A History of the Emery County Progress-Leader and its Predecessors

Bruce L. Olsen
Brigham Young University - Provo

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A HISTORY OF THE EMERY COUNTY PROGRESS-LEADER
AND ITS PREDECESSORS

A Thesis
Presented to
the Faculty of the Department of Communications
Brigham Young University

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

by
Bruce L. Olsen
July 1965
DEDICATION

This thesis is dedicated to two people whose names seldom appear in the headlines or print of the newspaper, but who have made it possible for the history of the Emery County Progress-Leader to be written--my parents, George Linwood and Jean Cox Olsen. Through the sweat of the hay field and the dust of the coal mine and through the soap of the dishpan and the heat of the canning jar, their hands have held out the necessary finances, the needed love and assurance. To these two paragons of honesty and goodness may this work stand as a witness.
ACKNOWLEDGEMENT

In preparing this thesis people have offered the necessary encouragement and aid which has allowed me to succeed. Dr. Oliver R. Smith, my department chairman and chairman of my advisory committee, has been one of these. It has been his faith in me, his interest in my topic and his suggestions which have allowed me to complete the task. Mrs. Una Jenson of the Emery County Library permitted me to have access to the files of the Emery County Progress thus enabling me to work both night and day, and I am appreciative of this. I am also grateful to the many people who have offered assistance in the form of personal letters and interviews. David S. Williams, former editor of the Progress, was especially thoughtful. I am also indebted to my typist, Pat Rex, and my friend, Christine Payne, for their help. Mention should be made of persons at Brigham Young University and others who through the past two years have provided me with constant inspiration—LaVar Rockwood, Edwin Butterworth, Stella Oaks, Erma Williamson, and Elva Davis.
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CHAPTER I

INTRODUCTION

It is a rare occasion when a country newspaper editor's voice is heard above the roar of the huge presses which turn out the newspapers of the giants of metropolitan journalism. The main function of the country journalist has been to provide a local voice which cannot be duplicated by any large city daily delivered to the homes of rural America. Surely country people are interested in the important news of their modern world, but they are also still interested in the wedding of the town belle and the funeral of the county clerk. It is with "trivia" such as this—the mirror of people's lives, that the country editor offers his service. He often lives quietly among his neighbors and friends but on some occasions stands as a majority of one in a lonely fight for a new fire engine or a factory to help the cash income of the area. There are approximately 85,000 semi-weekly and tri-weekly newspapers published by such editors. It is some of these newspapers that this study will attempt to explore.

Some twenty such newspaper editors have published newspapers in the sparsely settled geographical area of 4,453 square miles which this study will explore—Emery County, Utah. The history of this journalistic endeavor in the county covers chiefly a period of 67 years, with its

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beginning being approximately 1898. Settlers had been in the area some twenty years before any locally printed matter was available to them. Ten weekly newspapers have been published in Emery County. These are:
The Emery County Pioneer, the Emery County Record, and the Emery County Progress, which are all predecessors to the current publication, the Progress-Leader. Other newspapers published in the county include the Green River Dispatch, the Green River Star, the Green River Journal, the Green River Leader, the Huntington Echo, and the Castle Valley Press.

Statement of the problem. The purpose of this study will be to make an accurate descriptive account of past journalistic endeavors in Emery County with special emphasis placed on the characteristics of the publications. The study will attempt to illustrate the characteristics and tone of each editor's or publisher's product. Available biographical material and characteristics of publishers and editors will be listed where possible. Factors which led to launching and/or discontinuation of publication, economic factors, and special problems will be discussed where material is available to accurately do so. The study will also examine the significance of the newspapers in the change and growth of Emery County.

The aspect of a newspaper's being important to progress and growth of a community is further explained by Malcolm Willey:

The editor of the country weekly who makes himself a part of his community life, and reflects this community life in his paper, may well take his place beside the school teacher, the doctor, the lawyer and the clergyman as an important factor in social development...No man is in a position to know his community in more detail than the alert editor and it is within his grasp to capitalize on this knowledge to the benefit of all who come within its influence. The editor of the daily paper, published in a distant city and circulating
in the smaller communities can never understand nor interpret the communities with the precision and adequacy that lies within the control of the local editor.²

This study will focus on the forerunner of the Progress-Leader, the Emery County Progress, by virtue of the latter's sixty-three years of existence. The attempt will be made to bring together for the first time all the available pertinent data pertaining to formal weekly journalism in Emery County. It is a vital period for this to be done as the time element involved (67 years) is not so great that several former editors, relatives, associates and old timers involved in the early eras cannot still be reached.

A study of this type would be a valuable addition to the files of the Brigham Young University Department of Communications and should also be an asset to the historian of Utah and especially the historian of Utah journalism. The gathering and listing of accurate historical data should also be an asset to the historical collections of The Church of Jesus Christ of Latter-day Saints since the settlement of Emery County was principally a Mormon venture.

Extent and limitation of the study. The study will cover only those newspapers which do now exist (1965) or have existed in the current geographical confines of the county of Emery. This seems justifiable since the earliest journalism ventures in the county followed the physical separation of both Grand and Carbon Counties which were originally part of Emery County.

The treatment of newspapers in Emery County will deal with those weekly newspapers which were printed outside the county but were sent into the county for the principal portion of their distribution, since at least two of the papers under consideration will fall into the latter category during certain periods of their distribution.

As previously mentioned, this study will revolve around the Emery County Progress since it has the longest continuous history of any newspaper in the county and has files available on all its editions. It will, however, attempt to shed as much light as possible upon all weekly journalism ventures in the county.

An attempt will be made to place the time spent editing and/or publishing the Emery County Progress into context with the entire life's work of the men and women who worked on the paper. This can be done only where there is information available in the files of the paper or where the person himself or some relative can be reached. These same limitations must be placed on the printing of other biographical material.

In dealing with newspapers other than the Emery County Progress there will be some limitation as to the amount of information available about the actual newspaper, due to the fact that often only one or no copies of the newspaper are in existence.

There will be some limitation on the information available from the newspapers themselves due to the fact that some editors printed more editorials, more personal opinions, and more of their personal lives in their newspaper columns than others.

Method of procedure and sources of data. The study will be handled through the historical method and, and as far as possible, it will follow chronological order. Each chapter will cover a natural division in the
history of the newspapers. In addition to the biographical data on the lives of the editors, publishers and important employees which will be covered in chapters centered around their eras of publication, quotations of newspaper articles and editorials will be used to demonstrate the tone of the publications and reflect community life and change.

Information has been covered from such primary sources as the files of the Emery County Progress and information in other newspapers. Interviews with all living editors and publishers and descendants of as many of the others as possible have also supplied a vital area of information.
CHAPTER II

EMERY COUNTY: A BACKGROUND

In 1875 Emery County was one of the few remaining frontiers on the American continent. Isolation, formidable desert lands, and warring Indians had discouraged any attempt at colonization. It was not until 1877 that permanent settlement was to be made and modern Emery County still harbors within its towns several of the log and adobe remnants of the pioneers who originally settled there.

Physical description. Emery County is almost square in shape, although it has irregular boundaries due to a northern extension along the eastern slopes of the Wasatch Mountains and also due to the "scribbled" arc of the Green River which forms the eastern border of the county. Adjacent counties are Carbon to the north, Sanpete and Sevier to the west, Wayne to the south and Grand to the east. Uintah County also touches Emery on the northeast corner where Carbon, Emery, Uintah, and Grand counties have a common boundary on the Green River.

Emery County stands as a buffer between the high peaks and valleys of the Wasatch Mountains on the west and the arid but spectacular desert on the east which comprises the greater part of the county. The 10,000 foot crest of the Wasatch Mountains breaks gracefully away to foothills before reaching the desert floor and swooping into the canyons of the Green River. These foothills have given the valley its name--Castle Valley. They are composed of a sandstone containing alkaline mineral substances, and erosion has given rise to strange and beautifully shaped natural formations. The State Bureau of Immigration, Labor and Statistics described Emery County thus:
Within its boundaries is embraced two-thirds of Castle Valley, so named because of the many castellated monuments that appear within and define its boundaries, that give to the eye a feast of imagery fascination, and to the susceptible mind an inspiration of illimitable possibilities. At the southern end of Castle Valley is the San Rafael Swell, one of nature's most peculiar geological curiosities, and from which arises the most fantastic peaks, spires, domes and turrets to be found on the American Continent bearing forms of castles, temples, cathedrals, and tricontahedrals, with here and there lofty peaks and precipitous cliffs, and all revelling in a riot of color that beggars description.3

**Earliest inhabitants.** Earliest inhabitants of Emery County were prehistoric dwellers. As in the rest of Utah, old cliff-dwellings, petroglyphs on canyon walls, pottery shards and bone and stone artifacts testify of early habitation by Indians of a relatively advanced culture.4 Where these people went or what happened to them is unknown as far as secular history is concerned. Long before the coming of the whites into the Emery region, these lands had been taken over by Indians of Shoshoni linguistic stock. In the eastern section of Utah the Shoshoni sub-group was the Utes. There seems to be some reason to believe that the Green River was then, or earlier had been, recognized as the dividing line between the territory of the Utes and that of the Comanches.5

**Spanish Trail.** The first coming of the whites into the Emery region cannot definitely be established, but the manner of this coming has long been acknowledged, because of the famous Old Spanish Trail which traversed the county for many years.

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4*Inventory of the County Archives of Utah Number 8, Emery County* (Ogden: The Utah Historical Records Survey, 1941), pp. 2-3.

The oldest names in Emery County are Spanish—not Indian. San Rafael, the Sindbad and probably Castle Valley itself are landmarks of that glamorous era when Spanish padres, Spanish and American explorers, fur traders, trappers and frontiersmen followed the Spanish Trail through this colorful land of craggy desert cliffs....The Spanish Trail...came up from Santa Fe through the San Juan country, across the Grand River at Moab, through the San Rafael desert into Castle Valley, then south through Salina Canyon to southwestern Utah and southern California....an explorer named William Wolfskill inaugurated heavy traffic over the Spanish Trail by a trip over its entire route from Santa Fe to California in 1830....Spanish and Indian traders had covered it before Wolfskill, and in 1853, both John C. Fremont and Captain J. W. Gunnison crossed the Green River on or near the Spanish Trail. Fremont referred to it as a 'well traveled road' in 1844. Other historical references describe heavy traffic over the Spanish Trail between Santa Fe and California 'through the 1820's and the 1830's.' One of these tells of 'thousands of horse tracks at the Green River crossing on the Spanish Trail,' and another describes 'twenty different horseback trails, paralleling each other,' along the Spanish Trail where it enters Castle Valley.6

Early Explorations. The first white man who may definitely be identified as having entered Emery County was General William Henry Ashley. He explored the Green River but saw little beyond the Uintah Basin that would attract his trappers. Possibly the next men to enter the area were trappers associated with Antoine Rubidoux, a French trapper who operated out of Santa Fe. Denis Julien, apparently one of Rubidoux's men, carved his name in six places along the Green River in 1836. The first expedition which may definitely be identified as having traversed the county was the group under Captain John W. Gunnison. He was a topographical engineer who came to Utah in 1849 to explore and survey the Great Salt Lake region and survey possible routes for a Pacific railroad. Colonel John Charles Fremont entered the valley during the winter of 1853-54 as he made his final expedition west. He crossed the

Green River where Gunnison had, and after "terrible hardships reached the Mormon settlement of Parowan in Iron County..."\(^7\)

The next group to travel across the county was a party of Mormon colonists who were sent to settle the Elk Mountain country in the vicinity of what is now Moab in Grand County in 1885. This was the first colonizing expedition to the southeast made by the Mormons, but there are very few records to indicate Mormon exploration of Emery County. Only the name of William Huntington, whose name was given to Huntington Creek and later to the town of Huntington, remains to mark the few explorations.

The Black Hawk War of the sixties gave the first look to the people of Sanpete County who were eventually to settle the area. W. H. Lever, an early historian, notes:

> During the Black Hawk the minutemen and militia, under such commanders as Gen. W. W. Snow, A. C. Van Buren, N. F. Guyman, John L. Ive, E. Curtis and Orange Seely, made frequent trips through portions of Castle Valley in pursuit of marauding Indians, and the most observing ones noticed the many beautiful locations and expressed a desire to found new homes in this section. But the soil looked different from that in Sanpete, and the water supply did not appear sufficient to justify colonial settlements, and every proposition was regarded as futile.\(^8\)

In 1875 and 1876, the Mount Pleasant United Order's cooperative herd of cattle was driven into Emery County led by Orange Seely, who had been among the first to see the possibilities of Emery County. The efforts of this group represented the first attempt to establish "something like a permanent settlement..."\(^9\)

\(^7\)Inventory of County Archives, loc. cit.


\(^9\)Inventory of County Archives, op. cit., pp. 6-7.
In early summer 1877, Jefferson Tidwell, Ellias Cox, Benjamin Jones, John Cox, and Elam Cheney explored the country and sent a written report to the leaders of the Church of Jesus Christ of Latter-day Saints. It told of "splendid land for agricultural purposes" but suggested "that the water would be hard to control."  

Brigham Young, the great Mormon colonizer, visited in 1877 the semiannual conference of the Sanpete Stake and asked for 75 men to be called to settle Castle Valley. He died the following August and thus Emery County became the last area that Brigham Young commissioned to be settled. Preparations for the "mission to Castle Valley" were slow and on September 22, 1877, Christian G. Larsen of Spring City was chosen to preside over Castle Valley and 75 men apportioned to the different wards were called to settle there. A number of them did not respond to the call, however.

Permanent settlement. Orange Seely was set apart in the fall of 1877 as bishop of "all that district of Sanpete lying east of the Wasatch Mountains." Orange Seely, who is the author's great-grandfather, and nine other men set out for Castle Valley on October 20, 1877. The pioneers built roads and bridges, cut passes through the mountain canyons and opened a "highway" between the two valleys and in the spring of 1878 took their families, stock and household effects to Emery County.

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11 *Inventory of County Archives*, op. cit., pp. 8-9.

12 Lever, op. cit., p. 549.
A new county created. Both settlers and settlements increased rapidly and by 1880, 316 residents had signed a petition asking that a new county be designated. A bill creating "Castle County" was drawn up and it passed the lower house, but after the third reading in the "council," or upper house, the name of the new county was changed from "Castle" to "Emery." The county was named in honor of George W. Emery, who had been Territorial Governor of Utah between 1875 and 1880. He was one of the few appointed governors of Utah who was respected in the territory and thus the county became the only Utah county to bear the name of any Utah governor. 13

Emery County maintained its original territorial size for only ten years and in 1890 Grand County was created out of the eastern portion of Emery County and the southern portion of Uintah County. 14 In 1892, a fight was made for the removal of the county seat from Castle Dale to Price. The attempt was unsuccessful and in 1894, the Legislature created Carbon County out of the north end of Emery County. This reduced the county to its present size of 4,453 square miles. 15

Railroad changes course. In 1881, the Rio Grand Western Railroad was graded across the Buckhorn Flat and in Salina Canyon. The residents of Emery County expected to soon have "the steel highway of commerce at their doors." But the railroad people changed their minds and, doing what most people thought was impossible, laid the track up Price Canyon.

13 Inventory of County Archives, op. cit., p. 15.
14 Ibid., pp. 16-17.
FIGURE 1

THE TERRITORY OF UTAH SHOWING THE ORIGINAL BOUNDARIES OF EMERY COUNTY IN 1880
As a result, the coal fields of Carbon County have been greatly developed and the great reserves in Emery County remain to this day largely untapped.\textsuperscript{16} Lever prophetically said of the incident:

Although disappointed in not getting the railroad at that time the people still hope to see the main line of the Rio Grande Western constructed on the old grade through Salina Canyon, and someday, no doubt in the not very distant future, Castle Valley will be the main thoroughfare across the continent.\textsuperscript{17}

By 1977 the construction of the new Interstate Highway from Denver to Los Angeles will approximate the path of the old grade and will traverse Emery County from border to border.

Robber's Roost. During the middle eighties, Emery County began to experience new difficulties which provide a colorful chapter in her history. About 1885, one of the three most famous establishments of western outlaws was located at Robber's Roost, a few miles south of the Emery border in Wayne County.

The coming of the cattle herds and the suppression of the Indians in eastern and southeastern Utah, in combination with the strange badlands characteristic of the country, made Emery, like great portions of Grand, Uintah, San Juan, Carbon, Wayne, Garfield, and Kane Counties, peculiarly suitable for cattle rustling organizations, and the establishment of a virtually impregnable hideout in the desert always attracted more desperate characters in temporary or permanent need of sanctuary. The Hole-in-the-Wall had been such a refuge in Wyoming; Brown's Hole in northeastern Utah was another. Robber's Roost was the last of these to be established, and for 14 years it was a thorn in the sides of law abiding settlers and officers of Carbon, Emery and Wayne Counties. The Roost was located in Wayne County on the summit of the San Rafael Swell, and it was believed impregnable, as the 3 trails to the hideout were very difficult of access and moreover, easily commanded by outlaw guns. Rustling operations from the Roost began with horse thieving, but cattle soon became the major interest of the outlaws. Later the Roost was used as a base for bankrobbing, payroll holdups, and other serious crimes. Little or no serious effort was made by officers to clear out the outlaws, although Sherrif Azariah Tuttle of Emery County was critically wounded in March 1897 in a gun battle with one of the Roost Characters.

\textsuperscript{17}Lever, \textit{op. cit.}, pp. 29-30.
Conditions became so bad that Governor Heber M. Wells finally offered a reward of $5,000 each for the 12 principal "Roosters." The Roost was finally cleared out by a Wayne County posse in 1899, and cattle and sheep men since that time have been able to operate undisturbed in the deserts of eastern Emery County.18

**Church influence.** One other facet of historical background should be pointed out. During the fall of 1880, the Emery Stake of The Church of Jesus Christ of Latter-day Saints was organized, and several wards composed of the people living in the little communities became a part of the new ecclesiastical division. The stake then included all of Emery County and extended wherever a colony had been established, a bishopric formed, and Mormon society set up. Lever noted that this made the people feel more at home even though they were many miles "from relatives and friends of youth, and general contentment and happiness reigned throughout the county."19

The Mormon culture was to play an important role in the newspapering of Emery County, because the public which the soon-to-be-founded newspapers would serve were "called" to settle the country and thus were generally devout followers of the Church's teachings.

It was into this general background of pioneer settlement that the first newspapers of Emery County were to be printed. By the time the first editions of reading matter were introduced into the communities of Emery County, the land had been fairly well won from the wilderness and modern Emery County was well on its way to being established.

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18 *Inventory of County Archives, loc. cit.*

19 *Lever, op. cit., p. 600.*
Economic background. Since the first settlers began irrigating the soil and planting crops, agriculture has been the chief means of livelihood in Emery County. Other industries which contributed to the economy were mining of coal, uranium, and other ores, railroads, wholesale and retail trade and building. Cattle and sheep raising also were important industries. The construction of the Joe's Valley Dam a few miles above Orangeville and the missile site located in the desert near Green River were also important factors in the economy of the county in the 1960's.

The county reached its apex in population in 1920 and since that time it has been on the decline with the exception of Green River which, due to the missile base, has grown in the last few years.

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CHAPTER III

1897 - 1909

"BY NO MEANS A CONTINUOUS PLEASURE PICNIC"

Early newspaper attempts. Two attempts to establish a newspaper in Emery County prior to 1900 proved unsuccessful. The first newspaper published in the county appropriately bore the name The Emery County Pioneer. It was started late in the year 1897 and was published by A. E. Jamieson and a man named Lynch. The Vernal Express acclaimed it as a "neat, newsy sheet...and compares favorably with the best papers of the state."21 The Pioneer was not able to endure and J. Cecil Alter in his book, Early Utah Journalism, explained that as far as remaining evidence is concerned the Pioneer "went the way of all pioneers."22

A. E. Jamieson, who had been affiliated with the Pioneer as a publisher, became the proprietor and manager of a second journalistic attempt, the Emery County Record. According to the 1900 edition of the American Newspaper Directory, Olof Anderson was editor of the Record. The newspaper was also listed as being established in 1899 and as being independent.23 It consisted of four pages which measured 17 inches by 24 inches. The Record did not last a full year and, as its predecessor, was unable to print its copies continuously.24 The failure of these two

21News item in the Vernal Express, January 20, 1898.
22J. Cecil Alter, Early Utah Journalism (Salt Lake City: Utah State Historical Society, 1938), p. 46.
24Editorial in the Emery County Progress, September 7, 1901.
newspapers branded Emery County as a place where a "newspaper could not live." The editor of a later newspaper explained this feeling:

A year ago the paper was started with many obstacles in its path, some of which have been brushed aside. A mountain of prejudice then faced the proposition of Emery County supporting a newspaper, people holding in mind the former effort in that line. The paper was started, however, and has lived and grown to be quite a healthy infant. It has been regularly published, once a week, for a whole year. This is a better record than ever made before by any other paper published in this county.25

A third newspaper is listed by Alter as having been established earlier at Castle Dale, The Castle Valley News. He quoted the Nephi Blade of November 2, 1895, as saying that the paper would "change hands next week." Alter commented:

Since no previous or subsequent references have been found and none of the old timers in Emery County remember the newspaper, we can only assume that this lamp of intelligence was lit in Castle Dale, and that when it changed hands, the new editor returned it to its Maker.26

The assumption that the Castle Valley News was published in Castle Dale was incorrect. Although two-thirds of Castle Valley is situated in Emery County, a third of it lies within the confines of Carbon County and it was in Price that the Castle Valley News was published by John V. Long in 1895. This paper was a forerunner of the old Carbon County News which began publication in 1898.27

Establishment of the Emery County Progress. On September 1, 1900, what was to become the only continuous newspaper in Emery County was first published. The publication did not come from within the confines of

25Ibid.

26Alter, loc. cit.

Emery County but was printed for the first few times on the presses of
the Crockett Brothers in Price. R. W. Crockett and John A. Crockett
were publishers of the flourishing Eastern Utah Advocate and had pur-
chased the presses and plant of the Emery County Record. The third issue
of the newspaper contained an announcement explaining where the new news-
paper was originating:

The publishers of The Progress have purchased from Mr. C. A. Hyde
the printing material, presses and plant of the late Emery County
Record, and perhaps our next issue, at any rate not later than the
first of October, will print The Progress at Castle Dale.

It will take a week or ten days to get the plant cleaned up and
in shape to get out a paper. It is expected to have a man here in
charge of the plant within the next few days, but it may be a week
or ten days.

After the first of October we shall be prepared to do job work of
all kinds and solicit the patronage of all. Crockett Bros. Pub-
lishers

The early editions of the Emery County Progress as produced by the
Crockett Brothers made some effort to print news that would be of interest
to readers in Emery County. A column headlined "Local News" on page
three listed items about people from most of the communities in Emery
County. It covered such events as prospecting, a Relief Society social,
sending of delegates to the state political convention, and recruitment
of students for the Emery Stake Academy. A full column gave details of
the decisions of the County Commissioners with items listed as having
been "allowed," "disallowed," or "laid over."29

There was no local news on page one. The extreme left hand column
of the newspaper's six columns was upstate news," and dealt with items

28Announcement in the Emery County Progress, September 15, 1900.
29Ibid.
of general interest happening mostly in Salt Lake City. The next two
columns were occupied with news of "Utah Republicans." The platform of
the party was printed in six point type. Below this appeared a series
of articles covering such subjects as a Denver girl being murdered by a
rejected lover and the crossing of the English Channel in a balloon.
Items concerning the Boer War, the Kansas wheat crop, and an appeal to
Populists were also printed on page one.

Page two bore the paper's masthead on the left hand column and
below it the subscription rates of the paper were listed as "One year,
$1.50; six months, 75¢ -- strictly in advance." Advertising rates were
also printed as follows: "Display advertisements, 50¢ per inch per
month. Local notices 10¢ per line first insertion and 5¢ an inch each
additional insertion. Legal notices $1.00 per inch first insertion and
50¢ per inch each additional insertion." Other items on the page were
about national politics, women's clothing, and the semi-annual con-
ference of The Church of Jesus Christ of Latter-day Saints. News from
Carbon County was also printed and a list of "Home Missionaries" were
given with towns listed and names of the men who were to visit the
wards of the Emery Stake which then included the communities of both
Carbon and Emery Counties.

The fourth page was entirely composed of readyprint with adver-
tisements promoting such items as Carter's Little Liver Pills and
Pommel's slickers. A lengthy article in the readyprint area told of
"Dairy and Poultry--Interesting chapters for our Rural Readers."
Some time between September 15 and October 20, Crockett Brothers sent M. V. Crockett to Castle Dale to be editor of the Progress, although he was never listed as editor.

H. T. Haines becomes editor. The October 20, 1900, issue of the paper mentioned that "M. V. Crockett, late editor of the Progress left for Price on Sunday. During his brief sojourn in Castledale he has made many friends." On November 10, 1900, a news item wished Crockett success and explained that he had assumed charge of the Springville Independent. "The citizens of Springville will find Crockett a first-class fellow and one who will give them a good newspaper."

The Crockett Brothers printed only seven issues of the Progress and in the eighth issue (October 20, 1980) their names were dropped from the nameplate on the first and second pages and the name Horrace T. Haines appeared below the signature on page two. In the column underneath, the announcement of the change read:

With the current number of The Progress the paper passed into the hands of the undersigned. The new proprietor prefers to waive the customary newspaper statement that sets forth in rhetorical meteors the great things that are to follow because of the changing of owners. Rather do we prefer that people may judge the paper by its future work and support it according to its merits. So long as it is in our hands we will exercise a most earnest endeavor to make The Progress a clean, reliable and newsw family paper, the main policy of which will be to publish the local current events of Emery County and assist in upbuilding our own and neighboring communities.

Politically, The Progress will remain independent. H. T. Haines.

31 News item, Emery County Progress, October 20, 1900.
32 Ibid., November 10, 1900.
33 Editorial in the Emery County Progress, October 20, 1900.
H. T. Haines came to Castle Dale from Salt Lake City. Three weeks earlier it had been announced that he had purchased the Springville Independent, but the November 3, 1900, issue of the Progress quoted the Independent as saying that Haines "reconsidered and went to Emery County instead."  

As seems traditional, other newspapers of the state noted the change of ownership of the Progress and announced it in their columns. Several of these items were then reprinted in the Progress:

The Emery County Progress published at Castledale, has changed hands and is now presided over by H. T. Haines, a veteran and able newspaperman, who will give the people of that section a paper they may well be proud of. Mr. Haines has had extensive experience in newspaper work in mining camps and we are pleased that he is giving attention to the mining interests of his section of the state. He has a host of friends in Salt Lake, including the publishers of the Mining Review, who join each other in wishing him prosperity in excess of his most sanguine expectations.

The Mt. Pleasant Pyramid explained that The Emery County Progress "is an excellent paper under its new management. The Pyramid finds many items in it each week which are of interest to our readers." Haines answered with a simple "thanks" typed after the Pyramid's statement.

The Manti Democrat had this to say:

Castle Dale has a bright newsy paper now in the Emery County Progress. H. T. Haines, an old-time friend of the Democrat editor, is the publisher. He is a first-class printer and an all 'round newspaper man. Success to the Progress.

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34 News item in the Emery County Progress, November 3, 1900.
35 Ibid., November 24, 1900.
36 News item in the Emery County Progress, November 10, 1900.
37 Ibid.., November 24, 1900.
There was little change in the format of the Progress as Haines took over. A great deal of the front page continued to be occupied by political news. On January 12, 1901, the Progress appeared with advertisements on the front page and Haines never took them off but added to them at every opportunity. He dropped the "Carbon County News" and he put local news in the column under the page two name plate or lumped in together under the label "Local News." Advertising was placed sporadically throughout the news columns and the ads were usually of the variety of someone being healed by using some kind of potion or another. With the first issue Haines put out, he added a column labeled "Our Academy," which was continued under several different names until the Emery Stake Academy permanently closed some twenty years later. He won the gratitude of the community with this column. In the first issue he stated:

The local academy is a splendid institution. It is already doing good work and much greater results are expected from it in the future. People of other sects are as proud of the school as are the Latter-day Saints."

"Academy Notes" dating December 15, 1900, was much stronger. And, although not a Mormon, Haines writes in a vernacular suited to his readers--principally Mormons.

The Academy belongs to the people. Every person in this community, "Mormon" or Gentile, who sets himself against this institution, or throws a straw in the way of its progress, either by word or deed, is injuring not only themselves, but this whole southeastern Utah. This school is a blessing sent to you by a prophet of the Lord. Don't fight it, lest you be found 'kicking against the pricks.'

In last week's issue, over the signatures of two of our town folks, the Academy is credited with 'having made a great stir in

38 Ibid., October 20, 1900.
town.' We feel greatly complimented for what other organizations outside of politics has created any 'stir in town' during the past six months? Let us all join hands and 'stir' together.  

Haines became a familiar figure at all local functions and was especially "kind" to the activities of the Academy and gave it "wonderful support." The editor maintained a lively interest in the community and was a colorful writer. An article on the proceedings of the district court began: "The fall term of the district court for Emery County proved a starving proposition for attorneys, but a good thing for the tax payers."

Editorial comment. Haines was extremely forthright in both his editorial comment and his treatment of news stories. Typical of his straightforwardness was the following news story:

Thomas Keel, of Emery, a man past 30 years old, and one who was raised there, is now incarcerated in the county jail awaiting the next term of the district court. Keel is charged with adultery, the co-respondent in the case being his wife's sister, Mrs. Mary Flanigan. The latter is complaining witness. She at first charged Keel with raping her on July 8th last in a coal mine up Muddy Creek, in which Keel was mining coal. An investigation of the matter by County Attorney Dickson and Sheriff Beebe convinced the officers that it was more than doubtful of a conviction on such an indictment, and they found the defendant willing to plead guilty to the charge of adultery. On Saturday last Keel was taken to Justice Burr of Emery and entered a plea of guilty to the lesser crime. Mrs. Flanigan and Mrs. Keel are the daughters of the late John Dalton, of Casper, both of their parents being dead....

Not only did this forthrightness in editorial comment show through in the following editorial but also a good deal of his prejudice:

A great deal of gush is being dished up because of a Colorado 'nigger' was burned at the stake for first ravishing and then murdering a 12-year old white girl at Limon, Colo., last week. Some preachers and good-goody folks profess to be greatly horrified about the manner a just punishment was meted out to the... 

40 Personal interview with Chasty Olsen Harris, May 30, 1965.
41 News item in the Emery County Progress, October 20, 1900.
42 News item in the Emery County Progress, September 7, 1907.
black fiend. The virtuous spasms serve to relieve a lot of folks who never had much trouble of their own and must borrow some of others. The 'nigger' got what he deserved and now that he is out of the way of doing further harm to other innocent children the world will soon forget his manner of taking off and remember the deed he did with horror.43

Perhaps the real flavor of Haines' personality came out in his writing where he allowed his sense of humor to show through. He was remembered as being a "very agreeable man" and it was said of him that he always carried a stub of a pencil in the bib of his overalls and upon meeting a new person would always interview him and find something to write about.44 On March 30, 1901 he wrote:

The editor and his wife disagree with each other materially. She sets things to rights and he writes things to set. She reads things others write and he writes what others read. She keeps the devil out of the house as much as possible and he retains him and could not go to press without him. She knows more than he writes and he writes more than he knows.45

Another article illustrated how he was able to take the local gossip and dropping the names make a pretty readable story:

A sequel to the late dance given in Castledale [sic] occurred in a popular business place on Wednesday. On the night of the dance a young man, quite heavily 'jagged', requested a highly respected young lady to dance with him. Noting his condition, she refused, whereupon the young chap is said to have made an insulting remark. On learning of the affair a day or two later, the father of the young lady sought the young man and found him engaged in a game of pool. In the way of an introduction, he handed him (the young man) a straight arm blow, which landed on the cheek.

Without much further preliminary the enraged parent marched the young man down the street with the billiard cue still in his hand,

43 Ibid., November 24, 1900.
44 Personal interview with Nephi L. Williams, June 12, 1965.
45 News item in the Emery County Progress, January 5, 1901.
and on arriving at the home of the father the young man was compelled to make a very complete apology to the young lady he had insulted.\textsuperscript{46}

In 1901, Haines was invited to attend the Governor's Inaugural Ball, but did not attend. In his paper he asserted that "Owing to the non-arrival of our dress suit, we were obliged to decline Governor Wells' invitation...We're pleased to note, however, that our unavoidable absence did not cause a postponement of this great state function."\textsuperscript{47}

**Financial struggle.** The financial success of the paper was a problem, especially during the first year of the *Emery County Progress* existence. Haines sought a variety of ways to engage the support of the people of the area. In June of 1901, he wrote what he called the "Ten Commandments" in which he somewhat subtly sought aid. The first commandment stated that "Thou shalt not go away from home to do thy trading, nor thy son nor thy daughter." In the second commandment he was more bold:

\begin{quote}
Thou shalt patronize thy home merchant, and thy home printer; for yea, verily, doth not thy home printer spread over the land glad tidings of thy goodness and greatness and the multitude they shall patronize thee.\textsuperscript{48}
\end{quote}

A week later he was much less subtle:

\begin{quote}
The *Progress* stands for home industries and home people first, and last and all the time, and consequently expects home patronage for itself. We have frequently condemned the pernicious habit of some of our people sending to eastern mail order houses for things that can be obtained just as cheap here, everything considered, as the same articles are laid at your door by the eastern mail order houses. If there was any chance to save money by sending away
\end{quote}

\textsuperscript{46}Ibid.

\textsuperscript{47}News item in the *Emery County Progress*, January 12, 1901.

\textsuperscript{48}Editorial in the *Emery County Progress*, May 11, 1901.
there would be some excuse for helping to build up eastern cities. But mail ordering is an expensive luxury. The extra expense of the mail order house requires a larger percentage of profit. In quoting prices they have the advantage of quoting prices without freight charges added which must be paid by the customer before he can get the goods....

Money sent away will never come back to you again and money left to circulate at home may come back. A dollar sent a thousand miles away will be a thousand times harder to get than a dollar only a mile away. Improve your hometown and the value of your hometown and country property are improved....

Thus he made not only a strong plea for his advertisers but also for himself, his subscription rolls and his job printing business. In the editor’s column appearing in January of 1901, Haines quoted and answered the Price Advocate in still another attempt to get his point across to his public and win stronger financial support:

Editor Haines is giving the people of Emery County the very best newspaper they have ever had in the Progress. It is the duty of every citizen to help sustain the Progress by subscription and job printing patronage. Innate modesty forbids us to comment on the first sentence of the above, but as to the other two sentences, Bro. Crockett could not have forced more truth into the same number of words without breaking his mallet.

By the time the first anniversary of publication had rolled around, Haines was ready to tell the readers of his paper that the first mile of the Progress had been reached via "a rocky journalistic road." He explained how he had overcome a "mountain of prejudice" against the possibility that the paper would ever survive. Then he gave his readers a frank report on the financial health of his publication:

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49 Editorial in the Emery County Progress, May 18, 1901.

50 Editor's column in the Emery County Progress, January 26, 1901.
Financially, the enterprise has been anything but a paying one, but we have no complaint to make in reference to this matter. With the aid of legal printing, a loyal job printing patronage and some—not much—advertising from our more enterprising merchants, we have managed to keep the paper alive, trusting that in the near future our effort would be more generally appreciated and more liberally supported. For several months past we have heard frequent complaints spoken of The Progress. We cannot feel otherwise than thankful for these sentiments of appreciation. And right here we wish to emphasize that with our year’s record before the people of Emery County, under the most trying circumstances we have had to face, we hope and feel that the paper is entitled to more liberal support from all respectable elements of our citizens. This paper is not run as an object of charity, but as a business proposition. We simply ask for a legitimate remuneration for legitimate services rendered. With this consideration in view we ask the support and patronage of those who entertain the belief that direct and indirect benefits accrue to the county from the fact that it has a good newspaper. Every cent (and more) that is received in this office is spent in the county except what we are obliged to send out for newspaper material. In one item of legal printing alone the paper has caused to remain here fully $400—money that, had there been no paper in Emery County, would have gone away to remain forever.

Again, we wish to emphasize the fact that we heartily appreciate the kind of sentiments that have been spoken of us, and for the patronage that has been possible for our existence. On our part we guarantee to devote our best efforts to make the Progress as good a paper as any fair minded citizen can reasonably expect to see published in a county of the wealth and population of ours, and do all that we can to boost the wonderful developed and undeveloped resources of this section of fair Utah.51

After the first year, Haines seemed to get the support that he needed because he did not spend a great deal of time belaboring finances in the columns of his paper. During September, 1901, he moved the paper from its original home, which was located in the building where Dr. Benjamin Turman currently has offices (1965), to a new building he had constructed on Castle Dale’s main street. The plant was located in the front of the house and living quarters were located in the rear.

51Editorial in the Emery County Progress, September 7, 1901.
The building was made of brick and stood where the Emery County Department of Welfare is now housed.\textsuperscript{52}

**Partnerships.** Whether it was a politically shrewd move on the part of Haines or whether it just happened that way, he chose two prominent Mormons to be partners with him in his printing venture. Being non-Mormon, it undoubtedly helped him win wider local acceptance. George Cluff was the first of these. He bought half interest in the paper on August 10, 1901. No mention was made in the newspaper as to the fact that he had purchased part interest in it, his name just appeared as a publisher along with Haines on that date. Cluff came to Castle Valley to teach in the Emery Stake Academy. He was a brother of Benjamin Cluff who was president of Brigham Young University. He continued as co-publisher until August 23, 1902, when Hector T. Evans bought his interest in the paper and became "local editor." A news item printed in October stated:

George Cluff returned from Provo last Saturday to get his affairs here in shape to move his family to the Utah county capital. He has leased the fine fruit farm on Provo bench belonging to the Pioneer Nursery Co. of Salt Lake City on which there are 40 acres of all varieties of fruit that this nursery has found best adapted to the native soil. Besides looking after the farm, Mr. Cluff has secured Utah County as his territory for the sale of fruit trees produced by the nursery. He returned to Provo yesterday and his family will follow him as soon as they dispose of their remaining household furniture and other stuff.\textsuperscript{53}

Hector T. Evans became "local editor" on August 23, 1902, and Haines was listed as managing editor. The following announcement was made in that issue:

\textsuperscript{52}Personal Interview with Nephi L. Williams, June 12, 1965.

\textsuperscript{53}News item in the *Emery County Progress*, October 11, 1903.
FIGURE 3
HECTOR T. EVANS
Local Editor 1902-1907

FIGURE 4
THE FRAME OF THE WASHINGTON HAND PRESS USED TO PRINT EARLY COPIES OF THE PROGRESS

FIGURE 5
THE LETTERING WHICH APPEARS ON THE WASHINGTON PRESS
Mr. Hector Evans this week purchased the interest in The Progress heretofore owned by Mr. George Cluff and will henceforth devote his time and talent to giving the people of Emery County a first-class county paper. As Mr. Evans has heretofore been eating three meals a day, we trust those who are in arrears with the subscriptions will do the right thing promptly, so that his introduction to newspaper life will not be so awful rocky.  

Hector Evans had come to Emery County following the death of two of his brothers in the Castle Gate Mine explosion of 1900. Haines hired and trained Evans in the newspaper craft. His wage was $4 a week. Writing in his autobiography he said, "I learned it rapidly." He was listed as "local editor" for five years, his name being dropped from the paper in January, 1907. From September 1908 to January 1, 1909 he edited the Carbon County News in Price. From this point on he spent most of his life in the newspaper or printing businesses. In about 1915 he moved his family to Grace, Idaho, where he published the Gem Valley Progress. While there he also taught music in the district schools and in the high school. In 1925 he moved the presses and equipment of the Gem Valley Progress to Layton, Utah, and there he established a newspaper called the News Express. Other stints in newspaper and press work saw him employed on a newspaper in Cokeville, Wyoming, and for the Deseret News Press in Salt Lake City. During his later years he established a small printing business in Ogden, Express Printing. 

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54 News item in the Emery County Progress, August 23, 1902.
56 News item in the Emery County Progress, January 12, 1907.
57 Allred, op. cit.
58 Personal interview with Mrs. Hector T. Evans, June 22, 1965.
convert to the Church of Jesus Christ of Latter-day Saints, Evans was born in Abercaniad, Glamorganshire, Wales, a son of Issaac and Katherine Thomas Evans. He was baptized in 1883 and later emigrated to the United States. He was always active in the Church serving as a first counselor to three bishops, one of which was in the Castle Dale Ward. His baritone voice was always in great demand. He sang in the Ogden and Salt Lake Tabernacle Choirs. He was one of the first music teachers in the Emery Stake Academy and also directed plays and operettas in every community in which he resided. In 1912 he joined the Walter Stock Company and traveled with them for a year acting in a play.

He married Catherine Davis December 19, 1894, and she died September, 1897. On August 23, 1899, he married Hannah Braddock the daughter of William and Mary Noble Braddock. She was born October 7, 1885 in New England, Allegheny County, Pennsylvania. They witnessed their 60th wedding anniversary in 1959. Hector T. Evans passed away November 11, 1963. He had 13 children, ten of which were raised to maturity.59

Format changes. Editors and co-publishers were not the only people Haines sought. He had to build a good corps of correspondents. He made a public announcement for "A reliable correspondent in every town in Emery County" as early as November, 1900.60 That it was not an easy task to find qualified reporters is evidenced by the following item which appeared a little less than a year later:

59 Ibid.

60 News item in the Emery County Progress, November 3, 1900.
The Progress feels proud of its energetic corps of correspondents. It has been slow and uphill work to find just the right parties to undertake the somewhat tedious task of sending in the news from the various towns of the county, but a glance at the newsy communication from Huntington, Emery, Lawrence, and Orangeville this week will convince our readers that success has crowned the effort. It has never been our intention to make The Progress a Castledale paper exclusively, but rather a county paper, as its name implies. We still want reliable correspondents from several points in the county not represented at present.

No doubt having the group of correspondents allowed Haines to change the format of the paper. By January of 1901, he had started to list news items for Huntington and Orangeville separately and on the front page. About this time advertisements on page one began to be of local origin rather than from out of town. The boilerplate which usually appeared on page one was shifted to pages two and three. Readyprint became available to country weeklies in the 1870's and consisted mainly of feature pages. Sometimes called either boilerplate or patent insides, it consisted of a wide variety of features and assorted comic strips and advertising. Several large syndicates produced readyprint until the 1950's. The "News Summary," "Utah Legislature," and "Utah State News" were also placed on inside pages. The editor's unnamed column and "Academy Notes" were now found on page one rather than on the inside pages.

Another big change was made in format in 1906 when the newspaper added two pages and appeared regularly as a six-page paper. Four of the pages were of the readyprint variety. News items appeared under the name of the community that they came from. The front page was often

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61Ibid., August 10, 1901.

heavily loaded with advertisements with as many as six display ads appearing on the page at one time. A "Town and Country" news column had been added and it often "skimmed" from the other columns items of special interest from the whole county. It appeared in long grey columns broken only by paragraph indentions. Several news items appeared on page one with their own headlines, but except for the advertisements, the page was usually quite grey. The first photograph of local origin (not readyprint) appeared in the Emery County Progress in 1902. It was a "view of the apex of the Great Anticline running through the property of the Price Home Oil Co.--miles east of Price and extending into Emery County." The first picture of a local person was a picture of Orange Seely on his 60th birthday.

Boosting the county. One of the most notable features of Haines' newspaper was the frequency with which he boosted Emery County. In the first issue of the Progress which he edited, he ran a story inviting people to settle "thousands of acres of fine farming land in Emery County still unoccupied and unclaimed." In the same issue he told of the town of Gunnison, Sanpete County, building a creamery and said, "we should have one by all means." On other occasions he complimented some towns for their steps toward incorporation and chided others to "fall into line." One of Haines' greatest dreams for Emery County was the coming

63 Picture appearing in the Emery County Progress, September 13, 1902.

64 Ibid., February 21, 1903.

65 News item in the Emery County Progress, October 20, 1900.

66 Ibid., December 22, 1900.
of the railroad. Although the tracks passed the county by in 1881, Haines never lost hope that one day very soon the whistle would be heard from Green River to Salina Canyon. He published a weekly article under the title "The Railroad Matter" and although it often came close to being an editorial, he published every rumor of the coming of the railroad to Castle Valley. "If Castle Valley secures a railroad it will come through agitating," he exclaimed and agitate he did. He also boosted the coal reserves that lie within the confines of Emery County. Typical of his efforts was this article:

Dr. D. K. Pearsons, the Chicago philanthropist, has been giving the young men of that city some very good advice. He said: 'Go west! Pitch your tent and raise cattle in one of the many valleys there. There are immense beds of coal in Utah and Colorado, and if I were a young man I would make an effort to locate my claims as near as possible to the coal fields.'

Really, the good doctor must have had Castle valley in his mind's eye when he was giving this advice, for where else are just such opportunities to be found as right in this valley? Come on young men! Here you'll find good free land for your stock, plenty of water and thousands of acres of fine coal land on which to pitch your tents.

Oil was another of the editor's pet subjects and he boldly announced gushers along with the railroads. He started a column in 1901 entitled "Our Oil Fields," and for several years he expounded on every bit of information that reached him. As the initial boom died down, the amount of coverage given to the subject subsided in his columns. In 1907 he gave vent to his feelings in print:

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67 Ibid., March 23, 1901.

68 News item in the Emery County Progress, February 15, 1902.
Perhaps Emery County will have a real oil boom this time. Four and five years ago it was only a location boom, with 999 fellows 'located in' and waiting for the thousandth fellow to sink a hole deep enough to tap the oil. You might get just a few claims this time. Don't hog and don't get excited.69

On March 20, 1909 the ownership of the Emery County Progress passed from H. T. Haines to Jesse S. Moffitt. Haines very beautifully summed up his feelings and struggles after almost nine years at the helm of the county's first successful newspaper:

On Monday last the authorship of the Progress passed from the undersigned to Jesse S. Moffitt of Hooker, Oklahoma, and it was under his management that the paper was issued this week. The writer came into possession of the Progress when it was a five week old infant, before it had been admitted to the second class postal privileges, and when its list of paid-up subscribers numbered exactly two. We then found a well-developed impression among the people that a local paper could not live in Emery County, owing to the failure of all previous newspaper ventures. For the first few years we fought and worked indefatigably to dispel that impression, despite the fact that we were almost converted to the proposition ourselves.

After a period of eight years and a half, which was by no means a continuous pleasure picnic, so far as labor and anxiety were concerned, we are able to dispose of the Progress with one of the largest lists of subscribers, about 900 in all, possessed by any country newspaper homes in the state, and is located in the very best section of main street of the town. During that period the county's population has increased 75 per cent, 2,000,000 fruit trees have been planted, about $4,200,000 has been expended in the erection of school houses and church edifices, and many other substantial improvements have been made.

From the day of our arrival in Emery County we could see that there was a grand and glorious future for this section of the state, and the above facts are mentioned merely to call attention to the fact that many of the predictions set forth in the Progress during its infantile days have been fulfilled. During our residence in Emery County, we are proud to say, we found many, very many friends, daily or occasional association with whom afforded us extreme pleasure. We regret even a temporary severance of these associations, for there is nothing that appeals to us stronger than the manifestation of goodwill of loyal friends. We have made some enemies as well, but to them as well as our friends we say farewell, good luck and God bless you all....70

69 Ibid., January 12, 1907.
70 Editorial in the Emery County Progress, March 20, 1909.
After again affirming the faith that he had in Emery County, Haines could not pass up the mention of the railroad and prophesied that "the Salina cut-off railroad will be a reality before the last day of 1910. We sincerely believe that there is no reason to doubt this and every reason for believing it."  

Horace T. Haines was born February 13, 1800, at Philadelphia, Pennsylvania, a son of Mark and Frances Kinney Haines. His mother was a descendant of General Green of Revolutionary fame, and his forefathers settled in Philadelphia when William Penn established that city.

Hector T. Evans wrote of him:

Attending the common schools of Philadelphia for a few years, he laid the foundation of a self-made education. He attended Allen's Academy at Medford, New Jersey, but was not graduated, going to the printer's case in his early manhood. He came to Utah in 1891 and was connected with country newspapers at Green River, Wyoming; Ward, Colorado where he was burned out; the Emery County Progress at Castle Dale; and thence to Salt Lake City making his home in this city since 1908 [sic]. Mr. Haines is a Republican. In his office (commissioner of immigration, labor and statistics of the State of Utah) he has enforced the law forbidding employers to permit women to work longer than 9 hours a day; and has enforced also the minimum wage law as applied to women in Utah. During his residence in Castle Dale, he was town president and held other positions of trust and responsibility. His wife formerly was Miss Belle Tuckett—no children....

As to his life beyond this point there is no information available.

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71 Ibid.
72 Ibid.
73 Ibid.
CHAPTER IV

1909 - 1911

GREAT EXPECTATIONS

As H. T. Haines wrote his last editorial in the Emery County Progress, he introduced the new editor in this manner:

For our successor we will say that he is a man with fifteen years of experience behind him. He is young, ambitious and has made good in all his undertakings. He comes to us and to you with the highest endorsements by solid and substantial business men who know him, who recommend him for integrity, straightforwardness, energy and sobriety. He is a hustler from Hustlerville, coming from a county that has produced more hustlers than any other section of the country. He came to Emery County to stay, is investing his money here, and intends to devote his time and talents to boosting the county and building it up. Having a large acquaintanceship in Oklahoma, Western and Southern Kansas, as well as Western Nebraska, Mr. Moffitt will be able to induce many desirable people to come to Emery County, after he knows the country and has the firm faith in it (which he will) that the writer has. We therefore urge our friends to give him the glad hand, show him that you are with him to the man (or woman) for the upbuilding of Emery County. Don't wait until next week to do this, but to-day....

A new editor. Jesse S. Moffitt responded in the same issue explaining that his task would be a hard one because Haines had been a good editor and well liked. "It is easy to take hold of a paper that has been badly managed and make improvements that will please the people. It is harder to satisfy people who have been well pleased," he stated. Moffitt had been editor and had a circulation of 1100 in a town that had seven other newspapers. He maintained ownership of that publication but

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74 Editorial in the Emery County Progress, March 20, 1909.

75 Ibid.
announced that he was making permanent departure from Oklahoma. Moffitt came to Castle Valley with great expectations as to the future development of the country as was evidenced by his first greeting:

...We are leaving a good business...to come out here, for the reason that we want to be where the country is growing. We believe this section is on the eve of an awakening. There are great resources here waiting for the magic touch of skill and industry. That the eyes of the world are turning this way is evidenced by the best tracts of land that are being taken up for irrigation. It is only a question of a little more time until Emery County will be almost independent of the rest of the world. The hills will supply a market for the products of the valley and the former supplying almost everything needed by the miner. There are many reasons for believing that Emery County will develop more rapidly from this time on. We want to do our share to help it grow. You want to do yours. That makes our interests the same. Let us work together. Come in and get acquainted. Sincerely yours, J. S. Moffitt.

In April of 1909, Moffitt ran a reprint of an article which had appeared in the Beaver County (Oklahoma) Republican which noted that Moffitt was a first-class newspaperman and the people of Castle Dale were very fortunate in securing him as a citizen. "As a newspaperman and developer Moffitt always makes good," the article which Moffitt had headlined "An Oklahoma Bouquet" read. Moffitt was also said to have come to Emery County "partly for his health."

Financial problems. It didn't take Moffitt long to realize that he was no longer directly working with the subscriber list of the Hooker Advance. On April 17, 1909, he made a plea to the subscribers of the

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76 News item in the Emery County Progress, March 27, 1909.
77 Editorial in the Emery County Progress, March 20, 1909.
78 News item in the Emery County Progress, April 9, 1909.
79 Personal letter from David S. Williams, June 6, 1965.
Emery County Progress which he called "A Talk With Patrons." The article not only sheds light on his financial problems but also demonstrates the folksy approach he often took in his own writing:

It is not the purpose or the practice of the editor of the Progress to 'dun' his subscribers through the columns of the paper, but in taking hold of the paper, we find that many of our readers are in arrears on their subscriptions. Sending papers to persons more than a year in arrears is a violation of the postal law. Another thing, sending papers to people in arrears is a great hardship to the publishers, sometimes a great inconvenience. Still, further, the new editor has found that moving a family to a new place a long distance away is a great expense, besides the many expenses incident to getting started in a new business. For these reasons we hope that each one who knows himself to be indebted will square the account as soon as convenient. There are some improvements we want to make in our mechanical department as soon as the electric power can be utilized in the day time. You have had a month's trial of the paper under new management. If you are pleased with the paper you get your account paid to date at least. If you are not pleased, pay up and stop the paper. It is only small amounts, but you know each little added to the little you have makes a little bit more. Just let us here thank those who have kindly passed the price since we came. We thank you and will try and make the paper worth the amount to you.

This notice will not appear again. We are not going to keep dunning through the paper, but if you do not 'come through' do not be surprised if you get a statement sent by mail. 'nough said. Yours truly, The Progress.80

In October, the Progress announced that it had "fared well this week" having received 15 subscriptions and renewals during the first four working days. Following the announcement the 15 names and towns of the subscribers were printed. This in later years was to become a common practice.81 In November the newspaper announced that S. A. Harris would be visiting the merchants of the area selling "a fine line of calendars."82 This was the first of several money-making schemes used by Moffitt.

On November 13, 1909, a headline announced that a "$400 Emerald piano"

80Editorial in the Emery County Progress, March 20, 1909.
81News item in the Emery County Progress, October 23, 1909.
82Ibid., November 13, 1909.
would be given away by the Progress. Subscribers learned that the piano, a "$50 L.D.S. Business College Scholarship," and a "$20 set of books" could be won on a point basis for subscriptions or renewals. Stories and announcements followed telling of the contest and explaining rules, and reporting progress. This too, was the type of a contest which was to be repeated many times in the history of the Progress, gaining its greatest popularity to date in the late 1950's and early 1960's.

Boosting the county. As Haines had done before him, Moffitt used the columns of his newspaper to boost Emery County. Appearing on the front page with ten advertisements in the September 25th edition was an article hailing the "Ninth Birthday Number" of the Emery County Progress. The article not only explained the importance of the paper in the lives of its readers but also it was typical as it told of the wonders of Emery County:

The Progress is nine years old this week. For nine long years it has been telling the best things it could about Emery County and the people. It has told of the marriages of its people, of the birth of boys and girls who have come to brighten the homes. It has told of the hopes and ambitions of the people and helped many of them attain the things longed for. It has given the obituaries of your fathers and mothers, your little ones who have gone before. In fact it has entered into your joys and shared your griefs. It has been a household friend whose visits no slights or petty jealousies kept away. If other friends forsook the home, the Progress did not notice it but came on regularly as ever....

All these years it has been telling things about this country that you hoped were true but were too conscientious to assert. It has boosted this section more than all other agencies combined. And, although many good citizens have gone to their reward in these years and many more have gone to find homes elsewhere, there are bright hopes that the most of the people will see the modern improvements and progress the paper has talked about. The wisdom of the editor in foretelling of these great things will yet be vindicated.

83 Ibid.
What of the editor [Haines] in these years? Did he reap health, wealth and happiness? We believe he was happy for he was busy and busy people are usually happy. We are quite sure that his financial reward was less than the same amount of effort and ability would have brought him in other lines of business. But let us look to the future: It is generally admitted by this that Emery County is one of the greatest resources; that it has plenty of water, land, minerals, oil, etc., to make it great.

Then what we need is capital (both money and energy) to develop these resources. It is coming. That it is coming is evident not only in proposition but in actual achievement. We have only to look at the north side of the county to see the wave of progress. There is no time for waiting now, get ready for the new times that are almost at hand.

Format changes. On December 4, 1909, the readers were asked to "excuse the Progress—the force is busy." Two reasons were listed: publishing of the annual tax list and "something better than the regular coming between this and Christmas." The something better than the regular turned out to be a preprinted, full-color cover of the Progress in which was contained the "Emery Stake Academy Edition of the Emery County Progress." The cover was entitled "The Land Where Christmas Toys Come From." It featured a drawing of Santa Claus and his reindeer being helped to assemble his toys by various animals such as rabbits and bears. The inside pages followed the regular format to some extent. The back and front inside covers of the 14-page edition pictured the faculty, the band and various departments of the academy. The last page was composed entirely of advertisements and featured a picture of the newly completed Academy building.

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84 Editorial in the Emery County Progress, September 24, 1909.
85 News item in the Emery County Progress, December 4, 1909.
Undoubtedly the greatest effects Moffitt was to have on the *Progress* came in July of 1910. Moffitt moved his plant from the "Newspaper home" built by Haines to a position about two blocks up main street to the building where "the Co-op used to be." A new electric-powered press was added, the size of the paper was changed, and advertisements were dropped from the front page. Moffitt explained it to his patrons this way:

How do you like the change? This paper is printed in our new building and on an electric power press. We have changed the paper from a seven-column four to a five-column eight page. This gives you more reading matter than before and makes the pages small enough to be convenient to read. By actual measurement it makes about two columns more reading matter. It is better for our advertisers too as it makes each man's ad next to the reading matter. It is better for the printers as it does away with the old tiresome hand press. On the power press we are able to get a more equal distribution of ink and thus a better print. In fact we figure that it is better in every way. However, there may be those who will not like it, to those we will tell them a secret. It is this: There is little money in running a newspaper in Emery County when business is at its best. In dull times like the present it is hard to make the paper pay its own way. Such being the case, we feel that anything we can do to save time and expense would be done. When the $100 per month that ought to come in from the 800 subscribers of the paper dwindles down to about one fourth that amount it is time to economize. This is the case; we are able to cut out expense and at the same time increase the size of the paper, which makes it better for us and better for you. This added room will be used for news, so don't fail to send us the news....

The paper as it now appeared had five columns (tabloid size) and on every story there was either a one or two column headline. Pages two and three were readyprint and page four was local advertisements and announcements without headlines. Page five consisted of local advertisements and stories bearing headlines. Columns bearing the names of the various towns also appeared on this page. The sixth page bore advertisements and local and national news items, while page seven was composed entirely

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86 Editorial in the *Emery County Progress*, July 23, 1910.
of readyprint and national advertisements. A column entitled "Local Items," and local advertisements usually made up the eighth page.

The editor's fisticuffs. The July 23, 1910, issue of the paper was eventful from another standpoint—the editor himself made news. The editor had been beaten up by a local man and the following day the headline, "Editor Gets Trounced--Wilberg Gets a Fine," greeted newspaper readers. The story was printed as follows:

The above headline may cause a smile to some, but it tells too much to bring a smile at this office. As a matter of fact it takes a sunny temperament to enjoy a black eye.

But as to how it happened: Well, sometime last week Carl Wilberg sent his resignation to the clerk of the Castledale town board. The editor learned of it and published it and thinking that he would make it as easy for the retiring president as possible remarked that it was "understood" to be on account of "family troubles."

Saturday we were moving when Mr. Wilberg came in and calling our attention to the said article was soon in the midst of a tirade in which he called us all of the bad names he knew and stated that he would like to have the article corrected as he had no "family troubles." We were glad to learn that and told him we would be glad to make a correction, if he would tell us what he wanted to give as a reason. He would not do that so all we can do is to state it as we have that we were mistaken as to the cause. In the meantime he had asked us to take off our glasses and go out to fight. As we would be as badly handicapped without our glasses as he would with one hand tied behind him we did not accept this.

Later just after unloading a press he came up and without warning landed us on the temple. Well, the next few minutes were very busy ones for us and we can't tell exactly what happened. We know we landed a few blows and we presume he did by the way we looked afterwards. A clinch followed and we landed on our back with the other fellow too close for comfort. Friendly hands stopped the tussle at this point and we gathered ourselves up somewhat worse for hard usage.

We swore out a complaint and at the trial Wednesday Mr. Wilberg drew a fine of $20. This he, of course, paid and all is lovely.  

87News item in the Emery County Progress, July 23, 1910.
On November 5, 1910, Moffitt broke the long standing norm of the paper that it remain neutral on elections whether they be local or national. The method he used was subtle. In the upper right hand of page one he printed a two column picture of William J. Seely and in bold print above the picture appeared the words, "Our Next Representative." Eight point bold type below the picture said: "A man who has made good in every department of life." On the bottom of the page appeared an article which was a reprint from the *Green River Dispatch*. It is said that the *Dispatch* is not a partisan paper but in recognition of past services "we can not perceive how any voter living in Green River precinct can consistently fail to cast his ballot for the Republican county ticket this fall..." Moffitt did not stay with the paper long enough to set a pattern in political reporting and no editor since his time has followed his precedent. Just how the people of the county reacted to his advocating of the Republican party is not stated in the newspaper or remembered by the old time residents of the county, but 12 out of 14 candidates elected were Republican. So perhaps most of them were pleased.

That Moffitt had great expectations of Emery County was evident by both his writings and the fact that he brought his family out to Castle Valley to be in an area that was expected to "bust loose with prosperity" at any given second. After a year as editor of the *Progress* he lamented:

There is no denying the fact that things have not come out as we expected in Emery County this year. None of our big enterprises have gone through so far. However, we still have three chances for

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88 Ibid., November 5, 1910.
the fall developments. They are the Buckhorn, which may begin active
operation at any time, a coal camp in Huntington Canyon is still
probable with a railroad to it, and the development of our oil fields
looks more like business than ever before. Of course, all of these
things may go through. 89

The hoped-for developments never came and Moffitt apparently became dis-
enchanted with the grand and glorious future that Haines had prophesied
about so many times. Finally he went seeking someone to replace him as
editor of the Progress. A man by the name of J. W. Johnson, who taught
school at the Emery Stake Academy, consented to lease the paper and took
a lease on it on April 8, 1911. Moffitt and his family headed for
Oklahoma. 90

Johnson was a local man hailing from Huntington and had no knowledge
of the mechanics of getting out a paper. A young man by the name of David
S. Williams had joined the staff as a printer and in December, 1911,
Johnson persuaded him to take over the lease. 101*

89 Editorial comment in the Emery County Progress, July 23, 1910.
90 Personal letter from David S. Williams, June 5, 1965.
*101 Alter, op. cit., p. 47.
*typist made an error--numbers will continue.
CHAPTER V

1912 - 1928

"THE KINGDOM OF EMERY"

Counting the time that David S. Williams edited the Emery County Progress as a lessee, he was at the helm of the paper some 17 years.

His yen for journalism began as a child in Springville, Utah, where he had "been intrigued by and reverent of the shop in which the Springville Independent was printed, though never daring to intrude on the 'Sanctum Sanctorum' of Don C. Jensen."  

David S. Williams was born March 16, 1889, in Springville. He was the eldest son of David Freeman and Leah Eggleton Williams. In 1904 he moved with his family to Alameda, California. A short time later he began learning the printing trade in San Francisco and experienced the 1906 earthquake and fire. In 1908 he moved with his family back to Utah and continued his apprenticeship as a printer in Provo and Salt Lake City. In 1910 he traveled through a blizzard to reach Castle Dale and a job as a printer offered to him by J. S. Moffitt.  

As mentioned in Chapter IV, he took the lease of J. W. Johnson and on February 17, 1912, and at the age of 22, became the proprietor of the Emery County Progress. A two-column box contained the words: "To Our Friends, the Subscribers of the Emery County Progress:"

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102 Personal letter from David S. Williams, June 6, 1965.

103 Ibid.
FIGURE 6

DAVID S. WILLIAMS AND HIS WIFE, LOIS
PROPRIETOR OF THE PROGRESS, 1911-1928

FIGURE 7

THE HOME OF THE EMERY COUNTY PROGRESS 1910-1962
For better or for worse, we have cast our fortunes with you. We are young and our hopes lie in the future, and that future we have linked to the Progress. If we are to succeed, it will be through the paper. We have ambitions and we have knowledge of what the news medium of the Kingdom of Emery should be—we like Castle Valley and its people, and we feel confident that it is but a matter of months until the onward march of progress has placed it abreast of the best in Utah wealth and modern conveniences....

With all these things in mind, we have purchased the Progress, not only investing every cent we had, but also had to go deeply into debt. We did this confident that you would all do your part in helping us. Many have rewarded our faith, not only assuring us of their hearty co-operation, but also giving us an A-1 certificate in the healthy form of the one-fifty for which we are humble beggars.

We are going to give you the best we can, and in the present and succeeding political fights, we shall cling by our independent attitude as far as the columns of the paper are concerned, whatever our personal opinions may be. Political contributions will be published under certain restrictions; but only over signatures, however...

Editorial policy. An honest effort to maintain an independent editorial policy was carried out by the Williamses and every effort was made to work constantly for anything and everything that would benefit the "Kingdom of Emery," was the way that David S. Williams described his editorial policy. He devoted many hours and columns to an effort to bring about the growing of sugar beets as a needed cash crop in the county, and the building of a processing factory. The Utah-Idaho Sugar Company and several of the progressive land-owners supported the move, but "nothing ever came of it." Other projects which were advocated included the Salina Cut-off, the Joe's Valley Dam, town water works

104 Editorial in the Emery County Progress, March 2, 1912.
105 Personal letter from David S. Williams, June 6, 1965.
106 Ibid.
107 Ibid.
systems, opening of schools, and electricity. Typical of his front page editorials is this one entitled: "Can We Afford To Pass It Up?"

It not only drives the point home as to why electricity is needed but also gives a good idea of what some of the problems were that had to be faced by the Progress staff.

We have prided ourselves on having for the Progress plant equipment that has always been ahead of local conditions, having been equipped for the use of electric current when we had to get along with a single day of power. Later we got two days and just recently had a third day added. Business had more than kept pace with this additional day service and it has always been necessary to do the greater part of our mechanical work at night. We have done this without a great deal of complaint, always hoping for some such thing as the people of the south end of the county have before them at this time.

Under conditions the interests operating the local plant have done the best they could and we can continue to get along under these conditions (the printer man can put up with most anything, however much he dislikes it) but the people of Castle Dale, Orangeville and the towns south cannot afford to pass up the opportunity they now have of securing for themselves, their children and the new comers we need so badly the benefits that the extending of the Utah Power and Light Company's lines on through the county will bring to every man, woman and child. And as surely as this company's present proposal is not taken advantage of just so surely will the people regret it....

Occasionally Williams' sense of humor came through in his editorials. The following is an example of an editorial designed to entertain:

The people of Castle Dale were treated to a real scandal when it leaked out that a well known unmarried couple were recently locked in the garage overnight and were so pleased with the situation that they made no attempt to escape from their temporary prison.

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108 Editorial in the Emery County Progress, August 17, 1912.
110 Ibid.
It has never been the policy of the Progress to give publicity to affairs of this kind, but we have decided to depart from this rule in this case and call a spade a spade. As usual we have been asked not to mention names, but the woman in the case has been such a gad-about and has done so much to get herself into the limelight that we feel that to withhold her name would serve no good purpose. The man in the case is not quite so well known here, but he is probably of the same general character as the woman. It is said that the couple formerly lived together in Michigan, but the woman's father caused them to separate, for reasons not publicly known. It was not noticed at the time they were locked in the garage together, but when it became known that such was the fact and they had made no effort to escape from their predicament, intense indignation prevailed and it becomes this paper's duty, however much as we dislike it, to publish the names of the offending couple, which happen to be Lizzie Ford and one of the Dodge Brothers. 111

Another example of his ability to write witty copy is a series of columns about "Hans and Katrina's" visit to the Carbon-Emery Fair. "Well, maister Williams, I haf ben to de Faur at Price. Mi vife Katerina she say to me von day, Hans, what you say ve go mit de Faur un see evey ting." 112

As already demonstrated, Mr. Williams had his serious side and his treatment of World War I further demonstrates this. "Produce and Conserve," he wrote in 1917, "words that have come to have a meaning of prime importance to the American people since the entry of the United States into the world war--were adopted as a slogan for the people of Emery County...." 113 It was not uncommon during those years to see a bold face banner at the top or bottom of page one reading: "A Bond For Every Member of the Family--Help put the 'I CAN' in "American." Editorials which dealt with the war and mentions of local service boys were not infrequent in the columns of the paper.

111 Editorial item in the Emery County Progress, December 25, 1920.
112 News item in the Emery County Progress, October 2, 1915.
113 Ibid., May 12, 1917.
New equipment. As Williams mentioned in an editorial quoted
previously, the Progress kept fairly well abreast of the times with the
addition of new equipment. In July of 1916, a line cut of a new Model 15
Linotype machine greeted readers. The headline over it read: "Our New
Linotype," while the cutline explained that nothing was too good for
Emery County or the Progress office.

We have received the best kind of loyal support from our readers
in the past and the beautiful new Linotype machine now installed in
the Progress office is but one of the improvements we intend making
in the Progress plant. This machine alone would do credit to a much
more populous territory than that which we cover, and is the very
latest improved model of this wonderful machine. The machine arrived
here Sunday afternoon and the installation was completed Monday
morning and was given a brief trial at noon. The power was avail­
able for only a few minutes that day and the editor has been sorely
in need of more instruction than those few moments allowed. Mr,
T. R. McMillen of Price, mechanic who set up the machine for us,
was unable to stay longer than Monday afternoon and it has kept us
busy figuring out a few of the many kinds of its makeup. However,
we have succeeded, in getting up a portion of this issue with the
machine and will likely get more up for next week.

We cordially invite all our friends to come in and see the
machine at work--you will have a higher degree of respect for man's
genius after such a visit, for its workings are truly wonderful. 114

Writing in 1965, Williams remembers it this way:

Giving us greatest satisfaction throughout our 17 years at the
helm of the Progress, was the installation of a Model 15 Linotype
machine, the first in Eastern Utah outside of Price, this being
followed by a small cylinder press. Theretofore, printing of the
paper had been done on an upright, or job press, with the size of
the paper pages reduced somewhat from the original large pages
produced on an old Washington Hand Press, which was a welcome
change especially to a person of this small stature (Williams is
about four feet, nine inches tall), the Old Washington having been
something of a "man-killer" if there ever was one! New type faces
were added from time to time, both for the Linotype machine and for
hand setting of ads and handbills, etc. 115

114 News item in the Emery County Progress, July 29, 1916.
115 Personal letter from David S. Williams, June 6, 1965.
In 1919 the *Progress* switched from a five to a six-column paper. A small announcement in the paper made the following explanation:

With an unprecedented influx of job work and a big grist of linotype composition for one of the Price printing offices, our change from a five to a six-column paper, as permitted with the installation of our new presses, has been made under difficulties and that paper is not what we want to make it--yet.116

**Problems of the period.** Problems faced in publishing a small-town weekly in Emery County were about the same for most of the country weeklies of that period. Limited income which barely exceeded financial outgo was probably the major one. The *Progress*, as other small newspapers of that time, had no income from outside advertisers "such as came their (newspaper's) way following the depression of the '30's."117 Almost simultaneously, large automobile manufacturers, oil companies, and the distillers were "generous" with large ads for the country papers as with the large city dailies, but this increased income did not materialize in Emery County until after the 1911-1928 period, during which the Williamses owned the *Emery County Progress*.118 The most important source of income with which to pay taxes, purchase supplies and machinery, and support a small payroll came from state, county, and municipalities for publication of "legals" required by law, such as tax lists and delinquent assessment lists, and water users notices. But even these were not too plentiful in Emery County. "Job printing" was probably the most consistent source of income for the *Emery County Progress* in that day.119

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116 News item in the *Emery County Progress*, September 20, 1919.
117 Personal letter from David S. Williams, June 16, 1965.
118 Ibid.
119 Ibid.
Inauguration of the parcel post system was, without doubt, the greatest blessing from Uncle Sam to come to off-the-railroad communities of that time since it permitted people and business establishments in out-of-the-way places to get supplies direct without the delays and high costs of shipments coming to a railroad point and transfer to some other means of conveyance, such as the 'white top' or team and wagon. Being largely a farming and stock raising area, with almost no cash pay-rolls at that time, subscription accounts frequently became over-due, but with the high type of people who made up the population of the county, there were very few who did not take care of subscription accounts, though delayed at times.120

The circulation for the Progress from 1913-1920 was listed by American Newspaper Annual & Directory as being 775 each year.121 (This figure easily could have been larger or smaller during this period of seven years. Changes were probably not reported so Ayres used the same circulation number each year.) Williams said that "too many families were reading their neighbors' paper each week--circulation remained quite static throughout the years, with only insignificant increases except after circulation campaigns. New subscribers from the then-prospering coal camps little more than made-up for those in the valley who dropped--or were dropped.122

Early in 1918 a subscription raise was effected. The paper had sold for a $1.50 per year for 18 years. Subscribers were told that they could extend the present rate as far in advance as they desired, the amount to be saved by doing so being an item worth considering. The editor further commented:

120 Ibid.


122 Williams letter, loc. cit.
Little if any explanation in the way of justification of the raise is necessary. We take it, as it is, a matter of common knowledge that everything that goes into the making of a newspaper is many times increased over the prices obtained over eighteen years ago, when the $1.50 rate was first established. No farmer, stockman, dairymen, poultryman, or storekeeper would think of accepting the same prices received even two or three years ago....

**Format changes.** In November of 1919, Williams announced that the *Progress* would issue a special Christmas edition that would be "much the biggest thing of its kind ever attempted in the county."\(^{124}\) It was to be an issue designed to be a booster, educational and holiday edition combined. "Expense nor hard work will be spared in making this special edition something that everyone may be proud of and a means of unlimited benefit to the county."\(^{125}\) The *Deseret News* was among the several papers and companies which either printed complimentary statements about the special edition or wrote to personally congratulate the editor on his success.

The *Emery County Progress* of Castle Dale published a Christmas-Booster edition December 20 last, of 24 pages, including a cover in colors with children and their tree with good things on it, of the Christmas morning, as the frontpiece. The edition is well filled with descriptives of the resources, institutions and industries of the region covered by the paper, with well-selected Christmas matter and general articles of special interest to the patrons of the paper. David S. Williams editor and proprietor, has made a good job of it, particularly in his illustrations and general arrangement of matter put together in attractive form.\(^{126}\)

**A downward trend.** In 1923 the newspaper began printing a page of comics somewhat sporadically along with its other pages of readyprint.

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123 News item in the *Emery County Progress*, February 2, 1918.
124 News item in the *Emery County Progress*, November 22, 1919.
125 *Ibid*.
126 News item in the *Emery County Progress*, January 3, 1920.
This section grew until by 1925 comics had become a regular weekly feature. On the front page of the paper Williams began to place a readyprint column of international news and a few weeks later a column called "News Notes--From All Parts of Utah" appeared. This had been a feature of readyprint since the days of Haines, but had not appeared on the front page for many years. By 1925 the paper seemed to take on a careless attitude often, with as few as 12 inches of local news stories appearing in the paper and several times as little as three-and-one-half inches of total local news was printed in the entire paper.

On September 26, 1926, two full columns of "canned opinion" appeared and from that time showed up occasionally. In this particular issue, editorial topics covered tuberculosis, morals of youth, young America's bewilderment, and faith. A two-column by 1½ inch space on page one of the Progress for four weeks was filled with only these words: "IT'S A PRETTY GOOD COUNTY WE HAVE HERE and No Foolin'," while the same space for four other editions read: "For Sunny Days Emery County Need Not Retire For California, Florida or What Have You."

It was very common after 1923 to see a box on page one which was either a cartoon or poetry. Clearly the paper during the last years of Williams' editorship disintegrated to eight pages of readyprint and fillers. Williams himself felt this very keenly and a box on the left hand side on February 25, 1928, bold face type stated: "Adios."

The editor expressed how difficult it is to break established ties and his deep appreciation. He then introduced the new editor and

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127Editorial page of the Emery County Progress, September 26, 1926.
his sister, Marshall B. and Enid M. Roberts, who had purchased the Progress.

His closing paragraph read:

No one realizes more keenly than the writer the fact that the people of Emery County have been more deserving of a better paper than we have made of the Progress. There are no better people anywhere in America—and that means the world—and we are confident that their splendid support will be rewarded in the future with a paper that will do justice to this great Kingdom of Emery.—David S. Williams.

It was evident that Williams had become caught in a downhill slide and no one realized it more than he did. In commenting on the reason he left the Progress, he said:

We had come to the conclusion that we had perhaps done about all we could for the furtherance of Emery County's interests, perhaps becoming somewhat 'stale' in the process—and someone else could probably do a better job than we were doing.  

That Williams had been a successful "proprietor" (as he always listed himself) was evident from the support he maintained for his public. He was the first editor of the Progress who was a member of the predominant faith, Latter-day Saints, and was active in church work. He was the secretary of the Orangeville-Castle Dale Seventies Quorum while he was located in Castle Dale. He was also secretary of the Emery County Defense Council through World War I. After leaving the Progress, the Williamses "assisted with newspapers in Tremonton, Utah, and Soda Springs, Idaho." They later purchased a paper in Cokeville, Wyoming but sold it in 1933 to purchase the Milford News in Milford, Utah, which they continued to own until 1945. A short time later, the Williamses purchased

128 Editorial in the Emery County Progress, February 25, 1928.  
129 Personal letter from David S. Williams, June 6, 1965.  
130 Ibid.
the *Caliente Herald* in Nevada and published that paper until 1956, when they retired and moved to Mesa, Arizona.\textsuperscript{131}

Edna Pearl Douglass Williams was a constant helpmate to her husband and as he said, she "fitted ideally into the newspaper routine and became associate editor as well as co-owner, though not giving full time to this work until after their children were in school."\textsuperscript{132} Her parents were William John and Harriet Fairbanks Douglass, pioneer residents of Payson, Utah. The Williamses have two children, Lois Williams Swapp and David S. Williams, Jr.\textsuperscript{133}
CHAPTER VI

1928 - 1945

LONERS AND SHORT TIMERS

From the day that the Robertses (a brother and sister team) took over the paper, the changes came fast. The first edition left only one vestige from Williams' "readyprint paper" and that was a poem illustrated by a cartoon which had become so familiar to readers of the *Emery County Progress* since its first appearance in 1923. The rest of the page was local news and community news notes. Marshall B. Roberts and his sister, Enid M. Roberts, came to the *Progress* from Ohio. They had been extending overtures to buy the *Progress* for several years, and David S. Williams finally consented upon the recommendation of A. C. Saunders (who was to become the next publisher of the *Progress* following the Robertses) of the *Milford News*, who was a mutual friend. M. B. Roberts was listed as editor and E. M. Roberts was listed as assistant editor. Prior to becoming a business partner with his sister, Mr. Roberts had been engaged in farming near Canterbury, Ohio. He was born in Atchinson, Kansas, August 21, 1890, a son of Deman L. and Dora Irwin Roberts. His childhood was spent in Schell City, Missouri, "where he united with the First Presbyterian Church." He was a lineman and operator of the Schell City Telephone Company of which he was a partner. M. B. Roberts enlisted

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134 Personal letter from David S. Williams, June 6, 1965.

135 News item in the *Emery County Progress*, December 1, 1933.
in the United States Army in 1918 and was sent to France in September. He saw active service in the Verdun Defensive sector before his honorable discharge on May 13, 1919. It was upon completion of his military obligation that he began farming. \[136\] There is little known of the biographical data on Enid M. Roberts other than she was one of four daughters and two sons which made up the Deraan L. Roberts family, and that she assisted her brother with the *Progress*.

Apparently taking the cue from David S. Williams' farewell message or perhaps hearing the adage spoken in Emery County, the Robertses began pushing the "Kingdom of Emery" immediately. Above the nameplate of the *Progress* in ten point caps appeared the following slogan:

> **EMERY COUNTY ITSELF AN EMPIRE** POSSESSES SOIL AND CLIMATE TO PRODUCE ABUNDANCE OF ALFALFA, GRAIN AND FRUITS, BOTH SUMMER AND WINTER RANGE MAKE IT IDEAL FOR STOCK RAISING, ITS FORESTS ABOUND WITH GAME AND THE STREAMS ARE AN ANGLERS PARADISE. ITS MOUNTAINS ARE UNDERLAID WITH VALUABLE ORES AND THE GREATEST COAL FIELDS IN THE WEST, MOST OF WHICH IS STILL UNTouched. SCENIC BEAUTY IS FOUND EVERYWHERE IN ABUNDANCE IN OUR 'KINGDOM OF EMERY.' \[137\]

**Format and equipment changes.** Several changes in format and equipment were made while the Robertses were at the helm of the *Progress*. In July, 1931, a picture of a Lee Press occupied the center two columns and 24 point type above it read: "The New Lee Press Recently Installed by the *Emery County Progress*." No mention was made of it in the columns of the paper, but it was said that the two-revolution press made the Progress plant as up-to-date as any small newspaper plant in the country. \[138\]

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\[137\] Front page of the *Emery County Progress*, March 3, 1928.

\[138\] Editorial in the *Emery County Progress*, September 6, 1935.
During the time that the Robertses put out the paper it was very common to see three or four mug shots of a famous or unusual person on the front page with a kicker above the picture and a cut line of five to ten lines explaining something about the person. It was also under their editorship that the first banner headline appeared in the Progress. It was printed April 11, 1930 and read: "Emery County Commissioners Advance $10,000 on Ferron Dugway."\(^{139}\) The next two editions of the paper also bore banners, but after that, banners only appeared occasionally and when a story merited it. The Robertses made a great deal of use of the correspondents and these reports most often appeared on page one with a box around the name of the town. A column also appeared on the front page at various times and subjects ranged from baseball, football and other sports, to elk control, putting small communities on the map and taxation practices. Early in the publication of the Progress under the Robertses, a feature called "In Days Gone By" appeared on the front page and continued in other locations.\(^{140}\) This column under various names has continued to be a feature of the Progress since that time.

Editorial comment. Editorially, Roberts was not too active, but he did come forth on special occasions and whenever he seemed to have a strong opinion. He covered such subjects as supporting the Salina Canyon highway, and the fact that "a town does not need a gold rush or an 'old gusher' to attract new residents and new business."\(^{141}\) At the beginning of

\(^{139}\) News item in the Emery County Progress, April 11, 1930.

\(^{140}\) Front page of the Emery County Progress, March 3, 1928.

\(^{141}\) Editorial in the Emery County Progress, June 15, 1928.
1930 he editorialized on the New Year and its rich promises. He went on to say this about his paper:

The Progress has been encouraged during the year 1929 by your kind co-operation and patronage, and wishes to assure you that during 1930 we shall continue to practice those ideals of business ethics, and to maintain the high standards of service, quality and value, which in the past has merited your trust and confidence.

With your aid, we look toward 1930 as a year of great progress and development in which we play a part and with all sincerity we wish you all a Happy New Year.142

A favorite subject of M. B. Roberts was the American Legion. He often gave headlines to the American Legion and Auxiliary. At times this was as large as four columns. In 1929 he was appointed as a member of the publicity committee for the American Legion Department of Utah.143 This undoubtedly explains part of his great interest in the Legion.

Perhaps one of the most revealing of his editorials was written the September before he died. The following editorial hailed the Progress’ 34th year:

The Emery County Progress, with this issue, begins its thirty-fourth year of service to the people of Emery County.

After the completion of thirty-three years in the field, a business house is usually considered to be a permanent institution, but, too often, the fact is overlooked that to continue permanent, a business house must have the support of the public, and if this support is denied, the business cannot continue.

This issue of the Progress will fall into the hands of many who are not now regular readers, and assist in supporting an institution which is of importance to the county.

The only newspaper which is interested in the development of Emery County, The Emery County Progress.144

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142 Editorial in the Emery County Progress, January 3, 1930.
143 News item in the Emery County Progress, September 20, 1929.
144 Editorial in the Emery County Progress, September 1, 1933.
Apparently the Robertses believed the editorial, because the next week, the statement, "The only newspaper interested in the development of Emery County," began appearing above the nameplate.

Financial schemes. Financially, the editors of the Progress used a couple of schemes to better their position. In November of 1932, they published two pages of solid advertisements from Price and Helper in Carbon County. A banner above the two pages read: "If you cannot find it at home try these neighboring concerns." The advertisements consisted of a headline followed by a bold face eight point explanation of where the business was located followed by approximately five inches of type telling about the company and its products. The next February a news story in the Progress explained to subscribers how they could find out if their subscription had expired by looking at the label of the paper. "Watch your label and renew your subscription when it expires. If you are unable to pay at once, let us know, in order that we may make arrangements to take care of the item for you," the article read.

Editor's death. A news item in the Progress on November 24, 1933, fore-shadowed the death of the only editor of the Progress to die while still at the helm of the paper. It stated that "M. B. Roberts" had been taken to the Price Hospital Sunday, where he underwent an operation for acute appendicitis. He was listed in very critical condition. Before the week was out his sister had written his obituary and reported his funeral service in the December 1, issue of the Progress. Services were

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145 Ibid., November 24, 1932.
146 Ibid., February 3, 1933.
147 News item in the Emery County Progress, November 24, 1933.
held at the Community Church in Price and the editor was laid to rest in Canterbury, Ohio.\textsuperscript{148} In the December 8, 1933, issue of the \textit{Progress}, the editor was listed as E. M. Roberts. For the next two years, the paper merely reported the news. Miss Roberts did not write either editorials or columns. Readyprint, local news, and town columns were the main features of the paper. On May 31, 1935, in the column termed "Local Items" a news bit mentioned that Mr. and Mrs. A. C. Saunders and mother of Benson, Arizona, arrived Saturday. "Saunders is taking over the \textit{Emery County Progress} for a time and will take possession on the first of June."\textsuperscript{149} With this, Miss Roberts was gone. No one living in Emery County seemed to know what happened to her. It was presumed that she returned to live in Ohio.

\textbf{The Saunderses become publishers.} As the \textit{Progress} was well into its thirty-fifth year of publication, Arthur C. Saunders and his wife, Jess E. Saunders, were its new publishers. They introduced a new column called, "CHATTER--Intimate Close-ups With Our Readers." The first column was the editor's traditional "hello:"

\begin{quote}
With this issue your paper comes to you under new management. Miss Roberts who has capably conducted the paper expects to leave in a week or two for a well earned vacation. Peering into the murky future is a chancy business, but it is our earnest hope that we'll stick with you and that you will stick with us, and that we may be of material aid in the future development of Emery County.
\end{quote}

\begin{quote}
Here's a call for help! The \textit{Progress} wants all the news of Emery County and invites you to send in the news. All we ask is that any articles or news items sent in must be signed by the sender; not necessarily for publication, but we must know the authenticity of the source of such items. We will be glad to
\end{quote}

\begin{flushright}
\textsuperscript{148}Ibid., December 1, 1933. \\
\textsuperscript{149}Ibid., May 31, 1935.
\end{flushright}
publish all announcements of public meetings and entertainments free except where an admission fee is charged. Where such charges are made we expect to charge our regular line rate for advertising. This is necessary to keep the wolf from the door which is already hanging by one hinge.

Having been out of the newspaper work for several months, privately, but unanimously, we agree with other members of the Fourth Estate, that running a newspaper is the lousiest, poorest paid profession on earth, but since we are back in the old harness we would not trade jobs with anyone. This is our last line put in the vernacular of Walter Winchell, we'll be back with a flash next week.150

That The Saunderses were able to immediately start to build and rebuild the Emery County Progress was evident from the paper they published. In October the Price Sun-Advocate acknowledged a visit from Mr. and Mrs. Saunders and stated:

Mr. and Mrs. Saunders have been publishing the Progress during the past few months and excellent improvement has been made by the paper since they assumed managerial charge. They are turning out a mighty fine little paper, one of the best in the state and they are deserving of splendid patronage from the community which they are serving.151

The people of Emery County still remember him as "a good editor." The Saunderses belonged to the Christian Science faith, but they did not take long to become accepted by the community even though the majority of the residents were Mormon. The Saunderses were instrumental in the founding of the Castle Dale Lions Club and Mrs. Saunders joined one of the local ladies social clubs. Saunders not only kept a tidy shop, but also he planted grass and flowers in his backyard that had formerly been a weed patch for years. He took a great deal of civic pride and is remembered to have often been the originator of projects for the

150 Editor's column in the Emery County Progress, June 7, 1935.

151 Ibid., October 25, 1935.
improvement of Castle Dale. The editor of the Progress some twenty years later, in addressing himself to the death of Mrs. Saunders, paid this tribute to the Saunderses:

This week marked the end of an era that will long affect Emery County. We refer to the passing of Mrs. Jess E. Saunders.

We feel that this completes the era in that she was outstanding in her support and help for her husband, the late Arthur C. Saunders, when he was publisher of the Emery County Progress.

From what information we can gather, Mr. and Mrs. Saunders produced one of the best papers this area has ever enjoyed, and they were also outstanding in their civic pride, and worked for the betterment of the county.

Although we never had the privilege of meeting Mr. Saunders, we have come in contact with this influence several times, and are constantly aware of our responsibilities of upholding the precedents set by him in publishing a newspaper. After the death of her husband, Mrs. Saunders continued to assist the paper. At the time we acquired ownership here she offered her services in gathering local news until such time that we were able to acquire a correspondent.

We feel that, although her last few years were spent in a degree of loneliness she was continually a credit to the community, and her absence will be felt by many friends.

Mrs. Saunders was born June 21, 1884, in Buffalo, Missouri, to Charles and Helen Hicks Acree. She often helped with the paper, making trips to Price to get advertisements, writing stories, and helping set up tax notices. She was trained by her husband. Saunders was born September 18, 1882, in St. Louis Missouri, a son of Chauncy and Margaret Barr Saunders. There is not a great deal of knowledge available about

152 Personal interview with Lee Peterson, June 12, 1965.


154 News item in the Emery County Progress, January 2, 1958.

the Saunderses' early life. They both died and were buried in Castle Dale; Mrs. Saunders' aunt, Mrs. Addie Stewart, inherited the office building. They had no children. Saunders became a newspaperman when he was twenty-one. He owned and published "several" newspapers in Missouri, Colorado, and Utah. The last five were Utah papers, three of which were the Emery County Progress, the Milford News and the Beaver Press. Saunders is said to have had three loves in his life—his wife, his newspaper and his cigar. He was seldom seen but what he had a cigar tucked securely into the corner of his mouth.

The Saunderses' editorial comment. The Saunderses ran several columns during their nine years as publishers of the paper. The first of these, as previously mentioned, was "Chatter." The column was used by Saunders as both a humor column and as a place for editorial comment. "Chatter" discussed the bounties of Utah, driving habits, poor sportsmanship, and deer hunting. Other subjects it handled were veterans compensation, and the County Court House's remodeling. An example of his editorial comment follows:

Notwithstanding voluminous reports to the contrary issued periodically by the department of W.P.A. Works showing the low cost of administrating these public works projects, we are still of the opinion that less "red tape," fewer departments in the governmental set up, would expedite the work of putting men to work on these projects. For example, a project for the extension of the sewer line in Castle Dale, was approved several months ago by the local P.W.A. Board and referred to various other departments, receiving approval, and sent to Washington for final disposition. Here after several weeks, some over-zealous government clerk discovered that the specifications of the sewer project did not state specifically just where the sewer line ended, and fearing that said line might terminate in someone's cow lot, all papers

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156 Ibid.

157 Peterson interview, loc. cit.
on said project were returned to be corrected, and again go through the long routine of governmental scrutiny. Our Castle Dale-Orangeville road and other local projects, which have been approved, are still circulating through official governmental channels with no direct results in sight.\textsuperscript{158}

In the same column he commented on the trouble the poundkeeper was having to enforce the law and the designation of a spring Clean-Up Day.\textsuperscript{159} By November of 1936, however, the frequency of "Chatter's" appearance began to subside. Other items such as "Emery County News" began to take the editor's usual left hand column's place until finally it appeared no more. The Saunderses did not disband editorial comment, however. Whenever they seemed to feel strongly about something, their views appeared on the front page. In October 1936, a front page headline encouraged readers to vote. Part of the copy under it said:

The greatest possession of a free people is the ballot—the right to vote. It is a defender of our liberties and a weapon against injustice. Yet that invaluable heritage is not prized by millions of otherwise good citizens. Proof of this statement can be found in undeniable statistics. In most elections, less than half of the persons who are entitled to vote do so. It is exceptional when an election brings to the voting booth more than fifty per cent of enfranchised citizens.

One result is that public officials are elected by minorities—the vote of the majority is silent. Another and worse result, is the lagging of interest by the people in a thing which vitally affects us all—our government.

This year, there are great issues before us. No matter where we may stand, it is our duty as well as our privilege to mark an X opposite names of our choice on the ballot. Only by doing that can we have popular government....\textsuperscript{160}

Other columns which appeared in the paper were the "C.C.C. Camp News Notes," "Manti Forest Notes," "Agriculture Notes," and "Down Memory Notes."
Lane." Most of these were written by special correspondents or the local forest ranger or the County Agricultural Agent. With the advent of World War II, the Progress immediately appeared with a column entitled "Our Soldier Boys" which also featured a line drawing of an American Flag and was used in the one-column and two-column sizes. The column was weekly and usually appeared on the upper left hand side of the paper. It carried bits of information from parents about their sons, or in some cases, daughters. Each item had a two or three-line headline in eight point bold type. Very often the editor ran full length letters of the soldier boys to their parents. A frequent paragraph similar to this one often appeared in the letters:

Letter writing is really a problem as I can't say anything about where I am, what I am doing, or what it is like here, so you see it doesn't leave much for me to write about...

The column carried many pictures of the soldier boys along with their letters. The readyprint sections of the paper were also filled with pictures and stories of the war. Other than this, there was little evidence as to how the war affected the newspaper. Early in the period, Saunders had this to say in his front page holiday message:

Greetings:

With the entire world in the throes of war, the meaning of "Peace On Earth, Good Will to Men," has a deeper meaning than ever before. It is the American Spirit to "Carry on," in times of adversity, and the friendship and patronage you, our readers, have accorded us is an inspiration to carry on and give our best efforts to serve you the coming year. On behalf of the publishers, our force and corps of loyal news correspondents, we extend best wishes to you and yours for a Happy Holiday Season. EMERY COUNTY PROGRESS.

161 Column in the Emery County Progress, November 13, 1942.

162 News item in the Emery County Progress, December 26, 1941.
The Saunderses also seemed to be able to find the humorous element in the news and make it part of their newspapers. It was done in such stories as the finding of a lost wedding ring twelve years later or the first marriage performed by the mayor in his store. Typical of these was this story which appeared on page one under the headline: "'Hot' Story Proves to Be a 'Dud'."

Monday morning, when Ed Crawford went to his feed lot at his home in this city, he discovered that two of his choice fat porkers had been slain in the lot and carted away. Incensed with the boldness of the deed, Mr. Crawford began an investigation by which he hoped to land the culprits behind the bars. He was joined by County Attorney Duane A. Frandsen, who rooms at the Crawford home, and together they reconstructed a case that was anything but a 'perfect crime.' There was the evidence: The pigs were gone; there were the blood-stains where they had been butchered; and to cinch the evidence, there were the tire tracks of an auto trailer which had been backed up to the lot where the pigs were loaded. It is claimed that the investigators followed the tracks half-way to Orangeville (later developments, however, revealed that the tracks actually lead in the opposite direction). Then came the enlightening facts: The porkers were hanging up, nicely dressed, in the Co-op store. The fact that Mr. Crawford had sold a couple of fat hogs to the Co-op store, for delivery when the firm needed the pork, had slipped Mr. Crawford's mind. Wallace Ryan, the butcher at the Co-op had gone up to the Crawford residence Sunday evening, while the family happened to be away from home, and butchered the pigs for the Monday morning market. Thus ends what promised to be a 'hot' story that resulted in a 'dud.'

Other format changes. In 1937 the format of the paper was altered. In place of the normal six columns to a page the standard seven-column page was adopted. "This means that there will be eight more columns of reading matter each week," the paper told its readers. The story went on to say:

In appreciation of the phenomenal growth in our subscription list the past year, we shall endeavor to continue to improve the paper as the business justifies. The Progress can boast of the largest circulation of its thirty-seven years of existence. We realize that

163 Ibid., May 5, 1939.
much of this increase in circulation is due largely to the good words and boosting of our regular subscribers, and we hope that the paper will continue to be worthy of this commendation. 164

Although the figures are not available, in 1942 the paper announced that its circulation had been doubled in 1941 and that the paper would proportionally be improved during the coming year. 165 In 1943 the Directory of Newspapers and Periodicals listed the circulation at 945. 166

Short timers. For sometime prior to 1944 Saunders' health was beginning to fail him, so in January of that year the Progress announced that the paper had been leased to Harold Grayston of Salt Lake City. Grayston had formerly been with the Deseret News. The announcement said that the retiring publishers would continue to make their home in Castle Dale, but had found that after nine years of "strenuous work on that Progress," that they needed a rest from the daily grind. 167

Grayston made his introduction of what became only a seven-month stay in the following manner:

Everyone in Emery County and many subscribers and friends outside the county will read the above notice [Saunders' farewell] with a feeling of regret.

Mr. and Mrs. Saunders have been your publishers for almost a decade, and during that time have built the Progress into a real community institution. Their record in this area is an enviable one and the new management fully realizes that the Saunders' shoes are big ones to fill. However, it is some comfort to know that they will still make their home here.

The Progress will continue to endeavor to carry along the same line of achievement it has followed the past nine years, and your

164 Editor's column in the Emery County Progress, November 12, 1937.

165 News item in the Emery County Progress, January 2, 1942.


167 Editorial in the Emery County Progress, February 4, 1944.
paper will continue to report the news as accurately as possible and carry on as a part of the home life of the Emery County people.

This is your paper—we just publish it—let us know if there are any new departments you would like. The Progress will endeavor to furnish them....

Although Grayston remained with the paper only a few short months, he established some traditions that were to remain for a good many years. He was the first editor to list the correspondents by names and to give them credit for the columns they wrote. This tradition has never been dropped from the paper. While he was editor the first "modern looking" editorials appeared in the Progress. Grayston placed the editorials on page two under the signature of the paper, the listing of the editor's name and the postal notice. He set his first editorial in ten point type two columns wide. His editorials covered such subjects as black market gasoline, the necessity of coal to make steel, and the building of a cold storage plant. As with the paper when Saunders published it, it was full of material about the boys from Emery County who were serving Uncle Sam in World War II. Grayston was unable to persuade his wife to bring their young son and come to Emery County to live and after seven months of trying, he finally gave up and left the Emery County Progress for good. On September 1, 1944, Mal O. Brown's name appeared as editor and manager in place of Grayston. An editorial listed Brown's "platform:"

This issue of the Emery County Progress comes to you under a new editor and we hope you will like it. We also hope that you are going to like us.

168 Ibid.

169 Personal interview with Lee Peterson, June 12, 1965.
For some time we have been looking for a community which we would like to call home and in our wanderings we have come to the conclusion that Emery County and Castle Dale fill the bill completely.

Primarily we are the same as any other individual—we want to like our neighbors and we want them to like us. We want to enjoy a prosperous business, but we also want to deserve it. This we will try to do. We want you to feel that all community problems are the problems of the Progress, and that this paper is yours in which to air and discuss these problems. It is our sincere intention to promote and encourage every worthwhile movement which will improve Emery County and make it a better place in which to live.

Summarily, that is our platform. We came here because we like it here. We intend to stay for the same reason....

Brown remained almost a year. He had come from the East originally and prior to moving to Castle Valley had worked on a newspaper in Idaho. After leaving the Progress he moved to Cascade, Idaho, where he had a newspaper. His reason for leaving is remembered as marital trouble by residents of Castle Dale. The paper under Brown was not very much different from those published by Saunders and Grayston. However, Brown did very little editorializing. It was literally full of news from the soldier boys, pictures of them, and reprints of their letters.

170 Editorial in the Emery County Progress, September 1, 1944.

171 Personal interview with Nephi Williams, June 12, 1965.
CHAPTER VII

1945 - 1956

"BAH, HUMBUG"

I've always been very unsympathetic with journalism as a factor in our community and as it is now conducted. The products of journalism bore me. It fills too much of our air and wastes too much newspaper pulp. I think that journalism is blown up to a proportion beyond any need....It performs a basic minimal function, but it is blown beyond all need. I feel that if they would print all the important information once a week and mail it to me that would be all I need...I read one columnist, the headline and glance at the first page of the second section. When news comes on the air, I want to mash the television--My attitude is about the same now as it was when I printed the Emery County Progress.172

So spoke Ray M. Williams, editor of the Emery County Progress from 1945-1956. The second Williams to edit the paper, he is no relation to David S. Williams, editor from 1911-1928. Ray Williams was trained in Utah at Snow College and Brigham Young University as a school teacher. Prior to entering the newspaper business, he had taught school for ten years in Sanpete and Emery Counties. Members of his family heard of the opening at the Progress and Williams and his brother Mark Williams negotiated the purchase of the paper. Mark, however, never entered the profession and soon withdrew to let his brother produce the newspaper on his own.

Williams had no journalistic training and after being aided by Mal Brown for a few days, he was left alone. A young man, Bryan Cook, who had been trained by a previous editor, came out of the Armed Services

172 Personal interview with Ray M. Williams, June 12, 1965.
FIGURE 8
RAY M. WILLIAMS
EDITOR, 1945-1956

FIGURE 9
CLARIN D. ASHBY
EDITOR, 1956-PRESENT
a few weeks later and was immediately employed by the Progress. "After he came in we got along a little better," Williams remarked of the situation. Later Ray Hassinger was trained, and he has remained with the newspaper to date (1965).

A strange hello. Williams' greeting to the patrons of the Emery County Progress was hardly the traditional editorial statement that an editor wrote when taking over a newspaper. He wrote nothing of himself (which was typical of his entire tenure) but instead chose to write of the retiring owners of the Progress. Written in two sections the headlines read: "The Editors Observe....And Opine."

Eleven years ago A. C. Saunders and Jess E. Saunders acquired the Emery County Progress. Through all eleven years they lived and worked amongst the people of the County, quiet, constant, amiable, and honorable. They were first strangers, and then formal, uncertain acquaintances. Now they are friends, friends to everyone in the region who truly knows them. That they have surrendered into other hands the enterprise that attracted them to come into this county will be regretted by many; but that they have decided to continued living here will be complimentary and gratifying to all.

Mr. and Mrs. Saunders have transferred to someone else one of their enterprises but they have not thereby become less active. Associated with civic organizations, they will be even more active than in the past promoting public purposes in Emery County and in Eastern Utah.

Things could have fallen another way with Mr. and Mrs. Saunders. For this is an uncommon region. It is not like the chain of green valleys that reach through the center of the state, which every man calls good. Emery County--Eastern Utah--is grayer, more rugged, and semi-desert. Not many like this region when they first see it; many do not like it after prolonged contact with it. But there are some who come to like the region and like it ardently.

For these the buttes and mesas and box canyons that cap San Rafael --the very sweet of desolation and loneliness--have an attraction that the green and smooth spots of Utah do not have.

173 Ibid.
This is how it is. Emery County repels—or it seizes and holds. It has done the latter with Mr. and Mrs. Saunders, and thereby Emery County has kept two prime citizens.174

Editorial comment. That Ray M. Williams had a great deal to offer the citizens of Emery County is evidenced by his introduction to his readers. Also evidenced by the foregoing material is a most unusual attitude, which in many ways kept him from using his full potential. He assumed the ownership and editorship of the paper for one reason: he detested teaching school. "It was a move of desperation, a hope, and expectation that I could do better financially than I could do teaching school—which I did."175 In some areas he did put his background to use and one of these was in the writing of editorials. Whether all of them were written by him or whether some of them were "canned" material made available to him was not readily apparent, since he wrote as well as the producers of "canned" opinions. At any rate the editorials appearing in the Progress were occasionally pierced by mentions of local situations or of Emery County. One of his early editorials demonstrated the forcefulness which his type could have:

The sands of time are running out. The startling fact that the atomic age is upon us has the unreality of a friend's death coupled with the cold truth of the fact.

We shall not live long, you and I unless we become wiser citizens. It is very just published by our nation's foremost scientists; read them and discuss them; analyze your views so as a citizen of a world in peril you can contribute to the common safety.

Dr. H. J. Curtis, professor of Psychology, Columbia University, stated...'the only remaining secrets (of the bomb not held by other nations) are technical details which any intelligent group of scientists and engineers could work out in relatively short time.'

175Personal interview with Ray Williams, June 12, 1965.
Dr. Irving Langmuir...a nation having well-trained scientists will not have just enough bombs to destroy our cities, but to destroy every man, woman and child in the U. S. with the first button they press....'176

Williams editorialized on subjects as "No Place Like Home," "United Nations," "Building the West," "Man of the West," "The West--Its Future," "George Washington," and "Un-American" before editorials began to subside in his newspaper which was about the middle of 1946. After this time Williams broke the silence only on occasions. Of his editorial writing, he said: "Once in a while I would sound off about something. It was a practical reason more than a personal one."177

Special features. Perhaps the most remarkable facets of the paper produced by Ray M. Williams were the features that he printed in his paper. In January of 1950 while looking around in the attic of the Progress, he discovered "several scores" of engravings which had been stored away there for the duration of fifty years. He was "kind-of" captivated by them and bringing them down decided to run them as a weekly feature in the paper. He said that he came upon the name of the feature in "a moment of mental fatigue and stalemate." He called it "Whozit," and had readers turn to another page for identification or in some cases to notify the paper of the identification of the old cuts.178

In April of the same year he began a series of articles on the hobbies

176Editorial in the Emery County Progress, November 28, 1945.
177Personal interview with Ray M. Williams, June 12, 1965.
178News item in the Emery County Progress, January 20, 1950.
of local people.\textsuperscript{179} In 1951 he ran a series of articles on people from Emery County who had been or were successful in the world. A standard kicker introduced the articles: "He Made Good..." Williams indicated that he was not interested in writing but asked one exception to the statement:

I've intimated that I wasn't interested in writing. There is one exception, I do like to write in certain areas--saying certain things. I like Western lore and I really get a kick out of writing about it. While I was publishing the Progress several old people began telling me stories and I felt they were good enough to print. Some of them were printed in the Salt Lake Tribune's Sunday Magazine section. I got some satisfaction out of this.\textsuperscript{180}

He gave his series on Western lore a prominent place on page one of his newspaper. He called the series "Tall Tales & True" and announced to his readers that they would be bizarre tales and little-known facts out of the colorful lore and tradition of southeastern Utah.\textsuperscript{181} In another set of feature stories he printed pictures and descriptions of Emery County's geographical wonders. About this time the Salt Lake dailies began picking up some of his stories and running them in their issues. This infuriated Williams and he printed boxes of type in bold face stating:

\begin{center}
SALT LAKE TRIBUNE AND DESERET NEWS
Almost word for word reprints of the stories and features carried in some issues of the 'Progress' may be read two or three days later in your favorite daily--as up-to-the-minute news. If your daily news has a familiar sound, remember you read it in the 'Progress' a day or two before.\textsuperscript{182}
\end{center}

\textsuperscript{179}News item in the \textit{Emery County Progress}, April 15, 1950.
\textsuperscript{180}Personal interview with Ray M. Williams, June 12, 1965.
\textsuperscript{181}Ibid.
\textsuperscript{182}News item in the \textit{Emery County Progress}, December 15, 1950.
Six months later the papers were still picking up his material so he wrote:

If the two dailies continue as in the recent past, they will carry almost verbatim reprints of the main news stories of this issue of the Progress. Watch today's Emery County news in next week's Salt Lake Tribune and Deseret News.183

Whether the notices had much effect on the Salt Lake dailies or not, Williams had more right than most editors to squeal, because he spent no time perusing the upstate papers for new bits of interest to citizens of Emery County.

The loss of readyprint. Undoubtedly the greatest change that occurred during the time that Williams published the paper occurred when the readyprint section had to be dropped from the Emery County Progress. The syndicate, the Western Newspaper Union, which had produced the readyprint, found it impractical to continue their program and so closed shop in 1952.184 The service which had supplied the Progress closed down in early 1952. When Williams lost the service he consequently dropped two to four pages of his newspaper without a word of explanation to his customers. Three months later the pressure of the public demanded an answer as to why the change had occurred. In July the editor ran the following explanation:

For three months the 'Progress' has 'come out' with four pages instead of the customary six to eight pages. Heretofore no explanation has been made to the readers--because the management of the 'Progress' did not know whether or not it would be necessary to continue with four pages or whether a return to six or eight pages would be possible. Now the answer comes sure.

183 Ibid., May 23, 1951.

The syndicated features used in the pages now discontinued, are no longer available. The service which provided these features has been discontinued BECAUSE OF THE INFLATIONARY COST OF PRODUCING THEM. This service was begun during the Civil War—nearly one century ago. It has continued through the wars and financial crises of one hundred years until the inflation of 1952!—and that inflation it was not able to withstand! Thousands of weekly papers over the nation are now obliged to do what the 'Progress' had done—namely, go along without the features. The papers cannot substitute for these features at per unit cost higher than could be absorbed by the giant corporation which provided the features. That is the final answer to why the 'Progress' is not as big as it was: INFLATION! If you know who is to blame for inflation, let us know. We'd like to hate them too. 185

This ended the "big" paper era of the Emery County Progress. That the change is remembered even today was evident when speaking with residents of the county who remember certain editors as producing "big" papers, "a lot bigger than the four sheets we have now."

Colored facts. On March 31, 1950, there appeared, the boldest, blackest five column headline ever to be used in the Progress. It read: "Sinbad Yields 'Hot' Ore." 186 This was one of many headlines telling of uranium, oil, and gas. Williams said that there were times when he would think that perhaps the county would have "This oil boom or that uranium boom" but other than one good "scare" on uranium the booms never came, but much as H. T. Haines' day his paper continued to herald stories of uranium, gas, and oil. Williams said that he felt now that he "colored the facts too much. "I blew them beyond reason because I wanted it to appear that something was going on." He based his stories on any rumor he could get hold of. 187 Williams disliked very much filling his paper with "chit-chat," and his local correspondents often became unhappy

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185 Editorial in the Emery County Progress, July 3, 1953.
because their columns were cut or items they sent in were left out. Williams said that he felt his correspondents did not like him. They would say, "Why didn't you put this or that in?" He would reply, "Hell, does it matter?" Williams claimed that the people liked the paper produced by Saunders better than his because it had more local news and chit-chat. Williams did have some empathy, however, for his correspondents. In 1950 he wrote:

We invite our readers to contribute news notes and stories to the 'Progress' by phoning, writing, or delivering them verbally to our correspondents in each town.

To interview everyone in every part of town each week is beyond the capacity of our reporters, and yet we are anxious to have such wide coverage in our columns. The reporters will welcome whole heartedly your communications to them.—Editor.  

The feeling upon the advent of television that this medium would replace other fields of journalism also hit Emery County and more explicitly the editor of the weekly paper. Williams felt that it "would become harder and harder to make a profit in the newspaper business." To remedy this he had his own scheme. He was going to get some better equipment and print legals and some advertising. He felt that he could make more money that way than "telling the public that they needed a newspaper." This would have suited him fine as he often felt that he would have liked to "throw everything out but the advertising." He said that he would have done so had he not known that it would have offended the public "beyond all tolerance." 

188 News item in the Emery County Progress, January 20, 1950.
189 Personal interview with Ray M. Williams, June 12, 1965.
190 Ibid.
Front page advertisements. Even at that, he succeeded in getting away with things in the 1950's that would make editors long since dead turn over in their graves. In 1955 he began placing advertisements on the front page. This had not been practiced since Moffitt had changed the format in 1909. At first the next week's movies showing in the two local theatres occupied the lower portion of the extreme left and right hand columns of the paper. Later apples, rugs, and even service stations found space on the front page.

Williams was not interested in the activities of his colleagues who were in the publishing business. During his nine years as editor, he never once attended a convention of the Utah State Press Association and was "unimpressed" with their contests. He was, however, a paid-up member of the USPA and received advertising through it.

Promotion of the newspaper was only slightly touched upon by Williams. In 1950 he ran a line of type under his nameplate which read: "From 1900 to 1950 Fifty years of service--1,000 readers." In 1953, the same space had this slogan: "Finest Advertising Medium For Emery County--Read in One Thousand Homes Weekly." Williams conducted only one subscription drive. However, he said that for the most part subscriptions seemed to come in without a great deal of work on his part.

192 Personal interview with Ray M. Williams, June 12, 1965.
193 Ibid., July 12, 1965.
194 Nameplate in the Emery County Progress, January 6, 1950.
195 Ibid., June 18, 1953.
Return to school teaching. In 1956 the school teacher turned editor decided to give up his "financial heyday" and return to school teaching and counseling. He was the only editor in the history of the newspaper that came originally from Emery County. He was born and raised in Castle Dale, the son of Nephi L. And Dagmar M. Williams and prior to entering college, was educated in the schools of Emery County. Since retiring from the editorship he has obtained his master's degree from Brigham Young University in guidance and counseling and is currently working for a doctorate in clinical psychology at Utah State University.\footnote{Personal interview with Ray M. Williams, June 12, 1965.}

He married Carrie Margaret Peterson on May 22, 1940. She was born on November 6, 1912, in Helper, Utah, to Albert Richard Peterson and Margaret Mae Bearson. Mr. and Mrs. Williams had four children.\footnote{Ibid., July 12, 1965.}
CHAPTER VIII

1956 - 1965

FROM PRINTER TO PUBLISHER

Printing the news in the back shop and producing and gathering it in the front shop can be two different worlds housed in the same building. When Clarin D. Ashby, last editor of the Emery County Progress and first editor of the Emery County Progress-Leader, took the reins of the Progress, he had never edited one piece of copy. "I wasn't too sure I really wanted to come after I had completed the arrangement," he remembered of his experience. After a couple of editions had been sent off to customers, he found that it "wasn't nearly so bad as I had suspected."

Ashby entered into the printing business in 1948, where he worked in the off-set and letter press departments for the Utah Bank Note Company in Salt Lake City, Utah. In 1949 he switched jobs and began working for the Midvale Sentinel for the express purpose of learning how to run a linotype machine. This was his first newspaper experience. In 1950 he went to work as a pressman and floorman and then linotype operator for the Preston Citizen in Preston, Idaho. In 1953 he joined the Springville Herald as a linotype operator and was employed there until he learned of an opportunity to purchase the Emery County Progress. In his first column in his own newspaper he told of his experience in deciding to come to Castle Valley to publish the paper:

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198 Personal interview with Clarin D. Ashby, June 5, 1965.
Let's see - - six days now - - 15 hours a day - - that's about 90 hours - - taken in about $9.10 - - split with the help - - mmm - - well we made at least 5 cents an hour--if we don't count the paid outs. We're still happy to be here however, and the wonderful response we have received from the people of the county is very gratifying.

This whole thing started several months ago. When we first heard of a paper for sale in Castle Dale about all we could think of was 'where's that?' A repulsive impression came into our minds and we felt that a place that we had never heard of could not be the place we wanted to call our home for a good many years.

After putting the whole thing out of our minds for a couple of weeks, we decided it wouldn't hurt to just drive down this way and find out where it is. We wouldn't even have to stop if we didn't want to. Our first visit was enough to convince, however since that time we have been pulling strings, and doing everything we can to get into our new home....

Ashby was born in Bridgeland, Duchesne County, Utah, son of John L. and Maybel Pickup Ashby on April 9, 1930. He attended schools in Vernal and Murray, Utah, and later attended the L.D.S. Business College in Salt Lake City where he took bookkeeping, shorthand, and typing. In September of 1948 he married Margene Mantle and they were the parents of five children (1965).

Newspaper policy. In the same issue that Ashby told of his decision to come to Emery County he stated his policy of the newspaper on the editorial page:

Yes, with this issue of the Emery County Progress, you will notice several changes, additions and deletions. These changes although not drastic will likely meet with varied comment and discussions. We hope the Emery County Progress will continue to be to your liking, but should you disagree, your suggestions will be most welcome.

As to policy, the Emery County Progress, although under new management, will strive to continue its service to the people of the county. There will be no changes at present in the various correspondents in the towns throughout the county, although there will be

198 Editorial column in the Emery County Progress, July 7, 1956.
200 Personal interview with Clarin D. Ashby, June 5, 1965.
a slight change in the manner in which these items will be entered into the paper; a change we hope will be for the better.

We feel that the Emery County Progress is your paper and will try to bear this in mind when suggestions are made for improvements. We welcome all news from residents of the county and former residents, and feel that a newspaper can only be as good as its news coverage. Send or call any news you might have—out-of-town visitors, births, trips, dinner guests, parties, social events and of course, current news happenings such as fires, deaths, county development, coming community events and any other interesting sidelights on the news.

With your cooperation we hope to build the newspaper to a point that you will be satisfied, and we will be satisfied with our product. This will take both more news coverage and more advertising. We hope the people of the county will cooperate in making their newspaper outstanding. At the present time, in order to get our business on a current basis, we are going over our subscription list, trying to bring it up to date....We feel a keen responsibility to the people of Emery County, and realize we have a large task in accomplishing those things which we would like to do. It is our desire to get the Emery County Progress in every home in the county, and feel that only by this means can a newspaper be of real service to a community.

We hope to maintain a high standard of advertising both in quality and quantity for it is by this means that we are able to print a paper....In consideration of the support you have given the paper in the past, we are sure that we can continue to count on the loyal support from the people of the county and know that they have a desire to keep Emery County the friendly, neighborly community that we have found it to be.

Editorial comment. Ashby's early editorials were based on local incidents. In his October 4, 1956, editorial he called Castle Dale's fire engine "a $1300 plaything." He was "literally flooded with comments," about his stand. The next week he commented on the response and in doing so further exposed his attitude toward editorials and the newspaper's responsibility:

...Many of the comments following last week's editorial expressed the opinion that it was too strong, too much of an

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201 Editorial in the Emery County Progress, July 7, 1956.
attack on one group. Many others echoed an approval to the plug for better fire protection.

We would like to point out that the editorial policy of this paper is not to belittle any group or individual and if an article appears to do so it is because of inexperience of the writer in expressing his views on a particular problem.

We feel that it is the responsibility of a newspaper to keep its eyes and ears open so to speak, and when questions arise from several sources on the same problem, these questions should be aired in print, not as accusations, but rather that those holding the answers can come forward and satisfy the inquiries.

It is impossible for a newspaper, especially a weekly newspaper with a limited staff, to dig up all the facts on a particular problem to be able to lay it on the line as absolute fact. Consequently it must act as a mouth piece for the community served, asking questions that dwell in the minds of the people, and trying to keep the public well enough informed that many questions can be averted.

If it is functioning properly, a newspaper can be an asset to men in public office, as well as those people whom they serve. In our opinion newspapers are able to keep their finger on the pulse of the nation, and can be an aid to the people of any area....

Other subjects of early editorials ranged from vandalism to National Newspaper Week. Eventually "canned editorials" were run. These came from various sources, many of them from particular organizations. Some of these had good points and were worth printing, Ashby noted, while others had to be screened carefully.²⁰³ Many editors don't use these any more because of the propaganda content of them. If the Emery County Progress is suggestive of any trend, (and Ashby feels that it is) there are fewer editorials being printed today and more opinion is being placed in the editor's column.²⁰⁴ The frequency of

²⁰²Editorial in the Emery County Progress, October 11, 1956.

²⁰³Personal interview with Clarin D. Ashby, June 6, 1965.

²⁰⁴Ibid.
editorial comment in the *Progress* was an editor's column weekly with only a rare editorial when the editor felt strongly about something that did not fit into his regular column.

During Ashby's nine years as editor he had three editor's columns. The first one he called "Clar-i-ties" and in it he often dealt with the lighter side of life. A typical column in 1957 dealt with coming city elections, comments on a new boom from a "Washington Agency report," and a University of Utah study on the ice age. Intermingled with these items were three jokes probably picked up from one of the free services which supply such materials to newspapers. Later "Clar-i-ties" was abandoned and the column was called "From the Mote." The new name and column was instituted so that more humor could be injected into it. Since 1963 the column has assumed the name of "I D Clair." This column couples both humor and editorial comment. In recent months the editor has discussed such subjects as Emery County High School's Shakespearean production, big-city versus country-town life, and the improvement of the school bands in the junior and senior high schools of the county. It was under the title "I D Clair" that the editor announced that he would be leaving the county and the *Progress* in the near future. In May of 1965, Ashby announced that the week's column was different from its predecessors because it was to be the last one. He summed it up thus:

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205 Editor's column in the *Emery County Progress*, September 26, 1957.

206 Ibid., March 16, 1962.

207 Editor's column in the *Emery County Progress-Leader*, April 8, 1965.
Ferron post office is moved to new bldg.

In recent days, the new Ferron post office has been constructed and is now in operation. The new facility offers improved services and facilities for mail handling and customer service.

4-H members visit families in New Mexico

Several members of the Emery County 4-H club have recently visited families in New Mexico. The purpose of the visit was to strengthen bonds with family members and to share experiences and knowledge.

Weather Report

July 4 deadline for applications

This year, the deadline for applications for the July 4th celebration is July 1. Applications can be submitted at the city hall or online through the official website.

Bids are sought at Bolling

The city of Huntington is seeking bids for various projects at Bolling. Interested contractors are encouraged to submit their bids by the deadline.

Stake R. S. plans temple excursion

The Emery County Stake Relief Society has planned a temple excursion for the upcoming week. The excursion will be an opportunity for members to visit the temple and participate in activities.

July 4 program to be held at Huntington

The city of Huntington will be hosting a July 4th celebration, including a parade and a fireworks display. The event will be held at the city park.

Shrine circus set next week

The Emery Shrine Circus is scheduled for next week. Spectators are encouraged to attend and enjoy the show.

Luna Hall gets call for LDS mission

Luna Hall has received a call for service in the LDS mission. She will be leaving soon to begin her mission work.

Queen contest set for July 19

The annual queen contest will be held on July 19. Nominations are now being accepted for the candidates.

Credit union opens office

A new credit union has opened an office in the community. Members are encouraged to visit the new location for banking services.

Notice

The city council has approved the appointment of new members to the planning commission. The new members will begin their terms on August 1st.

Local teacher receives grant

A local teacher has received a grant to support educational projects. The teacher plans to use the grant to enhance teaching materials and resources.
This column, which is number 468 since we purchased the Progress, completed nine years of consecutive issues without missing one column.

Nine years ago this week, in 1956, we moved to Castle Dale and took over the publication of the Progress on June 1. Since that time the 468 columns have contained some 7,000 inches of copy, or approximately 300,000 words. This week’s column is different, however, in that it will close this nine-year string. Although we retain control of the Progress for another month or so, circumstances are such that this column will be curtailed, except on occasion. This is necessary since we must assume the responsibility of publishing the Uintah Basin Standard at Roosevelt as of June 1.

**Physical changes.** Perhaps more than any other editor, Ashby brought change to the Emery County Progress. The first change which he effected was to purchase a used Model A Intertype machine in June, 1957. Prior to this time the old Model 15 Linotype which had been purchased by David S. Williams had been used. The change effected by the new machine was to allow headlines to be set by machine up to 36 point. Before this, twelve point bold was the largest headline that could be set by machine and all the rest had to be done by hand. The old Model 15 remained in the office of the Progress until 1965, when it was sold. Ashby also purchased a folding machine (used) which replaced the labor of high school students who had come into the Progress office for some 50 years to fold the newspapers. In October of 1959, another change was announced. The format of the paper would again be changed. The columns of page one would henceforth number eight rather than seven. The editor commented:

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The Emery County Progress this week observes its anniversary, marking 60 full years of covering news events in Emery County. It now features one of the few major changes in its 60-year career—a complete change in the format and layout of the paper. This week, however, the NEW PROGRESS sports a refreshing change to eight columns by 20½-inch page size. Although to some the change will mean very little at first sight, we feel it will have a great bearing on the news coverage of the county. It means that each page will allow an additional 20 square inches of space for new material, adding up to about 120 inches in a six-page paper. It means that now a more complete coverage of the news will not be left out because of lack of space.

Besides the additional space feature, the eight-column page makeup will allow more attractive and easier read page to be constructed, without folds down through the center of any of the columns of type. It will allow the use of larger, more attractive pictures, such as the one shown on this page this week, without fear of the pictures over dominating the page.

Because of the lack of space during the past few weeks, the Progress staff has found it necessary to omit some of the news which should have been included in the paper. For this an apology is extended. It is hoped that with the new page makeup, this will not be necessary in the future.

The process of changing from a seven-column paper to an eight involved the replacement of all column rule because the columns were slightly reduced in size, the use of a complete new system of measures, and the cutting of all spacing material to new lengths. The press also had to be realigned to handle the larger page size without using larger size of paper.

With the enlarged page size and the addition of a Fairchild engraving machine in 1962, the Progress format fairly sparkled. What had once been solid grey columns of type became enlivened with pictures, many of them taken just a few hours before press time because

211Editorial in the Emery County Progress, October 1, 1959.
212Ibid.
213News item in the Emery County Progress, October 4, 1962.
of the use of a Polaroid Camera, and the engraving machine. This was a real step forward, because previous to this time all pictures had to be sent to an engraver at Salt Lake City or Provo by mail and then returned before illustrations could accompany stories.

In February, 1962, the Emery County Progress was moved to its fourth location in Castle Dale. It was moved from what had once been called the old Co-op Building down the block to the east of the newly remodeled Professional Building which had formerly been the Rocket Theater. The March 1, edition announced: "We made it. We're all moved! (more or less). Emery County Progress, Progress Publishing Company and Progress Photos and Office Supplies (which was operated by the editor's brother, Evan M. Ashby) moved into their new home this past weekend, making more adequate facilities."214

One other change that was made which should be noted was the change in numbering of volumes of the Progress. Mr. Ashby took the issues beginning August 30, 1956, to December 27, 1956, and placed them into a volume numbered "57." On January 3, 1957, his new volume was numbered "58," thus changing the numbering of volumes as established when the paper was founded (which started a new volume the first of September each year).

A merger. Undoubtedly the biggest change in terms of the paper itself occurred in October of 1963. In April of 1957, Clarin D. Ashby had started his second newspaper, The Green River Leader (see Chapter IX). The paper had filled the needs of the community of Green River, which is separated from the majority of the communities in Emery County

214 Ibid., March 1, 1962.
by not only geographical location but also by the type of people which inhabit the town and economic conditions. The "market" for a newspaper in Emery County has always been divided. The Emery County Progress has catered to the market in and around Castle Dale. This included the nearby communities of Orangeville, Huntington, Cleveland, Lawrence, Clawson, Ferron, Moore, and Emery.

However, Green River is physically separated from the rest of the county by the San Rafael Desert. There has always been differences in the people who make up the county. The people who settled in the cluster of communities around Castle Dale were principally of Mormon origin. Farming was the chief means of livelihood. Green River settlers were mostly non-Mormons who came from the middle west. They have been dependent upon the mining industry, tourist trade, and only some production of agricultural products.

The October 1963 issue of the Emery County Progress was to be the last issue to bear that name. It was announced that beginning with the next issue the paper would be called the Emery County Progress-Leader and would be merged with the Green River Leader. The seven years of the Leader and the sixty-three years of the Emery County Progress ended with the following announcement:

A STEP FORWARD...PROGRESS-LEADER

This issue of the Progress marks a change in the status of newspapers in our county. It reflects the consolidation of the Emery County Progress and the Green River Leader into one publication which shall be known as the Progress-Leader.

One of the strongest arguments in favor of the consolidation, was the value that this move should have in uniting the county. Although the county is made up of two separate geographical areas, with different types of economies, it is still held together by common boundary. For this reason, it was felt that the news of other areas should be published in one paper.
Under the previous two-paper setup, a good deal of news from the west end of the county appeared in the Green River paper, but no Green River news was published in the Progress. The reason for this situation was that the Progress was printed first, and almost generally well supplied with news from this area. The Green River Leader was printed a day later, and was generally in need of additional news to fill the columns. On the other side of the ledger, however, the amount of space that will be devoted to news coverage from Green River will necessarily be lessened, in order to bring it into a proportion that would be comparable to the other communities of the county. Besides this, Green River will lose the identity of a personal newspaper.

We welcome subscribers of the Leader as readers of the Progress-Leader. It is our hope that this combination will add strength to our county, rather than disunity. We invite suggestions and comments, and will look forward to serving all of Emery County.

Not one person stepped forward to object to the loss of the name, Emery County Progress, after sixty-three years of existence, but many of the citizens of Green River objected to losing their paper. The combined circulation totaled 1,450, the highest in the history of any paper put out in Castle Dale. As Green River people seemed to become disgruntled over the situation the circulation dropped, and is expected to stabilize at about 1,200.

Other changes in equipment during Ashby’s tenure included the purchase of a metal saw, an automatic job printing press, and an off-set press with plate making equipment and needed fixtures for lithography work. The paper has continued to use the Lee Press purchased by M. B. Roberts in 1931.

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216 Personal interview with Clarin D. Ashby, June 5, 1965.
217 Ibid.
218 Ibid.
Problems conquered. Problems faced by Ashby at first included the lack of mechanization in the back shop. It has taken effort and capital to keep the Progress-Leader current, but the plant is in good shape now and should not have to be added to in the near future.\textsuperscript{219}

At the present moment, the paper is financially sound according to the owner. As of May 1, 1965, its net worth was listed as $33,000. When Ashby purchased the paper all he had was equity in a home which totaled $3,000. The home was deeded to Ray M. Williams in part payment for the Emery County Progress and its equipment. He paid approximately $10,000 for the paper.\textsuperscript{220}

Subscription contests. Since he assumed the editorship of the paper, Ashby has sponsored a yearly subscription drive contest. These have been given various titles and have been sponsored so as to invite various groups to participate. The first contest was sponsored in 1957. It offered the special premium of a fire extinguisher valued at $2.98 along with each new subscription. The edition was sent to 1,750 persons, 750 who were not currently subscribers of the paper. The editor encouraged his readers and prospective subscribers in this manner:

...The premium, picked to fill a need in the county, is valued at or near the price of a new subscription, so by placing your subscription now you are getting a $6 value....

If you are a subscriber to the local paper, encourage your neighbor to avail himself of this means of keeping up on the local happenings. Even if he is not interested in the things that are printed in the paper, his participation will benefit the county, since the paper can only progress when it is supported by a majority of the people in the area it serves. If you are not

\textsuperscript{219} Ibid.

\textsuperscript{220} Personal interview with Ray M. Williams, July 12, 1965.
now a subscriber to our paper, and are unaware of its features, we invite you to turn through the pages and analyze its worth. We feel that it is well worth the six cents per week that you will spend for a subscription...

In 1959 the contest was called "Lucky-1000." Prizes were offered and sample copies were mailed to non-subscribers. One of the most effective forms of the promotion was a Teen Contest and this project has been held several times offering prizes ranging from sewing machines to books.

Prior to 1964, advertising rates were 45¢ a column inch for local advertisers, 55¢ for Price merchants, and 70¢ for national advertising. In 1964 the rates were raised to 50¢ a column inch for local advertisers, 60¢ for Price, and 77¢ for national.

Correspondents' policy. During his nine years of publication, Ashby called his correspondents in for several seminars. These occasions gave both the editorial staff and the reporters an opportunity to air feelings. In most cases, the editor had specific regulations and ideas which he wanted incorporated into the work of the correspondents. The most recent of these meetings was held in August of 1964. The next week, the paper printed "Rule Changes to Update the Paper:"

...Some of the other features we hope to add are more editorials, some to be prepared by the correspondents from the various communities, which should provide a greater variety of reader interest throughout the county. We would like more feature stories, including pictorial progress reports on various projects that are under way in the area; life resumes of leading businessmen and community leaders; historical items on county celebrations and

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221 News item in the Emery County Progress, February 21, 1957.

events and other features. We also plan to incorporate a larger number of pictures from the various communities.

In order to update the paper and these features, we find it necessary to establish a set of suggestions and rules:

1. Inter-community visits within the trade area of the paper, will not be used in the news. (This would include visits in Emery, Carbon, Grand or Wayne counties).
2. Periodical visits—visitors coming into the area on a regular basis or making frequent calls—will be deleted.
3. Items pertaining to the family of the correspondent will be used only on rare occasions.
4. Lists of guests and visitors at funerals and weddings will be deleted because of the large number of names involved, where it is impossible to keep the lists accurate.
5. Personal eulogies honoring birthday anniversaries will not be run until a person has reached the age of 80.
6. Shopping and business trips will be minimized and the fact that a family has a new car is no longer news.
7. An effort will be made to delete items concerning families who are in the news every week, and at the same time, items will be sought on families who are less in the limelight. It was felt that the appearance of the same names each week in the news tended to discourage readership.
8. Church news will be modified, in that regularly scheduled meetings provide little news value. Lists of speakers and participants in regular stake meetings will not be listed as news items. Regular visits of members of the high council to wards will also be omitted.

Since a program of this type will take some time to implement, and since it will, we are sure, cause some diverse comment, we would appreciate your indulgence and suggestions in providing the best possible paper for covering the news of our area.

Established norms were hard to change and this proposal has been very difficult for correspondents to become accustomed to and put into practice. Several subscriptions have been canceled because of "lack of news" in the paper. Most of these, however, have been out of town subscribers who are interested in the "so and so motored to Price" type of news. But it is names and the everyday local happenings that

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224 Personal interview with Clarin D. Ashby, June 5, 1965.
have set country journalism apart from dailies. The modifications suggested for the *Progress-Leader* have not come easily and the overall outcome is not foreseeable at this point.

Perhaps the best success of Clarin D. Ashby's move from the backshop to the front shop is told in the annual awards of the Utah State Press Association. In 1956, the paper won honorable mention in the coveted community service competition. Since that time, Ashby has never failed to place in several categories with either the *Emery County Progress*, the *Green River Leader*, or the *Emery County Progress-Leader*. These awards have ranged from General Excellence and Excellence in Typography to Best News Story and Best Editor's Column. (for a complete listing see Appendix B). The step from the clanging of machines to the clicking of a typewriter has been successful for the young man who carefully perused the copy he was feeding to his linotype machine and then produced his own.
CHAPTER IX

1907 - 1965

OTHER EMERY COUNTY NEWSPAPERS

While the Emery County Progress and its forerunners and successor have been published in Castle Dale, other journalistic attempts have been made in other parts of the county. All of them have eventually had to stop their presses and cease publication; they have ranged in life from one day to ten years. These attempts have been made in the communities of Green River, Huntington, and Ferron.

Green River newspapers. Green River itself has been the scene of four attempts to produce a newspaper. The first of these was early in 1907 when T. F. and Lucille Longhran produced a newspaper called the Green River Star. It was printed in Ogden, Utah, and measured nine by twelve inches. Only one issue materialized and the paper was given up. Later in the same year Green River's second newspaper, the Green River Dispatch began publication on February 12, 1907. J. W. Thompson was proprietor, with Benjamin F. Miller as manager and local editor. At first the paper was printed in the old home known as the D. S. Gillies Residence, and later Miller bought the local job printing shop of Harry Wood which was located on what now is Broadway Street. (It is currently a clothing store called Helen's Clothes Closet).


226Alter, op. cit., p. 78.

227Personal interview with Una Gillies, June 10, 1965.
B. F. Miller began editing a weekly newspaper when he was 15 years old. He started with his father, Jacob Miller, who was an attorney in Miltonvale, Kansas.²²⁸ He moved to Colorado in the spring of 1899 and established a newspaper somewhere in that state. On April 9, 1905, Miller married Adella Barber in Rifle, Colorado.²²⁹ She became a working part of his business immediately. After the purchase of a linotype for the Dispatch, Mrs. Miller ran it for five years.²³⁰ The Green River Dispatch lasted until 1917, when lack of advertising, the failure of a land boom and a community feud caused the Millers to become discouraged and leave.²³¹ The Millers then published newspapers in Hope, Kansas and Needles, California. In 1929, they moved to Oklahoma where they purchased the Perkins Journal. They also owned and operated three other papers in Oklahoma: the Corvela-Times-Star, the Jenks Times, and the Broken Arrow (Tulsa Co.) Oklahoma Ledger. Now (1965) in retirement in Broken Arrow, Oklahoma, the Millers this year celebrated their sixtieth wedding anniversary.²³²

The last issue of the Green River Dispatch under the Millers came out about July 4, 1917. A young woman who had moved to Green River

²²⁸News item in the Broken Arrow (Tulsa Co.) Oklahoma Ledger, April 8, 1965.
²²⁹Ibid.
²³⁰Alter, op. cit.
²³¹Personal interview with Mr. and Mrs. J. Peter Simonson, June 17, 1965.
²³²News item in the Broken Arrow (Tulsa Co.) Oklahoma Ledger, April 8, 1965.
with her parents and had been educated in the community\textsuperscript{233} then leased the \textit{Dispatch} from Millers and resumed publication the latter part of July.\textsuperscript{234} Her name was Helen Spaulding. She did not have a "day's training" when she took over the paper and hired Harry Wood as printer.\textsuperscript{235} Miss Spaulding was light complexioned and stood a slender 5 feet 3 inches. She was one of the first women to be seen in coveralls in Green River which was looked upon as something of an oddity at the time.\textsuperscript{236} "Miss Spaulding gave up the ghost of her newspaper hopes with the issue of July 29, 1920.\textsuperscript{237} She left Green River soon after, and since that time has married a man by the name of Nicol. However, she is remembered in Green River as Helen "Spauldin." In June, 1956, she was club and art editor of the \textit{Berkeley Daily Gazette} and had apparently been with the paper for some years. Her paper is remembered by residents of Green River as being "very satisfactory."\textsuperscript{238} The \textit{Emery County Progress} commented on the Christmas issue of the \textit{Dispatch} in 1919:

\begin{quote}
...The \textit{Green River Dispatch}, published by Miss Helen Spaulding, not to be outdone by others in the state, also appears in holiday array and is a wonderful production when consideration is given the fact that Miss Spaulding never had any practical experience until the time she undertook to guide the destinies of the \textit{Dispatch}. She plays up in good shape the recent activities in the oil fields of the county.\textsuperscript{239}
\end{quote}

\textsuperscript{233}Personal interview with Una Gillies, June 10, 1965.

\textsuperscript{234}Alter, \textit{loc. cit.}

\textsuperscript{235}Personal interview with Mr. and Mrs. J. Peter Simonson, July 17, 1965.

\textsuperscript{236}Personal interview with Mrs. Helen Tidwell, June 10, 1965.

\textsuperscript{237}Alter, \textit{loc. cit.}

\textsuperscript{238}Personal letter from Mrs. E. B. Simonson, June 22, 1965.

\textsuperscript{239}News item in the \textit{Emery County Progress}, December 27, 1919.
The third attempt to produce a newspaper was made by Gene M. Davis. He called it the Green River Journal and it first appeared July 21, 1955. The paper was the first to be printed in Green River for 35 years. In his front page article introducing the paper to the community he said:

If Green River is to continue its rapid progress toward becoming a major uranium center, all problems affecting the general public welfare and those which will influence the growth and development of this area must and will become a part of public knowledge and discussion. New knowledge...is vital to the continued expansion and progress of this city and its outlaying districts will be emphasized.

The publisher, Gene M. Davis, and the staff of the Journal have dedicated themselves to aid in every possible way the growth, progress and development of the city of Green River, and all the surrounding area including Emery and Wayne Counties and the northern part of Grand County. The local news of this area, including several special sections will be published every Thursday.

At the outset we are introducing a complete uranium section a special feature department and a corner dealing with children's interests.240

Davis was known as a "real hus ler," and his first paper produced evidence of this. It was called an Anniversary Edition of Emery County's Diamond Jubilee. It contained 20 pages which were mostly advertisements of merchants from Green River and Carbon County. Many of the ads welcomed the Journal while others dealt with the Jubilee.

On July 28, 1955, the Journal pictured a crane lifting presses onto a cement slab. Another picture showed a steel frame work being placed over the cement slab which was eventually to become the newspaper office and shop. An accompanying article explained that by the time the

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reader saw the paper the building would be completed. Prior to this time the paper was printed "out of state." This issue had shrunk from 20 pages to four. Davis explained it this way:

Due to unavoidable delays encountered in the erection of our plant we have been forced to have this second issue of the Journal printed out of state. Therefore we found it expedient to 'boil' this week's paper, that is to reduce it to four pages, rather than have it come out late. Some sections, such as the comics, we had to leave out all together. Other parts, including the news and special features have been squeezed to their present abbreviated proportions.

We earnestly hope our readers will understand the situation, and bear with us in patience until we can begin to do our own printing. Barring unforeseen trouble, our next edition will be printed here in Green River.\textsuperscript{241}

The Journal continued to appear in its "boiled" condition for the rest of its short existence. The comic section never did appear and the advertisements dwindled down from their gigantic number in the twenty-page paper to a number somewhat less than a four-page paper needed for economic stability. The last issue that could be found of the Journal was dated March 1, 1956. One morning residents of Green River saw trucks pull up to the office that Davis had constructed and begin loading up the equipment. A bank had simply reclaimed all of the expensive machinery that Davis had purchased.\textsuperscript{242} Only on one other occasion was he heard from and that was on some kind of a promotion deal that merely lost money for several Green River residents.\textsuperscript{243}

\textsuperscript{241}Ibid., July 28, 1955.

\textsuperscript{242}Personal interview with Clarin D. Ashby, June 6, 1965.

\textsuperscript{243}Ibid.
The next newspaper attempt was that of Clarin D. Ashby, publisher of the *Emery County Progress*. He produced a newspaper called the *Green River Leader*. It first appeared on April 5, 1957, and was an attempt to fit the needs of a market which was much different in composition from the majority of the subscribers to the *Emery County Progress*. The *Leader* was produced in the editor's shop in Castle Dale. He had to rely heavily on correspondents to gather the news and only occasional trips to Green River were made to solicit advertising. With the editor not residing locally, some resentment seemed to exist. People often felt that they were being asked to support a business which was far removed from Green River. Often there was not enough news from the area to fill the paper, so the columns were filled with material that had been used in the *Progress* when it was printed. The paper ranged from four to eight pages and was 5 columns wide.

In terms of awards from the Utah State Press Association, the *Green River Leader* was very successful. In 1958 it placed second in Excellence in Typography and Best Editor's Column and third in Best News Story and Best Front Page. In 1959 it won six awards including Best Front Page, Best News Story, and General Excellence which were all first place awards. The *Leader* won second place in Best Editorial, Best Editor's Column and Excellence in Typography. Other first place awards included Best News Story in 1951 and 1962; Excellence in Typography and General Excellence were among the eight awards given the paper in 1962. (For further information see Appendix B).

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244 News item in the Emery County Progress, September 26, 1963.
In September, 1963, the Emery County Progress and the Green River Leader were merged into the Progress-Leader, thus ending the seven-year history of the Green River Leader.

Currently (July 1965) a publication called The Bulletin is produced in Green River by Floyd R. Stephens, publisher, and Virginia Stephens, chief of staff. It is produced on various colors of mimeograph paper and is produced by a stencil. Classified advertisements cost 5¢ per word with a $1 minimum charge and display advertisements are sold at $1 per column inch. The paper averages six legal size pages with two full pages of advertisement. As of June 10, 1965, it was in its tenth issue. Approximate beginning date of publication was April 16, 1965.

The Huntington Echo. Huntington, Utah, was the scene of an attempt to produce a newspaper in 1909. Milas Edgar Johnson was the manager and assistant editor of the Huntington Echo. It was produced in his home, which was known as the Johnson House and served as an early day hotel. He wrote in his autobiography:

On the nineteenth of September 1900 [sic] I entered into a sort of partnership with John Mønsen and John P. Brockband of Huntington in an agreement with one E. J. Dunn of Salt Lake City to put in a printing plant at Huntington. Dunn to furnish the press, type and everything that is needed in a first-class printing shop, to publish a country paper. We did this to help our country to progress. We paid Dunn something about $1,000 and he bought a six column army press and delivered it here and went back for a job press, got cold feet after publishing a nice eight page paper, which he named Huntington Echo, for a few months and left without notice to parts unknown, and an account at the First National Bank of Price for about $500 for us to pay, and of course that cooled our ardor for financing adventures to help build up a progressive town to the tune of about $500 each which the town has never yet acknowledged.

our good offer and I suppose they thought that I had been amply paid by acting as assistant editor and manager, etc.  

Dunn was called "Grandpa Dunn" by members of the Johnson family which included 13 children, nine of which were home while the paper was being published. The children often helped with the newspaper and were paid a nickel a week for helping fold newspapers. The paper was printed in its entirety in the Salt Lake Office of the Western Newspaper Union. The press which was to be used for the publication of the paper was a Coates Armory flat-bed hand press, "the kind army officers at frontier military posts carried about on a pack saddle." The first issue of the paper was dated October 18, 1909. The publishers ran a unique advertisement in their paper soliciting subscribers:

It's Now Up to You, Brothers!  
Shall the Huntington Echo have a circulation of 1,000 copies at home and another 1,000 abroad? Shall the pictures representing the beautiful fruit of Emery County, and other industries, be scattered among the home seekers of other states?  

Shall the Huntington Echo be made a welcome visitor to every home in the county? It's up to you for an answer. Give us the subscriptions and the money...We will do the rest.  

On January 4, 1910 the Echo reported that it was "both surprised and much pleased" at the "evidence of good will manifested by our citizens towards this enterprise..." In the same issue it was announced that the Echo would add a job printing press to the equipment that the Echo already had. It continued:


247 Personal interview with Irene J. Gardner, Mildren Johnson, and Mrs. Deane Cook, June 19, 1965.

248 Alter, op. cit., p. 89.

249 Advertisement in the Huntington Echo, March 22, 1910.

250 Ibid., January 4, 1910.
Mr. Dunn, the publisher, went to Salt Lake City for the purpose of purchasing such an outfit as will enable the Echo office to produce up-to-date work and compete with any office in two counties. The press Mr. Dunn has purchased is an 8 x 12 steam or gas power Monitor press, with all modern attachments. The weight alone will approximate 2,000 or 2,500 pounds. The press will be shipped within the next few days and may be expected at the station within the next ten days.

On account of the absence of Mr. Dunn, this week, we are unable to start printing at our Huntington office, but will do so immediately after his return.  

Whether this was the trip to Salt Lake City from which Mr. Dunn never returned or not was not evident. The paper continued to publish until at least March 22, 1910. Then as J. Cecil Alter says, "The Huntington Echo faded away..."  

**Ferron's newspaper.** Harold Dubendorf was the publisher of a newspaper which existed at Ferron, Utah, during 1919 and part of 1920.

The *Emery County Progress* of March 22, 1919, announced that a weekly paper was to be established at Ferron:

Ferron is to have a newspaper, the first issue of which is expected to come from the press in about thirty days. Harold Dubendorf, a young man originally hailing from Kansas, but more recently associated with a man by the name of Cook in the publication of the *Intermountain News* at Altonah, is the man behind the venture, and, in a fraternal call paid the *Progress* Thursday, he tells us that the people are rallying to his support in fine shape. He has secured some one hundred fifty paid-in-advance subscribers and he has been assured of the hearty support of the business houses of Ferron.

Editor Dubendorf seems to be a very intelligent young man and undoubtedly will give the people of Ferron the paper which their excellent support merits. Two or three attempts at establishing papers in other parts of the county have been made in the past with no ultimate success, but he probably has closer communion with the printer's rabbit-foot and will make his paper stick.

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251 Ibid.

252 Alter, *op. cit.*, p. 84.
He has our every good wish and has been assured of our willingness to assist him in any way we may....

The new paper will probably be called the Castle Valley Press, and printing equipment will be moved here from Altonah where the now defunct News was printed....

The only copy of the paper known to be in existence belongs to Earl V. Hills of Ferron. The issue lists subscription rates as $2 per year, $1 for six months and 50¢ per three months. Advertising rates were listed as "On Application." Dated Thursday, April 15, 1920, Volume one, Number 50, the front page bears no advertising, and has six columns. Articles on page one ranged from a full account of a local funeral to a list of the program of the "Next Sunday's M.I.A. Program." Inside pages are composed of local news and local advertising. Several advertisements say, "Subscribe for the Press."254

Dubendorf came to Ferron with very little capital to start a newspaper. Consequently, he not only sold subscriptions to the people of Ferron but also shares in what he called the Castle Valley Publishing Company. Many local people put in $50 or $100 for shares in the company.255 Mr. Hills, a friend of the editor while he was a resident of Ferron, noted of the incident:

Harold Dubendorf printed in the building now used by Ray Killpack for an Ice Plant west on first south in Ferron. It was also used as a Barber Shop. He set type by hand from a case of different kinds of type. He came from the reservation and returned there after the paper folded. He later sent a truck for his equipment.

253 News item in the Emery County Progress, March 22, 1919.


255 Ibid.
FIGURE 11

EMERY COUNTY, UTAH
MAP SHOWING RELATIONSHIPS OF TOWNS AND LOCATIONS OF NEWSPAPERS
He was a likeable fellow, but couldn't make a go of it. There just wasn't enough business for him, although he had quite a little advertising.\textsuperscript{256}

No one was quite sure exactly when the last issue of the \textit{Castle Valley Press} was published. It, however, was quite certain that it did not last more than a year.

\textsuperscript{256}\textit{Ibid.}
CHAPTER X

SUMMARY AND CONCLUSIONS

Twenty-one editors have published 10 newspapers during the 67 years of journalistic history of Emery County, Utah. Twelve of the 21 editors have been associated with the *Emery County Progress* which has existed for 63 years under one name and has been the only newspaper to be published for more than 10 years.

The Crockett brothers of Price, Utah, founded the *Emery County Progress* on September 7, 1900, at Castle Dale, Utah. Since October 20, 1900, when Horrace T. Haines became publisher and editor the paper has been locally owned.

Haines brought his paper over the rocky journalistic road where two previous newspaper attempts had failed in Emery County. The economic picture of the paper has never been one of large profit. Almost every editor has had to struggle with advertisers and subscribers. Several methods such as special editions and circulation drives have been undertaken by almost every editor in an attempt to make the paper pay them a decent profit. Circulation numbers have continued to be a concern because advertising rates are so closely linked to them. Up to 1920 approximately 775 subscribers were listed for the *Progress*. During the next twenty years it grew to 900 and fluctuated between 800 and 1,000 during the ensuing years. In 1965 it reached a high of 1,490. Many times, however, the only factor which has economically made the paper worthwhile has been the legals that county and community governments have been required by law to print.
Along with selling their newspapers, the editors have also attempted to promote the country through the columns of their papers. This was especially evident during the early publication periods. Later editors have also boosted the area but in more subtle ways such as slogans placed under the nameplate or feature articles.

The paper has been relatively free from editorial comment in its news columns and feature articles. Editorial opinion has been injected into the newspaper principally in two ways, editorials and editor's columns. The "modern" editorial which appears in two-column, ten point type under the nameplate on page two did not come into use in the Progress until 1944. Prior to that time, and on certain occasions since, editorials were placed on the front page of the newspaper. When an editor felt that he had something that should be said, he wrote a headline for it and often placed it in a prominent spot with a box around it. The editors have also used the editor's column to comment on community needs and problems in addition to humorous stories, jokes, and anecdotes. Through the editor's column and other areas of the paper, the editors have allowed varying degrees of information about their personal lives and their families into the pages of the paper.

The somewhat progressive attitude of most of the editors has allowed the Progress' plant to remain fairly well abreast of mechanical developments. Haines printed his newspaper on an old Washington hand press. Later Jesse S. Moffitt added an electric-powered press when electricity became available in the area. David S. Williams purchased a Model 15 Linotype machine which allowed type to be set by machine rather than by hand as it had up to that point. Marshall B. Roberts
installed a Lee two-revolution press in 1931, which is still in use today. Clarin D. Ashby, the present editor, purchased an Intertype machine and headlines for the first time were set by machine rather than by hand. He also added a Fairchild engraving machine, a folding machine, and new job work equipment.

The format and content of the paper has varied according to the machinery available and the individual taste of the various editors. The first newspapers measured 18 by 24 inches. Later the size was reduced to 13 by 20 inches and was eight pages. At various times the page of the paper has had five, six, seven, and eight columns.

One of the most significant changes in format occurred in 1952, when the Western Newspaper Union stopped producing readyprint and boiler-plate for use in weekly newspapers. With the loss of these materials which had taken several pages of space in the newspaper since the paper was first started, there was a cut in size from six and eight pages to four pages.

In 1963 Ashby, who had started the Green River Leader in 1957, merged the Leader and the Emery County Progress into the Emery County Progress-Leader. Thus ended the 63-year history of the Progress.

Emery County’s one successful newspaper venture could have in front of it a very bright era. Changes are foreseeable in the county which may have some vital effects upon the Progress-Leader. The first of these will probably be the advent of a new editor as the paper is currently being advertised as for sale. Two other events should have an economic effect upon the county and upon the newspaper. The Joe’s Valley Dam which is part of the Upper Colorado River Storage
Project is nearing completion and should begin to store water in 1966. Also the Interstate Highway between Denver and Los Angeles which will cut across Emery County, is scheduled for completion by 1977.

Whatever the future holds, if the Progress-Leader continues to function as its predecessors have done, it should continue to serve a vital function in the lives of the people of Emery County. The Progress-Leader and its forerunners have not only given people a local voice, but have also been strong factors for social change and economic growth.
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Gardner, Irene Johnson. Huntington, Utah.

Gillies, Una. Green River, Utah.

Harris, Chasty O. Provo, Utah.
Hills, Earl V.  Ferron, Utah.
Hunter, Mrs. L. T.  Castle Dale, Utah.
Johnson, Mildred.  Huntington, Utah.
Peterson, Lee.  Castle Dale, Utah.
Simonson, Mr. and Mrs. J. Peter.  Salt Lake City, Utah.
Tidwell, Mrs. Helen.  Green River, Utah.
Williams, Nephi L.  Price, Utah.
Williams, Ray M.  Castle Dale, Utah.
## APPENDIX A

### CIRCULATION NUMBERS AND SUBSCRIPTION RATES OF THE EMERY COUNTY PROGRESS

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APPENDIX B

AWARDS PRESENTED TO NEWSPAPERS PUBLISHED
BY CLARIN D. ASHBY 1956 - 1964

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1956

**Emery County Progress**

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1957

**Emery County Progress**

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1958

**Emery County Progress**

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**Green River Leader**

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1959

**Green River Leader**

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**Emery County Progress**

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<td>Best Society Page</td>
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**1960**

**Emery County Progress**

<table>
<thead>
<tr>
<th>Award Title</th>
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<tbody>
<tr>
<td>Best Editorial</td>
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**1961**

**Emery County Progress**

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<tbody>
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<tr>
<td>Best Front Page</td>
<td>First</td>
<td>Group I Newspaper</td>
</tr>
<tr>
<td>General Excellence</td>
<td>First</td>
<td>Group I Newspaper</td>
</tr>
<tr>
<td>Excellence in Typography</td>
<td>Second</td>
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<tr>
<td>Best Society Page</td>
<td>Second</td>
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<tr>
<td>General Excellence</td>
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**Green River Leader**

<table>
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<tr>
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**1962**

**Green River Leader**

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<th>Award Title</th>
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<tr>
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<tr>
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<tr>
<td>-----------------------------</td>
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<tr>
<td>Best Use of Illustrative</td>
<td>Second</td>
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<tr>
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1963

**Emery County Progress**

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<td>Best Editorial</td>
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1964

**Progress-Leader**

<table>
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<tr>
<th>Award Title</th>
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<tr>
<td>Best News Story</td>
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<tr>
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**NOTE:** Group I and Group II are based on circulation numbers and change somewhat from year to year. Currently the Group I is for papers with circulation of 1,300 and below. Group II is for papers with 1,301 to 2,300 circulation. There are 17 papers in group I and 13 papers in Group II.

The General Excellence award is based on an accumulation of points awarded for all other contests such as Best Society Page, Best Editor's Column or Best Illustrative Material. It is the top rating given in the Better Newspaper Contest sponsored by the Utah State Press Association.
A HISTORY OF THE EMERY COUNTY PROGRESS-LEADER
AND ITS PREDECESSORS

Abstract of a Thesis
Presented to
the Faculty of the Department of Communications
Brigham Young University

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

by
Bruce L. Olsen

July 1965
ABSTRACT

Twenty-one editors have published ten newspapers during the 67 years of journalistic history of Emery County, Utah. Twelve of the 21 editors have been associated with the Emery County Progress which existed for 63 years and has been the only newspaper to publish for more than ten years.

The Emery County Progress was founded on September 7, 1900, by the Crockett Brothers Publishing Company of Price, Utah. On October 20, 1900, Horrace T. Haines purchased the newspaper. He edited the paper for the next nine years during which he brought the paper through some of its most difficult financial times. In 1909 Jesse S. Moffitt purchased the paper but the growth of the country did not meet his expectations and two years later he leased the paper to J. W. Johnson, a local school teacher.

A few months later, David S. Williams took over the lease and on December 16, 1912, he became proprietor. He was at the helm of the Progress for nearly 17 years during which time he purchased a Model 15 Linotype machine. This enabled type to be machine set for the first time.

Marshall B. Roberts and his sister, Enid M. Roberts, began publishing the paper in February of 1928. They purchased a Lee two-revolution press in 1931 which is still used to print the paper today (1965). During the last of November in 1933, Marshall B. Roberts died suddenly of acute appendicitus, thus becoming the only editor to die while still editor of the Progress. His sister immediately became editor,
the only woman editor in the history of the paper. In 1935 she persuaded her friends, Arthur C. and Jess E. Saunders, to become publishers of the paper. They edited the paper for nine years and then leased it to Harold Grayston in January, 1944. Mal O. Brown became the next editor on September 1, 1944. He remained a year and on September 7, 1945, Ray M. Williams, a local school teacher, purchased the paper. It was during his period of publication that the Western Newspaper Union discontinued its production of readyprint and boilerplate materials, and the Progress was reluctantly decreased in size to four pages of local news and advertisements.

No editor has made more changes in the newspaper than the present editor, Clarin D. Ashby. He made several changes in the mechanical production of the paper including a new Intertype machine, a new folder and an engraving machine. In 1963 he merged the Emery County Progress with the Green River Leader (also published by Ashby) with the Emery County Progress-Leader.

Other newspapers less fortunate than the Emery County Progress in their attempts to survive in this sparsely settled country included four newspapers published in Green River. The first of these was the Green River Star whose only issue was printed early in 1907 by T. F. and Lucille Longhran. It was followed by the Green River Dispatch which began on February 12, 1907. Benjamin F. Miller and his wife edited it, publishing their last paper on July 4, 1917. Helen Spaulding then purchased the paper and published it until July 29, 1920, when it was put to bed for the last time.
Thirty-five years later Gene Davis published a paper called the Green River Journal. It first appeared on July 21, 1955 and lasted until about March 1, 1956, when a bank foreclosed on Davis.

Ashby's Green River Leader began publishing on April 5, 1957, and lasted for six years before it was merged with the Progress. In June of 1965 a mimeographed publication called The Bulletin was being produced in Green River by Floyd R. and Virginia Stephens.

A newspaper called the Huntington Echo was published in Huntington from October 18, 1909 to no later than March of 1910. E. J. Dunn was editor and he apparently got cold feet and abandoned the publication after a few issues.

Harold Dubendorf attempted to publish a newspaper in Ferron during 1919 and 1920. It was called the Castle Valley Press, but it did not exist for much more than a year.

APPROVED:

[Signature]

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