictest economy possible the officers are planning to keep the publication

⁵Ibid., May 17, 1922, p. 2.

up to its ordinary size and issuing the thirty-five editions.⁶

Having been thwarted in his attempt to issue the Y News on a semi-weekly basis, Hubbard resigned his position September 29, 1922 and Briant L. Becker was elected to edit the paper for the remainder of 1922-23.⁷

The Y News editors were not easily discouraged in their drive to make the paper a semi-weekly and finally brought the issue to a vote of the studentbody. On September 21, 1927, a large front-page headline proudly announced, "CONVINCING MAJORITY VOTES FOR SEMI-WEEKLY"; the sub-deck

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below added, "More Than Five to One Vote to Improve Paper." The students of the twenties were living in an optimistic period of United States history. Business was booming across the nation. Stocks were climbing at a dizzy rate and there was plenty of work. Times were good. Why not have a semi-weekly? The Y News was issued on a semi-weekly basis starting September 27, 1927.

III. FINANCING AND FAILURE OF THE SEMI-WEEKLY

Prom the staff's point of view the semi-weekly venture was not entirely a gamble since the Y News had gained, in 1927, a new reading audience, which in turn brought a new

⁶Ibid., September 27, 1922, p. 2.

⁷Ibid., October 4, 1922, p. 1.

⁸Ibid., September 21, 1927, p. 1.

source of revenue. The Y News became the organ of the Alumni Association, replacing the monthly alumni-sponsored magazine:

Yes, your monthly alumni magazine, the "Y Alumnus," which has served you for the past two years is to be more adequately superseded by four issues of "The Y News" each month. This historic student organ will carry in it each Tuesday an Alumni section where your alumni interests can be served, and in addition the surging life on the campus will be yours.⁹

The Brigham Young University (counting only college students), showed enrollments of 1,417 in 1926-27, 1,350 in 1925-26, 1,204 in 1924-25, and 1,009 in 1923-24.¹⁰ One of the several factors working against the success of the semi-weekly was the fact that the total of Brigham Young University college students enrolled in 1927-28 was only 1,397. The Y News editors could not hope to get a larger appropriation if the studentbody fund were not substantially increased. The appropriation given each a studentbody auxiliary was not based entirely upon the number of students enrolled, but it was the prime factor, and in a year when the studentbody decreased, as it did between the 1926-27 and 1927-28 years, it would appear that all the appropriations would have to be less. The financial manager of the 1927-²⁸ Y News, J. Max Taylor, could not look to studentbody appropriations to help carry the extra expense of a semi-weekly.

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Ibid., September 27, 1927, p. 2.

¹⁰Office of Institutional Research, Brigham Young University Annual Enrollment Summary, (January, 1964), P. 3.

The Y News could not improve the paper and gain more revenue at the same time by adding more advertising. The White and Blue, between 1917 and 1921, had been using over forty per cent advertising. When the Y News started, the total amount of advertising carried decreased, but the per cent of advertising carried on the paper's four pages increased, on the average, to around 45 per cent of the total space available. Advertising in the paper could not have been increased without putting out a paper that consisted of half news and half advertising. Thus the purpose of the school paper would have been defeated. During 1930-31 several issues of the Y News carried over fifty per cent advertising. The Y News business manager of that year H. Grant Vest, did the only thing left to do to help the financial situation when he raised the advertising rate for space in the Y News from \$.25 per column inch to \$.30.¹¹

The subscription price of the Y News, while it was issued weekly during the first five years of the period, was \$1.50 per year. In the 1926-27 school year the price was increased to \$2.00 per year. During the three years of semi-weekly status, from 1927-28 to 1929-30, the subscription cost was raised to \$2.50 per year. This meant that the semi-weekly subscriber was getting almost twice as many papers and paying less, on a per-issue cost basis, than he did if

The Y News, op. cit., February 6, 1931, p. 1.

he subscribed to the 1926-27 weekly. In 1930-31 the Y News again became a weekly, and the subscription price was lowered to \$1.50.

An optimistic Y News editorial printed at the end of the first year of semi-weekly publication would lead one to believe that the semi-weekly venture had fulfilled all expectations:

And so, after having made a semi-weekly out of your paper, boosted its circulation to more than double its former circulation, linked it up with those who have gone on before so that they are in constant touch with Alma Mater, put it on a firm financial basis, [underscoring mine] endeavored to keep the high standard of idealism characteristic of our school and the high standard of work in the paper itself, we reluctantly leave and give to the incoming editor and business manager our heartiest wish for greater success.¹²

Carlton Culmsee, Y News editor from January to June of 1930-31, and editor the entire 1931-32 year, printed a somewhat different picture of the finances of the semi-weeklies:

After a three and one-half year struggle with financial burdens, the "Y" News faces the necessity of again becoming a weekly or of charging the students a subscription price. The students will have an opportunity of voting upon the alternatives today and tomorrow. The ballot is printed at the end of this article.

The News was a weekly for many years. In the fall of 1927, it was made a semi-weekly. The necessary funds were raised by assessments made upon the students through the theology classes. During the next two years no assessments were charged and the paper consistently lost money. Last year's loss alone exceeded one thousand dollars.

¹²Ibid., May 25, 1928, p. 2.

Conditions have not improved this year. The annual appropriation has already been absorbed. Apparently Provo has not enough business houses to support a college semi-weekly through advertising alone.¹³

The nation-wide effects of the depression depressed business across the nation. There were few jobs; money was tight. It was difficult to sell advertising under such circumstances and it would be many years before the outlook was such that the students could again issue a newspaper on a semi-weekly basis.

IV. Y NEWS CHARACTERISTICS AND CONTENT

Perhaps the most distinctive characteristic of the period, particularly from the time of the semi-weeklies to the end of the period, was the independent attitude of many of the student editors. Editorial content shows that the editors of the twenties became much more critical and outspoken in editorial comment than the White and Blue editors had been. An editor of the White and Blue period would never have printed an editorial such as the editorial published in the November 2, 1921 Y News:

Some superiors (?) are paradoxically weak—probably the result of concentrating on one particular line. So grotesque is certain professor's estimation of themselves that they forget that infability is peculiar to God alone; but feel that they too have been enowed [sic] with the divine virtue.

¹³Ibid., February 3, 1931, pp. 1-2.

Nothing can be more nauseating to a pupil than to be coerced to take classes under a man whose rigor has rendered him pedantically priggish. Every instructor should be punctiliously [sic] strict in holding students firmly to their work; but he must not forget that he is still mortal, that his students are human, and that life is not quite mechanical.

If higher learning makes a man inhuman—a grouchy tyrant among his associates—then higher learning fails and education is a curse.¹⁴

This comment is obviously an attack on a faculty member, or perhaps on several members of the faculty considered in the same category. The author is careful, however. Personal implication as to the identity of the faculty member is carefully excluded, and, as another safeguard, some of the sting of the author's meaning is lost through the use of large, and unusual words.

While editors from 1921 to 1931 did not advocate ideas, opinions, or journalistic license radically different from those advocated in the past, the editors from 1926-27 to the end of the period showed a distinct editorial attitude of independence that had not been apparent before. In 1927 the student news editors of the three major colleges in Utah met together in a conference and discussed mutual problems. The February 2nd issue of the Y News gave a report the conference mentioning the following general conclusion reached by the editors:

It was agreed that a college paper is almost

¹⁴Ibid., November 2, 1921, p. 2.

invariably one of two things, a song of praise to its university or an outright expression of opinion. All present resolved that their papers should not be unread 'soft-soapers.'¹⁵ The White and Blue publications of the past cannot

"soft-soapers," but few editorial opinions were printed that fell far afield from the "song of praise" category. In 1929 editor Glen Dickson outlined an editorial policy so bold it appeared at first to be almost purposely antagonistic:

We will criticize wherever and whenever we deem it to be the most expedient policy, regardless of whose toes we might step on. In so doing we will always keep in mind the best good of the institution we represent. By this we do not wish to convey the idea that our ears will be mute to the praiseworthy things which happen. Praise will be given where we think it is deserved. In short we aim to run a fearless, non-partisan paper which fosters the best good of the Brigham Young University.¹⁶

In 1964 former editor Dickson responded to a questionnaire sent to him by Brigham Young University journalism student, Kent H. Sibbett, part of which commented on the Y News editorial policy of 1929:

As you probably realize, in 1929 the function of a school paper was to report the school news, and to some extent the news from other colleges and alumni affairs.

The editorial policy was one of both condemnation and praise. The year of 1929, so far as the 'Y' News was concerned, was one of controversy. Our editorial policy touched off a "feud" with the administration on campus social policy early in the school year, and battled for the next eight months on such subjects as academic freedom, to scholarships. The 'fire' never went out. Freedom of the school press to discuss administration policy in a critical way was a much discussed subject. Br. Harris and I became very well acquainted

¹⁵ Ibid., February 2, 1927, p. 1.

¹⁶ Ibid., September 18, 1928, p. 2.

as a result of my stand on this policy.¹⁷

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The Y News, as the editors of the period saw it, was indeed an independent organ, but still dedicated to the best interests of the Brigham Young University.

The content of the Y News of the period quickly adopted itself to short, newsy reports, and editorial comment appropriate to a four-page newspaper. Many subjects were treated in a brief, concise fashion, instead of treating a few subjects in an elaborate fashion, as was the practice of the past. The English Department had once again resumed journalism course work, this time in the form of a newswriting class taught in the 1920-21 school year. The influence of newswriting instruction became apparent as the news items that appeared in the Y News became more direct and free of editorial comment. By the end of the period very few news stories were still being written in the narrative style, and editorial comment was being labeled as such.

The content of the Y News of the period included regular printing of personal news items, and in the latter part of the period "gossip" columns became popular. At the start of the twenties a column simply labeled "Society Notes" carrying factual bits of news concerning student parties and

¹⁷Kent H. Sibbett, "A Comparison of Past and Current Attitudes Regarding Access to Information and News Management as Measured by Former BYU Editors," May 20, 1964. A research paper prepared for a BYU Communications 490 class on file in the Communications Reading Room.

social events was included regularly on page three of the Y News. The practice had not changed in 1924-25. A representative entry under a column entitled "By the Way" simply reported that, "Libby Cook and Lois Jordan spent the week with Mary Taylor." By the 1929-30 school year society news was appearing in a different form. A column entitled "Cap and Bells" reported news in an informal, first-person style: "I heard Boh Allen say, 'We didn't pull in till four o'clock this morning.' Earl J. yawned and glanced over at Loree Van and winked."¹⁹

At the same time, editorial columns, much like some of the national syndicated professional columnists of the thirties, made an appearance. A column entitled "The Cause of Student Suicide—or—Meanderings of a Feeble Mind, by Paine—The Gae House Philosopher," was printed frequently in 1929-30. The column attempted to be humorous while commenting on virtually anything and everything the writer found of interest. Perhaps the most notorious of the editorial columns of the period was the front page column entitled "Tailored Topics," written by the 1930-31 associate editor to the Y News, Sam Taylor. In describing the personal characteristics of a boy he had once known in high school Taylor wrote:

In high school he was the hellinist, fightenist, drinkingist, disipatinist, goddamist tough guy of the

¹⁸The Y News, op. cit., April 8, 1925, p. 3.

¹⁹Ibid., April 19, 1928, p. 2.

institution. He was the terror of the boys, the idol of the girls, and my secret despair was that I could not swagger as I walked as could he.²⁰

As a result of this comment and others he had written previously, the Attendance, Scholarship, and Personnel Committee of the University demanded that Taylor be removed from the staff. When Y News editor Tom Hettig refused to remove Taylor, the committee informed Taylor he was dismissed, whereupon editor Hettig resigned, explaining:

I feel that I have a right to use the best talent in the university, regardless of the attitude of the student. If the university refuses to recognize my right in this, then, as I maintain I have that right, it is clear that I am not in accord with the university policy, and the confidence of the students in placing the responsibility in me is not well placed. Under that situation, the only thing for me to do is resign, thus automatically removing the entire staff which I selected to work on the publication.²¹

Carlton Culmsee took over as editor to finish the 1930-31 year.

A great many "special" issues were published during the ten-year period. Summer issues had appeared infrequently during the latter part of the White and Blue era, and they continued to appear during the Y News period, but not regularly. April 1st "April Pool" editions had also been printed in the White and Blue period as had the annual commencement edition. The Y News' largest headline of the period appeared in the April 1st, 1931, "April Pool" issue. Printed on

²⁰Ibid., November 18, 1930, pp. 1-2.

²¹Ibid., December 17, 1930, p. 1.

distinctive blue paper, the front page banner headline "B.Y. THREATENED," was printed in letters almost 3 1/2 inches high.²²

Y News editors stopped the practice of printing an extra edition for commencement, but each year an extra effort was put forth to produce a special Christmas edition. The December 13, 1923 Christmas issue displayed a beautiful front-page color reproduction of a Norman Rockwell Christmas painting, and the newspaper numbered ten pages instead of the usual four. A special freshman edition, printed in green ink, appeared the same year.

The May 17, 1929 Y News issue was sub-titled "The Bolshevick Itch Edition," and was printed on deep raspberry-red paper. It was filled with contrived stories and news reports of an exaggerated nature. This, of course, was a parody on the actual Bolshevick Revolution that took place in Russia in 1917. An editorial comment explained the purpose of the edition:

There should be a purpose in everything, if possible. The Bolshevick Itch edition of the News is not a new thing in the history of our dear democratic institution, but a long standing tradition. For just once a year the would-be journalists break loose and say just what they think, and try to think. This issue contains a great many things which are uncomplimentary to both institutions and individuals, most of which is meant in the light of constructive criticism. Perhaps in some cases we have overstepped the bounds a trifle, but we implore the objects of such articles to take the thing in the manner in

²²Ibid., April 1, 1930, p. 1.

which it is given, as Moses said as he slew the Egyptian, 'Never mind old man, it's all in fun.' If it's you, just try and take it like a man, or woman should.²³

Once again, as in the past, stories of athletic contests appeared on the front page and were treated as important news more often than any other single topic. Sports in the twenties were very popular, on the campus and off. Football, basketball, wrestling, swimming, track and tennis all received attention in the Y News. Fred "Buck" Dixon was heralded as one of the best all-around athletes ever to play for the University. Dixon was a four-sport athlete, participating in football, basketball, track and tennis. He won three letters for athletic participation in his freshman years. His accomplishments, of course, did not go unnoticed in the Y News. A headline of 1924 proclaimed: "'BUCK' DIXON, UTAH'S GREATEST ATHLETE, GOES EAST."²⁴ The University had a championship swimming team in 1928-29. Bud Shields, a member of the team, was the holder of several national and Olympic Games records. Needless to say, swimming, during this era, rightfully received its share of space on the sports page.

Football came into its own as a highly popular competitive sport during the period. In 1922-23 and 1923-24 a great many articles explaining the fundamentals of the game and

²³Ibid., May 17, 1929, p. 2.

²⁴Ibid., September 3, 1924, p. 4.

calling for football participation on the part of the boys appeared. The first few seasons since the reinstatement of football in 1919, the B.Y.U. team played local high schools and opposing college freshmen teams, frequently losing. In the 1922-23 year the university became a member of the Rocky Mountain Conference. By the 1925-26 year the Y News was predicting a bright future for the newly named "Cougars":

Now there is a varsity team in the Rocky Mountain Conference that are [sic] called the Cougars. Last year they scored on the strongest team in the conference, they are known for their pep and good sportsmanship throughout the conference, they represent the spirit of "Y" football, again aroused it will not be many years until the conference will bow down to them.²⁵

The largest headline appearing in a 1922-23 Y News issue was the front page banner, "WE HAVE ARRIVED! FIRST VICTORY

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SCORED." This jubilant announcement reported a 7-0 victory over the University of Wyoming in one of the last games played that season. The Y News started pushing editorially for a football stadium in 1923; in 1928 the paper carried the story of the first game played in the new Y Stadium, a

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10-0 loss to the Utah Aggies.

President Harris, "with a view of providing such a means of social development in a wholesome, congenial

²⁵Ibid., September 3, 1924, p. 2.

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²⁷Ibid., October 30, 1928, p. 1.

atmosphere,"²⁸ introduced what was termed "social units" on campus in 1927-28. The social organizations formed on the Brigham Young University campus had no relationship or affiliation with nationally known social fraternities and sororities, even though some of the University units adopted the same names as the national organizations. Social units were not encouraged or legally allowed on campus until 1926-27, although there is some evidence of independent club activity on campus. An editorial of February 20, 1924, observed:

Initiations have been holding sway around the campus for the last week, and both men and women have been involved. However, the clubs holding these initiations have no official connection with the school whatever. It would be exactly the same if some town club or even foreign club would pick the BYU as the scene of its initiations. The fact that some of the members of these clubs are BYU students is no reason for imposing their initiations on the school. The present procedure is simply fostering the idea of cliques against which the "Y" has fought unrelentlessly and will continue to do so.²⁹

The original idea was to organize enough units so that everyone on campus could voluntarily affiliate with a social unit:

The idea in general is that every student shall become affiliated with some social group which shall be composed of from 20 to 30 members and that these groups shall be presided over by a general committee composed of fifteen members, five faculty members and ten students. The specific rules which shall govern these organizations will

J. Marinus Jensen et al., **OP. cit.**, section 263.

The Y News, op. cit., February 20, 1924, p. 2.

"be made "by the groups and passed upon "by an intra-club body.³⁰

The Y News devoted many editorials the next few years of the period to the cause of trying to encourage more social unit support and participation. In the years to come, much would be written concerning social units in the pages of the student newspaper, but little of it would ever be in the same vein.

An interesting article appeared in the December 13, 1929 issue of the Y News concerning a development that was to revolutionize the world of communication in less than twenty years:

Philo Farnsworth, a former student of the Brigham Young University has invented a television apparatus which is to be used with radios in the home. The invention has been successfully demonstrated and is soon to be placed on the market at a moderate price, according to an announcement made by the president of the Kempae Radio Corporation, of Los Angeles. It is stated that the television invention is very simple in construction. Pictures, 10 by 12 inches in size, are reflected in natural colors.³¹

Another first that should be noted in this period was the use of the first syndicated comic strip, "The Featherheads," in the 1928-29 Y News. This comic strip was a product of Western Newspaper Union and appeared several times on the editorial page of the Y News.

By the end of 1929 the golden era of the twenties was over. The depression had set in and seemed to dominate

³⁰Ibid., November 18, 1927, p. 1.

³¹Ibid December 13, 1929, p. 1.

everything. The Y News, under the optimistic influence of the twenties had reached for a star, the semi-weekly, grasped it "briefly, only to lose it in the face of the depression. It was time to fall back and re-group and try again. The student newspaper in the thirties would suffer set-backs however, and recovery would "be slow.

CHAPTER VI

1931-1941: DEVELOPMENT DESPITE SETBACKS

National and international affairs were to play an important role in the setting of the years between 1931 and 1941. Thirties marked an era of economic depression and slow recovery in the United States. Toward the end of the period Japan and the Axis powers of Europe openly set their well equipped war machines into motion. War, in other parts of the world, became a reality.

The first few years of the depression momentarily slowed the building progress of Brigham Young University. Economy measures were advocated and practiced by administration, faculty, and studentbody. Each year new students continued to swell enrollments despite the depression, and the building program was resumed. Between .1935 and 1941 the two story addition was made to the Mechanical Arts Building and the entire building re-named the Brimhall Building. Stadium House and the Joseph Smith Building were also completed. The major part of the university was now located on University Hill.

I. THE DEPRESSION YEARS -FINANCING- THE PAPER

In the fall of 1932 it was apparent that the depression would not quickly be over. The Brigham Young University administration cut education expenses as low as they

dared in order to help University students stay in school. An editorial appearing under the headline, "ECONOMY IS THE VOGUE," offered student readers of the Y News some solid suggestions concerning thrift and economy:

Economy is the vogue! In line with the general economic trend, economy and economical measures will be in style at the Y this year. Ways of cutting down expenses will meet the plaudits of the students and the sincere encouragement of the school authorities.

Living expenses, school supplies, and social expenses have been slashed to the minimum in a concerted effort to make the cost of education at Brigham Young University the lowest it has been in years.

Board and room is available this year in the most exclusive homes for as low as \$22.50 a month. Students "batching it" can get by on 9 to 12 dollars a month and possibly less with help and food-stuffs from home. The cost of living is the major item on the student expense list and will be reduced considerably by the ingenious and thrifty individual.

Of school supplies, text books comprise the major expense. The Second-hand Book Exchange conducted by the Students' Supply will materially reduce this quarterly expenditure.

The lyceum course, student dances, class and club activities and other student body activities comprise a well-rounded social program at a nominal cost.

Altogether, Y students this year are offered the best of living conditions, the maximum in education, and social recreation at a minimum expense.

Economy is the vogue!¹

While the exact financial status of the Y News is not known for several years of the period, there is some evidence

¹Ibid., September 16, 1932, p. 2.

that the paper was in debt at least part of the time despite cost-cutting measures of the staff. A short statement recorded in the studentbody minutes of 1931-32 stated, "It was decided that the Y News would retrench by cutting out two

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issues." Apparently, from a statement made in the Minutes of the Student Body Council for 1938-39, it seemed to the historian, Helen Holbrooks, that the Y News had been in debt forever:

With a deficit of less than \$200 for the fall quarter, the Y News ended the year showing less of a loss than any year in history. This can be attributed to the astute management of Dwight King, business manager.³

The amount of advertising carried in the paper during this period varied from issue to issue. In an economic depression advertising, naturally, was hard to sell. Some issues carried less than the usual forty per cent advertising while others carried much more. The September 30, 1932 Y News carried 271 1/4 column inches of advertising, leaving 208 3/4 column inches of space for news and other features. Thus the advertising represented fifty-six per cent of the total space. This same issue carried the first classified advertising section to be used in a Brigham Young University

"History of the Associated Students of Brigham Young University," [Brigham Young University Archives, Provo, Utah] 1931-1932, p. 34.

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"Minutes of the Student Body Council of Brigham Young University [Brigham Young University Archives, Provo, Utah] 1938-1939, p. 83.

publication.⁴

II. FORMAT AND STYLE CHANGES

The Y News of 1931-32, after eight issues of the seven-column, 17 1/2 x 23 1/2 inch format of the twenties, appeared as a six column, 15 x 21 1/2 inch newspaper. This was one of the first evidences of the economy measures that would be practiced by Y News editors for the next few years. Carlton Culmsee, re-elected for a second term as Y News editor, explained the reasons for switching to the smaller format in the 1931-32 publication:

Because we do not want to thrust the student body further into debt, we adopt the smaller six-column size for the News, at least temporarily. This means that the space for news is reduced by about one-third. Obviously we must make our headlines and news stories compact as possible and we must eliminate certain desirable but less vital features.⁵

The physical appearance, size, and format of the Y News was subject to many changes during the period. Each news staff, with a few exceptions, changed the format at the start of each new year, and sometimes several times during the year. The writer will make no attempt to record each change and alteration the paper underwent during the period, other than to consider somewhat the 1936-37 edition since it was unique in several ways. The Y News of 1936-37

⁴The Y News, op. cit., September 30, 1932, p. 3.

⁵Ibid., October 28, 1931, p. 2.

ran the first five-column tabloid sized newspaper ever used as a regular issue size. A few tabloid-sized summer editions had been experimented with in the past. The tabloid of 1936-37 numbered six pages during most of the year. Like professional tabloids, it made use of many "cuts," but not to the same size and extent. Generally, the size of the Y News of 1931-41 was smaller than the Y News size of the twenties. Page sizes during the 1931-41 period ran as small as 11 1/2 x 17 1/2 inches and the page formats alternated between five, six, and seven columns". The Y News editors of 1935-36 did not approve of the constant changing of page size and format, and made a special effort to be consistent, as the Student Body Minutes of that year revealed:

For the first time in five years the Y News was maintained consistently all year as a seven column paper. From the outset the editor strove for consistency, with the result that the paper did not fluctuate from six to seven columns and back again as in former years.⁶

The 1930's saw the use of a great many more photo-engravings than had been used in the past, regardless of the economic depression and the expense involved. In 1937-38 a photo edition entitled "The Y News Foto-Graphic Page" was issued several times as an addition to the regular weekly issue. [The Y News of 1937-38 introduced a style of printing picture captions and headline subheads in all lower case

"History of the Brigham Young University and Minutes of the Student Body Council of Brigham Young University," [Brigham Young University Archives, Provo, Utah] 1935-36, p. 42.

letters.] The editors of this year also used an ingenious method of financing the extra expense of some of the "cuts" used in the paper. Student Body Minutes of that year reported that "many more cuts were used in 1937-38 than previously due to an arrangement with the various campus activity leaders who agreed to pay for the cut in return for the

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publicity."

Headlines, during the thirties, were works of art. Care was taken to see that the headline fit not only the general headline space allotted, but also the particular pattern chosen. One, two, and sometimes three lines of a headline would be patiently counted and juggled until the words fitted exactly between the column rules, much like the New York Times headlines. The two and three-line "stepline" pattern was often used on subheads and smaller front-page stories. By this time the simple Roman face headline type was being used, making the headlines much easier to read. Thus the headlines of the period combined art with utility.

The Y News of the entire period remained a weekly; but the number of pages per issue was as uncertain as the paper's format. While many editors started the year producing eight-page issues, (which seemed to be a general goal of all the editors of the period except three tried to

"History of the Brigham Young University: Minutes of the Student Council Meetings," [Brigham Young University Archives, Provo, Utah] 1936-1937, p. 77.

achieve), the Y News each year usually ended up as a four-page publication. In regard to the number of pages per issue the Student Body Council Minutes of 1933-37 described the publication of that year in a statement that could well have applied to the Y News of the entire period: "The size of the paper was cut to a tabloid which is proving popular in Eastern and Coast universities, the number of pages fluctuated with the number of ads."⁸

III. EDITORIAL POLICY AND CONTENT

The editorial page had become a distinct part of the Y News in 1921-22. All editorial comment, however, was not confined to the editorial page during the twenties. During the thirties an effort was made to limit the editorial page, other than occasional advertising and feature stories, to

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editorial comment only. More editorial comment, particularly letters-to-the-editor-columns, were included regularly. Editors of the period started to include an explanation of editorial policy in regard to the conditions under which editorial comment would be accepted and printed. The second-page staff box of the 1936-37 Y News included the statement: "Uncredited articles in this paper are written by students and are not necessarily the official university view point.

⁸Ibid.

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"History of the Brigham Young University and Minutes of the Student Body Council of Brigham Young University," op. cit., 1935-36, p. 42.

All rights to republication of articles are reserved."¹⁰

The drive for a student union building was announced and strongly supported editorially in the Y News. An editorial appearing in the March 12, 1937 Y News lauded the senior class of 1937 for innovating the fund for a student union building:

A large Union building containing lounge rooms, two or three banquet rooms, a large dance hall, and an auditorium seating 2500 would help to alleviate problems that are growing as the university's enrollment grows.¹¹

The Y News of January 14, 1938, showed a "cut" of an architect's drawing of the student union building to be constructed at the University of Wyoming campus. A large boldface caption printed above the picture asks, "When will we get

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ours?" The editors might have been a bit disillusioned with the power of the press if they could have known the student union building would not be a reality for twenty-six years.

The Y News editors of the period, much like the Y News editors of the latter twenties, quite clearly declared their complete journalistic freedom in producing the paper, but recognized at the same time that the ultimate purpose of the paper, including the contents of the editorial page, was the

¹⁰The Y News, op. cit., 1936-37.

¹¹Ibid., March 12, 1937, p. 4.

¹²Ibid., January 14, 1938, p. 2.

upbuilding of Brigham Young University:

As the official student voice, the "Y" News must stand somewhat apart from the university and be a critical but an unbiased observer. Just as it commends the good on the campus it must condemn the bad. Not for the purpose of creating a stir by being critical, but with the ideal of making the university a better place at which to study.

In shaping an editorial policy the "Y" News will be neither conservative nor radical. It would be absurd, at the present time, to put down in black and white a policy covering the entire school year. Issues will arise and each will be judged on its own merits."¹³

Most of the Y News staff apparently operated free from any great amount of official criticism and censorship. The Student Body Minutes of 1936-37 state:

Editorially, the paper was more active than in previous years. Several times the News came out against certain university practices. In all of these, President P. S. Harris showed discreet managerial policies by letting the students say what they wanted. This emphasizes the fact that Brigham Young's student paper is not a faculty censored sheet.¹⁴

Bill Coltrin, Y News editor of 1938-39, advocated that the Y News should take an editorial stand" . . . either for or against practically everything."¹⁴ Rarely did the publication outline specific policies on a specific problem. In 1934-35, however, the Y News ran what was termed the "Y News Platform" in the March 1st issue. The article, which appeared as the platform statements of a political handbill,

¹³Ibid., October 1, 1936, p. 4.

stated:

THE Y NEWS PLEDGES TO PROMOTE—

1. Expansion of Brigham Young University
 - a. campus
 - b. curriculum
2. Prompt Introduction of Needed Practical Improvements
3. Worthy Y Traditions

IMMEDIATE OBJECTIVES—

Protection of campus lawns

An orderly study hall

A university trophy case 15

Improving the campus social club structure

The issues that followed ran a series of editorials on many of the problem areas outlined.

Unlike the White and Blue during the war years before 1917-18, the Y News reported and discussed national and international news of possible war implication as well as news of all-around general interest. The Y News of 1938-39 discussed the war news regularly, and during the course of the year the King of England, the President of the United States, and the university faculty all received editorial attention. As the Y News of September 30, 1938 explained, as it outlined its editorial policy:

In explaining this stand, let us further assure you that we feel that the world is not bounded by the limits of the "Y" campus—as some members of the faculty and student body would have us believe. Affairs beyond the city limits of Provo will be considered—from the viewpoint of the "Y" of course—but they will be at least considered.¹⁶

An exception to the general policy of the period was the Y

¹⁵The Y News, op. cit., March 1, 1935, p. 2.

¹⁶Ibid., September 30, 1938, p. 2.

News of 1940-41. While some editorial comment on world events was offered, the general policy of eliminating world event news was followed. Still, an editorial asked the reader's preference:

The Y News this year refrained from giving space to world events for a number of reasons.

It was felt that a school newspaper should be concerned only with school news, there being more of that than the paper can find room to print, and to let interested students go to regular dailies for outside news. These dailies give an account which at best could be only sketched in a school newspaper.

However, some students have expressed desire to see outside news, perhaps in the form of a weekly summary, appear in the paper. They feel it would help students to keep up with world affairs by making it easier to do so. Would you help by making known your wants? More than any other one thing, the Y News wishes to be a paper as nearly as possible like the majority of students want it to be.¹⁷

When Japanese forces attacked Manchuria early in the thirties Y News editor Carlton Culmsee, in 1931. noted with concern the Japanese atrocities committed against American citizens in Manchuria, but was of the opinion that war should be avoided at all costs:

Let our commercial interests in China take their own risks. What if every dollar of our Chinese investment is lost? What if a hundred American citizens die there? Can we restore them to life by sacrificing millions more young men?¹⁸

In 1965 the same question, concerning the same problem, with different countries involved, was still being debated.

¹⁷Ibid., November 1, 1940, p. 2.

¹⁸Ibid., November 11, 1931, p. 2.

IV. Y NEWS CONTENT OF THE PERIOD

One notable change that took place during the period was the fact that sports stories no longer dominated the front page. While major sporting world upsets and championship contests still continued to receive front-page play, sporting news was gradually moved to the sports page, usually the last page. In 1938-39 baseball returned to Brigham Young University as a major sport, and with a full schedule of year-round competitive athletics, the Y News never lacked for material on the sports page.

Basketball, perhaps the most popular of sports throughout the entire history of the university, became even more popular in 1937-38 when the center jump after each basket was done away with and the game became faster and more colorful to the spectators. Before this time, however, much space on the front page and back page alike had been given the Brigham Young basketball team and Ail-American Elwood Romney. In 1936-37 the Rocky Mountain Conference became the Big Seven, and teams in the new conference played more games each season. The Y News practice of the past, giving elaborate build up and coverage to each individual game, had to be abandoned in favor of shorter, regular reports and comments.

Feature stories were a prominent development of the period, possibly due to the more specialized writing courses taught in journalism classes of the period. Many of the same special editions published in the past continued to appear,

such as the freshman edition, and the Christmas edition, but there was no continuity in the practice. In 1935-36 a monthly news magazine was published, replacing one issue of the Y News each month. Other prominent features of the period were movie-preview columns.

A campus robbery was front page news in 1931. The headline, "YEGGS BLOW UP COLLEGE VAULT," titled a news report of the looting of a safe in the treasurer's office, located at that time in the Maeser Building. The article stated that the theft, thought to be the work of professionals, had netted very little profit.

Another interesting story of the period had to do with the first radio broadcast from Brigham Young University on a coast-to-coast national hook-up. In reporting the event the December 3, 1937 Y News printed a large banner headline which stated: "YOUNG TAKES TO THE ETHER WAVES TONIGHT."²⁰ The Pontiac Varsity Show sponsored the program, consisting of the finest, carefully-screened musical talent the University had to offer. The program was broadcast "live" over the Blue network of the National Broadcasting Company. This momentous event was advertised weeks in advance and was a topic of discussion long afterward.

¹⁹Ibid., October 31, 1931, p. 1.

²⁰Ibid., December 3, 1937, p. 1.

Y. JOURNALISM DEPARTMENT GROWTH AND PROGRAMS

Journalism had long been offered as part of the English Department courses. Twelve journalism course, however, appeared in the Brigham Young University Quarterly of August 1, 1932, as a distinct and separate Journalism Division following the English Department offerings. Ray McGuire, a prominent staff writer for the Y News during the 1932-33 year, was of the opinion that journalism was an unwanted appendage to the English Department, and presented numerous reasons why a separate school of journalism should be organized:

Perhaps the reason the journalism department is considered pretty much as an undesirable appendage to the English department is because the administration doesn't appreciate the advantages and returns that the establishment of a substantial college of journalism would bring.

However that may be, the fact remains that the journalism department in this university occupies a rather lowly position when, as a matter of fact, it should bask in prominence.

At this point, a commendation for Professor H. R. Merrill is in order. He has strived wholeheartedly and well for what has been gained and is thoroughly aware of the possibilities and need of a journalism school. And for the last two years, while serving as editor of the Improvement Era, he has been willing to make the sacrifice of teaching four journalism classes along with his other duties. If he had not done that, what would have been journalism's fate at the Y?

Journalism should not be an appendage to the English Department. It should be a separate, and supported school. One encompassing reason should convince a thinking person of that fact.

Let us suppose, for instance, that the editors of the country newspapers in most of the L.D.S. communities were educated at the Y school of

journalism. Then, too, suppose the state dailies and the church periodicals were edited by Y-trained men. And also that journalists who had received their training at the Y were employed by newspapers and periodicals throughout the country.

Wouldn't a set-up like that be of uncalculable value to the L.D.S. church and Brigham Young University?²¹

President Harris also took note of the development of journalism at the Brigham Young University:

Although for several years Brigham Young University has offered certain courses in: Journalism, not until this year have they been given any real emphasis. This time has come, however, when I feel that the University should move into the field of Journalism in a rather definite manner, making available to our students courses in this fascinating and important subject.

Though a separate department is not at present contemplated, a division has been established, and though a student may not yet graduate with a major in Journalism, the demand for trained writers both inside and outside the Church is becoming such that a department really seems necessary.²²

It had been possible since the 1932-33 year to take course work leading to a journalism degree, and in the 1936 commencement exercises, the first two journalism degrees were awarded to graduates Reese J. Fawcett and Forace Green.²³

Journalism course work was reorganized under a

²¹Ibid., February 23, 1933, p. 2.

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Brigham Young University, Brigham Young University Quarterly Annual Catalogue for the School Year 1933-34, XXX, No. 2 (1933), P. 3.

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Br. Oliver R. Smith, Head of the Communications Department, Brigham Young University. [A personal interview.]

Department of Journalism in the 1936-37 school year. Professor Harrison R. Merrill, long a prominent faculty "booster of newspaper and journalism course work, was appointed head of the department. Upon the sudden death of Professor Merrill, following an operation in the summer of 1938, Professor J. Marinus Jensen was appointed head of the department "pending the return of Professor Carlton Culmsee, a member of the Journalism faculty, who was at the time doing

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graduate work in journalism at the University of Iowa." Having gained his Ph.D degree, Br. Culmsee returned to the campus in the spring of 1940 and became head of the Journalism Department.

Ray McGuire, editor of the Y News in 1934-35, and author of an editorial in 1933 pointing out the good that could come from the establishment of a school of journalism, is credited with being the originator of the idea of starting the annual conference of Intermountain High School

Journalists:

The conference of Intermountain High School Journalists was begun in 1933 under the direction of Professor Harrison R. Merrill. The idea came originally from Ray McGuire, "Y" News editor, who believed that high school journalists would benefit from contact with the BYU journalism instructors and with others who would be brought in for the conference.²⁵

J. Marinus Jensen, et. al., "History of the Brigham Young University," unpublished [Brigham Young University Archives, Provo, Utah] 1942, sect. 182.

²⁵ Ibid., sect. 183.

The Y News since the early thirties had held membership in the Rocky Mountain Inter-collegiate Press Association, and had regularly sent representatives to its functions. February 12, 1937, Brigham Young University was host to the conference. Representatives of nineteen intermountain colleges and universities attended.

Representative issues of the Y News were annually sent to the Associated Collegiate Press (Department of Journalism-University of Minnesota), of the National Scholastic Press Association for rating and evaluation during the latter part of the period. In 1940, under editor Marvin E. Smith, with a large staff of sixty-six the Y News re-

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ceived the highest rating possible, "All-American." In 1941, under editor Thornton Y. Booth, the All-American rating was again awarded the Y News. The quality of student journalism at Brigham Young University, at the end of the period, was second to none—a signal compliment to the newly formed Journalism Department and the fine news staffs of the period.

Before discussion of the journalistic development of the period ends it should be noted that the Y Press was established on campus in the 1935-36 year. The Y Press did not print the Y News at this time. The M. H. Graham company

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Information obtained from Associated Collegiate Press honor rating certificates located in the Daily Universe reading room. Of the more than 200 colleges who enter each year only approximately five or six receive "All-American" ratings. "All-American" is a superior rating.

printed all the editions of the Y News except a few summer editions in 1937 that were printed as an experiment by the newly purchased offset press of the Y Press.

The Y News, in 1931 a struggling, financially-anemic student weekly, weathered the uncertainty of the early depression years and had matured into an All-American-quality student newspaper by 1941. Surely this was the most fruitful decade of journalistic growth and development in student publications history up to that point.

CHAPTER VII

1941-1948: WORLD WAR II AND POSTWAR YEARS— THE LADIES TAKE OVER

World War II and the following postwar adjustment period were two dominating national developments of the period between 1941 and 1948. On December 7, 1941, the uneasy peace of the United States was interrupted when Japanese aircraft attacked United States military bases in the Hawaiian Islands. Shortly thereafter the United States joined other allied nations in a war against the Axis powers. The worldwide conflict received all of the nation's attention and energies. After four long years of war the enemy was defeated, but not before the atomic bomb was developed and utilized, thus unveiling a weapon of total destruction so terrible that all mankind was uneasy over the future, despite the peace.

Brigham Young University saw many of its former students leave the campus to become part of the military forces of the United States. In their absence the campus was only semi-filled, being occupied mainly by coeds. The University, in the 1940-41 school year had an enrollment of 2,715 day-time students.¹ In 1941-42, when the war was still only six

Office of Institutional Research, Brigham Young University Annual Enrollment Summary, (January, 1964), p. 3.

months old, the enrollment was only 2,131. During the next three school years military draft and enlistments took a heavy toll among male students. The highest enrollment of the next three years was the 1942-43 enrollment of 1,687 students. After the war ended, returning soldiers made the enrollment more than 3,000 in 1945-46, and over 5,000 by

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1947-48. This rapid increase in students presented many problems for the University. President Franklin S. Harris left Brigham Young University in June, 1945, and was succeed-

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ed by Howard S. McDonald in November of the same year. President McDonald faced the staggering task of coping with severe classroom and student housing shortages. To meet the demand former military buildings were purchased and moved to the campus to serve in a temporary capacity.

I. PHYSICAL CHANGES

The Y News, during the period was once again to undergo many physical changes. Physically, the issues of 1940-41, and 1941-42 maintained the 15 1/2 x 21 1/2 inch, seven-column, four-page format of their successful predecessors. The war, however, soon began to have its effect on the Y News. In 1942-43 the paper was issued only twice a month, the only time the weekly issue status was changed during the period. The 1942-43 staff produced only sixteen issues compared to

²Ibid.

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³The Y News, Brigham Young University, Provo, Utah, November 15, 1945, p. 1.

twenty-eight issues in 1942-43. The 1942-43 Brigham Young Banyan, explains the limited Y News production of that year

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as being due to the paper shortage created by the war.

The next two years the paper turned to a five-column tabloid size similar to the 1936-37 Y News edition. The next year, 1945-46, the size and format were again altered, this time to seven columns on a 16 x 21 1/2 inch page. The Y News started the 1946-47 year with the same format and approximate page size that was used the previous year, but early in January of 1947, M. H. Graham sold his printing business and moved to Salt Lake City, and The Y News had to find a new company to print the school paper. The M. H. Graham Company had printed almost all of the White and Blue publications, and had been the sole printer of the Y News up to this time. An arrangement was made with the Deseret News press in Salt Lake City to print the paper. Arrangements were made for an unusual format. The page size kept the same dimension, 16 x 21 1/2 inches, but the number of columns per page was increased to eight. Between January and June of 1947 the paper was issued regularly with the eight column format. In 1947-48, the paper again changed its format and size, this time to a tabloid format of five columns on a 10 3/4 x 16 1/4 inch page.

Associated Students of Brigham Young University, Brigham Young University Banyan (Provo: Brigham Young University Press, 1942), p. 37.

After the war years the paper changed its appearance in ways other than physical size and format. Large, half-tone engravings, of good quality, were used with more frequency in each issue of the paper. Photographic style and technique underwent change also. Photographs became less formal. The stiff, stereotyped "mug" shots of the twenties, and the formal group "firing-squad" poses of the thirties gave way to candid and action photographs. The editors were experimenting with page make-up also. Banner headlines, blacker and bolder than ever before were being used, and stories were printed above the nameplate, a practice heretofore new to the student newspaper at Brigham Young University. Staff editorials on the editorial page were sometimes very long and imposing. Set two columns wide, some of the editorials measured eighteen inches or more in length.

The front page nameplate was also subject to various tastes of the editors of the period. The 1941-42 editor, Glen Snarr, used the large block "Y" with the background of the snarling cougar, the design originated in 1930 by Glenn S. Potter. The same mast was used successively until the Deseret News started to print the paper. The January 8 issue displayed a simple nameplate with the name in black, shaded letters. In 1947-48 the editor experimented with two new nameplate designs, one depicted the "Y" behind a background photo halftone engraving of the Smith Building, the other design displaying the "Y" in a circle, small letters

following the curvature of the circle across the top saying "Student Newspaper," with "Brigham Young University" printed across the bottom of the circle.

II. THE EFFECTS OF THE WAR ON THE Y NEWS

Like many citizens of the United States, the Y News staff could not immediately grasp the fact, in December of 1941, that the nation was involved in a vicious, all-out war that would claim the efforts, and many lives, of the American people during the next few years. The first two weekly issues that appeared after the Japanese attack on Pearl Harbor contained little news and editorial comment on the war. What little comment was made was surprisingly devoid of emotion or strong feeling. Soon, however, the content of the paper started to show the effects of the world war. The columnists and editorial writers wrote their usual fare, but usually wove a war comment or theme into their remarks. An ordinarily breezy chatter column, for instance, usually commenting on the light, unimportant facets of student life, was now saying:

Brother, it's awful now with all the men in the army and with no one left around here but Brickers and women. Well, I guess we all have to do our part to win the war. In fact, such a great patriotic surge has taken place in me that I've decided to turn in my extra sugar ration books and to save electricity by leaving my neon hat at home.⁵

⁵The Y News, op. cit., May 14, 1942, p. 2.

Another columnist of 1941-4-2, Harry Evans Jr., titled his

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column "Hari Kari's On,"⁶ making a play on words by using the title of a well-known Japanese suicide rite, hari kari.

In 1942-45 the third page of each issue contained a large five-column heading, "FIGHTING SONS OF BRIGHAM," underneath which was included news of former Brigham Young University men involved in the war. Still, a few reports on student dramatic productions, student government activities, and social unit activity continued to appear regularly. An editorial entitled, "Power Politics," charged the student-body with laxness in relation to campus politics:

. . . As a matter of fact, despicable as the power-grasping movement on the part of students appears to be, the blame for the fact that elections are allowed to be controlled by the social organizations should, we believe, be laid at the doors of the independent students who, it seems, are too lazy or too indifferent to attempt to do anything about the social unit control of campus politics.⁷

It is of much interest to note that the biggest sports story in twenty years went unreported in the autumn of 1942 when the Brigham Young University football team defeated the University of Utah 12-7. This marked the first victory over the University of Utah since Brigham Young University resumed competitive football in the early twenties. The game was played two weeks before the first issue of the 1942-45 Y News was produced. No later mention was made of the game.

The 1942-43 year saw many annual Brigham Young

⁶Ibid., May 22, 1942, p. 4.

⁷Ibid., April 19, 1944, p. 2.

University programs and events that had been sponsored for years cancelled in an effort to conserve for the war effort. The High School Track and Field Festival, Leadership Week, the Intermountain Journalism Conference, the Intermountain Commercial Contest and the -Intermountain Speech Tournament and Drama Festival were all halted. Intercollegiate athletics were curtailed also. The field for reporting became more and more restricted.

Before the 1942-43 year was out the Army Reserves were called to active duty, and those men the draft and enlistments hadn't claimed previously were taken. The Y News editor, James C. Hecker, and three other male staff members were called to reserve duty. From this time until the beginning of the 1947-48 school year the Y News had a succession of female editors, along with almost all-female staffs. The 1945-46 year is unique since that year the Y News had the only co-editors in its history, Moana Ballif and Helen Hickman.

By the 1943-44 year the Y News was being devoted primarily to news and comment concerning war news and former Brigham Young University students in the service. The staging of the production "Shubert Alley," with an all-girl cast received some mention. The death of Professor Robert Sauer, listed as composer of "Springtime in the Rockies," after thirty-eight years of distinguished service to the Brigham Young University Music Department fittingly received prominent

headlines and space in the Y News of January 13, 1944. The last issue of the 1943-44 year was filled (ten out of twelve pages) with names of former students in the service, including separate lists of men killed and missing in action.

The last war year, 1944-45 did not lack for momentous news upon which to report and comment. V-E Day (Victory in Europe), and the sudden death of President Franklin D. Roosevelt were two of the more important national events receiving comment. The death of Heber J. Grant, President of the Church of Jesus Christ of Latter Day Saints, received much attention in the pages of the Y News.

Finances and advertising during the war years. After 1941-42, advertising carried in the Y News dropped to approximately ten per cent of the total space available, much of this being national advertising for duty with one of the branches of the military.

Little information could be obtained concerning the finances of the war period, but it was apparent, with the severe drop in advertising, that the newspaper operated almost entirely upon the studentbody budget appropriation. In 1942-43 the Y News issued, as has been mentioned, only sixteen issues during the year. The paper format was reduced during the next two war years; thus expenses were reduced to a minimum during this time. The editor of the 1943-44 Y News, Jean Bickmore, made a rather sober appraisal of the year in her final editorial:

. . . We haven't any staggering sense of achievement that perhaps other editors have had. We've had a rough year of it, hut we aren't crying for sympathy. We aren't making any excuses for our astronomical mistakes. And we had a hard-working staff that can take the hows for the compliments we received along the way. But on the other hand, we aren't taking too many hows either.⁷

In 1944-45 the per cent of advertising increased to approximately thirty per cent. The studentbody minutes of 1944-45 praised the Y News business manager of that year:

"Under the direction of Malcolm Pierson, business manager, the paper is self-supporting by advertising subscribed from

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local Provo merchants." The statement is a bit misleading since it is definitely known that the paper received a studentbody appropriation during the entire period. It would be more reasonable to assume that this was the first year since 1941-42 that the Y News was able to supplement its budget allowance enough through advertising to stay within the original appropriation it was allowed.

III. THE POST-WAR YEARS

Brigham Young University enrollments increased abruptly after the war as many ex-servicemen made use of their benefits as veterans in securing an education. The content of the paper turned quickly from a war emphasis to the more

⁷Ibid., June 1, 1944, p. 10.

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"History of the Brigham Young University," [Brigham Young University Archives, Provo, Utah] [A studentbody history] 1945-46, p. 63.

normal peacetime student interests and activities. Sports stories found their way back into the paper as competitive basketball, in 1945-46, and football, in 1946-47, returned to the campus. The pre-war annual programs for high school and junior college students, journalism, speech, drama, and commercial contests were resumed. Leadership week returned in 1945-46, but had to once again be curtailed in 1946-47 for lack of space and facilities. The crowded campus was bustling with activity again, and many issues of the Y News during the early pre-war years depicted the crowded conditions in picture and prose on the pages of the paper.

National and international news comment did not cease with the ending of the war. Each edition of the paper carried regular sections for world events. The emphasis on such news was much greater than it had been in the pre-war days, and each editor included it without question. A 1945-46 Y News issue printed student comment to the question, "Should the U. S. and Great Britain Share the Secret of the Atomic

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Bomb With Russia?" The question appeared in the paper as a headline. The student opinion was primarily that the secret should not be shared.

Letters-to-the-editor were as popular and frequent as in any other previous period, and they seemed to become more critical and outspoken with each succeeding year. After

The Y News, op. cit., November 29, 1945, p. 2,

competitive athletics were resumed the studentbody became as sports-conscious as it had been in the past, and longed for athletic victories. Critics of the school's policies toward athletes started to voice their opinions in the letter-to-the-editor section of the Y News:

Dear Editor:

'What's wrong with the Y team?' seems to be that old familiar chorus. As a member of one of the athletic teams, I have talked with fellows on the teams. I have even investigated to find out why some of the outstanding athletes from this area have not attended the 'Y'.

This is the reason a large percentage of athletes that should be here attend other schools. BYU is one of the only universities that does not offer the minimum scholarship funds for an athlete to get through school. A football player spends hours every day practicing so that the Y may have a team. He could work and earn his tuition, books, room and board if he wasn't playing football. The athlete in this school gets tossed a pretty rough deal

[The letter was signed:] One Of The Athletes¹⁰

Other critics chose to criticize the coaching staff, though not openly in the paper. The Y News took a stand defending the coaching staff but joined in the condemnation of the school's policies toward athletic subsidy:

The wolf pack is after Eddie Kimball again. Instead of trying to suppress the so-called inquisition, let's bring it out in the open where every man concerned with the battle will have a chance to defend himself.

In other words has the over all athletic program at Brigham Young University been what it should, or are the wolves trying to make a scapegoat out of one man. This school should have the finest athletic teams in the nation. We boast of clean living youth within the church, and with the clean living boast some of the finest

¹⁰Ibid October 23, 1947, p. 2.

athletes in the nation. But when leaving high school for college the majority of these athletes don't come to BYU. They'd like to, but they don't. And the reason they don't is because the overall athletic picture at Brigham Young University is not up to standard.¹¹

Once again, campus social units were probably the most consistently discussed topic during the postwar years. A typical headline appearing over an editorial of the Thursday, January 24, 1946 issue charged: "SOCIAL UNITS IGNORE RUSH RULES."¹²

An old studentbody goal of former years was revived when the staff started to give the student union building drive much featured space on the front page. A heavy, bold-face banner headline appearing over the front page name mast on November 29, 1945, and the sub-heading that introduced the featured story said: "FUNDS TO BE RAISED," "Campus Drive For Donors To The Proposed Student Union Building to be Launched

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Soon." A plaintive editorial comment made the same year told of how the student council at the Utah State Agricultural College had remodeled a former army barracks building into a student recreation lounge called the "TUB." The editorial closed by saying, "Everyone has some kind of Union Building but the Y."¹⁴ In the 1946-47 year a large headline

¹¹Ibid., December 4, 1947, p. 2.

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Ibid., January 24, 1946, p. 2.

¹³Ibid., November 29, 1945, p. 1.

¹⁴Ibid., February 7, 1946, p. 2.

on the front page of the November 7 issue announced: "STUDENT UNION FUND HITS \$50,000 MARK."¹⁵ Still intent on supporting the issue another headline printed in the same school year stated, "Y NEWS SURVEY SHOWS HOW OTHER COLLEGES BUILT STUDENT UNIONS."¹⁶

Advertising and financing. Once again, starting with the 1945-46 edition, the Y News started to carry more advertising. While the 1945-46 and 1946-47 publications did not equal the pre-war level of advertising carried, advertisements did average more than thirty per cent of the space in the paper. In 1947-48 the Y News carried nearly forty-five per cent advertising, and produced issues of up to sixteen pages each week. The May 20, 1948 issue proudly proclaimed: "The Y News has also made strides of its own and is happy to present with this issue the largest paper ever published at an

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all time high circulation of 5000." While this statement was basically true, the reader should realize that it was true only in relation to other Y News publications, several White and Blue publications were larger than sixteen pages, enough pages larger that they actually had as many column inches of news and comment to offer the reader as did the sixteen page Y News.

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Ibid., November 7, 1946, p. 1

¹⁶Ibid., April 3, 1947, p. 2.

¹⁷Ibid., May 20, 1948, p. 2.

IV. JOURNALISM DEPARTMENT CHANGES

Dr. Carlton Culmsee remained as head of the Journalism Department up to the 1944-45 school year, although he left the Brigham Young University in January, 1943, to assume military duties.¹⁸ The annual catalogues of the Brigham Young University Quarterly listed Dr. Culmsee as Chairman of the Journalism Department up to 1944-45¹⁹ when he resigned to accept a teaching position at Utah State Agricultural College. Several men were appointed acting chairman between January, 1943 and January, 1946. Assistant Professor Oliver R. Smith was named acting chairman of the department for the 1946-47 year, in which capacity he served until the end of the period.

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Y News editors again elected. Since the Constitution of the Brigham Young University Student Body was amended during the 1936-37 school year, making the office of student publications editors entirely appointive, the Student Publications committee held the sole responsibility of choosing each year's Y News editor. In 1947-48 the Studentbody

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Ibid., January 28, 1943, p. 1.

193. ¹⁹Brigham, Young University Quarterly, XL (May, 1944),

²⁰Ibid., XLII (May, 1946), 154.

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"History of the Brigham Young University—Minutes of the Student Council Meetings," [Brigham Young University Archives, Provo, Utah] p. 85.

Constitution was revised, making the office of Y News editor elective once again. Article IV stated:

Article IV. Other Officers
Section I. Publications

Two candidates for the offices of Editor of the Y News, the weekly newspaper, and Editor of the Banyan, the college yearbook, will be chosen by the Committee on Student Publications. This committee will consist of the five faculty members who constitute the Faculty Publications Committee and the incumbent Y News and Banyan Editors and Business Managers and the student body President. These candidates shall run in the final student body elections as defined in Article 2, Section 3, paragraph 1d, except in the event that the Committee on Student Publications shall determine that there are not two applicants sufficiently qualified for each position, in which case the Publications Council will make the final choice.²²

Despite the change in allowing candidates selected by the Committee on Student Publications to run for office, a studentbody vote deciding the winner, the Y News editor for 1948-49, Ken J. Pace, was appointed to his office.

V. Y NEWS RATINGS

For several years during the war the Y News did not send copies of the paper to the Associated Collegiate Press for rating, or the news staffs failed to make mention of the award or to preserve it, since no proof of such awards can be found for the years 1941-42, 1942-43, and 1944-45. In 1943-44, however, under editor Jean Bickmore, the paper won a rating of "First Class," which meant that it was rated as one of the better college newspapers in the weekly category.

²²The Y News, op. cit., April 29, 1948, p. 4.

The Y News of 1945-46, under co-editors Moana Bailiff and Helen Hickman, again won "First Class" honors.

The last two years of the period, similar to the thirties, The Y News won the coveted "All-American" rating honor. The 1946-47 Y News, under Moana Bailiff (she was the sole editor in 1946-47), wrote jubilantly, but mistakenly:

For the first time in the history of the school, The Y News has received an All-American honor rating from the Associated Collegiate Press Association, according to word received today. The News is one of 13 university newspapers in its class to be accorded this honor.

Apparently the editor did not know that The Y News of 1939-40 and 1940-41 both won All-American Ratings from the same organization. The Y News of 1947-48 was edited by Tom Pearse Wheelwright, who gave up the position in December to accept work with the Deseret News staff. Ken J. Pace was appointed editor for the balance of the year.

The Y News in this period underwent the necessary sacrifices and changes imposed by a world war and the post-war adjustment period, and emerged, just as it had after the depression years of the thirties, an "All-American" student newspaper. It was still yet to see a great period of growth and expansion during the next era, as was the Brigham Young University.

²³Ibid., May 14, 1947, p. 1.

CHAPTER VIII

1948-1956: ALL-AMERICAN GROWING PAINS

For the Brigham Young University the years from 1948-49 to 1955-56 were years of accelerated student enrollment and campus expansion. In 1948-49 the University had an enrollment of 5,652 daytime students (excluding summer enrollments). By 1955-56 the enrollment was over 9,000.¹ This necessitated the initiation of a large-scale building program. The Eyring Science Center, planned under the direction of President Howard S. McDonald, was completed during the administration of Acting-President B. Christen Jensen, who assumed the responsibilities of the presidency in September of 1949 and worked in this capacity until February of 1951. The George Albert Smith Fieldhouse was newly completed when Br. Ernest L. Wilkinson, previously mentioned as 1920-21 student editor of the White and Blue, began his duties as newly-appointed president in February, 1951. Under Wilkinson's direction the David O. McKay Building, the Benjamin Cluff Plant Science Laboratory, and the Howard S. McDonald Student Health Center were all completed by 1956, and the Joseph Smith Family Living Center was under construction.

Office of Institutional Research, Brigham Young University Annual Enrollment Summary, (January, 1964) p. 3.

I. A NEW NAME

Readers of the September 30, 1948 Brigham Young University student newspaper were probably somewhat startled to see a new name, Brigham Young Universe, on the front-page nameplate. For twenty-seven years the name of the publication had been The Y News. With no advance warning, or final authority to do so, editor Kenneth J. Pace sent the first paper of the year to the printer ordering the printing of the new name, along with a page two editorial entitled "The

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Value of Change." The editorial spoke, as indicated, of the value of change, but it did not specifically mention the tradition-breaking name change appearing on the front page. When the first issue was distributed a storm of protest arose debating the value of the new name and the high-handed manner in which it was changed. The second issue of the paper still bore the new name, but this time the editorial on page two thoroughly explained and defended the newspaper's new title:

. . . For 27 years the student newspaper, under the caption 'The Y News' has served the school and won a place in the hearts of most alumni.

Notwithstanding the deep respect we hold for the tradition it has become, we editors, by permission of the student council and the publication committee, submit for your approval a new and more appropriate name for the campus newspaper.

The change from 'The Y News' to 'Brigham Young UNIVERSE' on the nameplate of last week's paper was not inspired by passing fancy, but was prompted by three

²Brigham Young Universe [Brigham Young University, Provo, Utah] September 30, 1948, p. 6.

distinct problems.

1. Once the student newspaper under the title of 'The Y News' leaves the campus and goes to universities in other states, it ceases to become the distinct symbol of this school but is confused with the 'Y' of the Young Men's and Young Women's Christian Association. Piles in the UNIVERSE office are stuffed with exchange papers from other schools bearing headlines mentioning the 'Y' but not this 'Y'.

2. On the campus the caption, 'The Y News' is not distinctive since it must compete with 'The Y Press', 'Y' Day, 'BY and U,' 'Y' Stadium, 'Y' Walk, 'Wye' Magazine, and any number of titles bearing the overworked 'Y'.

3. The fact that the more than 1000 'News' on file in the Grant Library carry many, different designs on the nameplate is not, in our estimation, merely due to the different tastes of different editors, for we know that the caption 'The Y News' is difficult to make into an attractive front page title.

The choice of 'Brigham Young UNIVERSE' was prompted by several qualities that the name possesses.

For instance, 'Brigham Young' cannot be mistaken. When the 'Brigham Young UNIVERSE' goes into other schools it will be connected at sight with the university from which it originates.

The word, UNIVERSE, was chosen, not only because it is easy to pronounce, spell, and speak, but for its connotation of complete coverage, the widest scope and the broadest view, all of which lend towards a good newspaper title.

Then too, the school is fast becoming universal in fields of study, students, and in influence.³

Despite the strong, logical explanation of the new name there was much student, faculty and alumni opposition, particularly to the way in which the name was changed. Letters of protest were received from former students and Y News editors, and others. Faculty member Briant Jacobs, of the English Department, wrote a colorful letter to the editor, part of which stated:

With last week's editorial I, too, like change,

³Ibid., October 7, 1948, p. 4.

simultaneously revering the wisdom of Dean Inge who divides the foolish into two groups: the first says, 'This is old, therefore it is good'; the second says, 'This is new, therefore it is better.'

Notwithstanding, I like change; I don't particularly appreciate the made-while-you-were-out; take-it-or-leave-it variety.'

The November 18, 1948 issue bore a front-page headline which said: "PAPER NAME-CHANGE GOES TO NEW STUDENT SENATE," and the sub-title added, "Representatives to decide on new paper

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title." The following issue of the paper reported the problem solved as student legislative and executive councils, as well as the administration, approved the new name. Negative letters and reactions concerning the name change continued to be received as late as the 1950-51 school year.

II. SIZE, FREQUENCY OF ISSUE, FORMAT, AND STYLE

The size of the Universe did not undergo major changes during the period, despite the fact that the paper was printed by two different printers. In 1948-49 the Provo Herald Printing Company printed the paper (the Deseret News press had printed it the two years previous). The following year, 1949-50, the Y Press, whose printing facilities had been substantially enlarged by this time, began to print the paper, and has continued in this capacity since 1949-50.

A distinct contrast to the constant altering of size

Ibid.

⁴Ibid., November 18, 1948, p. 1.

and format practiced in earlier periods, the five column, 11 1/2 X 16 inch tabloid-size sheet varied only slightly during the entire period. The staff of 1948-49 produced 27 twelve to fourteen-page issues, not counting summer issues. In 1949-50, under editor Dave Schulthess, 63 regular issues of the eight-page Universe were produced, and, for the first time since the twenties, the paper appeared on a twice-weekly basis. The Universe remained an eight-page semi-weekly until 1955-56 when it became a four-to-eight page publication, and underwent two monumental frequency-of-issue changes. Under editor Steve Hale, the Universe appeared at the start of the 1955-56 year on a four-times weekly basis. The Universe of September 27 said:

The student newspaper, the Brigham Young UNIVERSE, heretofore a twice-weekly publication will be published four times a week during the academic year; it has been announced by Br. O. R. Smith, publications committee chairman.

The purchase of new facilities by the Y Press, and the expansion of the university made the change possible Br. Smith said.⁶

The editorship of the 1955-56 Universe changed after the winter quarter. On April 20, 1956, the new editor, Ralph Barney, made the following announcement:

Monday morning the first edition of the new, expanded Daily Universe will be distributed on campus. It will mark the first time Brigham Young University has had a completely daily student newspaper.⁷

⁴Ibid.

⁵Ibid., November 18, 1948, p. 1.

⁶Ibid., September 27, 1955, p. 1.

⁷Ibid., April 20, 1956, p. 2.

The Universe has been issued on a five times weekly basis since that time, except during summer months when it appears as a semi-weekly.

Despite the fact that the size and general format did not undergo much change during the period, other physical innovations and changes occurred. Editor Pace, in keeping with his philosophy on the value of change, had adopted the style of capitalizing only the first word and sometimes key nouns in all but large front-page headlines. Thus, two front-page headlines of February 10, 1949, appeared as: "Students shirk duty, says election head," and "Y Calcares open game room in Smith Building commons."⁸ This same headline style was followed in 1949-50, but the remaining editors of the period returned to the conventional "caps and lower case" style.

Still another innovation of the period was the removal of column rule lines and the addition of a script name plate. The Universe of September 29, 1953 appeared in written, cur-

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sive form rather than the old block-letter style. Editor Ralph Jack explained:

Take a good look at this issue of the Universe. Notice anything different about it? To the freshmen it probably has the same appearance of the last two issues and in some ways it does.

However, students not new at BYU this year should be cognizant of a 'new look' permeating every page. You may not realize it but it is easier for you to read and every story has an inviting appearance of which you may

⁸Ibid., February 10, 1949, p. 1.

⁹Ibid., September 29, 1953, p. 1.

not be aware.

The reason, if you will scrutinize closely, is that the black lines between the columns of type have been removed and a white space left. This is called pulling the line-rules and is in accordance with the modernizing steps taken by your campus newspaper to make it more readable and interesting.

And that isn't all. Designed to blend with and catch the spirit of the modern trend, the front page nameplate along with the inside society and sports nameplates have been changed.

An observant student is aware that the Gothic letter style with the shaded background has been scrapped in preference of a new ultra-modern script, which makes the name of the paper outstanding on the page.¹⁰

The 1954-55 Universe used both of the style changes of the previous year, but the 1955-56 Universe, while using the same script nameplate, once again brought the column line rules back. It should be noted that the use of the script nameplate was not new. Such a name plate had appeared briefly, on an experimental basis, in the Universe of 1949-50 under editor Dave Schulthess.

Pictorial pages and pictorial sections became more common in the Universe during and after the 1953-54 year due to the leasing of a Scan-A-Graver electronic engraving machine:

The pictures which you see in this issue are the product of a new addition to the Universe physical plant—a Fairchild Scan-A-Graver. The Scan-A-Graver is an electronic device which produces the engravings used in printing pictures.

The addition of the Scan-A-Graver will enable the Universe to publish more pictures, at a cheaper overall cost, than ever before. Since the machine is leased, the cost of engravings equals only the cost of plastic and film, which is nominal, plus the cost of rental, which remains

¹⁰Ibid., October 1, 1953, p. 4.

constant. Therefore, the number of pictures which we run will be governed strictly by the number of pictures we desire.¹¹

A periodical pictorial page captioned "The Universe Camera Sees" appeared the same year. The Scan-A-Graver did not produce the desired quality of engravings, and when the Y Press, a few years later, added half tone engraving equipment that made the same service available to the Universe staff, the use of the Scan-A-Graver was discontinued.

III. CONTENT AND EDITORIAL POLICY

The Universe of this period did not differ greatly from the content and offerings of the previous period. In this period, as in previous periods, social units continued to make front page news. In January of 1950, a Universe headline said: "Trials open; first unit is convicted," and the sub-deck underneath added, "Several units on deck for Penal Court action on 'rushing' abuses." The story stated:

The first in a chain of trials dealing with organizational infractions was held last Tuesday night when the Cesta Tie social organization was tried and convicted on four counts of code violations.

A surprise move on the part of the inter-organizational court, the conviction followed on the heels of a week of non-descript 'rush' parties that were spotted with code infractions. A string of like violators are due to confront the Penal Court every night for the remainder of the week.¹²

A large headline of March 3, 1955, demonstrated that the

¹¹Ibid., October 27, 1953, p. 2.

¹²Ibid., January 19, 1920, p. 1.

social units, and their annual problems still existed:

"Penal Court Advises Offending Units To Avoid Damaging Entire System":

Four social units Monday night were asked to step back and look at their individual problems as well as problems termed common to all units, at informal penal court hearings on alleged violations of rush rules."¹³

All the editors of the period apparently believed that state, national and international news could be included in the paper as well as campus news but followed different formulas concerning the amount of such news to print. Lorry E. Rytting, Universe editor in 1950-51, outlined that such news would be printed on an "occasional" basis:

Prompted by the belief that the interests of BYU students extend (or should) beyond the limits of the upper and lower campuses, the Universe has printed news and features not directly connected with campus life.

Occasionally editorial comment on local and international affairs has been, and will be, included in these columns. One such editorial, 'Malicious and Ridiculous,' was printed in the issue of Oct. 24, in which the writer lamented the use of Republican 'smear' techniques in the Utah Senatorial campaign.¹⁴

Editor Steve Hale in the 1955-56 Universe included a section of national and international news titled "Late News Plashes" on the front page of almost each edition. This section was made up of Associated Press news wire releases, the first to be used on a regular basis in the student newspaper, although the student newspaper, and the Journalism Department, had

¹³Ibid., March 3, 1955, p. 1.

¹⁴Ibid., November 1, 1950, p. 2.

access to teletype service as early as 1946-47.¹⁵ Editor

Hale, in an early 1955-56 issue, wrote:

Another new feature of daily publication will be the state, national and international news bulletins which will occupy front page space in every edition. This will be made possible by means of a direct teletype service from Associated Press bureau offices.¹⁶

In comparison with other war years the Korean conflict of June, 1950, to July, 1953, received very little attention in the Universe, short of a few editorial comments such as the following:

We students at BYU cannot escape the reality of Korea and war when every day our fellow classmates and best friends are leaving for the service. According to Br. Pardoe, there are now over 200 of our colleagues in the service.¹⁷

News of the Air Force R.O.T.C. unit, established on campus in the 1951-52 year received much more prominence and attention between 1951 and 1953 than did news of the American and other United Nations forces in Korea.

Sports news, and comment, held an important place on the pages of the student newspaper in this period, as it had in the past. In 1950-51 basketball coach Stan Watts and a gifted University team that included All-Americans Mel Hutchins and Roland Minson, won the National Invitational Tournament in New York, and placed fourth in the Western

Personal interview with Br. Oliver R. Smith, August 12, 1965.

¹⁶Brigham Young Universe, op. cit., September 22,

¹⁷Ibid., January 4, 1951, p. 2.

National Collegiate Athletic Association tournament. These accomplishments were much heralded in the Universe. The staff produced a special twenty-four page sports edition that the Brigham Young University Banyan called "... the largest college newspaper ever published in Utah."

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Brigham Young University football, on the other hand, was a source of much controversy during the period. When the football team lost, as it did quite frequently, letters to the editor and Universe staff editorials speculated as to the various reasons for the defeats. During the period a new football coach, Charles J. Atkinson, replaced Edwin R. Kimball, but University football prestige "changed very little. In 1953-54 President Wilkinson was accused of practicing a policy of athletic de-emphasis at Brigham Young University. A spirited, front page reply quoting from a statement apparently submitted to the paper by President Wilkinson, explained and defended past University policy toward athletes, and at the same time introduced a new "stand" on the problem. The headline of the November 10, 1953 Universe amply summarized the facts of the story: "RE-EVALUATION-NOT DE-EMPHASIS' KEYNOTES NEW BYU ATHLETIC STAND IN PRES. WILKINSON'S POLICY

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RELEASE."¹⁹ Still the football situation did not change.

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Banyan, [a student yearbook of Associated Student-body of Brigham Young University-located in the university archives] 1950-51, p. 127.

19

1953, p. 1. Brigham Young Universe, op. cit., November 10,

In 1955-56, after the Cougar football team finished its third consecutive losing season, the following headline and story appeared in the Universe: "SOLONS PLEAD FOR NEW VIEW ON GRID POLICY," and the sub-deck underneath stated: "Resolution Vote Proves Unanimous":

Legislative council members unanimously adopted a resolution Wednesday urging the Brigham Young University administration and board of trustees to take action to provide a successful football team.

The resolution-read: 'We, as a legislative body representing more than 8,000 students make this resolution in the belief that we are reflecting the opinion of the majority of those students in that:

1. A successful football team adds greatly to the stature of any university.
2. Brigham Young University does not have a successful football team.

Therefore, we encourage those who are in authority to take any action that may be deemed necessary to provide a football team which will reflect the stature of this great university.'²⁰

Several editorials produced during the football season contained comments suggesting that more University aid to athletes be allowed. One discouraged reader wrote a letter to the editor suggesting that if more aid were not given the athletes that football be dropped as a competitive sport at

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Brigham Young University. When coach Atkinson announced his resignation in December of 1955 the Universe bluntly announced, "COACH QUILTS" in a two-line front page banner

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headline with letters 2 1/4 inches long. Thus the period

²⁰Ibid November 18, 1955, p. 1.

²¹Ibid., p. 2.

²²Ibid December 7, 1955, p. 1.

closed with the football question and the University's stand on subsidy to athletes still a challenged, inflammatory subject to many Universe readers.

One of the more valuable content distinctions of the period was the practice of running a series of editorial articles or features of educational and informative value, some of which were written by members of the faculty. "Faculty Findings" in the 1952-53 Universe was one of the more notable series to appear during the period. Prominent members of the faculty wrote thorough, scholarly articles on such subjects of controversy as the origin of man. Other representative articles written by the faculty included "College Reds Aided

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By Liberal Labels," and "Communism and the Colleges."²³ The 1953-54 Universe ran a series of articles explaining the duties and the organization of the Brigham Young University Board of Trustees, and, moving through the Presidency and other administrative offices, the articles described the responsibilities of each.

The long-proposed student union building was still an annual topic of discussion during the period. The old, familiar headlines that Brigham Young University students had been reading since the twenties still appeared during the period, only the totals of money raised were now higher:

"ALUMNI RAISE HOUSING, UNION BUILDING- DRIVE TO \$1,000,000."²⁴

²⁵Ibid., April 23, 1953, p. 4, and April 14, 1953, p. 4.

Ibid., October 7, 1948, p. 1.

A rash of letter-to-the-editor criticism of the lack of student union facilities "broke out when the student bookstore was moved to the new Student Service Center, in the fall of 1953, and the temporary-building snack bar fountain facilities were not included in the new bookstore. When a snack bar with fountain facilities was opened in the Joseph Smith Cafeteria in January of 1953, the traffic of written criticism to the Universe subsided somewhat, but the studentbody still wondered when the promised student union building would appear. A headline in the May 28, 1953 Universe effectively conveyed the message that the time was not yet nigh: "Wilkinson Plans Reveal Seven New Buildings; Student Union-'Not Yet.'" ²⁵

IV. ADVERTISING AND FINANCES

The vastly expanded studentbody enrollments proved to be the key that bolstered advertising and paved the way for the Universe to achieve a daily issue status.

Advertising became more profitable and lucrative during the period. With student enrollments increasing from over 5000 in 1948-49 to over 9,000 by 1955-56, the studentbody represented substantial business potential to the merchants of Provo, and advertising was not as difficult to sell as it once was. This fact helped to put the Universe on a

²⁵Ibid., May 28, 1953, p. 1.

solid financial basis because advertising income was substantial and dependable. Editors and business managers did not jam the pages of the paper full of advertising out of necessity as others before them were sometimes forced to do in order to continue publishing. Generally advertising during the period occupied between forty and forty-five per cent of the total space of the Universe.

The mail subscription rate increased, of course, as the paper went from a weekly, to a semi-weekly, to a daily during the period. The subscription rate of \$1.50 per year for the twenty-seven regular issues of 1948-49, plus the summer editions, meant that the mail subscriber was paying approximately five cents per paper. In 1955-56, the mail subscription price of \$4.50 per year for 142 total issues meant that the subscriber was paying a fraction over three cents per issue.

Advertising and mail subscriptions together accounted for between thirty-one and thirty-seven per cent of the total
26
annual income of the paper.

The majority of the funds needed to meet the expenses of the paper were still obtained through student activity fee appropriations. Here, once again, the increased University enrollments provided the key to future paper expansion. The

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Eleven Year Report of the President, 1961 [an eleven year report of the Brigham Young University and other areas of the Unified Church School System] p. 221.

activity fee appropriations gave the Universe between \$9000.00
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and \$12,000.00 annually the first four years of the period.
By 1955-56, with an enrollment of over 9,000, the activity
fee appropriation was bringing the Universe \$19,600.00, while
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expenses totaled just over \$30,000.00. With advertising
and mail subscriptions bringing in \$10,625.00, the Universe
was living within its budget, yet managing to finance a
much expanded and enlarged school newspaper.

In 1949-50 the estimated circulation of the Universe
29
was 5000. By 1955-56 the year the Universe became a daily,
30

the circulation had increased to 7,000. Since the per
page cost decreases as the volume of paper production
increases, the Brigham Young University students of 1955-56
were getting more papers per week at less per issue cost
than they were in 1948-49 when the activity fee was much
less and the Universe was a weekly.

V. JOURNALISM DEPARTMENT CHANGES

Assistant Professor Oliver R. Smith who had been act-
ing head of the Journalism Department since the 1946-47 year
was listed in the 1948-49 Brigham Young University Quarterly

²⁷ Ibid.

²⁸ Ibid.

29

Brigham Young Universe, 1949-50, [Circulation listed
on editorial page staff box.]

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Ibid., September 28, p. 2.

as Chairman of the Journalism Department, a capacity he held throughout the entire period. Smith took a leave of absence from 1949-51 to complete doctoral studies at the University
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of Iowa. In his absence W. Ray Wight, an Instructor in Journalism, was appointed acting head of the Journalism Department, and Edwin J. Butterworth was appointed as faculty advisor to the Universe. Upon his return, Br. Smith again assumed his department head responsibilities.

The Journalism Department offered forty-seven courses in lower division, upper division, and graduate work at the end of the period.³²

VI. UNIVERSE HONORS AND EDITOR CHANGES

The Universe won the prized "All-American" honor rating five times during the period. Editor Kenneth J. Pace was instrumental in leading the Universe to three All-American ratings, one in the last semester of 1947-48 of the

A personal interview with Dr. Oliver R. Smith, August 20, 1965. [In his studies at the University of Iowa Dr. Smith learned much concerning the organization and staffing of a daily college newspaper from his study and observations of the Daily Iowan. Upon his return to Brigham Young University he innovated some of the organizational principles and supporting programs he had studied. The annual high school publications workshop was started upon his return, as was the practice of making it mandatory that journalism majors at Brigham Young University work on the student newspaper, for which they receive college credit.]

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Brigham Young University Quarterly, LI (May, 1955), p. 132.

previous period, and the other two being the first and second semesters of the 1948-49 year. The Universe of the second 1950-51 semester, under editor Lorry E. Rytting, was rated "All-American." The publication did not win the "All-American" rating again until the second semester of 1954-55 under editor Steve Hale. The Universe won "First Class" ratings for all the remaining years of the period with the exception of the first semester of 1952-53 when it was rated "Second Glass."

It should be noted that in 1953-54 editor Iave Forsyth left the Universe after serving the fall and winter quarters. Jerry Cahill served the remainder of the 1953-54 year, and also the fall and winter quarters of the 1954-55 year, whereupon the new editor, Steve Hale, followed the same procedure. Ralph Barney took over for Hale during the spring quarter of the 1955-56 year, thus ending the period. It appears that the practice of changing editors at the beginning of the spring quarter was purposely continued, the object being to break the new editor in with an experienced staff each spring so that he might capably administer his duties with a partially new and untried staff the following fall of the new school year.

Editors of the period continued to be appointed by the publications committee, although had the publications committee designated two worthy candidates, they could, under the studentbody constitution, run for election.

The Brigham Young Universe, during a period of phenomenal University growth and building, was quick to take advantage of the increasing student enrollments, and expanded itself from a weekly publication to a daily publication while it was five times nationally rated an "All-American." Surely the Universe of this period played its part well.

CHAPTER IX

1957-1965: THE TIME OF FULFILLMENT

This period was a time of great accomplishment nationally and internationally, as well as a fruitful era of fulfillment for Brigham Young University and the Daily Universe. When Russia successfully sent the first earth satellite into orbit, in 1957, she effectively challenged United States world leadership in many fields, particularly science and technology. A great, competitive race between the two nations for future mastery of outer space began. These events would have an effect on the nation's colleges and universities, and their student publications, during the next nine years.

The latter part of the period was characterized nationally by increasing racial conflict over civil rights and open combat, involving U. S. forces, against Communist-supplied forces in Viet Nam. These developments too would manifest their influence on the subject matter of the Daily Universe during the period.

The Brigham Young University's building program of the previous period had been on a large scale, but the next nine years witnessed a building program so massive that it changed the entire scope and complexion of the institution. Sixteen separate building projects were started during the period, and all but one had been completed by the summer of

1965. With an enrollment of over 16,000 daytime students by the end of the period,¹ Brigham Young University offered perhaps the newest and best physical facilities in the entire intermountain area. It was indeed a time of fulfillment for Brigham Young University.

I. PHYSICAL CHARACTERISTICS AND FORMAT CHANGES

As in the previous period, the Daily Universe underwent little physical size and format changes. The paper remained a five-column tabloid during the entire period. The editors of the period, however, did give vent to some variation in format. The 1961-62 Daily Universe once again appeared minus column rule lines, and in addition headlines were written in the same "down" style (capitalizing the first word and key nouns of the headline only) first introduced by editor Kenneth J. Pace in the latter part of 1948 and used in the 1948-49 and 1949-50 years. After the 1961-62 year these format changes were not followed, with the exception that the 1963-64 Daily Universe, under editor Bruce Olsen, took the column rule lines out of the editorial page, leaving the rest of the pages of the paper with the usual column rule format. Olsen also changed the front-page name plate by redesigning it so that it stretched almost the full five column width across the, page while reducing the

¹Brigham Young Daily Universe, [Brigham Young University, Provo, Utah] November 23, 1964, p. 1.

height by almost a half-inch. The September 25, 1963 Daily Universe proudly announced:

For the first time in seven years the Daily Universe is being printed under a newly designed masthead.

The change was made due to the need for a more progressive design to signify the new spirit and increased size of the paper this year, according to editor Bruce Olsen.

It is interesting to note, in dealing with the name of the paper, that when the word "daily" was added to the nameplate in 1956-57, no comment or furor ensued. Inasmuch as the publication was being issued five times weekly the name addition was logical, and was made with little fanfare; thus no dissenting voices were raised.

Even at a daily status, each year's bound Daily Universe volumes grew thicker and thicker. In 1957-58 the Daily Universe staff set many "firsts" and showed the pride and desire to out-perform the work of the previous staff, a desire that was to characterize each student news staff of the period:

With Wednesday's edition, the last of 57 record-breaking fall quarter issues, the Daily Universe staff looked forward to some days without deadlines and back to three months of establishing firsts for the campus daily.

Utah's fifth largest paper and the biggest yet at Brigham Young University, the Universe this quarter has included three more issues than produced a year ago.

Cause for much chest thumping in the 'noisiest corner on campus' was a 24-page Homecoming giant—the biggest ever. This issue was also the first Universe to be sold

¹Ibid., September 25, 1963, p. 2.

downtown and to alumni on campus.

Hurried and harried staffers filled 300 pages of newsprint this quarter, averaging 5.3 pages an issue. Previous high was a 4.5 average.³

In 1960-61 the staff produced 158 issues, and averaged 5.7 pages per issue.⁴ By the last two years of the period the Daily Universe was averaging eight pages regularly, in addition to occasional special editions. The student staff personnel required to produce the five times weekly publication had grown from a staff of almost fifty members, including the business staff, to a staff of not quite 100 members by the end of the period. The Daily Universe, had indeed expanded during the time of fulfillment.

II. THE CONTROL MB CENSORSHIP ISSUE

The question of who controlled the Daily Universe arose mid-way through the period. The issue had long been an undercurrent of private discussion among the student news staffs. Now the issue was brought out into the open. In an editorial written in the October 18, 1960 issue discussed the problem thoroughly and drew logical conclusions based on the facts revealed:

First, who does control the Daily Universe? Is it beholden to the administration? Or is it an organ of the student government?

Obviously the answer to both these questions is a resounding 'No!' The paper has been attacked in times past

³Ibid., September 18, 1957, p. 2.

⁴Eleven Year Report of the President, 1961, p. 204.

by members of both these organizations.

Is it then a product of the studentbody? Yes, though there are members of that group who would gladly do away with the paper altogether.

In a sense, some control is exercised on the Universe from all three organizations. The administration appoints a faculty student publications adviser, who serves as publisher for the paper.

The student government sits in on the Student Publications Committee which chooses the paper's editor.

The studentbody provides funds—roughly half those needed to produce the newspaper—from their activity fees, and also provides the people who run the paper.

At these points, however, all control ceases, and the responsibility for campus reporting rests with the staff. . . .

The Universe is, first of all, a newspaper. Its allegiance, are [sic] with the newspaper tradition, the Church of Jesus Christ of Latter-day Saints, and the administration and studentbody.⁵

Before the year was out 1960-61 editor, Don Woodward, would experience a certain amount of administrative control concerning appropriate content for the Daily Universe, but he ended the year reaffirming his contention that the Daily Universe was not controlled by the administration or student government.

On November 29, 1960, an eight-inch, two-column blank space appeared on page two of the Daily Universe. Editor

⁵Brigham Young Daily Universe, op., cit., October 18, 1960, p. 2.

Woodward later explained that originally a Daily Universe photographer had taken a picture of a three-dimensional model showing planned campus developments. An engraving was made, and the photograph was planned for publication in the November 29 issue. After the paper had gone to press a University administrator ordered the photograph removed. Woodward took exception to the manner in which the picture was removed and wrote what must have been a strongly worded editorial meant to fill the space previously occupied by the photograph. The administrator (unnamed in the newspaper article) did not like the tone of the editorial and ordered

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it removed also, whereupon the space ran blank.

Editor Woodward, by his own written statements, operated independently in other ways, particularly in his editorial policy concerning the publication of letters written to the editor that appeared in the large "Safety Valve" section of the Daily Universe:

The 'Safety Valve' is probably the best read section in The Daily Universe outside of Peanuts. [A syndicated comic strip. J

Why? Because our policy this year had been to allow space to anybody who has something to say and to avoid censoring their statements. We feel this is an obligation of the editorial page.

Unfortunately, there are many who think we should not be allowed such liberty. 'You shouldn't print that,' they say, referring to an article criticizing the political views of President Wilkinson. Or,

'That doesn't make BYU look too good,' referring to an acid comment on the Honor System.

Usually these criticisms are shrugged off, hut more recently we have grown meloncholy [sic] about misconceptions BYU students and faculty have on freedom of the press. There are a few things about the Daily Universe this year which we feel need to be said.

First, although many have insisted the Safety Valve be censored, this has not happened so far. God willing, it never will. We need an area where we can speak freely.

BYU's public relations department this year refused to mail the Universe to seminaries in the Church because they didn't feel it presented BYU in the proper light. Fortunately, this wasn't our job—it's for this purpose that the school has a public relations man.⁷

It would appear in light of editor Woodward's "Safety Valve" policies, that the publisher (the faculty adviser to the Daily Universe), the Publications Board, and the administration did not dictate absolute policy to the editor or censor him on every sensitive or controversial issue. It was quite apparent, however, that the administration did control the release of certain information, including new building projects and major campus revisions. This was interpreted by some Daily Universe staff members as unreasonable administrative control. Rita Wheeler, a member of the student news staff in 1960-61 wrote a research paper the same year entitled, "The College Press—How Free?" for a Communications 490 class. In the paper Miss Wheeler

⁷Ibid., May 29, 1961, p. 2.

discussed administrative control of the Daily Universe of 1960-61:

It goes without saying, probably, that the acts of censorship of the 1960-61 school year have been without precedent, another sign that the trend is toward the authoritarian philosophy without as much as a wishful glance by administrators to the theories of freedom of thought and expression. Such acts included stopping presses to remove the picture-subject on display in a downtown Provo building—of a proposed student housing project, the pre-censorship of an editorial concerning the administration for its act of stopping the press (the editor ran a hole where the editorial was pulled), and the constant reminders that the student paper represents the university.

I disagree with these attempts to stifle the student press. In this community of scholars, in this institution that supports the idea that the Constitution was divinely inspired, there is no room for attempts to make the student press the voice of the administration. Where there is student thought to express and student minds to inform, there is no place for direct administrative control.⁸

Miss Wheeler's "unprecedented acts of censorship" basically deal with the events surrounding only one incident, the pulling of the picture which resulted in the pulling of the editorial. This hardly warrants a charge of "direct administrative control" during 1960-61. Study of the University's student newspapers and publications of the past will show that a large majority of all the student editors constantly reminded University readers that student publications represented the University, and before that, the Academy. This

Rita Wheeler, "The College Press—How Free?", [A Journalism 490 Research Report on file in the Journalism Reading Room, Brigham Young University, Provo, Utah] May, 1961, p. 5.

then would have been a "trend" of more than eighty years vintage. The weight of the evidence of 1960-61 largely tends to reject the severe administrative control charges leveled by Miss Wheeler and others.

During 1961-62, one of the most serious student newspaper controversies in the history of the University's school publication took place, and once again, angry charges of administrative control and censorship of the Daily Universe figured prominently in the root of the problem.

E. Millard Wilde had been appointed as editor for the 1961-62 year originally, but during November, of 1961, Wilde resigned his position to accept a professional newspaper position. Editor Paul Richards was appointed in Wilde's place and everything went well until March 21, 1962 when Richards wrote an editorial in which he knowingly broke a long-standing Student Publications Board policy that the Daily Universe remain neutral in studentbody elections. Richards editorially supported Dave Stone for studentbody president. Stone had been one of the celebrated four-member Brigham Young University College Bowl team that had won four out of five nationally televised matches against other universities. Richards took sides for the following reasons, as his editorial explains:

Criticism directed at the Universe and its reporters for printing a feature article on the College Bowl last week has brought things to a head and given the paper a chance to meet with and learn more of the two presidential candidates. Although it was originally the intention of your campus newspaper to

remain neutral in the elections, the information we have received during the week compels us to take a stand and reveal our feelings to the student-body.

It has become increasingly apparent to us that if a certain candidate is elected, it will be his lieutenants and not he himself who will hold the office of studentbody president.

We say this because in the past week we have had much to do with both candidates. The one handles all campaign matters himself and handles himself well in doing so.

The other candidate has to rely on his three campaign managers to make up statements and gather figures for radio and press. He does not seem able to run the show himself and we wonder how he will handle himself when, if elected, he visits other schools without his lieutenants.

It was our unplesant experience last week to have to deal with one of his boosters who, after complaining heavily about the College Bowl article, advocated control of the newspaper by student government.

The candidate, when told of this, said he knew nothing about it. It seems to us that a man who has no control over his immediate lieutenants is certainly in no position to direct more than 11,000 students.

Other information, given to us by reliable, non-job seeking students, indicates that this same candidate "has failed to demonstrate administrative ability" in the three administrative positions he has held at BYU. . . .

Although we regret having to take this stand and reveal negative information, we cannot, in good faith, remain quiet on a matter which could have serious consequences for our school.

We want a man who can stand on his own feet, make his own decisions and represent the school well to other schools and do it by himself. We therefore support Mr. Stone.⁹

A storm of campus controversy erupted. The following day three articles appeared on the front page of the Daily Universe, all directly relating to the controversial editorial of the previous day, one being editor Richards' voluntary resignation:

I herewith tender my resignation as editor of the Daily Universe.

My reasons for resigning are as follows:

1. I sincerely believe an editor has the right and moral responsibility to editorially inform his readers of his views, providing equal news coverage is given in the paper to opposing factors in society.

Since I have honestly attempted, with an undermanned staff, to give equal news coverage to both presidential candidates in the current elections, I reserve the right to comment on election matters or anything else which I sincerely believe in for the good of this society.

If this right is refused the editor, he becomes the manager of a bulletin board, and this I do not wish to be.

2. If, as some have indicated, the person I have supported in my editorial of March 21st has been injured politically because his opponent has cried martyr, it is an indication that readers hold the editor's opinion at naught.

Therefore, if as explained above, the editor's opinion is held worthless, he should graciously relinquish his post to a person whose comment will be respected. On the other hand, if editorial comment is to be curtailed, there is no need for an editor. An advertising staff can publish a bulletin board.

Either of these factors being the case, and in the interest of the person I editorially supported, I feel it is to the best interest of all concerned for me to submit my resignation and I herewith do so.

—Paul G. Richards¹⁰

¹⁰Ibid., March 22, 1962, p. 1.

The Board of Publications had moved to censure Richards on grounds of breaking Daily Universe publication policy and insubordination to publications adviser Noel Duerden, who had directed that the political-support editorial not be run. When Richards submitted his resignation the Board voted to accept it, but pointed out that their original intent had been only to censure Richards, adding:

The resignation was submitted voluntarily and was not requested by the board, said Edwin J. Butterworth, director of BYU Press Relations and acting chairman of the board. He explained that the board does not wish to curtail editorial expression. In fact, he said, Richards has conducted a vigorous editorial column this year without comment from the board. It commended Richards as an exceptionally capable editor. "The question over who actually controlled Universe, was hashed and rehashed in the paper for weeks.

A Brigham Young University journalism instructor, Ralph B. Barney, who had also been student editor of the Universe in 1956-57, was one of the group who raised his voice in supporting the cry of administrative control and censorship. Barney wrote a letter to the Publications Board on April 26, 1962, in which he discussed the problems of the Daily Universe from the standpoint of a former student editor and a journalism advisor. He charged that the Daily Universe was a tool of the University officials, and that the student paper did not receive certain news which was purposely

Ibid.

withheld by University news sources. Barney also observed that the Daily Universe was subject to censorship without

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recourse or appeal.

Edwin J. Butterworth, head of the News Bureau, who at the time of the controversy, was also Acting Chairman of the Student Publications Board, prepared a statement on the situation at the request of the writer, part of which is reproduced here:

For the most part, the Brigham Young University Press Relations Department (News Bureau) and the Daily Universe have enjoyed excellent relationships over the years. There are some policies and journalistic facts of life, however, which might have given some students the impression of censorship and strict control, faulty though this may be.

During the Wilkinson administration certain news policies have been maintained, with the Press Relations Department as the controlling agency. Basically, these policies recognize that BYU is a private institution operated under the direction of the General Authorities of the Church and not required to hold open meetings and maintain open records as in the case with public institutions. The President [of the University] must protect the Board of Trustees and respect its privacy during its deliberations on major topics.

President Wilkinson, therefore, has reserved the right to rule on the release of certain information. This falls into four general areas: (1) new buildings and major campus revisions, (2) spending of amounts of money, (3) appointment of new faculty members, (4) changes in curriculum and organization. Obviously, all of these are within the province and responsibility of the president alone to announce. This is not to say that this information is withheld; indeed, the University is eager to publicize it as widely as possible but at the times which the President feels appropriate (usually when plans are

Ralph Barney, A letter on file in the Communication Department office files dated April 26, 1962. The letter was addressed to Edwin Butterworth and the Publications Board.

complete), and through the established news agency of the University. Obviously, some newsmen may have been upset over the fact that they could not dig up and publish on their own any such material at any time they were able to ferret it out.

There have been times when some departments have misunderstood these policies and have held back on news which might have been released. For example, the Physical Plant Department, not sure exactly where to draw the line on what construction and repairs to announce, has referred the Daily Universe to the News Bureau on such items as repairing sidewalks. In such cases, however, the News Bureau always has been quick to come to the assistance of the Daily Universe. But such an experience, of course, gives the impression of tight censorship, although that is not actually the case.

In all other areas except those mentioned above, the Daily Universe has a free hand.¹³

The writer feels that the administrative news policies outlined by Butterworth as being the news policies of the Brigham Young University do not constitute absolute and unreasonable control of The Daily Universe. The cries of censorship and control, as Butterworth suggests, grew largely out of a lack of proper background information and understanding.

At the beginning of 1960-61 the University administration took steps to eliminate the guesswork of who had the authority ultimately to control student publications should such a need arise; but at the same time provision was clearly made for a student editorial board designed

Edwin Butterworth, Brigham Young University News Bureau Head, [a prepared statement] "BYU News Bureau-Daily Universe Relationships," August 18, 1965.

to let responsible students make their own decisions in controversial and sensitive matters:

Control of all publications rests with an administration-appointed Publications Board consisting of the Student Coordinator, head of the journalism department who is chairman, head of the News Bureau and two students, the studentbody president and the vice president in charge of finance.

A student editorial board directs publication of the Daily Universe; all members are either seniors or graduate journalism students. The Editor is chairman of the board and all editorial policies which might be controversial must have unanimous approval of the board before it gets into the paper.¹⁴

III. CONTENT

All of the editors of the period agreed that the purpose of the Daily Universe was to serve the Brigham Young University community, consisting of faculty and administration as well as the studentbody. The statement, "Voice of the Brigham Young Community," appeared on the front page name plate of the 1957-58 Daily Universe, and in 1963-64, Editor Olsen defined the task of the student newspaper in a similar light: "At BYU the student paper is concerned with serving the university community—faculty and administration, as well as the students."¹⁵

In general, all editors of the period included some

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Dean of Students Office, "Student Personnel Handbook," 1963-64. [A mimeographed handbook located in the Brigham Young University Archives, Provo, Utah.]

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Brigham Young Daily Universe, op. cit., January 14, 1964, p. 1.

national and international news items and comments in the Daily Universe, although it was done in different ways and to a much different extent. In 1957-58 many articles and editorial comments on the Russian space experiments and accomplishments appeared. Other items of national and international implication included speculation on the possibility of American earth satellites being launched, and the U. S. Mafia (underworld criminal organization fashioned after the parent Mafia organization in Italy).

Editor Larry Day, in the 1959-60 Daily Universe, used much more national and international news than any editor had used previously, explaining:

You may have noticed some changes in the type of stories appearing in the Daily Universe the last two days.

The Universe has expanded its coverage of national and international news [sic] from brief 'News Bulletins' that have been run for several years (under several names) to a more complete and comprehensive coverage of the major news stories of the day.

World news in the Daily Universe is received from the wires of United Press International, one of the world's largest news-gathering agencies. A UPI teletype runs 24 hours a day in the Universe office in the Clark Student Service Center basement.

Lay aside your fears! The increase in world news doesn't mean BYU news is going to be thrown out. With a larger budget and more news space this year, the Daily Universe will be able to cover all events it has covered in the past—and also keep the students and you oldsters informed on the major happenings in the world you live in.¹⁶

¹⁶Ibid., October 8, 1959, p. 2.

Editor Woodward pointed out that the 1960-61 Daily Universe was in a good position to cover national and international news:

. . . However in covering national and international news the Universe is in the best position of any paper in Utah. Its morning deadlines—later than any other paper—and the wire facilities of United Press International make it possible to cover these important news events faster than any other Utah paper.¹⁷

Space developments and other international news was not used as much between 1961-62 and 1963-64 as accounts of the alarming racial demonstrations and civil rights movements began to take impetus in the United States. The Daily Universe of these years was especially interested in the race barriers being tested and broken in other universities. The 1962-63 Daily Universe carried much report and comment on the progress of James Meredith, the first Negro to enter the University of Mississippi. In 1963-64 the following headline heralded a front-page story: "KING [Martin Luther King, recognized Negro leader of the civil rights movement in the U. S.] THREATENS BIRMINGHAM OFFICIALS WITH MORE DE-SEGREGATION DEMANDS."¹⁸ During the last year of the period the Daily Universe seemed to feature both national and international news events as well as news of the racial problems of the United States. Frequently teletype wire service stories crowded student news into secondary positions in the

¹⁷Ibid., October 18, 1960, p. 2.

¹⁸Ibid., September 30, 1963, p. 1.

paper.

Each publication of the period contained some news reports and experiences unique only to the year in which they happened. In 1956-57 the Y Victory Bell was stolen and received much comment in the Daily Universe. The same year the first traffic safety campaign was conducted, prompted by the automobile deaths of four BYU students who were killed during the summer of 1956 while returning home for summer vacation. The Daily Universe won second place and \$250.00 in the national pre-Christmas traffic safety campaign contest. Later, in January of the same school year, automobile accidents took the lives of three more students, and three others were injured, giving new impetus to the campaign.

In 1957-58 a Daily Universe staff member fashioned several rather over-contrived alliterative sports headline's, which elicited such reader comment as:

Dear Editor:

Whoever is responsible for those nauseating alliterated headlines (BUNKER'S BABES BATTLE BAG BAD BASKETEERS) should be condemned to the worst punishment I can think of, an eternity of reading old copies of the Universe.¹⁹

Another reader wrote:

. . . Never have I seen, even in a junior high school newspaper, anything that can approach "REJOICING RAMS READY RAMPAGE RENDEZVOUS" or "WADDIE WINDIS WHIPS WORRIES WAITING WATTS" for cloudiness, stupidity and pure insanity.²⁰

¹⁹Ibid., January 28, 1958, p. 2.

²⁰Ibid., January 21, 1958, p. 2.

Shortly thereafter the headline alliteration stopped.

In 1959-60 the Foucault pendulum was stolen from the Eyring Science Center. Much Daily Universe and student speculation as to its whereabouts provided a topic to which much copy was devoted. Later it was found in the biology pond. The same year the story of a Brigham Young University coed who spent a night injured on Squaw Peak proved to be a "scoop" for the news staff, and was carried to all parts of the nation via United Press International wires.

In 1962-63 the Daily Universe conducted a strong editorial campaign against the Utah State Tax Commission proposal to tax out-of-state students for license plate and property taxes on automobiles. There was much rejoicing when the proposal was later rejected.

During 1964-65 instructional television was used in History 170 classes, and proved to be interesting and newsworthy to the Daily Universe reporters and readers.

Student news tended, as in the past, to follow certain trends. The time of fulfillment was to change at least two perennial news topics, social unit violation, reports, and progress on the long awaited student union building. Social unit discussion, pro and con, and news reports of unit violations and trials continued to make headlines during the early years of the period until the end of the 1961-62 year when social units at Brigham Young University were discontinued, a move that had been building for many years, as

this study evidenced:

A 34 year University tradition came to an end last weekend when Howard W. Hunter, member of the council of the twelve announced that Social Units on the BYU campus will be discontinued at the end of the current academic year.²¹

This period saw the fulfillment of the long-awaited student union building also. The Wilkinson Center, as it was named, was officially opened September 25, 1964. It became the new home of the Daily Universe and other student publications.

The football situation during the early years of the period reached a high peak of success, only to slide back to losing seasons and a succession of new coaches during the early sixties. As always, the Daily Universe recorded the fortunes and misfortunes of the football team as faithfully as a thermometer records the temperature, but not always with the best diplomacy. With the resignation of Coach Atkinson, and the hiring of coach Harold Kopp, in 1956, along with a much improved University athletic scholarship program, Cougar football performances improved. In 1958-59 the Cougar football team reached its highest peak of success by scoring a win over the University of Utah. A jubilant Daily Universe front-page banner headline reported: "CATS BEAT INDIANS," and a sub-headline underneath added, "Sixteen

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Year Bondage Ends In BYU Triumph." The same year Coach

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Ibid., September 29, 1958, p. 1.
Ibid., September 14, 1961, p. 1.

Kopp resigned, and a new coach, Tally Stevens, took over. After a poor 1960-61 season, the first in the newly formed Western Athletic Conference, a front-page Daily Universe headline rather tactlessly disclosed: "FOOTBALL COACH TALLY STEVENS ADMITS WILKINSON HAS ASKED HIM TO RESIGN."²⁵ On the same page with the headline and football resignation story, was a large picture of Stevens with a caption underneath stating: "I won't quit." Another front page headline, of January 6, 1961, bluntly proclaimed: "STEVENS CANNED." The Daily Universe was accurate, but tactless.

Coach Hal Mitchell took over as head football coach in 1961, but his term was to be short-lived also. During a losing 1963-64 football season Coach Mitchell cut twelve players from the team because of training rule infractions. This time the Daily Universe, under editor Bruce Olsen, handled the situation in a different manner. The story never appeared on the front page at all, but a biting editorial comment entitled "Dragged Through Grime," appearing on page two, included the following comment: "After a reeking season of tragic losses our football team has now been kicked in the teeth by its own team members. Twelve players have broken training rules and have been suspended from

²⁴ play." In due time Coach Mitchell was discharged, and in

²³Ibid., January 3, 1961, p. 1.

²⁴Ibid., November 15, 1963, p. 2.

the 1963-64 year the fourth new Brigham Young football coach of the period, Tom Hudspeth, was hired. Cougar football fans in 1964-65 were still waiting for a championship team, and still complaining, sometimes in the pages of the Daily Universe.

In other competitive athletic competition, particularly track, the University produced consistent winners, and the Daily Universe never lacked for optimistic sports copy for long. An outstanding basketball team in 1964-65 won the conference championship and was a particularly popular source of news and comment during the last year of the period.

IV. ADVERTISING- AND FINANCES

During the period advertising and subscription revenue, from 1959-60 on, more than equalled the studentbody budget

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appropriation. As in the previous period, substantially increased enrollments provided the necessary additional funds to increase the Daily Universe to an eight-page daily. The additional pages of each issue, of course, provided for increasing advertising revenue:

According to Bert Pack, business manager, the paper this year [1957-58] is costing students less because of increased advertising revenue. Advertising is now responsible for 37 per cent of publication costs. In 1955-56 it was 35 per cent and in

²⁵"Eleven Year Report of the President (1950-51 to 1960-61) of Brigham Young University and Eight Year Report (of the Administrator) of other areas of the Unified Church System," August, 1961, p. 204.

1954-55, 31 per cent.²⁶

Surplus funds were reported at the end of the 1957-58 school year as the Daily Universe business staff sold an approximate \$20,000.00 in advertising and mail subscriptions. In 1959-60 advertising and mail subscriptions brought \$30,348.00 while the studentbody budget appropriation was \$30,000.00. From this time to the end of the period advertising and mail subscription accounted for a larger percentage of the total funds needed to produce the paper than the studentbody appropriation.

In 1960-61 the Daily Universe complained of inadequate studentbody appropriations with which to meet the expenses of the paper:

Financing the Daily Universe has always been a near impossible task, but in recent years the task has grown so difficult that a change must be made and made quickly.

. . . this year the Universe will cost approximately \$440.00 per issue. The student government is doing their very best to adequately support the paper by appropriating nearly one third of their entire budget to the Universe, but they simply do not have the means and one third falls far short of needs.

\$31.50 per year is currently taken from student tuition—supposedly for student activities.

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"Eleven Year Report of the President (1950-51 to 1960-61) of Brigham Young University and Eight Year Report (of the Administrator) of other areas of the Unified Church System," loc. cit.

28.

Ibid.

Actually only \$11.80 was appropriated for all student government activities, including all student publications .²⁹

The 1960-61 business staff, nevertheless, managed to meet its expenses, \$61, 393.48, and live within its original studentbody budget.³⁰

In 1964-65 Daily Universe financial records show a budget appropriation of \$40,000.00, and advertising-subscription income at \$50,362.46, thus enabling the enlarged newspaper to live within its equally enlarged \$89,790.26 expenses. The time of fulfillment was truly fruitful, but costly.

V. JOURNALISM DEPARTMENT CHANGES

After the 1959-60 school year Dr. Oliver R. Smith took leave to fulfill a military responsibility and Jean R. Paulson was appointed as Head of the Journalism Department. He remained in this capacity until he left his duties because of illness in February of 1962, when M. Dallas Burnett was appointed as the new acting head of the department. Burnett continued in this position until December, 1962, when Dr.

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Smith resumed his old duties once again. By 1963-64 the

²⁹Ibid., January 13, 1961, p. 2.

³⁰"Eleven Year Report of the President (1950-51 to 1960-61) of Brigham Young University and Eight Year Report (of the Administrator) of other areas of the Unified Church Systems," August, 1961, p. 204. [Financial statement of expenses obtained from financial records on file in the Daily Universe office.]

³¹A personal interview with M. Dallas Burnett August 16, 1965.

department had become very diversified, offering work in many areas of the entire communications field, rather than just newspaper and magazine journalism. The department was therefore reorganized and more aptly named the Communications Department for the 1963-64 year, and Dr. Smith was appointed as Chairman of the department. In announcing the appointment the Daily Universe stated:

In addition to newspaper and magazine journalism, the new department includes academic programs leading to the bachelor and master degrees in radio and television, motion pictures, advertising, photography and public relations.

The courses are being regrouped from other areas into the new department to strengthen the entire field of mass communications, President Wilkinson said.³²

VI. STUDENT PUBLICATIONS ADVISER CHANGES

The Daily Universe, along with other University student publications, had so expanded and developed, toward the end of the fifties, that the responsibility of advising and directing the student publications staffs was approaching a full-time status. Dr. Oliver R. Smith, Head of the Journalism Department and Student Publications Committee, served as student publications adviser to the Banyan and the Daily Universe, all in 1956-57. The next year R. Neal Richards, a former professional newsman, was appointed as student publications adviser and journalism instructor. Richards served

³² Brigham Young Daily Universe, op. cit., September 23, 1963, P. 1.

in this capacity for two years, 1957-58, and 1958-59, after which he left the University to accept other employment.³³

In 1959-60, Glenn C. Davis, a former University graduate, was appointed as student publications adviser and journalism instructor, with the understanding that publications adviser duties were his prime responsibility. Specifically he advised the business functions of the Banyan and both business and editorial phases of the Daily Universe. One-third of his time was devoted to classroom instruction. Mr. Davis was dismissed after the 1960-61 year, and the following year Noel Duerden was appointed student publications ad-

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viser. While Duerden was adviser the incident involving the voluntary resignation of student editor Paul Richards, previously mentioned, occurred, and at the end of the 1961-

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62 year Duerden was dismissed, as his predecessor had been.

G. Merwin Fairbanks was appointed student publications adviser, starting in the 1962-63 year and successfully functioning in this position until the summer of 1965 when he took sabbatical leave to pursue other educational interests abroad. Fairbanks had also served as a journalism instructor, these duties involving one-fourth of his time. J. Morris Richards was named as student publications adviser for the

A personal interview with Dr. Oliver R. Smith
August 20, 1965.

³⁴Ibid.

³⁵Ibid.

1965-66 year.³⁶

By the end of the period large student publications staffs, close to 100 in the case of the Daily Universe, were organized and functioning in a manner similar to professional publications. Student publications advisers will have a full-time task in administering to the needs of student publications alone, and the time is conceivably not far distant when the publications adviser will have no additional teaching duties at Brigham Young University.

VII. DAILY UNIVERSE HONORS OF THE PERIOD

This period saw the Daily Universe win only two Associated Collegiate Press "All-American" honor ratings. The paper, under the editorship of Larry Bay won an "All-American" rating during the first semester of the 1959-60 year, and the same honor was achieved by the 1960-61 Daily Universe staff, during the first semester, under editor Bon Woodward. The paper won seven "First Class" ratings and four "Second Class" ratings during the nine-year period, and in the second semester of 1958-59 the Universe received a "Third Class" rating. No representative papers were apparently submitted to the Associated Collegiate Press for rating during the 1962-65 year and during several semesters of other years.

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³⁶Ibid.

37

Certificates of award located in Daily Universe reading room and files.

In sharp contrast to some of the rather low ratings made "by the Associated Collegiate Press, the Rocky Mountain Collegiate Press Association, in which the University had been an active member since the thirties, rated the Daily Universe as the "Best Daily Paper" five consecutive times, from 1960-61 to the end of the period. Thus, staff pride was not dampened during the period, and the era of fulfillment included significant honors won by the Brigham Young Daily Universe.

This then, is the history of the student newspapers and their early predecessors at Brigham Young University. It is a small part of the history of the University. The record of the rise of a high school academy to the largest church related institution of higher learning in the United States, and the largest university in Utah, is similar to the story of a struggling four-page student weekly that eventually evolved into an eight-page daily. The combined success of the University and its student newspaper emerged simultaneously during the sixties, the time of fulfillment.

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V. PERSONAL INTERVIEWS

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- A personal interview was conducted with Mr. Marvin E. Smith, a former Brigham Young University student newspaper editor, August 14, 1965.
- A personal interview was conducted with M. Dallas Burnett, former Communications Department Chairman and also a former Brigham Young Universe student business manager.
- A personal interview was conducted with Edwin Butterworth, Head of the Brigham Young News Bureau, and former journalism instructor and Publications Board Chairman, August 18, 1965.
- A personal interview was conducted with Bruce Olsen, a former student editor of the Daily Universe July 31, 1965.

APPENDIXES

APPENDIX A

CHRONOLOGY OF THE BRIGHAM YOUNG UNIVERSITY PUBLICATIONS

ACADEMIC MONTHLY (1878-1884)

ACADEMIC REVIEW (1884-85)

(no known publication published between 1885 and 1890)

THE B.Y.A. STUDENT (Jan., 1891-May, 1891)

THE NORMAL (Sept., 1891-May, 1894)

THE BUSINESS JOURNAL (Oct., 1891-Mar., 1894)

THE JOURNAL OF PEDAGOGY (Dec., 1894-May, 1896)

(no known publication published in 1896-97)

WHITE AND BLUE (Oct., 1897-Aug., 1921)

THE Y NEWS (Sept., 1921-July, 1948)

BRIGHAM YOUNG UNIVERSE (Sept., 1948-Aug., 1956)

DAILY UNIVERSE (Sept., 1956-)

[1965]

Each represents approximately one year

APPENDIX B

EDITORS AND BUSINESS MANAGERS OF THE STUDENT
NEWSPAPER, AND ITS EARLY PREDECESSORS,
AT BRIGHAM YOUNG UNIVERSITY

EDITOR OF THE ACADEMIC MONTHLY

1878-1879 Kristina "Tennie" Smoot (The Monthly needed no
business manager)

EDITOR AND BUSINESS MANAGERS OF THE ACADEMIC REVIEW

	Editor	Business Managers
1884-1885	James E. Talmage	Joseph B. Keeler Willard Done

STUDENT EDITOR AND BUSINESS MANAGER OF THE B.Y.A. STUDENT

	Editor	Business Manager
1891 (Jan.-June)	W. M. McKendrick	Richard R. Lyman

EDITORS AND BUSINESS MANAGERS OF THE NORMAL

	Editors	Business Managers
1891-1892	O. W. Andelin	B. S. Hinckley
1892-1893	H. M. Warner	Weston Vernon
1893-1894	J. W. Booth	L. E. Eggertsen M. H. Hardy

EDITORS AND BUSINESS MANAGERS OF THE BUSINESS JOURNAL

	Editors	Business Managers
1891-1892	J. M. Jensen	Herman Martin (until Dec., '91) Andy J. Steward (Jan. to May, '92)

1892-1893	C. A. Gowans (until Jan., 1893)	Leo Bird (until Jan., '93)
	M. E. King (until Jan., 1893)	Joseph P. Sharp (Jan.-June, '93)
	D. Wilkins Jr. (Jan. to June)	
	M. E. King (Jan. to June)	

(CO-EDITORS AND MANAGERS)

1893-1894	L. E. Eggertsen E. H. Holt Wm. Rydalch
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EDITORS AND BUSINESS MANAGERS OP THE JOURNAL OP PEDAGOGY

(Not known to this writer.)

STUDENT EDITORS AND BUSINESS MANAGERS OP THE WHITE and BLUE

	Editors	Business Managers
1897-1898	Wells R. McBride	Leo Bird
1898-1899	Ed Rowe	C. E. Berry
1899-1900	Leo Bird (up to Feb., 1900)	T. L. Schofield
	Malcolm Little (Feb.-May, 1900)	
1900-1901	A, L. Neff	Elijah Allen
1901-1902	David D. Rust	Thomas W. Smith
1902-1903	J. Prank Day (until Dec. 25, '02)	Royal J. Murdock
	Albert R. Day (until Feb., 1903)	
	Nellie Schofield (until Mar., '03)	
	Eugene L. Roberts (until May, '03)	
1903-1904	Willis L. Mangum	Fred Richmond
1904-1905	Willis L. Mangum (2nd year)	*Willis L. Mangum (listed in the editorial staff box as both editor and business manager)
1905-1906	P. C. Peterson	George P. Parker
1906-1907	Ashley Bartlett	Will P. Wanlass
1907-1908	Heber C. Snell	Joseph K. Nicholes
1908-1909	Clarence Jacob	Carl Nelson

STUDENT EDITORS AND BUSINESS MANAGERS OF THE WHITE and BLUE

	Editors	Business Managers
1909-1910	C. H. Carroll	T. C. Jones
1910-1911	Heber C. Snell (2nd year)	G. Gilbert Meldrum
1911-1912	P. C. Peterson (2nd year)	J. B. Tucker
1912-1913	Charles Schwencke	A. W. Richards
1913-1914	Charles Schwencke (2nd year)	James Bullock
1914-1915	N. H. Savage	James Bullock (2nd year)
1915-1916	G. Oscar Russell (fall, '15) Parley Woolsey (spg.-wtr., '16)	Birdwell Finlayson
1916-1917	Louis Brandley	James Gregerson
1917-1918	Sterling Ercanbrack ('til Feb., '18) Pern Broadbent (Feb. to June, '18)	Lock Hales
1918-1919	Lucile Talmage	Joseph Jarvis
1919-1920	LeRoy H. Cox	Joseph Olpin
1920-1921	Ernest L. Wilkinson	Wayne Mayhew

STUDENT EDITORS AND BUSINESS MANAGERS OF THE Y NEWS

	Editors	Business Managers
1921-1922	A. G. Hubbard	Carl Christensen (during Sept.) R. Clair Anderson (up to Feb., '22) Ernest Greer (Feb. to June)
1922-1923	Bryant L. Becker	R. Clair Anderson (up to Feb., '22, 2nd year) Ernest Greer (from Feb. to June, 2nd year)
1923-1924	Bryant L. Becker (2nd year)	Stanley R. Bean
1924-1925	Meith Maeser	Elwin Potter
1925-1926	John Gessford	Gail Plummer
1926-1927	Gail Plummer	Myron West (up to May, '27) Pratt Bethers (May to June, '27)

1927-1928	C. Irwin Nelson	J. Max Taylor
1928-1929	Glenn Dickson	Newell W. Bown
1929-1930	Jean R. Paulson	Thornton Snow
1930-1931	T. Hettig (until Dec. 1930) Carlton Culmsee (spg.-wtr., '31)	H. Grant Vest
1931-1932	Carlton Culmsee	Vern D. Greene
1932-1933	Glen Wilkinson	D. Spencer Grow
1933-1934	William C. Carr	Jay L. Nelson
1934-1935	Ray McGuire	Jay L. Nelson (2nd year)
1935-1936	Oohn Domina	Milton Nelson
1936-1937	Milton Jacob	T. Roy Hudson
1937-1938	Lawson J. "Jack" Davies	Frank Swenson
1938-1939	Bill Coltrin	Dwight King
1939-1940	Marvin E. Smith	Rex C. Tolman
1940-1941	Thornton Y. Booth	Ralph Bradley
1941-1942	L. Glen Snarr (until Mar., 1942) Basil Romanovich (Mar.-June, '42)	Bill Gay
1942-1943	James C. Hecker	Bill Gay (autumn qtr., '42) Jay DeGraff (wtr.-spr., '43)
1943-1944	Jean Bickmore	Howard Heninger
1944-1945	Mavis Hafen	Ray Whiting (until Mar., '45) Joyce Whiting (Mar. to June, '45)
1945-1946	Moana Ballif Helen Hickman	Malcolm Peirson
1946-1947	Moana Ballif (2nd year)	Bill Anderson
1947-1948	Tom Pearse Wheelwright (fall qtr.) Kenneth J. Pace (wtr.-spr. qtr.)	Reed Price

STUDENT EDITORS AND BUSINESS MANAGERS OF
THE BRIGHAM YOUNG UNIVERSE

	Editors	Business Managers
1948-1949	Kenneth J. Pace	Robert Douglas
1949-1950	David A. Schulthess	Harvey Mette
1950-1951	Lorry E. Rytting	Eldon Cox
1951-1952	Reid Fillmore	Keith Larsen
1952-1953	Ralph Jack	Edward "Ted" Money

1953-1954	David P. Forsyth (fall-wtr.) Jerry Cahill (spr., '54)	M. Dallas Burnett
1954-1955	Jerry Cahill (fall-wtr.) Stephen P. Hale (spr., '55)	Arthur Hardy (fall-wtr.) Richard Hirtzell (spr., '55)
1955-1956	Stephen P. Hale (fall-wtr.) Ralph D. Barney (spr., '56)	Richard Hirtzell (fall-wtr.) Bert Pack (spr., '56)

STUDENT EDITORS AND BUSINESS MANAGERS OF THE DAILY UNIVERSE

	Editors	Business Managers
1956-1957	Ralph B. Barney (fall-wtr.) K. Mark Murphy (spr.)	Kirk Jensen (fall-wtr.) Bert Pack (spr., '57)
1957-1958	K. Mark Murphy (fall, '57) Robert Koenig (wtr.-spr., '58)	Bert Pack
1958-1959	Hartt Wixom	Stanley Michelsen
1959-1960	J. Laurence Bay	Stanley Michelsen (2nd year)
1960-1961	Bon C. Woodward	W. Prank Haynes
1961-1962	Millard E. Wilde (until Nov., '63) Paul C. Richards (Nov.-Mar., '62) (from Apr. to June of '62 the staff opera- ted without an editor)	Martin Conover
1962-1963	A. Ronald Peterson	Gerald Carson (until Oct., '62) Marvin J. Bell (Oct. to June, '63)
1963-1964	Bruce L. Olsen	Marvin J. Bell (2nd year)
1964-1965	William V. Sanders (1st sem.) Sheila Carter (2nd sem.)	Byron L. Bracken

A HISTORY OF THE STUDENT NEWSPAPER AND ITS EARLY
PREDECESSORS AT BRIGHAM YOUNG UNIVERSITY
FROM 1878 to 1965

An Abstract of
A Thesis
Presented to the
Department of Communications
Brigham Young University

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

Lawrence Hall Bray

May 1966

ABSTRACT

I. THE PROBLEM

The purpose of the study was to write a history of the student newspaper at Brigham Young University, and its early predecessors, from 1878 to 1965. Primary emphasis was placed on the physical changes, finances, editorial policies, and content of each publication included in the study.

The study includes brief histories of a manuscript paper, the Academic Monthly, and four non-newspaper publications: the Academic Review, The Normal, The Business Journal, and the Journal of Pedagogy, all of which influenced and stimulated publication of the first short-lived student newspaper, The B.Y.A. Student, and the White and Blue (a semi magazine-newspaper student publication until 1920-21 when it adopted the newspaper form). From 1921 to 1965 the study deals only with Brigham Young University newspapers, The Y News, the Brigham Young Universe, and the Daily Universe.

The study was organized and conducted through the historical method. The publications and newspapers of eight chronological periods (each represented in a separate chapter) are physically described and content characteristics and editorial policies noted. The major sources of data were the bound volumes of student newspapers and other publications and documents of a historical nature located in the University archives.

II. FINDINGS AND CONCLUSIONS

The Academic Monthly, earliest known predecessor of the student newspaper was a single-copy manuscript paper edited by Brigham Young Academy faculty members and produced under the auspices of the Academy Polysophical Society. The Polysophical Society also produced the Academy's first printed journal, the Academic Review, edited by faculty member James E. Talmage. The Review was credited by later University publications as being the first college "paper" published in the Utah Territory.

The first student newspaper, The B.Y.A. Student, was issued as a three-column, four-page weekly in January of 1891. The paper was edited and financially controlled by editor W. M. McKendrick and business manager Richard R. Lyman. The Student, published from January through May of 1891 only, stimulated the publication of The Normal, representing the Academy's Normal Department, and The Business Journal, representing the Commercial Department, the following fall. Both journals ceased publication after the 1893-1894 year.

The Journal of Pedagogy, a professional educator's journal, started publication in 1893-94 and stopped after the 1895-96 year.

In 1897-98 the White and Blue, a student publication using a magazine-newspaper format was issued. In its last year of publication, 1920-21, under student editor Ernest L. Wilkinson, a 16 X 22 inch, four-page newspaper format was

used.

The student newspaper was re-named the Y News at the start of the 1921-22 year. Y News content during the latter twenties and the thirties showed a marked increase in the use of society and editorial columns, and an editorial penchant for comment on controversial issues.

The Y News concerned itself with the war effort and news of former students serving in the military service during World War II. Abrupt increases in postwar University enrollment allowed the Y News to expand to eight pages while a five column tabloid-size format was adopted in 1947-48. Amid a storm of protest the paper was re-christened the Brigham Young Universe in 1948-49, and was issued on a twice-weekly basis in 1949-50.

Brigham Young University continued to enroll more students annually, and by the start of the 1955-56 year the fruition of long range Journalism Department planning was realized through the increased newspaper appropriation budget when the Universe was issued on a daily basis. The name was altered to the Daily Universe in 1956-57. Daily Universe content showed an increased use of national and international news. From 1960-61 through 1961-62 student editors published several critical, controversial editorials in the Universe despite the fact that some critics charged that the University administration exercised unreasonable censorship and control of the paper. By 1964-65 the Daily Universe,

averaging eight pages daily, was the fifth largest newspaper in Utah, and the largest college daily in the intermountain area. After eighty-seven years of development and growth 1965 marked a plateau of journalistic achievement and fulfillment.

Approved:

September 16, 1965


Chairman, Advisory Committee


Member, Advisory Committee


Chairman, Major Department