History of the Davis County Clipper from its Inception in 1891 to the Present 1970

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HISTORY OF THE DAVIS COUNTY CLIPPER FROM ITS INCEPTION
IN 1891 TO THE PRESENT 1970

A Thesis
Presented to the
Department of Communications
Brigham Young University

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

by
Cammon I. Arrington
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This thesis, by Cammon I. Arrington, is accepted in its present form by the Department of Communications of Brigham Young University satisfying the thesis requirement for the degree of Master of Arts.

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(Completion Date)

Rulon L. Bradley, Committee Chairman

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CHAPTER I

INTRODUCTION

The small community newspaper is dependent upon the local people for its livelihood and support. Consequently, it must provide a service far in advance of metropolitan daily newspapers. In the United States the role of the community weekly newspaper has been and continues to be one of promoting progress to the community it serves, aiding in securing worthwhile civic accomplishments, and making life more profitable and enjoyable for the citizenry.

Along with the home, the church, and the school, the weekly newspaper has become recognized as an important institution in the community. John H. Casey, Professor of Journalism at the University of Oklahoma, describes its character and function:

Without its newspaper the small-town community would be like a school without a teacher or a church without a pastor. In the aggregate, the community newspaper determines the outcome of more elections, exerts a greater influence for constructive community progress, is read longer by more members of the family, and constitutes, with its millions of circulation and quadrupled millions of readers, a better advertising medium
than any other group of newspapers or periodical publications.

When properly conducted, it cultivates so intensively its home news field that city dailies, farm journals, and general magazines circulating in the same territory become only secondary influences.

Through service to community, the newspaper will not merely survive, it will continue to flourish as the most representative, most distinctive, most wholesome type of journalism America has produced.\footnote{Thomas F. Barnhart, Weekly Newspaper Management (New York: Appleton-Century-Crofts, 1936), p. 7.}

This description applies to the \textit{Davis County Clipper}, a weekly publication serving the people of Bountiful, Utah and surrounding communities. For 79 years, the \textit{Clipper} has been an enterprise of value to the people of Davis County.

\textbf{Statement of Objective}

The purpose of this study was to gather and record historical data concerning the editors and publishers. Special emphasis was placed on describing the characteristics and tone of the publication itself, along with the personalities involved.

No attempt was made to write a history of Davis County per se, but to show the role of the \textit{Clipper} in

\textit{...
the development of the community. A history of this nature is significant because it will add to the growing number of history files of the community press in Utah. The State of Utah has had a rich heritage in the publishing field, and this study will record a small portion of this heritage for the benefit of future generations.

This study is a compilation of personal interviews and items here-to-fore unassembled and unpublished; therefore it is an attempt to preserve the history of Davis County and Utah Journalism.

**Extent and Limitations of the Study**

This study explored the evolution of a weekly newspaper from the beginning in 1891 as the *Little Clipper* to 1970 as the *Davis County Clipper*.

Included were historical facts concerning the editors and publishers of the newspaper along with information from the pages of the *Clipper*.

In gathering information of this type volumes of material were assembled. However, it is impossible to cover all phases of the newspaper business. Therefore, this study was limited to the personalities involved in publishing the newspaper and the unique characteristics of the *Clipper* itself.
Method and Procedure and Sources of Data

The historical method of research was used in compiling information for this study. Within each category this study has followed a chronological order.

Chapter two provides a brief background of Davis County itself with the following chapters devoted to the editors and categories of the newspaper.

Information for this study has been gathered from existing issues of the newspaper, from the files of Davis County Clipper, from personal interviews with the present editor and publisher, from living descendants of the past editor, from former and current employees of the newspaper, from subscribers of the newspaper, and from the statistics of the county and the newspaper itself.
CHAPTER II

DAVIS COUNTY AND THE NEWS

In 1824 the first white man reached the shores of Great Salt Lake, probably in Davis County. There were four men that share this distinction—the renowned Jim Bridger, Etienne Provot, Jedediah Smith, and Peter Skene Ogden.²

Upon the arrival of the Mormons in 1847, the valley of the Great Salt Lake began to blossom. Shortly after their arrival, the populace, not only in people but also in the animals they brought, grew rapidly.

Brigham Young, their leader and prophet, found it necessary to send scouts to the outskirts of the valley in order to find enough water and grazing land to sustain their people and the animals.

A bearded man by the name of Perrigrine Sessions headed north of Salt Lake City. He saw a flat valley bounded on the east by the Wasatch Range, on the west by

the great inland sea, The Great Salt Lake, on the south
by the hot springs at the point of the mountains, and on
the north by the Weber River. He saw sparse grazing lands
along the many streams that had run wild for many, many
years making deep, crooked gullies from the mountains to
the lake. ³

He must have had much vision because upon returning
he reported there was good grazing land. He was ordered to
drive the cattle onto it. ⁴

Two days later Perrigrine Sessions brought his
family, along with Samuel Brown, John Perry, and Hector C.
Haight into the sun-parched land, with hearts full of grat-
itude for the freedom they had earned.

The Perrigrine Sessions family settled in the north-
eastern part of the Salt Lake Valley, about 10 miles north
of Salt Lake City. This area became known as "Sessions
Settlement." ⁵ There they built a dug-out in the side of a
creek bank. It had a sod roof and a cowhide door. Their
winter home was established.

³Ibid.
⁴Ibid.
⁵Ibid.
In the spring of 1848, Perrigrine Sessions built a log house. This log house was probably the first one in this locality. Logs were notched on the ends so they could be made to fit close together. The roof was built of logs with brush and mud placed over them. There was one door and one window, with only the ground for a floor.

Also in the spring of 1848, Perrigrine Sessions and Zaqueel Shoemaker made the first plow furrows. This was a difficult job with a homemade plow on unbroken ground. Nevertheless, the soil was very rich. The first aim of the Pioneers was to plant early so they would be sure of a good crop.

In 1850 the name of "Sessions Settlement" ceased to be used. The town was laid out in blocks and was given the name of "Bountiful." Bishop John Stoker suggested the name which was taken from the land Bountiful in the Book of Mormon.⁶

Bountiful, like all other settlements, had its town wall. This wall served two purposes: one, a protection from the Indians; the other, to furnish work for the Pioneers. Each family had to build a certain portion or

⁶Bishop John Stoker's Diary, Bountiful, Utah.
pay for it. This plan made everyone interested and united.

The wall, as planned, was to be 14 feet high with a base 6 or 7 feet wide, tapering to about 4 feet at the top. It was built of dirt and rock which was much the same as modern concrete. An opening was left in each side, as it was expected that the people would live within the walls but would go outside to care for their farms.  

Cold weather set in, and the wall never was completed, but it served its purpose as a work project.

An example of the hard work and money spent was:

In 1854, my tax on the city wall was $651.45; tax on the city wall in 1855, $509.46. My full tax on the city wall was $1,160.91.

I was appointed one of the superintendents on the city wall, together with Bishop Stoker and Chester Loveland, by the county clerk of Davis County. The people generally paid up their first assessment in building their portion of the wall. In 1854 and 1855, there was over three miles of this wall to be built around the city to make a good fort at an average of over $30.00 per rod. Ours was built of powder clay.

The first public building in Davis County was built of logs and was used as a school house, church and social meeting place. Later, a larger adobe building was built

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7 Daughters of the Utah Pioneers, Davis County Company, op. cit., pp. 49-50.

8 Joseph Holbrook's Diary, Bountiful, Utah
inside the town wall, just east of the old building.

Hannah Holbrook was the first teacher; her school room was a wickiup down on the Jordan River where she taught the three "R's" to the "herd" boys and girls who were tending the cattle grazing there.⁹

Captain Daniel C. Davis, the county's namesake, was born in New York on February 23, 1804. As a young man, he and his wife became members of the Mormon Church and were numbered among the people who were driven West that they might worship as they pleased.

Brigham Young, in answering the call for 500 volunteers to serve the United States, said, "Yes, we'll furnish 500 men, and if we've not men enough, we'll send the women."¹⁰

Captain Davis was among the first to volunteer. He was assigned to command one of the companies of the Mormon Battalion.

After being mustered out of service, he spent the winter of 1848-49 in South Farmington on what is now known as

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⁹Daughters of the Utah Pioneers, Davis County Company, op. cit., p. 49.
¹⁰Ibid., p. 76.
"Davis Creek." Here he built a home for his family.

Captain Davis, always ready to obey the call of those placed in authority over him, responded to a call and left Utah to direct a train of immigrants from St. Joseph, Missouri to Salt Lake City. While enroute to St. Joseph, he was taken ill and died 41 miles west of Fort Kearney, Nebraska, on June 1, 1850, and was buried on the plains. His death came just four months prior to Davis County's organization. Although he was not the very first settler of Davis County, the county was named in his honor.11

Agriculture was the mode by which food, clothing and shelter were purchased. Some of the earliest crops raised were wheat, oats, corn, and potatoes. The crops yielded about as follows:

- Potatoes -------------- 900 bushels per acre
- Wheat ------------------ 108 bushels per acre
- Oats ------------------- 127 bushels per acre
- Corn ------------------- 45 bushels per acre12

All seeds were planted, fields cultivated, and crops harvested by hand. Only the necessary foods were raised, because the settlers knew what it was to eat food earned by

11Ibid., p. 20.
12Ibid., p. 50.
the "sweat of their brow."

Davis County is the smallest county in the area and the seventh in assessed valuation (1968) in the State of Utah. It is essentially an agricultural, horticultural and dairy county. It excels in the production of hay, grain, and sugar beets, as well as the production of tomatoes, beans, peas, and other vegetables grown for canning. Davis County's berries, cherries, apricots, peaches and apples are among the finest in the United States, and it is the one place in the Rocky Mountain region where the fruit crop seldom fails. Its sweet Spanish onions top the markets of the world and grade above the United States' standard in size and quality. Its supply of irrigation water, owned by the people, is the largest for the size of the county and is the most dependable in the state.

The first form of transportation was by horse and buggy over the deep-rutted roads. During the winter, there were no road-plows to disturb the fluffy, white carpet. Sleigh bells could be heard well into the night.

The Pony Express, along with the advent of the stagecoach would carry passenger, baggage, and mail. The route came into Utah from Wyoming and followed the Weber Canyon down to the Great Salt Lake Valley. From the mouth
of the canyon, the trail moved south along the foothills of
the Wasatch Mountains to Salt Lake City.

The county progressed, and additional transportation facilities were added. Three railroads ran the entire
length of the county: Utah Central, Denver and Rio Grande,
and Dummy or Bamberger line, which opened up the markets
of the East and West coasts.13

Another sign of progress in Davis County was the
beginning of a small newspaper in 1891. It began in the
form of a circular. This circular later developed into a
voice for Davis and Weber Counties. It was named "The
Little Clipper." Later, it took upon itself the county's
name it represented, being called the "Davis County Clipper."

The people of Davis County were hard-working indi-
viduals. Very little crime or dishonesty crept into the
lives of Davis County people. However, something exciting
must have been going on in Woods Cross around 1909 because
Editor Stahle published a letter to the editor on January
29, 1909.

Pocatello, Idaho - Editor, Clipper - Mr. Al
Parkins who has been employed by the Pocatello
Press Brick Co. went to town yesterday and put

13 Letter to Editor in the Davis County Clipper,
January 29, 1909.
$100 on the races and won $350. He came out to the yard, told his wife to get ready, bid the boys good-bye and says, "I'm off for Woods Cross. Look for me in twenty, thirty or fifty days. You people are too slow for me." Woods Cross people are cautioned not to bet on horse races with Arch - he is a sure winner.14

A Co. Laborer

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14Ibid.
CHAPTER III

"YE EDITOR"

"'Ye Editor' is gone. The man who wrote the happenings of Davis County, big and small, for over 63 years will write no more. His pencil and pad of paper have been laid aside for the last time. His direction will no longer be felt directly on this newspaper, but his spirit will never cease to permeate the Davis County Clipper as long as there is a 'Clipper'."\(^{15}\)

John Stahle, Sr. was born in Bountiful on February 10, 1865, in a dugout located on Fourth North Street at about Second East in Bountiful, Utah. He was the son of John and Susan Baumann Stahle, who had come to the United States from Switzerland in 1862. The Stahle family came from the Canton Thurgau area of eastern Switzerland and were converts to the Church of Jesus Christ of Latter-Day Saints. When the father Stahle was about 25 years old, the family moved to a small city near Zurich, where he met

\(^{15}\)Davis County Clipper, August 27, 1954.
Susan Baumann, whom he converted to the church and married.

Later, they left the slopes of the green hills of Switzerland and came to the United States. They traveled by train from New York to Omaha, Nebraska, and from there by ox-cart to Utah. The family had no relatives in the state, and Mrs. Stahle wanted to go on with her sister to Santa Clara. Mr. Stahle said he had gone far enough, and they settled in Bountiful.

After working for Judge Holbrook for several years, he obtained four acres of land covered with rabbit brush from the Judge as payment for his work. It was on this land that the dug-out was constructed in which the future editor was born.

The roof of the dugout extended about three feet above the ground, with two little gables, one on the east and one on the west. It was made of thatched broom cornstalks, that looked like thick sugar cane. Two or three small pine trees, from which the branches had been trimmed, supported the cornstalk, and a plentiful supply of clay was placed over the cornstalks. Entry was made by a clay stairway on the north side of the west gable. The single room was about 12 feet long and seven or eight feet wide. After a few years, they built a rock house on the land.
Mr. Stahle's youth was spent at hard work. Wood had to be gathered from the mountains to the east for firewood during the winter. Using a sharp ax to cut and a sharpened bill-hook to trim, the family cut the oak brush and maple, loaded it on the wagon, and with the horses half sliding, half running on the wet slopes, they returned home.

Mr. Stahle also worked on his father's farm, which was very wet in the spring and was lumpy and full of cockle-burs in the summer. It was here he received training in working long, hard hours. His father later started a produce business, and the son helped get the vegetables and fruit to Salt Lake City.

They did have some enjoyment, however. The main distraction in the summer was going to the canyons to gather berries and choke cherries for eating and making jams and jellies.

In April of 1885, shortly after his 20th birthday John was called on a mission to Switzerland for the Church of Jesus Christ of Latter-day Saints, leaving from the Woods Cross railroad station on a beautiful spring morning. He had $50 in his pocket and carried a large basket of pies, cakes and other good things to eat that his mother had
prepared for him.

When he arrived in Switzerland, his mission president let him spend three months with his mother's relatives, during which time he worked on his uncle's farm.

It was here that he first noted the value of a hometown paper. When his uncle needed extra help to harvest the hay or pick fruit, he went to the local paper, put in an inexpensive ad, and obtained plenty of help. Mr. Stahle had no plans for going into the newspaper field at this time, but he was impressed.

His first missionary work was in the Bern area. He and his companion walked up and down the hills, living mostly on fruit and what was given them by those with whom they stayed. A quality he developed and utilized in his newspaper writing was noticeable in his journal at this time, that of trying to get all the details he could. He believed that the details were items that made reading both instructive and interesting.

Toward the conclusion of his mission, he was sent to Germany. Leaving Mannheim, he walked to the eastern borders of Bavaria and back to Mannheim. The "walk" took the entire winter.

When he returned to Mannheim, his mission was over
and he began the homeward journey. Boarding a riverboat, he sailed down the Rhine River, past Cologne, over to Antwerp and across the North Sea to Hull, England. He then crossed England by train and sailed from Liverpool.

When he arrived home, the engineer of the train forgot to stop in Bountiful, so he had to walk back to Bountiful from Centerville.

In the fall, he was persuaded by his friend, Heber Holbrook, to attend school at the University of Deseret. He attended that fall quarter. Along with grammar, history was his favorite subject, which he took from Dr. John R. Park. He also studied architecture and geometry. He did not enroll winter quarter, however, because of the death of his sister, Mary.

The next winter, while at school, he contracted diphtheria. By the time he arrived home, he was quite ill. Later, a neighbor came to the house and pulled the diphtheria membrane out of his throat with a pair of pliers. The doctor said he easily could have bled to death, but he did not.

He attended the University of Utah for approximately three years, hoping to become an architect. During this time, he worked part-time as a carpenter. He enjoyed
the work so much he hesitated to stop long enough to eat. The only part of the work he didn't like was the high scaffolds.

One evening, he attended a meeting at Steve Hales Hall (now Devereaux Hall). At the meeting he was approached by Lamoni Call, who owned a store in Bountiful and had been printing a small brochure to advertise his business. The brochure was going into regular publication, and he asked Mr. Stahle, because of his education, to look over some manuscripts. He did. Mr. Call later asked him to join in the publication as a partner.

Mr. Stahle had no thought of newspaper work, but it was during a depression that the offer was made and there were "seven carpenters for every job." He thought he had been privileged to get a pretty good education and wanted to use it.

He paid Mr. Call $465 in cash, and the partnership was on. The plant was located in the basement of the building on the north extremity of Bountiful Lumber Company's property on Main Street.

Regular publication began early in 1891 under the name of "Little Clipper."

They purchased a Prouty press in Salt Lake City for
$450. It operated quite well mechanically, except that they often had to pull the papers from the press because of static electricity. The ink fountain would not give them a very even ink distribution because it puckered, allowing more ink in some areas than in others. The press had to be turned by hand at first, but they later bought a steam engine.

The name of the paper was changed from *Little Clipper* to the *Davis County Clipper* on April 29, 1892, and a six column page was adopted. Subscription price was raised from 50 cents to $1.25 when it was changed from a monthly publication to a weekly publication.

Dissolution of the partnership was announced in the issue of June 28, 1894. Mr. Stahle got the newspaper, and Mr. Call kept the job of printing it.

Mr. Stahle bought the southeast corner lot at Third North and Main (across from Union Mortuary) from Bishop David Stoker, and built a brick building in which the paper was housed. Brick work was done by the Hayes brothers, and the editor and his brother, Henry, did the roof and other wood work. The building was used until 1906, when the present building at 96 South Main Street was built. The old building was torn down in 1952.
When the gasoline engine appeared, he thought one would be ideal to turn the press, but everyone warned him the engine would not work at this high altitude. In spite of the warnings, he obtained the first one in the State of Utah. The engine had no carburetor. Instead, it had a small hole in a wheel that had to be adjusted until the gasoline-air mixture was just right. There was a one-half inch pipe inserted in the cylinder, and it extended out three inches. One end was closed. On the closed end, there was a blow-torch-like flame that kept it very hot. After the gasoline mixture was pulled into the engine and was compressed, the flame ignited it. This engine was later traded to the Western Newspaper Union, who sold it to the Randolph Roundup.

During this period, the editor rode through Davis County on his bicycle each week, gathering news from his friends along the way.

Because of his intense pride in his young venture, he decided that he should get the best bike available. He sent to a mail order house for a $160 bike made of wrought-iron; but it bent too easily, and he had to spend six dollars sending it to Denver to have it fixed. Finally, he became disgusted with the $160 bike and traded it for a
used bike.

He related his most memorable incident with the latter bike.

One night about seven o'clock, I was riding past Chase Park when suddenly I heard a loud bang. I felt a sharp blast against my pant legs and then saw that I had a flat tire. I thought I had been shot at. I was so scared that I rode as fast as I could all the way to Bountiful on the bike rim and went and told the marshal I had been shot at. After the marshal had examined the bike he came to the conclusion that I had had only a puncture. It was so tremendous that the air spurting out of the tire against my leg felt like a shot from a gun. 16

Stahle always kept the notes in longhand on small pads of paper which he kept in his pocket. However, to save time and energy, he had to store much of the information in his head.

At one time he also owned the Morgan Post in Morgan, Utah. He then rode to Morgan on the train, stayed overnight with his sister, and rode down Weber Canyon and back through the county on his bicycle.

He always attempted to remain informed on missionaries and anyone traveling away from home, so that he might note it in the paper when the person returned.

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"Ye Editor," as he began calling himself at an early age, did not marry until 1902, when he was 37 years old. He had had girl friends, but something always seemed to interfere. First, it was the mission. Later, it was school and the newspaper, the latter taking all his time and thought.

The "right one" did come along one day, however. She was a piano teacher, by the name of Cora Stayner, from Salt Lake City. Each Monday morning she came into the office to put an ad in the paper. It was there "she met her Waterloo." She often remained in Bountiful with a friend, Aunt Lizzie, who lived where the present Sprouse-Reitz store is located, or she stayed upstairs in the present Union Furniture building when it was the old opera house.

Her sister, Lillian, gave voice lessons and the two of them, together with Lillian's future husband, Charles Palmquist, presented operettas in many towns and cities surrounding Salt Lake City.

John Stahle and Cora Stayner were married June 4, 1902, by David Stoker at the Stayner home in Salt Lake City. For their honeymoon trip, they went to the National Press Association meeting in San Francisco. When they returned
to Bountiful, they lived in West Bountiful for a time, in the home now owned by Ulysses Parkin. The late hours "Ye Editor" had to work, often all night, made the couple decide to move into Bountiful. The present Clipper building was built later, along with their house, immediately behind the office.

Mrs. Stahle continued her music lessons and plays. They purchased the old opera house. The walls shuddered in the wind, but the stage was large, large enough, in fact, to hold scenery from the Salt Lake Theater and high enough that the scenery could be suspended in the air and lowered as needed. The floor rested on large pilings. The plays Mrs. Stahle produced used mostly children as the actors.

Later, the family built a moving picture theater north of the Clipper Building. Mrs. Stahle also gave plays in this theater until her death in August 1934.

One source of news the editor followed throughout his life was the Bountiful City Council meetings. He missed but a few times in attending these meetings.

Between 1900 and 1910 he served as city treasurer and city councilman.

From the time of the death of his mate, Mr. Stahle lived alone in his rooms over the Clipper office. He kept
the editorial activities of the paper going, while his only son, John Stahle, Jr., devoted his efforts to the mechanical area. The two worked closely together on the paper for 35 years.

The editor always wanted to learn all he could about everything. It didn't matter whether it was history, geography, political science or psychology. He truly had an inquiring mind. He lived during a period when the world saw some of its greatest developments and inventions. He lived during the time of the kerosine lamp in a dugout, through the automobile, airplane, radio, television, atomic power and hydrogen bombs.

He never became accustomed to listening to the radio; there was always too much work to do. He saw television but a few times. Up until a short time before his death, he still said he wanted to learn to set on a linotype and learn to use a typewriter. There was always more to do. In his spare minutes good books were always among his greatest friends and treasures.

It is difficult to describe the long hours and energy the editor used in gathering and writing news. There is no way to measure the service rendered to residents of Davis County for more than 63 years.
A poem written by a dear friend of the Stahles about Editor Stahle depicts a man who experienced years of hard work as "Ye Editor":

JOHN STAHLE, SR.
-Lucretia A. Arbon

His "Clipper" ship is out to sea
Beyond the point of no return
John Stahle, Sr. guides it's course
Toward the Heaven he did earn.

With slow and steady power it moves
Unwaveringly, toward his goal,
Faithful, dependable, and sure.
Such was the greatness of his soul.

So many years he labored here,
A quiet, uncomplaining man.
With kindly eyes and guileless heart,
Untiringly he worked his plan.

He asked so little for himself.
He joyed in what he gave away.
So independent to the last
Where do we find his like today?

One did not think of him as old,
Though nearly ninety was his age.
He never missed a week of work
Devoted to his printed page.

John Stahle, Sr.'s way of life
Preserved free press, free enterprise.
In such persistant, honest work
The strength of this proud nation lies.17

Editor Stahle's honesty, humor and objectivity in

17*Davis County Clipper*, October 29, 1954.
reporting the news was felt throughout the country:

Here is a unique county publication, typical of its kind and excelled by none, which has given the trust and the complete record of the doings of the people whom it serves.18

Occasionally, flashes of wit sparkled from the pages of the Clipper. One recalls Reporter Stahle's account of the hold-up in which Charles H. Rampton was the victim. At that time, the latter was courting Wilda Cash who lived on the main highway at the north end of town. It seems that Mr. Rampton had just escorted Miss Cash to her home and was returning to his own abode when a footpad stepped onto the sidewalk and with leveled pistol demanded some cash of which Mr. Rampton had none, and so proved to the satisfaction of the robber, who disappeared into the gloom. Mr. Stahle's remark in closing his account of the incident was, "Of course he had no money, for he had just deposited a very handsome piece of cash at a certain house on the county road."19

Ben Louder lived in the southeast part of town. A baby was born to him and his wife. In sending in his story

19 Ibid., p. 255.
of this blessed event, the redoubtable Stahle headed the article with this caption: "A LITTLE LOUDER."\(^{20}\)

Amase Clark, a Farmington banker, recalls at age 103: "I would trust John Stahle in the bank vault with all the money I have."\(^{21}\)

During Editor Stahle's 80th year, a friend said, "In the language of Shakespeare, 'He is still going strong,' the fire of eternal youth glints in his eyes, the interest of a young man of thirty is evidenced in every question he asks and every movement of his restless body."\(^{22}\)

John Stahle, tall and just a little stooped, the latter trait due perhaps to the many years spent in riding his bicycle in search of news, was a figure as familiar to the residents of his community as are the shoulders of the everlasting hills that bound it on the east. With piercing black eyes, he probed into every nook and corner for the very last morsel of news. He had a kind and pleasant face that not only arrested the attention but instantly won the confidence of the interviewed.

\(^{20}\)Ibid., p. 256.

\(^{21}\)Personal interview with Amase Clark, Farmington, Utah, January, 1968.

\(^{22}\)Mabey, loc. cit.
With a body that knew no fatigue in gathering material for his paper and with just pride in his town and county, he visited every part of his little kingdom of Davis County for more than half a century and wrote the stories of the daily deeds of the common folk.
CHAPTER IV

THE CLIPPER SHIP SELLS

Advertising, in its early use, was distinctly a minor supplement to other forms of selling. Storekeepers erected signs on or in front of buildings or placed posters in public places of business. After customers were thus attracted, personal selling and display of merchandise were depended upon to make the sale.

In his autobiography, William Allen White described the change in advertisement at the turn of the century:

It was curious how the turn of this century marked such a strange, quick change in our country. In those days the old machinery seemed to go with the rush but a new thing was happening in the business world. Advertising was multiplying as fast as machinery was coming into the office. The Emporia merchants, who ten years before had spent $25 or $30 a month for an advertising card, which remained standing often for a month, now were spending $50, $75, and $100 a month. . . . the people of Emporia, . . . our 2500 subscribers, some way were finding money to buy things which their fathers, the pioneers, did without and lived most comfortably. 23

The newspaper's chief function is the distribution of news and comment. Because of its vital role as a distributor of news, the newspaper receives special protection under the First Amendment to the Constitution. Yet, even from its earliest days, the newspaper has performed another service, the dissemination of advertising.

Circulars were an important part of early advertising, and especially important to the Davis County Clipper, because what we could call the first edition of the newspaper was actually an advertising circular for Lamoni Call's merchandise store. He printed the circulars on the only press in Davis County. Obviously considered an important piece of machinery, this press was paraded through the streets as part of the July 24, 1890, Pioneer Day Celebration.24

The circular grew from one page to two pages. Then, with increased advertising, the paper grew from two pages to four pages. The management of the Clipper was determined to see the newspaper grow. On January 1, 1892, an article was written:

24 Interview with Annie Carr, daughter of Lamoni Call, March 12, 1968, Bountiful, Utah.
People are becoming interested and are sending articles from all parts of the county, so our paper will soon contain as much original matter as we have space for, and we will make room for more and more all the time, either by using smaller type or more paper.  

When the Clipper reached the size of four pages, the townspeople depended on seeing the publication monthly, but on no special day. During the year 1893, it was published each week. The exact date as to when the circular changed to reporting news of the community is not known.

The half-tone process of photo-engraving was successfully developed in the 1880's, and came into general use in newspaper advertising in the 1890's, about the same time Lamoni Call and John Stahle began the Clipper.  

The development of photo-engraving made possible the great use of illustrations in modern newspaper advertising. The Clipper, because of the energetic resources of Mr. Call and Mr. Stahle, used the photo-engraving process in its advertising.

Advertising has played an important role from the beginning of the paper. The earliest preserved issue, 

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25 Davis County Clipper, January 1, 1892.

October 22, 1891, contained an announcement of the second Quorum of Elders meeting, along with an advertisement by Lamoni Call:

I am often asked if I can clean a clock or watch, and have often been obliged to answer, "When I can get the time!" I have turned off much work, and been behind with much. To avoid this source of annoyance, I have employed a German watch-maker.

Now I can repair all that comes, and do it on time and thoroughly.

But I will not take a job in to half do it only. Now I am able to take in those half made watches sold at auction and through the mail, and finish them up so I can warrant them at moderate cost.

My prices will be low and nothing but good work will be turned out.27

The next preserved copy is the January 1892 issue which contained a number of advertisements other than those for Lamoni Call's business. The advertisers were:

Levi S. Heywood, Building and Lumber
John Thurgood's Store
James Arbuckle's Meat Market
W. D. Major's Mill and Resort
Thomas Bernard's Hotel and Bakery28

These advertisements, much like a classified ad section, were all copy without picture.

27Little Clipper, October 22, 1891.
28Ibid.
The advertisements rates were:

one page ----------------- $5.00  
one column ----------------- $2.75  
one-third column ----------- $1.00  
2 by 2 space ----------------- $.60  
1 by 2 space ----------------- $.30  
Small advertising, one cent per word  
50% cut offer, the first issue  
50% and 15% off for standing ads by the year  
All payments to be paid in advance  
Lost and found advertisement, free.  

Local Davis County advertising filled the columns of the **Clipper** exclusively for only a short period of time. On April 2, 1892, the Hansen Produce Company of Salt Lake City began to advertise. Soon, other businesses from Salt Lake City, Ogden, and surrounding communities began advertising in the **Clipper**.

While it was the development of mechanical facilities that made possible the growth of newspaper advertising, it was the industrial revolution, with its increased supply of goods, that created the demand for more advertising. Consequently, many national advertisements adorned the pages of the **Clipper**.

Just prior to the Twentieth Century, development of...

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new industries, mass production and mass distribution of products had a marked influence on the American way of life. A series of inventions gave impetus to industry and shaped its trend. These inventions included: the typewriter, adding machine, telephone, bicycle, electric light and power, photographic film, automobile, x-ray and motion picture. In 1899, the advertising revenue for newspapers and periodicals in the United States reached $95,861,000.30

One of the major sources of revenue for the weeklies, during this time, was the patent medicine advertisers. "But if patent medicines, lottery, and fakery in general gave disrepute to early advertising, they also helped establish advertising," exclaims Frank Prisby.31 "For it was their big successes that revealed the potentialities of selling through print. They nursed mediums, they developed copy and mechanics, they tested and determined the value of position in the newspapers."32

The Clipper was no exception when it came to

31 Ibid.
32 Ibid.
advertising patent medicines. Some examples were: "Bile Beans," "German Syrup," "Syrup of Figs," "Carter's Little Liver Pills," "Dr. Harter's Wild Cherry Bitters." Patent medicines were the first advertising that made it necessary to send away for the merchandise.

Patent medicine taught advertising to put away its childish ways and seek out its full powers. Selling patent medicine taught advertising dozens of effective new techniques, such as: "Reason why," or "exaggeration," "wild claims," "mixtures or suggestions," "testimony," and "faith." There were plenty of adjectives and, in most cases little attention to facts.\(^{33}\)

In the pages of magazines and newspapers, half-filled with patent-medicine advertisements, it is a melancholy picture that unfolds. The women had Falling Wombs, the men had Failing Powers, their children were all afflicted with Worms.\(^{34}\)

This advertising period has never been forgotten. Much revenue was received by advertising patent medicines as opposed to local advertising. This type of advertising sustained many small weekly newspapers such as the Clipper.


\(^{34}\) Ibid.
It also gave ideas for layout and copywriting of local advertising.

The Clipper started advertising "The Clipper" on April 29, 1892. Here is the ad:

The Sad Fate of a Man who did not read "THE CLIPPER."

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35 \textit{Davis County Clipper}, April 29, 1892.
Advertising was new for Editor John Stahle, for on January 19, 1893, the Salt Lake Beobachter asked the question whether Davis County had recently been visited by an earthquake or whether the editor of the Clipper had been celebrating the New Year. After looking over the issue alluded to by the Beobachterman, editor Stahle said:

I find the ads are all right except the cradle ad, which is upside down, thereby spilling the baby. I will just say that we have had no earthquakes or no drunken editors in this locality. I would ask the Beobachterman not to be too severe with me, as I do not think bachelors are expected to know all about babies.  

There were many experiments in advertising for the Clipper, especially in deciding on which page to place the advertisements. For the first two years, all advertising was placed inside the cover page. But starting January 5, 1893, some local advertising appeared on the front page. It was not until 1894 that national advertising also appeared on the front page. This practice was continued until May 25, 1906.

Changing the advertising layout has continued up to the present day. The editors of the Clipper have always been flexible in order to improve their newspaper.

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Page layout was a challenge to the Clipper management. Placing an ad upside-down was one way of gaining attention. Full two-page advertisements, large pictures, large copy and lengthy copy adorned the Clipper.

Many ads were set with a wide variety of types—curlyques and gingerbread, all crowded into the allotted space. The value of white space in layout had not yet become apparent to the management.

In the early issues, much advertising was done in the columns of local news:

Flour has gone up in Salt Lake, but we have not yet taken advantage of the raise and the public will have at least one more chance to buy their winter's supply of old wheat flour at the lowest prices ever quoted, at Lee's store.\(^{37}\)

In the May 12, 1911 issue, this interesting report concerning complaint on a specific advertisement appeared:

Complaint comes to us that we made a serious blunder last week in Lamoni Call's ad in which we said he had just received 300 new watch chains. Now that would be quite a bunch of watch chains for Bountiful. The real facts are that he has just received 63 new ones.

We are not willing to shoulder all the blame as he, like many other ad writers, does not take pains enough with his copy. Many people think when they write that our compositor has nothing

\(^{37}\text{Davis County Clipper, October 6, 1890.}\)
to do but puzzle over their hieroglyphics to try and make out part of what they mean. Instead of spending a little more time and saving us lots of trouble and then lots of serious mistakes. \(^{38}\)

In 1910 the **Clipper** began expanding and contracting according to the amount of advertising copy. On December 6, 1912, there were 20 columns of advertising for a 36-column paper or 60% advertising. One week later on December 13, there were 30 columns of advertising for a 40-column paper or 63% advertising.

Trading stamps (S & H Green) became a part of advertising certain stores. On May 8, 1914, "The Knitting Store" of Bountiful offered the stamps with every purchase. Also the Trading Stamp Company on December 4, 1914, advertised the redemption center as being the Bountiful Drug Store.

The classified ad section was announced and titled as such on January 7, 1916. Using a large title, "Classified Ads," the **Clipper** used one-half page for this section. Real estate was the principle subject in this section.

It soon became apparent that the classified ad section could not sustain a half page. Hence, the title was reduced to an appropriate size according to the amount

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\(^{38}\) *Davis County Clipper*, May 12, 1911.
of classified advertising.

During the First World War, the space used for advertising remained about the same, approximately 60%. Also, the advertising format remained the same.

Toward the end of the 1920's the first page of the Clipper again was used for advertising. In fact, on July 1, 1927, four columns out of six were used for advertising.

Many graphic models were used in the 1920's. On July 1, 1927, J.C. Penney used this method for showing ladies coats and dresses.

During the 1920's, the different seasons of the year played an important part in advertising of merchandise. Santa Claus would appear in graphic representation form selling furniture; the New Year Baby would be used to advertise new products; the Easter Bunny would be hopping around with merchandise other than eggs.

According to John V. Lund, the money spent each year in newspaper and periodical advertising in the United States increased more than ten-fold in the forty years between 1890 and 1930.39

The "Scientific Development Period" of the 1930's

and 1940's was an enlightening period. The Clipper's attitude toward advertising changed with the influence of more national advertising. The paper was used extensively to promote political men and parties, using such phrases as "Dare He Deny?"

Along with the political advertising, the advertiser picked up the political jargon such as this "Goodyear" advertisement: "Elected world's greatest tire value."

Many more pictures were seen in the advertising of products. Chevrolet used some trick photography with their promotion: "If your elephant wants to ride on top, it's all right with a Chevrolet." The elephant was shown standing on top of a Chevrolet.

Patriotism was strong during the 1940's, especially in advertising. Wrigley's Spearmint gum, with their little man speaking to Uncle Sam, said, "We're with you."

Themes and symbols, such as, "Chevrolet, the symbol of savings," Barnum and Bailey's camel Old Joe as the original Camel Cigarette model, Greyhound's greyhound, Borden's Elsie the Cow, White Rock's bathing beauty, became prominent, and they were used more than ever before.

The United States in the early twentieth century
changed from the horse and buggy era of a young, vigorous, minor power, to the electronic and atomic age of the world's greatest industrial, financial and military power. In this period, advertising came of age. Up until the Twentieth Century it was in its adolescence. In the early part of this century it became more sophisticated, more cultured. It has reflected the changes in our artistic taste. It has learned from psychology. It has learned how to apply the scientific technique of research. It has applied these techniques, not only to problems of copy and layout, but also to market, to merchandise, and media research. It has become more constructive and also more effective.

In 1909 the first year newspaper advertising revenue was reported which amounted to $148,554,000. By 1914 the volume had increased to $184,047,000.

It was during, and after World War I, that advertising attained its major growth. By 1919 the volume had jumped to $373,502,000. It reached its peak ten years later, just before the great depression of the thirties, with a total of $797,338,000 in 1929.

During the early Twentieth Century, the rise of advertising publications was due to an increasing realization that advertising is no longer in a class with the
attention-getting antics of the sideshow barker, but develops as a semi-scientific branch of merchandising. The weeklies played an important part for the hometown people in receiving and displaying advertising.\textsuperscript{40}

\textsuperscript{40}Lund, \textit{op. cit.}, p. 22.
CHAPTER V

EDITORIALS--A BETTER COMMUNITY

The work that newspapers do has become a basic link in the communication process in our communities. The evolution of this process was described in an article in the *Clipper*:

Johannes Gutenberg is the man who invented movable type. He had a hunch it would make a printer's work easier if type could be used over and over again in various combinations. Before this time, printers carved entire texts on large blocks of wood. Gutenberg, experimenting, sawed up one of these blocks into individual letter-units.

His idea worked. It made printing a great deal easier. But the ruckus it was to cause would have astounded this humble and devout German craftsman. For movable type not only simplified printing, it made possible for the first time the distribution of ideas to large numbers of people.

Under the interchange of ideas, serfs became restless, national stages developed, and feudalism crumbled. Revolutionary trouble-makers such as Voltaire, Tom Paine, and a group of uncouth pamphleteers in England took ideas directly to the people. They found print was the ideal way to express complex thoughts. It was true then, and it is true today.
Printing made possible modern newspapers. Good newspapers always stimulate thought. They're trouble to officials who want to carry on the public's business in secret. They're formidable to anyone with entrenched authority. They're often troublesome to those whose private lives become suddenly caught up in the public business. 41

Shortly after the beginning of the Clipper in 1892, Editor Stahle began printing a number of editorials dealing with a most crucial problem to the community. Apparently in Bountiful there were many single men between the ages of 25 to 30. At this "ripe, old age," they were considered "dangerous" to the community. Many editorials on "The Bachelor" were written by Editor Stahle, and many of the townspeople wrote letters in response to these editorials. The editorials about the bachelor are of more interest when one knows that Editor Stahle was a bachelor himself. The following quote came from an editorial entitled "Answer to Bachelor's Defense:"

I have heard it said that a man, after he reaches 25, begins to dislike the other sex and after he reaches the staid old age of 30, he even hates them. 42

Also, in the same issue came a letter entitled "An

41 Davis County Clipper, October 11, 1968.
42 Davis County Clipper, April 29, 1892.
Old Maid's Reply to Bachelor's Defense." Some good advice to young girls was given:

Now, girls, if you are going to marry, be sure and find a young man with clean habits, that is one that does not smoke, chew, drink, that does not swear and is not vulgar in his conversation, and one that takes a bath once a week.\textsuperscript{43}

In the March 11, 1892 issue there appeared a letter in answer to "Bachelor's Defense" from a correspondent who signed his reply simply "REX." He sighted the example of President Grover Cleveland, who upon becoming President found himself unable to keep up with the duties of his office and thereby "took him a wife." The writer claimed that ". . . the degradation to which man has fallen is due to the life generally led by a bach."\textsuperscript{44}

This series of editorials and letters continued for a number of weeks and then stopped. The word around town was that the old maids and bachelors must have gotten together.

Time was important to Editor Stahle because he was responsible for all facets of the publication of the Clipper. Therefore, early in his career, he had to make the decision

\textsuperscript{43}\textit{Ibid.}

\textsuperscript{44}\textit{Davis County Clipper}, March 11, 1892.
whether to write editorials and some news or to give the county a complete roundup of news.

In the early days of his career, Mr. Stahle was a contrast to many of his contemporaries. Many of the early editors attacked each other violently in their editorials, and they sometimes resorted to physical violence. However, John Stahle never took sides in politics or religion. He very rarely crusaded in the newspaper. This could be a reason that the Clipper is one of the most prosperous weeklies in the state today.

With the decision to write everyday happenings and to make the newspaper the voice of the entire county, Editor Stahle was objective and thorough in reporting the news, whether good or bad, humorous or serious. Never did he try to stir up individual against individual or organization against organization.

However, in his reporting, he seemed unable to refrain from making frequent personal comments:

Jesse Simpson, of South Hooper, won the $2.50 bicycle prize. Parley Bybee would have won, if he had not punctured his wheel.45

"Letters to the Editor," some inspiring and others

45Davis County Clipper, March 25, 1892.
not so inspiring, were received in number during the early period of the paper. The following letter was sent to the Clipper in 1892.

Bountiful, March 25, 1892
Editor, Little Clipper

Dear Sir:

I have been in a position to hear many criticisms upon your little sheet; some of which we must admit, are very deserving; but, allowing me to be the judge, six out of every ten are entirely out of place. Many people take up the Clipper for the sole purpose of finding fault; and in the main, they are people who, when they find an error, can't rectify it, nor can they tell why it is wrong. An intelligent man will not pull down another old house, until he can replace it with a better. But do not be dismayed, even this kind of criticism is better than flattery.

W. C. Call46

Commenting on items such as whether a bill set forth by Republican McKinley was good or bad, or whether President Harrison would be re-elected, printed letters to the editor continued on an irregular basis.

During the 1930's the Clipper joined the "National Editorial Association," thereby enabling it to receive national editorials. From that time on, editorial comments were directed at both local and national figures and

46 Ibid.
situations. National editorials often used in the *Clipper* were "Babson's Authentic Report" by Roger W. Babson (January, 1965) or "Seen and Heard" by Carter Field (March, 1935). Concerning written editorials as contrasted with picture editorials, Editor Dean Stahle states, "I'm not against them; I'm just for good ones."\(^47\)

In a weekly newspaper operation there is always a shortage of staff. Therefore, it is necessary to set priorities in the news operation. "You do what you have to do to get the paper going; so that's why I say editorials are kind of down the list a little bit," said Dean Stahle.\(^48\)

One specific form of editorial the *Clipper* uses started several years ago when people were concerned that all the news about young people was bad. Dean Stahle, while talking with some school officials mentioned, "Let's take some pictures of the outstanding students."\(^49\) The *Clipper* started with the honor and high honor and citizenship honor students. Then, the student leaders and cheerleaders were included.

As the new schools are opened, the school official

\(^{47}\) Interview with Dean Stahle, April 14, 1970.

\(^{48}\) Ibid.

\(^{49}\) Ibid.
immediately calls and requests that photographs be taken. "One principal in the district kind of lapsed in requesting pictures of students and the parents jumped all over him," said Mr. Stahle.

The Clipper wants to expose good students because this type of article has real value. According to Dean Stahle, "We're saying, 'Look!' These are the ones we are going to publicize and they work to get in. The mothers call us if we are a little late running some of these pictures. It has impact and as I say, we are getting a lot of it, maybe too much. It's amazing what effect it has on the young people. They look forward to it." He continues, "We are showing them doing good things. We're showing them doing their studies and getting A's and being good citizens in school. We're not showing them out breaking property. We eulogize their good efforts."

Dean Stahle hopes that in the future a youth council will be organized with an editor for one page. The editor will do the layout and write the news.

Concerning editorial comment, a telephone survey of

50 Ibid.
51 Ibid.
approximately 300 Clipper subscribers in January 1968 gave these general conclusions to three questions asked:

Question:
1. Do you enjoy the Clipper? Why?
General Answer:
"Yes, it gives me all the local, city, school and surrounding community news."

Question:
2. Do you think the Clipper should have more editorials?
General Answer:
"No. It is covering the events of the community very well."

Question:
3. Do you think that the Clipper makes a contribution to the Community?
General Answer:
"Definitely yes. It acts as a catalyst and stabilizer for the community making the Davis County citizen feel community pride."

A few subscribers stated that with increased population growth, the Clipper should become more sophisticated and deal with more issues editorially.

A few subscribers who have lived in larger cities indicated that they missed the editorial page but that they referred to the Salt Lake newspapers for editorials.

The conclusion reached from the opinions expressed by those in the survey is that the Clipper is very popular with the citizens of the County and should not change in priorities by emphasizing additional editorial comment.
CHAPTER VI

AN INFORMED COMMUNITY

Local News

It was the philosophy of Ye Editor to inform Davis County of local news from the least consequential to the most important. The column entitled "Local" spotlighted all of the local happenings. During the first few issues, the local news was found on the front page but soon it was shifted to the inside pages. Then later, the local news was seen on the front page again. Throughout the years, Ye Editor varied the placement of the local news column.

Early in his career Ye Editor appointed correspondents to represent many of the smaller towns around Davis County. At that time the title of the local news column changed to correspond to the particular area. The titles were very simple and direct in nature: "Kaysville Correspondent," or "East Bountiful Items," or "The Death Row." A few years later with the addition of more local correspondents, the title changed again. Some examples of these titles are: "Farmington Factions," "Layton Lines," "Kaysville Kinks," "Hooper Happenings," "Syracuse Seepings,"

The Clipper was most honest in all of its deliveries. For example, on March 4, 1892, the front page included this announcement: "We did not get our paper out on Friday. Probably you would not have found out had we not told you. In starting the large press we had a little bother to get it adjusted; hence, the delay. But we worked until 5:30 a.m. before giving up. We hope we will not be bothered again, but the next paper may not come out until next Saturday." 52

Other interesting articles include "Jaern Folman had been on the sick list, has been pretty low," and "The Proprietors of the Clipper have decided to raise the price of the paper from $1.25 to $2.00 per year, commencing January 1, 1894. The Clipper has greatly improved since it first appeared and is well worth the price that will be charged." 53

Never a day passed that a person walking in downtown Bountiful would not see Ye Editor talking with someone
about local happenings. It was the people in Davis County that was Ye Editor's main concern. He rode his bicycle from one end of the county to the other, making sure that all the news was gathered.

Of the many items reported in the local news, most prominent were the deaths, marriages, births, illnesses, people's trips, church news, social events, and birthdays.

Periodically several columns were given to tell the story of a prominent man or woman in the community. For example, on April 16, 1897, "The Life and Death of N. T. Porter" was featured. This story was displayed on the front page of the **Clipper** and told the reader of the many experiences and contributions Mr. Porter made to the community. Three columns of print were used to express the feeling the community had for this man. (Refer to Appendix H).

Many bits of miscellaneous information were given throughout the paper. A column entitled "Extra Notices" read: "Found, one light steer branded XW on left hip, square crop on right ear, upper slope in left ear. One light red heifer, same brands and marks." 

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54 *Davis County Clipper*, April 16, 1897.

55 Ibid.
Other examples of the type of local news carried in the *Davis County Clipper* are: October 6, 1890, "Father Bouton brought us some of his delicious grapes to sample very recently. But he says his crop is very light this year;" December 7, 1900, "Bishop Barton's home was quarantined the first of the week on account of smallpox. Dances have been suspended for the present by the Board of Health;" December 14, 1900, "Jake Smith returned Monday evening from Weber with a dozen milch cows he had been buying. He could not get enough milk to supply his customers so he thought he would buy some more cows of his own and milk them;" January 31, 1902, "We have some hot tempered men in our town. Even though the mercury is down 14 below zero some mornings, the other day one man got his temper up and shot his neighbor's pig and then threatened to shoot the owner of the squealer. The animal only wanted something to eat so it was termed an intruder and was killed;" March 6, 1903, "The children of Miss Barney's school had been studying

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56 *Davis County Clipper*, October 6, 1890.
57 *Davis County Clipper*, December 7, 1900.
58 *Davis County Clipper*, December 14, 1900.
59 *Davis County Clipper*, January 31, 1902.
the poems of Alice and Phoebe Carry;”³⁶⁰ July 3, 1914, "As many as 18 wagons loaded with peas have been counted standing at the factory waiting to be unloaded."³⁶¹

Because government practices and policies were deemed newsworthy, there were few City Council meetings missed by Ye Editor. When Ye Editor reached the age he could no longer attend the Council meetings, he sent his grandson Dean Stahle to cover the meetings.

The Clipper was used as a medium to convey political information to its readers. On January 25, 1935, the Clipper discussed the pro and cons of a bond issue. Also included was a full page ad stating, "Which road will you take?" The picture showed one road full of ruts and the other a smooth highway. A brief bit of copy telling why the bond should be voted down followed. The ad concluded with the statement, "Think It Over--there should be no doubt in your mind as to which is the best road to follow. Vote against the bond. Paid for by citizens against the bond issue." Opposing viewpoints were made in much the same manner.³⁶²

³⁶⁰Davis County Clipper, March 6, 1903.
³⁶¹Davis County Clipper, July 3, 1914.
³⁶²Davis County Clipper, January 25, 1935.
In addition to the local news happenings contained in the January 4, 1935 issue, there were eleven and one-half pages of delinquent tax notices.

Even today the people of Davis County, as in olden times say they enjoy reading about one another and the news-worthy events that are seen and heard throughout the county.

When the Davis County Clipper is read today, a person is able to view the same type of local news that has appealed to the Davis County citizens since the beginning of the Clipper. The present editor, Dean Stahle, states, "The news has been there. It hasn't been well displayed sometimes but it's been there."63

State News

Ye Editor did not feel that local news only should adorn the pages of his little paper. He felt that the people in Davis County should be well informed about state news, also. In reporting the state news, Ye Editor labeled a column "News notes from all parts of Utah." This column covered every town of Utah where news of outstanding events occurred. Several examples are: February 7, 1902, "In a rabbit hunt in Loa last week, James Pace was slightly

63Interview with Dean Stahle, April 14, 1970.
wounded, one shot striking him in the nose;"  

March 6, 1902, "A special policeman has been employed in Richfield for the special purpose of supressing hoodlumism;"  

March 14, 1919, "James Chockley, serving a life term in Utah Penitentiary for murder, has returned to the prison after an absence of two weeks, being permitted parole by the warden, that he might go to Missouri to see his dying mother. Chockley made the trip unattended and unwatched;"  

August 27, 1920, "Charles R. Mabey, veteran of two wars, officer and missionary, succeeded in winning the nomination on the fifth ballot for governor at the Republican State Convention held yesterday. It will only be in keeping with the advancement that Bountiful will make when the waters of the Jordan are pumped up on our benchland to elect a governor from our town, for it will no longer be said, 'Can any good come from Nazareth.' We feel our county, and especially our town, have been highly honored by the selecting of one of its citizens as a candidate for the highest office in the State. If anyone can lead his party

64 *Davis County Clipper*, February 7, 1902.  
65 *Davis County Clipper*, March 6, 1902.  
66 *Davis County Clipper*, March 14, 1919.
to victory, we believe Mr. Mabey can do it."67

Most of the State news was bought from the State Press Association and free lance writers who wrote on a general basis for many of the weeklies in the State.

Periodically, the reader would see a spotlight edition telling about one particular area in the State of Utah. On August 7, 1925, the particular edition spotlighted the Cache Valley area telling about Utah State University, the weather, and the scenery in the area. There were articles featuring "Tree in Logan Canyon is 3,000 years old," "The Brigham Young College in Winter," "World's largest pea cannery in Utah." Many pictures accompanied the spotlight of the particular area, making the article an important aspect of that particular edition.68

A column that was of interest to politicians and many concerned citizens was "Utah Legislative Doings in Brief." This column included "In the Senate" and "In the House." A brief description of the different bills that were being introduced in the House and the Senate was given along with a summary of the votes taken on the bills. This

67Davis County Clipper, August 27, 1920.
68Davis County Clipper, August 7, 1925.
news was usually prepared and delivered by the State Press Association.

Today, the editor visits the legislature but feels unless he can go often, the material he writes is rather irrelevant and could be wrong. He takes several pictures during the sessions and sometimes has been able to get legislators from the Davis County area to write for the Clipper. 69

With regard to statewide news happenings, the Clipper has not contained very much. However, according to this writer's survey of approximately 300 subscribers in Davis County they do not feel that statewide news is necessary. They indicated that the Clipper was their newspaper, and they wanted local news, and that they would read the Deseret News and Tribune for state news.

National News

As most people are biased, so was Ye Editor when it came to selecting the national news for the Clipper. This is not to say that the people in the community were not considered, but as a person scans the issues of the Clipper there are several areas that stand out.

69 Interview with Dean Stahle, April 14, 1970.
In its coverage of the political news, the Clipper usually contained an extensive display of pictures accompanying the large type which described the action in the pictures. During the First and Second World Wars, there was a substantial number of pages with pictures and copy describing the war.

At this time, the Clipper had part of the paper printed at the Western Newspaper Union in Salt Lake City. The Union would charge the Clipper for the paper only and would print four pages of local news and four pages of "boilerplate." The Union would receive national news and advertising in mat form, and for every issue they printed with boilerplate the national distributor would pay them. The Clipper management felt pleased with this arrangement because the result was a larger paper with more news. By this means the Clipper featured more national than state news.

Through the years, the Clipper changed as new syndicated writers came on the scene. The addition of syndicated columns was enjoyable to most people in the community, because it gave them more of an understanding
of our nation. Examples of national syndicated columns featured in the *Clipper* are: "National Affairs" (Carter Field); "Who's in the News This Week" (Lemuel F. Barton); "Star Dust," a column containing Hollywood gossip (Virginia Vale); "Sportlight" (Grantland Rice); "How to Sew" (Ruth Wyeth Spears).

A column seen for a short time in 1925 was "Western Brevities from the Many Western States." An example from this column is: "Los Angeles--Seven alleged bootleggers, said to have been supplying local high school students with liquor, were arrested in raids on three establishments by federal dry agents here."^71

Today the *Clipper* publishes national news only when the editor feels it is of significance. Many freelance writers do a good job of covering the national news. However, the *Clipper* usually uses "Congressional News Letters" received from Congressman Lawrence J. Burton, Senator Frank E. Moss, and Senator Wallace F. Bennett for their national news.

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^70 Interview with Grace Kirkham Thourgood, August 8, 1967, Bountiful, Utah.

^71 *Davis County Clipper*, March 20, 1925.
Religious News

The Clipper has been one of the most unbiased newspapers in the State of Utah with regard to religious news.

Because Davis County is primarily made up of members of the Church of Jesus Christ of Latter-day Saints, much of the religious news was centered around this church. However, Ye Editor recognized that there were other churches in the area and therefore went out of his way to make sure all churches were given coverage.

The policy of the Clipper from the very beginning has been that it should be an outlet for all groups. "It's here; they should use it if they possibly can to get their points across." 72

Today, the religious news is organized on a correspondent basis. The Clipper will print almost all the news supplied by the correspondents from the many churches. The amount of news printed is determined by the effort of the church correspondent.

The editor's open mind has permeated the entire community in religious feelings. Each religious group knows the other churches better and therefore they all work

72 Interview with Dean Stahle, March 11, 1970.
together to make a better community.\textsuperscript{73}

\textbf{Sports News}

The national sports news can be attributed to the boilerplate referred to earlier. Being the nation's most popular sport, during that time, baseball was the main attraction.

The only local news in sports during the early years of the \textit{Clipper} was church sports. Local sports news appeared very seldom until recent years. With the advent of little league baseball, football and soccer, the current editor lends full support to these programs by running pictures and scores. He believes that sports are good for youngsters, and through the \textit{Clipper}, he encourages all youth to participate.

Also, State Fish and Game news comes to the \textit{Clipper} regularly and is used in almost every issue.

\textsuperscript{73}\textit{Ibid.}
CHAPTER VII

PRESENT HELMSMEN

Having been reared in the newspaper business, the present publisher and business manager of the Davis County Clipper, John Stahle, Jr., has dedicated his life to the printing trade and to the management of the Clipper.

John Jr. was born May 31, 1903, in Salt Lake City at the home of the Thomas John Stayners, his grandparents. He received his education in Bountiful, attending Stoker Elementary School and South Davis Junior High School.

His father, John Stahle, Sr., needed the help of his only son in the Clipper shop, consequently John Jr. did not complete high school. While only sixteen years of age, John Jr. went with his father to San Francisco to take a six-week course on the Linotype. Nevertheless, even at this early age, the Linotype was not new to John Jr. because he had had some informal training on his father's Linotype since the age of twelve.

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74 Interview with Mrs. John Stahle, Jr., June 9, 1970.
Even though John Jr. has always been a quiet man, he has the ability to see the humorous side of things. However, his wit and ability to tell jokes have been reserved for only his close friends and family.

Because of the long hours required in the shop, John Jr. acquired few hobbies. Probably because of his mother, his favorite pastime is music and his main interests are the saxophone and drums. He enjoyed playing in the Bountiful City orchestra and band. Until a short time ago, he played in a dance band for local dances. He is now taking lessons on a three keyboard organ.

John's mother directed plays at the Bountiful Theatre, and John took part in many of them. During the rehearsals for the play, "Ranch Man," John Jr. became acquainted with his future wife. He was taking the leading part in the play, and his mother needed some girls to sing and dance during the scene changes. She gave John the job of transporting the girls to the practices, and then taking them home.

John Stahle, Jr. and Lydia Lucille Schulthies were married September 24, 1924. Because Lucille was keenly interested in the shop, John always consulted her on major decisions. Shortly after they were married, John asked
Lucille what she thought about buying a new Linotype. When she asked how much it would cost, he said, "Well, this one is $4,000." She recalls that she almost fainted but that she supported John and his father in their decision to buy the new Linotype.

Lucille did not become directly involved with the family business because she was busy at home caring for six children, five boys and one girl. With the exception of the youngest boy, all of the children have been interested in newspaper work.

Howard, the oldest son, has a newspaper in Roy, Utah, called the Sun Chronicle. Recently, he started another publication called the Eagle.

The second oldest son, Dean, works with his father as the present editor of the Clipper.

Next in line is Myrna, their daughter, who also has a direct interest in the newspaper business because her husband works for the Ogden Standard Examiner.

Larry, the next son, is the owner and operator of two Utah weeklies, the Manti Messenger and the Ephraim Enterprise.

Gail, the next to the youngest son, worked with his father in the back shop for many years and now has his own
printing shop in Bountiful.

Always finding an excuse to leave the shop before he learned about printing, the youngest son, Leslie Niles, is interested in becoming involved with law enforcement.

Lucille's interest in the business became very important during the early 1940's, a period when newspaper competition became very keen. Gradually, most of the Clipper's clients quit advertising in the Clipper. John Jr. and John Sr. felt that doom was hanging over their heads and that there was little they could do about the situation. Lucille did not feel as though there was little they could do and decided to personally contact the merchants to tell them of the Clipper's crisis. Since then, she has continued calling on the local merchants to solicit their advertising business.

Newspaper awards for the Clipper have been numerous. Awards for General Excellence, Best Editorial, Best Society Page, Best Use of Illustrative Material, Best News Story, Best Front Page, Best Advertising Campaign, Best Editor's Column, and Excellence in Topography, have been given to the Clipper management throughout the years by the Utah State Press Association. In 1958 the University of Utah Press Club awarded first prize to the Clipper in the Feature
Photo Contest. Other awards such as Editorial of the Month and Picture of the Month selected by journalism students at the University of Utah, Front Page of the Month by journalism students at Brigham Young University and Best Editor's Column of the Month by Utah State University students have been accepted by the Clipper.

In 1967 the special Harrison R. Merrill award for Best Front Page was presented to the Clipper by the Brigham Young University Department of Communications.

Probably the finest recognition given to the Clipper management was the posthumous placement of John Stahle, Sr. to the Newspaper Hall of Fame on February 6, 1966, by the Utah State Press Association.

Today, John Jr. is owner and manager of not only the Clipper but also the Kaysville Reflex, Davis News Journal, the Leader, Sunset News and the Advertiser.

It has always been John Jr.'s role to manage rather than to handle the editorial activities of journalism. He has given to the Clipper the stability needed in a weekly newspaper, that of recognizing the importance of the work in the back shop. Albert W. Epperson, past editor of the Kaysville Weekly Reflex explains this importance:

Too many of our colleges overlook an important element in journalism. A country
editor is a full- or part-time printer. Lack of a basic foundation in printing may prove fatal to an otherwise well qualified journalist. It is important that the prospective weekly newspaper man be able to work in the back shop.  

For more than 50 years, John Stahle, Jr. has been in the printing business and he has seen the changes from the three horse electric motor press to the present Fairchild News King press, from the letterpress to offset printing methods. According to John Jr., "The cost of newer methods is higher than the old system, but we hope that the quality of the printed product will be much more suitable to our readers."  

John Jr. is optimistic about the Clipper's future. Several of his grandchildren are pursuing the study of journalism and are presently in his employ.  

Dean S. Stahle, the present editor of the Clipper, and son of John Stahle, Jr. took over editorship in 1954 upon the death of his grandfather, John Stahle, Sr.  

Dean was born on April 7, 1927. He received his education in the Bountiful schools. When the Second World

76Interview with John Stahle, Jr., June 15, 1970.
War started, Dean enlisted in the Air Force and finished his high school education while in the Service. While in the Service he became interested in photography and took a number of photography courses. This talent later helped Dean in his editorship of the Clipper.

When his enlistment was up, he returned home in 1947 and was called on a mission to France by the Church of Jesus Christ of Latter-day Saints. Upon returning home from his mission, he enrolled at the University of Utah where he graduated in Journalism in 1955. During this same period he courted a home-town girl, Maurine Barlow, and they were married on September 18, 1950. Dean's children have already taken an interest in journalism and work part-time in the Clipper shop.

Having always been civic and church minded, Dean holds memberships in the Chamber of Commerce, the Bountiful City Planning Committee, the Bountiful Power Commission and was nominated for Man of the Year by the Bountiful Jaycees in 1965. He also has served as a bishop in the L.D.S. Church in addition to numerous other Church positions.

When Dean assumed the role of editor of the Clipper, he brought a fresh new look to the newspaper. Photography is his key to an exciting newspaper, and he uses it extensively to promote his ideas to the community.
A typical example of Dean's photography as an influence in the community is this series of photos:
For two consecutive issues these photos were displayed on the front page with only one question asked: "What have you done for your planet this week?" Through this means, the community is made aware of their problems and hopefully improvements will be made. Dean does not always show the bad side of the community; he frequently displays pictures of beautiful flowers, landscapes, and other worthwhile features in the community.

For sixteen years Dean has used this approach with the community to carry out the traditions set by his grandfather, John Stahle, Sr. and father, John Stahle, Jr.

77 *Davis County Clipper*, June 5, 1970 and June 12, 1970.
CHAPTER VIII

SUMMARY

From the very beginning when Lamoni Call started the little advertising circular and asked John Stahle, Sr. to help edit it, service and devotion to the community have been foremost with the men who were responsible for the Clipper. After the dissolution of the Call-Stahle partnership in 1894, Mr. Call retained the machinery and the job of printing while Mr. Stahle retained the newspaper.

The Clipper, under the supervision of the Stahle family, has always maintained a close relationship with the community. Many times at great personal sacrifice, the Stahle family has served the community with an honest, sincere newspaper.

The Stahle family has always been intensely dedicated to the Clipper and to the tradition long established. This dedication has resulted in many comments such as the one made by Jacquetta Nelson, Office Manager of the Utah Press Association: "The Clipper is one of the most
professional looking newspapers in the State of Utah.\textsuperscript{78}

The newspaper's future rests in the hands of this family. Based on almost 80 years of newspaper integrity and the commitment of the Stahles, the Clipper's future looks optimistic.

\textsuperscript{78}Interview with Jacquetta Nelson, Utah Press Association, June 15, 1970.
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Stahle, Dean. several interviews, Bountiful, Utah.

Stahle, John Jr. several interview, Bountiful, Utah.


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APPENDICES
APPENDIX A

AWARDS

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## APPENDIX A

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* * * * * * * * * *

**Harrison R. Merrill Award**
- Best Front Page Award
- Davis County Clipper

Presented by
- Brigham Young University
- Department of Communications

1967

**First Prize**
- Feature Photo Contest
- University of Utah Press Club

1958

**John Stahle, Sr.**
- Hall of Fame
- Utah State Press Association

1966
APPENDIX B

CIRCULATION OF THE DAVIS COUNTY CLIPPER
COMPARSED WITH THE POPULATION OF DAVIS COUNTY

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SOURCES:

APPENDIX C

Lamoni Call

John Stahle, Sr.  Cora Stayner Stahle
APPENDIX E

John Stahle Sr.

John Stahle Jr.        Lydia Lucille Schulthies Stahle

Dean S. Stahle
The Little Clipper.

VOL. 1. BOUNTIFUL, UTAH, OCTOBER 22 1891 NO. IV

PUBLISHED BY LAMONI CALL.

The quorum meetings of the second quorum of elders commenced Wednesday evening at 7 30.

Those present agreed to take Orson Pratt's works as a text book this winter.

By its aid we will be able to spend the time profitably although we are not lecturers.

We hope all the elders will come on the start. All those who have lately come from foreign countries are invited to attend.

Very Resp. PRESIDENCY.

I am often asked if I can clean a clock or watch, and have often been obliged to answer, "When I can get time." I have turned off much work, and been behind with much. To avoid this source of annoyance, I have employed a German watch-maker.

Now I can repair all that comes, and do it on time, and thoroughly. But will not take a job in to half do it only.

Now I am able to take in those half made watches sold at auction and through the mail, and finish them up so I can warrant them at a moderate cost.

My prices will be low, and nothing but good work will be turned out.

Come on with your work.

LAMONI CALL.
John Stahle, Sr. at age 86
interviewing postmaster Ruby Goodfellow
HISTORY OF THE DAVIS COUNTY CLIPPER
FROM ITS INCEPTION IN 1891 TO THE PRESENT 1970

Cammon I. Arrington
Department of Communications
Master of Arts Degree, August 1970

ABSTRACT

To write a descriptive history of the Davis County Clipper and its editors was the purpose of this study.

The first person involved with the newspaper was Lamoni Call who had been printing a small brochure to advertise his business. He asked John Stahle, Sr. to join him in printing some news along with the advertisements.

Regular publication began early in 1891 under the name of The Little Clipper. Dissolution of the partnership came in 1894. Mr. Stahle maintained the editorial side of the newspaper his entire life. His son John Stahle, Jr. lived and loved the printing business. For 35 years John, Sr. and Jr. operated the newspaper as editor and printer.

John Stahle, Jr.'s son Dean was highly interested in newspaper work and graduated from the University of Utah in journalism, thereby following in the footsteps of his father and grandfather.

The Clipper continues today with John Stahle, Jr. as Business Manager, and Dean Stahle, his son, as Editor. The future of the Clipper is optimistic; with strong tradition and almost eighty years of newspaper integrity, the Clipper will continue to move forward.

COMMITTEE APPROVAL:

Rylon L. Bradley, Committee Chairman
Dean C. Christensen, Committee Member
J. Morris Richards, Department Chairman