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Southwestern College: History of The Southwestern Collegian

Journalism at Southwestern College began in 1889 with The College Times, which was "small, newsy, carefully written and composed, devoting space to national as well as school matters." In 1890 the name of the paper became The College Advance with Fred L. Guthrie as editor-in-chief. The S. W. K. College Round Table, with E. O. Creighton as editor, replaced The College Advance in 1892¹. Both The College Advance and the S. W. K. College Round Table were published "primarily for advertising purposes."² The annual name change of the paper resulted in the Vox Studendum in 1893-94. John W. "Wes" Wetzel was editor with Carrie Wood as business manager.

In October of 1895 the paper was named The Southwestern Collegian with Viola V. Price as editor³. The specifics of the years from 1895-1900 are not available in the Southwestern Archives, but The Southwestern Collegian was published during these years.

In 1900 The Collegian published a Souvenir Edition, which is more comparable to a modern yearbook than a newspaper. Clara Gilmer acted as editor-in-chief with Arthur Martin and Charles C. Lowther as business managers⁴. The Souvenir Edition contains a "History of Southwest Kansas College", pictures of the faculty, each class, department, organization, as well as advertising⁵. The Story of Southwestern College describes the Souvenir Edition as "a splendid piece of journalism and the incipency of the annual." The head of the science department classified the Souvenir Edition with "amorphous rocks", while Professor Cook, called it the mathematician's "infinite spiral", and the art department categorized it as "a piece of Pre-Raphaelitism". The

Souvenir Edition "offered 'for inspection and twenty-five cents...the first attempt at a Souvenir Edition there has ever been!'"⁶

Previous to 1901, Southwestern had published several papers, "but none as purely college newspapers." During March, 1901 The Southwestern Collegian "made its initial appearance" as a college newspaper.⁷ Even though these quotations from the 1915 Moundbuilder describe The Collegian of 1901 as a college newspaper, by our standards today it would be considered a literary magazine. In The Story of Southwestern College published in 1925, The Collegian is described as a "literary" newspaper.⁸ The paper was a literary magazine twelve pages in length with a cover. The pages were eight inches by eleven inches in size and were divided into two columns. The magazine, published monthly, contained editorials by both the president of the college and the associate editor, literary articles, notes from each of the literary societies, notes from each department of the school, a schedule of events - such as now is published in the "Jinx's Tale", alumni notes, very little concerning sports, locals, advertising, and no pictures.

The locals were very short news items concerning campus activities, classes, students, faculty, or alumni. For example, "The many friends of Miss Madeline Southard were happy to see her within college walls recently." Sometimes the locals involved humor, such as "The astronomy class, by an oversight, lost the moon last week." The advertising filled the back of the front cover and both sides of the back cover, but was also found scattered throughout the copy of the magazine. The ads themselves were not directed at the students as they are today, but were directed toward the general public.

T. A. MORRISON

Has sold three-fourths of all the Pianos that have been sold in Winfield in the past ten years and can sell Pianos as cheap as Kansas City. Call and get prices.
All kinds of Musical Merchandise. Sheet Music, Folios, Strings &c. **T. A. Morrison, 903 Main.**

J. A. HUDSON,
Grocery and Meat Market
Most Convenient for People on College Hill.
705 East Seventh Ave., WINFIELD, KANSAS.

FLOUR!
- Clarkson's Best Patent -
Every sack guaranteed. Ask your grocer for it.

E. O. KYGER,
Undertaker
AND Embalmer.

Undertaking rooms 1014 Main.
Residence 218 E. 12th Ave.
Telephone 3.

For Reliable Rates and Quick Time
PATRONIZE THE



Shortest Route between Winfield and
St. Louis.

Latest Pullman Parlor Coaches,
SEATS FREE.

They are Beauties.

Also Reclining Chair Cars to and
from Winfield and Pullman Palace
Sleepers from Beaumont to St.
Louis. Call on or write

R. F. DUNN, D. P. A.,
Wichita, Kansas.
C. J. TURPIN, AGT.,
Winfield, Ks.



PHOTOS.

Geo. H. Dresser
WINFIELD, KANS.

BEST STEAM LAUNDRY.
For Good Laundry Work.
GEO. WHITE, AGT. COLLEGE HILL.

Hyde's Second-Hand Store,
OPERA HOUSE BLOCK.
Second-Hand Goods Bought and Sold.
UPHOLSTERING
and Furniture Repairing is our
specialty.
Organs and Pianos Repair-
ed and Tuned.

Drugs, Paints, Oils,
Wall Paper, Artist
Supplies.
PLAGMAN & DOAN.

C. A. MARTIN,
DENTIST.
FIRST NATIONAL BANK BUILDING,

F. C. JOHNSON,
Attorney at Law.
JOHNSON BROS. BLOCK.
WINFIELD, KANSAS.

DR. T. E. HINSHAW,
PHYSICIAN AND SURGEON,
Office in residence in Seethorn property
College Hill. Calls answered in either
city or country day or night.

C. M. HOLCOMB,
Physician and Surgeon.
WINFIELD, KANSAS.
Office, rooms 2 & 4, Cowley Co. Nat'l Bank
Building. Residence, 510 East 11th Ave.
Office Phone 11; residence phone 2-11.

ALWAYS PERFECT.
UNIFORM.



Packed in 1 and 2-lb. Air-tight Cans.
Never sold in Bulk.
SOLD ONLY BY
A. B. FRENCH,
Groceries, Queensware and Bakery.

For nearly two years the president of the college, President Fred C. Demorest,¹⁰ acted as editor-in-chief of The Collegian, but in 1902 the publishing board put all editorial work in the hands of the students. ...Until 1909 The Collegian, under this management, was published in magazine form. It contained college news, but more emphasis was placed on literary features."¹¹

In 1902 William T. Ward, a student, became editor of The Collegian.¹² In March, 1902 he edited a "State Contest Number" of twenty-six pages containing news and articles from other colleges.¹³ During this school year more and more humor began to enter the paper, but it is generally didactic. In an editorial titled "Our Advertisers", Ward discussed the ad situation. "The Collegian has not yet reached that delectable state where it has an endowment which guarantees its support, consequently it solicits for its pages the advertisements of the reliable business firms of the city." The editor goes on to ask the students to deal fairly with the businessmen and to let the businessmen know that they are Southwestern students who read the merchants' ads.¹⁴

W. A. Revis as editor in 1903-04 continued the same format.¹⁵ The first few pages of The Collegian always contained a literary work, a short-story, play, or poem. The staff used fillers, such as "Brains grow by exercise" and "Life is fraught with infinite possibilities".¹⁶

With Bert Dubois as editor of the 1904-05 Collegian,¹⁷ the magazine changed in size to five inches by eight inches. The number of pages varied from sixteen to twenty-two. The cover changed also, but still remained simple in design. At least four of the new pages were added

for advertising. All of the ads were printed on these pages plus the cover, with no ads scattered throughout the copy. "The development (of The Collegian) from a twelve page pamphlet to its present twenty-four page magazine was due largely to the business managers." H. W. Cummings acted as the first business manager from 1904-05, A. L. Snyder, 1905-07.¹⁸

In 1905 with Bert Dubois continuing as editor, the magazine became even longer.¹⁹ The September issue is thirty-four pages long with ten of those pages devoted to advertising. The magazine went from a two-column page to a one-column page format.²⁰

The following year 1906, the magazine increased to forty-four pages under the editorship of O. O. Smith.²¹ The Collegian seems to have been supported whole heartedly by faculty, alumni, and students. The Publications Board had little difficulty finding students who were willing to work on the staff.²²

Sports and pictures began to become more prominent in The Collegian during the 1907-08 school year with A. L. Snyder as editor and G. B. Wooddell as business manager.²³

The Collegian underwent several changes under the editorship of Lewis M. Simes and the business management of Gordon Bailey in 1908.²⁴ The students adopted a Collegian constitution, which set up a Collegian board of control, selected from the college department. Each department, not just those with more than ten students, was guaranteed a representative on the staff. "Another change for the better is the provision for a weekly instead of a monthly. This will give the paper

a far greater influence in the school than it has now." For example, the editor would now be able to comment on current happenings. The news itself would not become stale.²⁵

With Walter E. Myer as editor and G. B. Muchmore as business manager in 1909-10, The Collegian continued to change. The size changed from five inches by eight inches, one-column page, to eight inches by eleven inches, three-column page. The articles were headlined with the use of the "be" verb; whereas, previously, they had been titled. Advertising was scattered throughout the copy. Sports rated front page, and articles were much less literary.²⁶

During 1910-11 Jesse R. Derby as editor²⁷ stated that "I'm putting out NEWS, not literature." He "laid the foundations of the new type of swift, sure reporting." Even though the literary magazine previous to Derby had produced outstanding literature, "the new ideas of journalism made the paper valuable because it dealt with the problems of the expanding school."²⁸

Arthur L. Crookham, editor 1911-12, and M. Ian Coldwell, business manager, continued under the influence of Derby. The Collegian was thirteen inches by twenty inches, five columns, with a five-column flag²⁹(the title of the paper). Underneath the flag a short quip, one-half inch deep and five columns long, appeared in contour type(type which outlines the letters). For example, "Take This Advice -- 'In Examinations Expect the Best, Prepare for the Worst and Take What Comes.'" The headline types were mixed -- serif, type with feet, and sanserif, type without feet. The majority of headlines were the same

size and usually only one column wide. Headlines very seldom crossed any of the column rules, vertical lines which separate the columns of type. Pictures, which were very rare, were of people posed, not action shots. The advertising, which accounted for 50% of the space, began to be directed toward the students instead of the general public.³⁰ The progressiveness can be seen by the fact that on November 3, 1911 The Collegian came out "in favor of picture shows".³¹

Clarence W. Schroeder as editor and Roy R. Rutledge as business manager in 1912-13³² made only one minor change in the make-up of The Collegian. They discontinued the quips under the flag.

With John W. Sherman, editor 1913-14, and Loy Henderson, business manager,³³ came the first cartoon published in The Collegian. The cartoon, by Weddle, of October 31, 1913 involved the "Moundbuilders Covering Work of Wheatshockers".³⁴

During 1914-15 Henry W. Jordan, editor, and Ernest W. Reid, business manager, stated the aim of The Collegian:

to picture the school life of Southwestern College; to go further than merely printing news by standing for the ideals the institution holds; to play no favorites; to be clean; to be cheerful; to be charitable; to be courageous; to leave more serious problems to wiser heads; in all, to serve to the best of its ability the students of the college.³⁵
(Sounds like the Boy Scout Law!)

During 1915-16 Howard White was editor-in-chief with W. Glenn Harris as business manager.³⁶ White changed the size of the paper to 11½ inches by 17½ inches. He also changed the flag twice during the year. The advertising continued to dominate over 50% of the four pages with such short ads as "'Shelled nuts. -- Cooper's.'"³⁷ scattered throughout the copy.

Editor Earl Ross and business manager Milton H. Dudey³⁸ redefined the purpose of The Collegian as "quite as much historical as journalistic, for in a school the size of Southwestern, news reaches the rest of the student body with practically the same speed as it comes to its staff." The control of the general policies of the paper belonged to the Collegian Board consisting of one faculty member whom the student members chose, and six other members elected in annual meeting from and by The Collegian Association. This association included all students and faculty members who have paid their Student Enterprise Fee, which included one year's subscription to The Collegian.³⁹ Until 1915-16 there had always been a summer edition of The Collegian, "but because of the increased expense it was discontinued last summer as will be done this summer."⁴⁰

During 1917-18 Ogden White as editor with George Harper as business manager no major changes were made in The Collegian.⁴¹

The interesting aspect of the 1918-19 Collegian is that the women had complete charge of it due to World War I.⁴² Irma L. Thomas was editor and Velma Meinzer business manager.⁴³ Thomas returned to the flag used in 1911. The paper also had fewer and smaller advertisements. Thomas also supported "a historical record of all the activities of the college" as the purpose of The Collegian.⁴⁴ During this year The Collegian had a rival paper, The Moundbuilder Scampus, edited by Tommy Leroy with V. Meinzer as business manager.⁴⁵ The Scampus died after a few issues.

During 1919-20 the editor of The Collegian, Earl D. Myers, and the business manager, Catherine Wrenchey,⁴⁶ published the Magazine Section, The Southwestern Collegian, affording the opportunity for the journalism students to "break into print". Aside from news and the editorial, the magazine included a few year-end write-ups of features of college life and selections from this year's classroom work in "short story, artistic description, and versification".⁴⁷

Lloyd Bertholf began as editor in September of 1920 with Lial Newman as his business manager.⁴⁸ When Bertholf left Southwestern to accept an assistantship at Johns Hopkins University at mid-year,⁴⁹ Raymond Carey took the editorship.⁵⁰ The purpose of the paper was still historical recording of activities. The staff did attempt, however, in printing news to "reduce as much as possible the monotony resulting from the recounting of events generally well known before the paper is published."⁵¹

During 1921-22 Phillip McMullen, editor, tried to write his editorials about subjects "of general interest to the school in an impartial and understanding manner". Harold Hulpieu was the business manager.⁵²

Editor Anna L. Keaton and business manager Glenn O. Miller continued the same style and policies in 1922-23 as 1921-22.⁵³ On September 21, 1922, the paper contained an article titled "How Can I Make The Staff?" The article described the Board of Control, elected by the Student Council, as consisting of six student members, two from the junior and senior classes, respectively, and one each from

the freshman and sophomore classes; the head of the English department; and one faculty member elected at large. The duties of the board were "to make all rules of the management of the Collegian not provided for in these rules; to audit the business manager's books; to choose four nominees each for the position of editor and business manager from a list of those who are eligible." From these nominees, the students elect editor and business manager, and the runners-up became assistant editor and assistant business manager. In order to qualify for the positions of editor and associate editor, the student had to have served on the staff one year or have met the qualifications for staff membership at least two years. To qualify for staff membership, the student had to have "contributed fifty-four column inches of accepted and published material per semester for the school year". The profits of each semester were divided among the editor -- 42.5%, the business manager -- 42.5%, and the feature fund -- 15%. The feature fund⁵⁴ supplied money for prizes for feature stories.

Cecil E. Casburn began the school year 1923-24 as business manager, while Lorren L. Williams was editor,⁵⁵ but in November Casburn took over⁵⁶ as editor and Russell Dipman became business manager. As business manager Casburn assured the merchants of Winfield that advertising in The Collegian does pay. He also requested that the students tell the merchants that they saw their ad in The Collegian.⁵⁷ The staff this year restated the purpose of The Collegian. "The purpose of the 'sheet' is to report the activities of the school in an accurate and interesting manner; to uphold the honor and traditions of the institution; and to

further the interests of the school in general."⁵⁸ The paper also received a new flag this year.⁵⁹

Editor Cecil Headrick tried to depart "from the usual style of college newspapers by pursuing an editorial policy of fearlessness and merit" during 1924-25. Donald Kitch was the business manager. The paper contained original poetry and free verse to help make it more interesting. Also a new plan was initiated this year to emphasize important events by printing special issues, such as a "Grand Opera" issue, a "Hi-Y" issue, two pep issues for athletics, and an issue devoted to forensics.⁶⁰

Donald Kitch as editor the following year also continued the use of original poetry and free verse and added to this news from other campuses throughout Kansas. The Moundbuilder 1926 complimented business manager Glenn Wissler for "much outstanding advertising".⁶¹

During 1926-27 The Collegian's advertising was managed by Jack Vaughn,⁶² but two editors headed the paper. Frank Bigler was first semester editor, Leo Branham second semester. At this time The Collegian was "unique in that her publication is controlled by a student-faculty publication board and not by a journalism class."⁶³

The following year the advanced journalism class did aid the paper by class-work contributions, but the control was still in the hands of the Board of Publications. Flora Bower as editor and Paul Dice as business manager followed the policy of excluding "all offensive personalities and jests, such as often appear in school publications."⁶⁴

Alvin Allen became editor in 1928 with Milton Gafney as business manager. The Moundbuilder 1929 commented that

The Collegian...has fostered open-minded thinking through the Campus Forum and has fired the school spirit by emphasizing the success in every department. It has served as a laboratory experience for those interested in writing and journalistic efficiency -- for which reason the Collegian was reorganized⁶⁵ this year with a system patterned after that of a city paper.

During 1929-30 Myrtle Shircliff editor, and Hobart Wright business manager,⁶⁶ continued under this reorganized system.

In 1930 once again the paper received a new flag, under the editorship of Victor Marvel and the business management of Leon Thomson. The purpose of The Collegian reversed this year. No longer was the paper a historical record of school events. The Collegian existed to distribute news, editorial attitudes, and advertising. This year The Collegian became a "newspaper, not a publication". Another policy initiated for this year was the lack of by-lines. No credit went to individuals. All credit belonged to The Collegian. In the advertising department, Thomson issued The Collegian's first advertising rate card, "based on the pattern of the American Association of Advertising Agencies".⁶⁷ (See page 13). The Collegian no longer follows this pattern.

During 1931-32 Charles Booth as editor and Walter Boles as business manager had to contend with the depression. Published sporadically, the paper part of the time was half its normal size; however, the quality of news standards remained high.⁶⁹

New Rates Set by First Rate Card of The Collegian

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Following the pattern of the official rate card used by newspapers over the country, The Collegian reports today the regulations governing advertising in this paper.

This is the first card established in the 36 years of the paper's history—a step of utmost importance in building The Collegian.

THE SOUTHWESTERN COLLEGIAN

A FRIENDLY PAPER

Published Weekly
• 33 Tuesdays of Academic Year
Rate Card No. 1
Issued June 1, 1931
Effective Sept. 1, 1931

I. GENERAL ADVERTISING:

- | | Per Inch |
|--|----------|
| (a) Local display, flat rate | .24 |
| Foreign display, flat rate | .31 |
| (b) No space discount. | |
| (c) No time discount. | |
| (d) The Collegian guarantees no position, but gives preference to regular advertisers. No display advertising accepted for first page. | |
| (e) Minimum size of advertisements. All advertisements must be as many inches in depth as they are columns in width. | |
| (f) Other regulations. Not liable for damages above cost of advertisement in case of error or omission. | |

II. CLASSIFICATIONS:

- (a) Classified display advertising is not recognized.
- (b) Political advertising must be plainly marked "advertisement," and must be free from objectionable personalities.
- (c) Classified advertising is not a Collegian practice.

III. READING NOTICES:

- (a) Rates:
 - Front page, 50 cents per line.
 - Run of paper, 10 cents per line.
- (b) Type permitted: 8-point lightface or boldface.
- (c) Position publisher's option. No minimum space. All reading notices marked "adv."

IV. COMMISSION AND DISCOUNT:

- (a) Agency commission, 15 per cent.
- (b) No discount allowed for cash payment.

V. MECHANICAL REQUIREMENTS:

- (a) Width of column 12 ems.
- (b) Depth of column 18½ inches.
- (c) Six columns to page, 111 inches.
- (d) Double truck or center spread advertisements not accepted.
- (e) Closing date—10 a. m. Monday.
- (f) Screen required—Can use 65 lines to 133 lines; 90 preferred.
- (g) Can use matrices. Cuts should be mounted preferably.

VI. CIRCULATION:

- (a) Not member A. B. C.
- (b) General character of circulation—chiefly college students, faculty, alumni, and homes about campus.
- (c) Covers area about campus, as students carry papers into homes; high schools and colleges in Kansas and Oklahoma.
- (d) Circulation, 850.

VII. MISCELLANEOUS:

- (a) Restrictions as to advertising received. Publishers reserve right to edit or reject any copy. Advertisements of tobacco, intoxicants, lotteries, not accepted. Exceptionally black typography is discouraged.
- (b) Paper established October, 1894.
- (c) Subscription price: \$1.50 for academic year; 75 cents per semester; 5 cents per single copy.
- (d) The Collegian is published by Southwestern College, at Winfield, Kansas.
- (e) No publisher's representative.

(Prepared in conformity with Standard Rate Card of American Association of Advertising Agencies.)

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The following year(1932-33) Earl O. Foulk was editor and Don Strother business manager.⁷⁰

The Collegian "returned to weekly issues this year(1933-34) after being published bi-weekly last." A new system for editing the paper was adopted this year. A different student from the journalism classes edited the paper for each six-weeks period. Mark Swoyer was business manager. Also most of the reporting was done by the beginning journalism class.⁷¹

During 1934-35 The Collegian returned to the former plan of a single editor for the year. Vivian Pike was this year's editor with Howard Elrod as business manager.⁷² The size of the paper was reduced to 10½ inches by 14½ inches.⁷³

Advertisements in 1935 no longer financed The Collegian entirely. Part of the financing came from the activity fund. During 1935-36 Charles Curtiss was editor and Edward Warner business manager. Again the paper was having difficulty remaining a weekly paper.⁷⁴

The business manager of 1936-37, Eula Van Nutta, contributed to a weekly paper once again by devoting fifty percent of the paper to advertising. Marjorie Thompson was editor.⁷⁵

During 1937-38 Lena Anderson was editor with Leonard Johnston beginning as business manager, but Raymond Broadie took over in October.⁷⁷ This year The Collegian became an important part of publicity promoting Southwestern College with each issue distributed to high school libraries in the Southwest Kansas Conference.

During 1938-39 The Collegian was no longer published weekly. Peggy Wright editor, and Don Goforth business manager, tried to keep the newspaper from becoming a wet blanket due to the "infrequency of publication". The staff continued to try to give the public "a newspaper, not a publication".⁷⁹

As editor during 1939-40 Geraldine Van Laningham with Bob Fleener as business manager published the paper every two weeks except for special editions for IRC Conference and Senior Day. The staff modernized the style of headline type, began to use more pictures and added new columns this year. The first group from Southwestern attended the National Convention of the Associated Collegiate Press at Des Moines.⁸⁰ This year's paper was rated "First Class" by the Associated Collegiate Press.⁸¹ "First Class" is the third highest rating.

During 1940-41 Geraldine Van Laningham, editor, and Tom Backus, business manager, made no new significant changes in the paper.⁸²

In the fall of 1941 Calista Bender as editor and Tom Backus as business manager contributed a new flag, new type face -- "Stymie Type", and no column rules.⁸³ In February of 1942 Lois Hull became editor and Etcyl Blair business manager.⁸⁴ During the spring semester The Collegian received "All-American", the second highest award, from the Associated Collegiate Press.⁸⁵ The Collegian retained this "superior" rating through the school year 1948-49.⁸⁶

A vertical flag, the same style as last year's horizontal flag, was the only major change made by editor Dale Dunlap and business manager Ruth Franklin during 1942-43.⁸⁷

During 1943-44 Wanda Land was editor with Ruth Franklin continuing as business manager.⁸⁸ The staff changed the flag again by removing the word "The" from the title. Both a three-column horizontal flag and a vertical flag were used. The size of the paper also changed to 10½ inches by 16 inches.

Natalie Nelson was editor for the entire year 1944-45 but the business manager changed three times. Lou Snyder started the year off as business manager,⁸⁹ but in November Clarence Hickman became business manager,⁹⁰ and in February Doris Yeoman replaced him.⁹¹ During this year "war-time restrictions...necessitated monthly instead of bi-weekly publications" of The Collegian.⁹²

With Rosemary Templin as editor during 1945-46,⁹³ The Collegian was awarded "Pacemaker" the top rating from the Associated Collegiate Press. Otto Quale, assistant director of ACP, said that this was the first time that a school as small as Southwestern won this top award.⁹⁴ Sam Boman began the year as business manager,⁹⁵ but in November 1945 Charles Ramsdale and Lillian Clark replaced him.⁹⁶

In the school year 1946-47, The Collegian returned to a monthly paper⁹⁷ with Noel K. Wallace as editor and Lillian Clark as business manager during the first semester⁹⁸ and Keith Greeson during the second semester.⁹⁹

The following year 1947-48 The Collegian returned to a bi-weekly publication.¹⁰⁰ This year the paper had three student editors: Lowell Gish, Rosemary Templin, and Bill Scott. David Doig and Dwight Cook¹⁰¹ were business managers.

Opal McDaniel as editor and Robert W. Hill as business manager published a monthly Collegian during 1948-49.¹⁰²

Joan Fennema was editor during 1949-50 with James Dow as business manager¹⁰³ until March, when Edward Gribble became business manager.¹⁰⁴

This year the staff published The Collegian on green paper December 17, 1949 for Christmas.¹⁰⁵ Ironically enough in the September 29, 1949 issue the Collegian staff was joking about the possibility of a fire in Richardson: "What a scoop! Richardson Hall burns to ground, trustees, faculty mourn loss."¹⁰⁶ On April 16, 1950 Richardson Hall did burn to the ground.

1950-51 was a hard year for the editors. Herb Reimer began the year as editor, but in October he was called into the reserve. David Hearne then became editor. When at Christmas time he, too, left for the army, Joan Fennema Jones took over. At the beginning of second semester Robert M. Jones became editor,¹⁰⁷ but in April Jeanette Nelson replaced him.¹⁰⁸ Peggy Brooks started the year as business manager,¹⁰⁹ but Eldon Schroeder took over in April.¹¹⁰ Not only did editors and business managers change, so did The Collegian. In October the staff replaced the former flag. The Collegian began to look more and more like The Collegian of today. The sports moved to page four, with ads also on page four. These facts have remained the same. The editorial and the mast, both now on page two, were on page three. The paper became eleven inches by 15½ inches in size with four pages and five columns per page. Although many facts concerning the paper are much the same today, some aspects differ. The staff still mixed

headline types, serif with sanserif, and the headlines rarely filled the column space. They used no large type on first paragraphs of articles. Paragraphs were over five lines in length, and no bold facing broke up the body of type. The pictures were small and hazy. The columns, too, differ. There was usually "The President Says:" column and a "Literary News" section. The humorous column usually changed titles with each change of editor. The first semester issues received a "First Honor" rating from the Associated Collegiate Press.¹¹¹

During 1951-52 the pictures enlarged and the editorial and mast moved to page two, where they remain today. Jeanette Nelson was editor and Carolyn Lovell was business manager for the first semester.

Second semester editor was Carolyn Combs with Fred Fry as business manager.¹¹² Again The Collegian received a "First Honor" rating for the first semester issues.¹¹³

With Carolyn Combs as editor in 1952-53 and Bill Bettis as business manager,¹¹⁴ the paper continued as it had for the past few years with an "up" style, in which the "paper...capitalizes as commonly taught for correspondence or as do the editors of literary periodicals -- many letter capitalized." Today The Collegian uses a "down" style. "Thus the first would print it 'John Street'; and the second would have it 'John street'".¹¹⁵ The only major addition to the paper was Kim Bibler's "Campus Folly" cartoons.¹¹⁶

Kenneth Short and Kim Rogers began the year 1953-54 as co-editors¹¹⁷ with Kim Rogers leaving in December.¹¹⁸ Herbert Lungren was business manager.¹¹⁹ Fifty percent of the copy was advertisement.¹²⁰

Philip Bradley was business manager during 1954-55. And the editorial staff included Mildred Byers, Clare Bartley, Evelyn King, and Jo Ann Newman for the first semester.¹²¹ The staff for second semester involved Mildred Byers, DarlAnn Swayze, and Jo Ann Newman.¹²² This year the staff adopted "Little Man On Campus" by Dick Bibler as the cartoon.¹²³ More than fifty percent of the paper is now devoted to advertising.¹²⁴ This year the staff published a farcial April Fool's issue of The Collegian.¹²⁵

Lenita Hladik, editor 1955-56, began the year by following the functions of a college newspaper as defined by Miron A. Morrill, faculty advisor, "to give the news, to be a medium for advertising, to serve as an official and unofficial bulletin board for Southwestern students, to entertain, to interpret, to be a public relations of Southwestern College off-campus, and to serve the cultural interests of a college community."¹²⁷ Melba Travis served as business manager throughout the year.¹²⁸ In February, Swayzey became the editor.¹²⁹ This year The Collegian staff adopted a new system, which was used this year only, in which they printed the regular edition of The Collegian once a month plus a small multilith printed paper three times a month. Although this system was more work, it permitted "large coverage and fresher news". Also this year, The Collegian office moved from the small "closet" on the first floor of Christy to the present office in the basement of Christy. "There we can all type without shifting the wrong typewriter."¹³⁰

During 1956-57 Melba Travis was editor of The Collegian and Nancy Halbrook was business manager.¹³¹ The paper returned to its former format published twice a month.¹³² The pictures became larger, more frequent, and clearer. Type faces became less diversified. The president of the college still wrote a column, now called "Prexy's Corner". Also for this year only, The Collegian carried a column headlined "Penned Poetry".

Melba Travis and Nancy Halbrook kept their position as editor and business manager for the year 1957-58,¹³³ with the exception of one issue April 1, 1958. This issue was edited by E. Stanley Jones with R. Lyle George as business manager.¹³⁴

During 1958-59 Michael Starnes was editor and Larry Patten was business manager.¹³⁵ In February, 1959 Terry Allen joined Patten as business manager.¹³⁶ The paper added one more issue per month, so that The Collegian was published three times a month.¹³⁷

Mike Starnes as editor and Sue Finney as business manager in 1959,¹³⁸ made several changes in The Collegian. The staff replaced the three-column flag with a new five-column one.¹³⁹ In February The Collegian appeared in a new size -- 8 inches by 11½ inches. The staff again changed the flag to fit the new four-column paper. This new size was made possible by eliminating the advertising, but retained the same amount of news space. The staff also raised the subscription price and planned to publish bi-monthly.¹⁴⁰ "A Schoolmarm's Foibles" by Mike Morris replaced "Little Man On Campus".¹⁴¹

1960-61 began with the same format that ended 1959-60. Arthur Rexroat began the year as editor,¹⁴² but in October Carolyn Lehl joined him as co-editor.¹⁴³ Since there were no advertisements, there was no need for a business manager until February when the paper returned to a 9½ inches by 16 inches, five-column paper, with a five-column flag. Sue Finney became the business manager.¹⁴⁴

Mary June Dickson and Ron Farlton began 1961-62,¹⁴⁵ but in February Farlton left the paper.¹⁴⁶ There was no business manager. This year the paper changed size and format several times, but ended the year as it had begun.

During the first semester of 1962-63, Dale Kunkel and Roger Lashley were editor and business manager,¹⁴⁷ but in February Lynda Boley took over as editor.¹⁴⁸ This year the staff asked for an increase in their budget in order to publish The Collegian bi-weekly once again. In order to come out bi-weekly the paper changed size several times during the year. One issue was a multilith paper. The staff also added several columns devoted to student opinion on "issues that concern them, no matter what those issues may be".¹⁴⁹

Richard Cooley as editor and Rod Strohl as business manager began the year 1963-64.¹⁵⁰ In January both resigned due to marriage and work plans.¹⁵¹ Dale Kunkel and Bill Olmstead as co-editors finished the year. John Heimer was business manager for the entire year.¹⁵² The only significant change during this year was that "Little Man On Campus" returned.

The Collegian received a "B-plus" rating, "very good to excellent", from the National Newspaper Service for the fall semester under the editorship of Gloria Nord.¹⁵³ The second semester Collegian rated even higher with an "A" rating with Bill Olmstead and Gloria Nord as co-editors.¹⁵⁴ The cartoons this year were drawn by Ron Andrea, a member of the Collegian staff. "Prexy's Corner" disappeared this year.

During 1965-66 The Collegian received two more "A" ratings.¹⁵⁵ Bill Walker was the business manager this year. Bill Olmstead was editor for the first semester issues. Co-editors for the second semester were Steve Heckman and Sue Lewis.¹⁵⁶

During 1966-67 The Collegian received its first "A-plus" rating,¹⁵⁷ which it has kept as of the last rating made in the spring of 1969, under the editorship of L. DeWitt Clinton. Bill Walker was again business manager.¹⁵⁸ Judges commented "The Collegian is a top-grade paper and in many respects near professional in its content and appearance."¹⁵⁹ This year's staff made many changes that have survived to the present. The staff adopted the flag presently used, after using a less conservative flag during the first semester. The headline style became tempo and tempo-italic sanserif. The paper adopted a down-style. The paper is now published every other Friday of the school year. Beginning this year the paper began to discuss controversial campus issues as well as world issues.¹⁶⁰

Dennis Hett editor 1967-68¹⁶¹ and 1968-69¹⁶² followed the same format established by Clinton. Ron Gwartney was business manager 1967-68¹⁶³ and 1968-69¹⁶⁴ with Larry Will as co-business manager during 1967-68.¹⁶⁵

During 1968-69 the only major change was the return of "Little Man On Campus".

During 1969-70 Jim Decker edited The Collegian with his wife Connie as business manager.¹⁶⁶

From the first publication until the 1940's, The Collegian was "mainly a social record of 'whom kissed who behind the mound last night.'" From the 1940's through today, The Collegian has been a newspaper with the purpose of "keeping its readers up-to-date on college events",¹⁶⁷ as well as events beyond the college walls.

Footnotes

- ¹"The College 1885-00", The Story of Southwestern, (Winfield, 1925), ed. Jesse Williams and Dean Farnsworth, pages unnumbered.
- ²The Moundbuilder 1915, ed. Ward L. Miller, p. 172.
- ³"The College 1885-00"
- ⁴Souvenir Edition of The Southwestern Collegian, ed. Clara Gilmer, p. 2.
- ⁵Souvenir Edition, pp. 5-48.
- ⁶"The College 1885-00"
- ⁷The Moundbuilder 1915, p. 172.
- ⁸"The College 1900-1910", The Story of Southwestern.
- ⁹The Southwestern Collegian, (May, 1901), p. 9.
- ¹⁰The Southwestern 1907, ed. Alva L. Snyder, p. 173.
- ¹¹The Moundbuilder 1915, p. 172.
- ¹²The Southwestern 1907, p. 173.
- ¹³Collegian, (March, 1902), pp. 1-26.
- ¹⁴Collegian, (October, 1902), p. 8.
- ¹⁵The Southwestern 1907, p. 173.
- ¹⁶Collegian, (February, 1903), p. 7-8.
- ¹⁷The Southwestern 1905, vol. 1, p. 103.
- ¹⁸"The College 1900-1910".
- ¹⁹Collegian, (October, 1905), pages unnumbered.
- ²⁰Collegian, (September, 1905), pages unnumbered.
- ²¹Collegian, (September, 1906), pp. 1-44.
- ²²The Southwestern 1907, p. 173.
- ²³Collegian, (September, 1907), p. 5.

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- ²⁴The Southwestern 1910, vol. 3, ed. Clyde E. Muchmore, p. 140.
- ²⁵Collegian, (April, 1909), p. 2.
- ²⁶Collegian, (September, 1909), p. 5.
- ²⁷The Moundbuilder 1912, vol. 4, ed. A. C. Crookham, p. 111.
- ²⁸"The College 1910-1915", The Story of Southwestern.
- ²⁹Collegian, (September 15, 1911), pp. 1-4.
- ³⁰Collegian, (January 26, 1912), p. 1.
- ³¹The Moundbuilder 1914, vol. 5, ed. Guy Fetirick, p. 201.
- ³²Collegian, (September 13, 1912), p. 2.
- ³³Collegian, (September 12, 1913), p. 2.
- ³⁴Collegian, (October 31, 1913), p. 1.
- ³⁵The Moundbuilder 1915, p. 172.
- ³⁶Collegian, (September, 14 1915), p. 4.
- ³⁷Collegian, (September 4, 1915), p. 3.
- ³⁸Collegian, (September 19, 1916), p. 4.
- ³⁹The Moundbuilder 1917, ed. James H. Sealey, p. 148.
- ⁴⁰Collegian, (June 5, 1917), p. 2.
- ⁴¹Collegian, (September 25, 1917), p. 2.
- ⁴²Collegian, (October 1, 1918), p. 2.
- ⁴³Collegian, (November 12, 1918), p. 2.
- ⁴⁴The Victory Moundbuilder 1919, ed. Olive Hull, p. 128.
- ⁴⁵The Moundbuilder Scampus, (January 28, 1919), p. 1-4.
- ⁴⁶Collegian, (September 9, 1919), p. 4.
- ⁴⁷Collegian, (May 25, 1920), p. 6.
- ⁴⁸Collegian, (September 10, 1920), p. 4.

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- 49The Moundbuilder 1921, ed. Blanche Bloxom, p. 160.
- 50Collegian, (February 3, 1921), p. 4.
- 51The Moundbuilder 1921, p. 160.
- 52The Moundbuilder 1922, ed. Helen M. Lawrence, p. 110.
- 53The Moundbuilder 1923, ed. Mildred Ferguson, p. 200.
- 54Collegian, (September 21, 1922), p. 1.
- 55Collegian, (September 10, 1923), p. 5.
- 56Collegian, (November 1, 1923), p. 3.
- 57Collegian, (September 10, 1923), p. 5.
- 58The Moundbuilder 1924, ed. Geraldine Phillips, p. 182.
- 59Collegian, (September 10, 1923), p. 1.
- 60The Moundbuilder 1925, vol. 13, ed. Anna Foster, p. 191.
- 61The Moundbuilder 1926, ed. Gladys Meador, p. 176.
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- 63The Moundbuilder 1927, ed. Elizabeth Graham, pp. 154-155.
- 64The Moundbuilder 1928, ed. Dorothy McMains, p. 107.
- 65The Moundbuilder 1929, ed. Dorothy Konantz, p. 105.
- 66The Moundbuilder 1930, ed. Charlotte Wolz, p. 81.
- 67The Moundbuilder 1931, ed. Christine Whinery, p. 126.
- 68Collegian, Rate Card number 1.
- 69The Moundbuilder 1932, ed. Irlene Moore, p. 73.
- 70Collegian, (May 9, 1933), p. 2.
- 71The Moundbuilder 1934, ed. Thelma Humburg, p. 63.
- 72The Moundbuilder 1935, ed. Max Weir, p. 21.
- 73Collegian, (September 19, 1934), p. 1.

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- ⁷⁵The Moundbuilder 1937, ed. Lowell Miller, p. 77.
- ⁷⁶Collegian, (September 9, 1937), p. 2.
- ⁷⁷Collegian, (October 13, 1937), p. 15.
- ⁷⁸The Moundbuilder 1938, ed. Don Coe, p. 15.
- ⁷⁹The Moundbuilder 1939, ed. Al Schwint, p. 103.
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- ⁸¹The Moundbuilder 1941, ed. Agnes Nurse, p. 37.
- ⁸²The Moundbuilder 1942, no editor listed, p. 37.
- ⁸³Collegian, (September 17, 1941), p. 2.
- ⁸⁴Collegian, (February 13, 1942), p. 2.
- ⁸⁵Collegian, (March 21, 1946), p. 1.
- ⁸⁶The Moundbuilder 1949, ed. Robert Lloyd, p. 24.
- ⁸⁷The Moundbuilder 1943, ed. Marguerite Schriver, p. 55.
- ⁸⁸Collegian, (September 29, 1943), p. 2.
- ⁸⁹Collegian, (October 18, 1944), p. 2.
- ⁹⁰Collegian, (November 11, 1944), p. 2.
- ⁹¹Collegian, (February 14, 1945), p. 2.
- ⁹²The Moundbuilder 1945, ed. Helen Handley, p. 44.
- ⁹³Collegian, (September 26, 1945), p. 2.
- ⁹⁴Collegian, (November 16, 1946), p. 1.
- ⁹⁵Collegian, (September 26, 1945), p. 2.
- ⁹⁶Collegian, (November 21, 1945), p. 2.
- ⁹⁷The Moundbuilder 1947, ed. Janet Allen, p. 100.
- ⁹⁸Collegian, (September 27, 1946), p. 2.

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- ⁹⁹Collegian, (February 22, 1947), p. 2.
- ¹⁰⁰The Moundbuilder 1948, ed. Betty Dozer, p. 50.
- ¹⁰¹Collegian, (September 26, 1947), p. 2.
- ¹⁰²The Moundbuilder 1949, p. 24.
- ¹⁰³Collegian, (September 29, 1949), p. 2.
- ¹⁰⁴Collegian, (March 18, 1950), p. 2.
- ¹⁰⁵Collegian, (December 17, 1949), p. 1-4.
- ¹⁰⁶Collegian, (September 29, 1949), p. 2.
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- ¹⁰⁹Collegian, (October 7, 1950), p. 4.
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- ¹¹⁵George Fox Mott, et.al., New Survey of Journalism (no city listed, 1965), p. 86.
- ¹¹⁶Collegian, (October 18, 1952), p. 2.
- ¹¹⁷Collegian, (October 2, 1953), p. 2.
- ¹¹⁸Collegian, (December 4, 1953), p. 2.
- ¹¹⁹Collegian, (October 2, 1953), p. 2.
- ¹²⁰Collegian, (December 4, 1953), p. 1-4.
- ¹²¹Collegian, (October 1, 1954), p. 2.
- ¹²²Collegian, (February 11, 1955), p. 2.
- ¹²³Collegian, (October 1, 1954), p. 2.

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- ¹²⁴Collegian, (November 6, 1954), p. 1-6.
- ¹²⁵Collegian, (April 1, 1954), p. 1-4.
- ¹²⁶The Moundbuilder 1956, no editor listed, p. 68.
- ¹²⁷Collegian, (October 7, 1955), p. 2.
- ¹²⁸The Moundbuilder 1956, p. 68.
- ¹²⁹Collegian, (February 10, 1956), p. 2.
- ¹³⁰Collegian, (May 21, 1956), p. 2.
- ¹³¹The Moundbuilder 1957, ed. Peggi Johnson, p. 81.
- ¹³²Collegian, (September 25, 1956), p. 2.
- ¹³³The Moundbuilder 1958, ed. Glee Becker, p. 92.
- ¹³⁴Collegian, (April 1, 1958), p. 2.
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- ¹³⁸The Moundbuilder 1960, ed. Terry Allen, p. 41.
- ¹³⁹Collegian, (September 25, 1959), p. 1-4.
- ¹⁴⁰Collegian, (February 12, 1960), p. 4.
- ¹⁴¹Collegian, (February 23, 1960), p. 2.
- ¹⁴²Collegian, (September 26, 1960), p. 2.
- ¹⁴³Collegian, (October 28, 1960), p. 2.
- ¹⁴⁴Collegian, (February 17, 1961), p. 2.
- ¹⁴⁵Collegian, (September 29, 1961), p. 2.
- ¹⁴⁶Collegian, (February 23, 1962), p. 2.
- ¹⁴⁷Collegian, (October 12, 1962), p. 2.
- ¹⁴⁸Collegian, (February 15, 1963), p. 2.

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- 149 Collegian, (October 12, 1962), p. 2.
- 150 The Moundbuilder 1964, ed. Jan Tucker, p. 86.
- 151 Collegian, (January 22, 1964), p. 4.
- 152 The Moundbuilder 1964, pp. 86-87.
- 153 Collegian, (May 7, 1965), p. 2.
- 154 Collegian, (September 24, 1965), p. 1.
- 155 Collegian, (October 7, 1966), p. 1.
- 156 The Moundbuilder 1966, vo. 55, ed. Marilyn Carpenter, p. 64.
- 157 Collegian, (January 27, 1967), p. 1.
- 158 The Moundbuilder 1967, vol. 56, ed. Janice Stephenson, p. 76.
- 159 Collegian, (January 27, 1967), p. 1.
- 160 The Moundbuilder 1967, p. 76.
- 161 The Moundbuilder 1968, vol. 57, ed. Carol Frost, p. 70.
- 162 The Moundbuilder 1969, vol. 58, ed. Dave Webb, p. 112.
- 163 The Moundbuilder 1968, p. 70.
- 164 The Moundbuilder 1969, p. 112.
- 165 The Moundbuilder 1968, p. 70.
- 166 Collegian, (September 26, 1969), p. 2.
- 167 Collegian, (February 26, 1965), p. 3.

Appendix

"Editors and Business Managers of The Southwestern Collegian"

<u>Year</u>	<u>Editor</u>	<u>Business Manager</u>
1894-95	Viola V. Price	*
1895-96	A. A. Parker	*
1896-97	C. A. Place	*
1897-98	C. C. Deniston	*
1898-99	Leroy Weeks	*
1899-1900	Charles W. Meyer	*
1900	Clara Gilmer	Arthur Martin & Charles C. Lowther
	(Souvenir Edition)	
1900-01	Fred C. Demorest	*
1901-02	Fred C. Demorest	*
1902-03	William T. Ward	*
1903-04	W. A. Revis	*
1904-05	Bert Dubois	H. W. Cummings
1905-06	Bert Dubois	A. L. Snyder
1906-07	O. O. Smith	A. L. Snyder
1907-08	A. L. Snyder	G. B. Wooddell
1908-09	Lewis M. Simes	Gordon Bailey
1909-10	Walter E. Myer	G. B. Muchmore
1910-11	Jesse R. Derby	**
1911-12	Arthur L. Crookham	M. Ian Coldwell
1912-13	Clarence W. Schroeder	Roy R. Rutledge
1913-14	John W. Sherman	Loy Henderson
1914-15	Henry W. Jordan	Ernest W. Reid
1915-16	Howard White	W. Glenn Harris
1916-17	Earl Ross	Milton H. Dudey
1917-18	Ogden White	George Harper
1918-19	Irma L. Thomas	Velma Meinzer
1919-20	Earl D. Myers	Catherine Wrenchey
1920-21	Raymond Corey	Lial Newman
	Lloyd Bertholf	same
1921-22	Phillip McMullen	Harold Hulpieu
1922-23	Anna L. Keaton	Glenn O. Miller
1923-24	Lorren L. Williams	Cecil E. Casburn
	Cecil E. Casburn	Russell Dipman
1924-25	Cecil Headrick	Donald Kitch
1925-26	Donald Kitch	Glenn Wissler
1926-27	Frank Bigler	Jack Vaughn
	Leo Branham	same
1927-28	Flora Bower	Paul Dice
1928-29	Alvin Allen	Milton Gafney
1929-30	Myrtle Shircliff	Hobart Wright
1930-31	Victor Marvel	Leon Thomson
1931-32	Charles Booth	Walter Boles
1932-33	Earl O. Foulk	Don Strother
1933-34	***	Mark Swoyer
1934-35	Vivian Pike	Howard Elrod

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<u>Year</u>	<u>Editor</u>	<u>Business Manager</u>
1935-36	Charles Curtiss	Edward Warner
1936-37	Marjorie Thompson	Eula Van Nutta
1937-38	Lena Anderson	Leonard Johnston
	same	Raymond Broadie
1938-39	Peggy Wright	Don Goforth
1939-40	Geraldine Van Laningham	Bob Fleener
1940-41	Geraldine Van Laningham	Tom Backus
1941-42	Calista Bender	Tom Backus
	Lois Hull	Etcyl Blair
1942-43	Dale Dunlap	Ruth Franklin
1943-44	Wanda Land	Ruth Franklin
1944-45	Natalie Nelson	Lou Snyder
	same	Clarence Hickman
	same	Doris Yoeman
1945-46	Rosemary Templin	Sam Boman
	same	Charles Ramsdale & Lillian Clark
1946-47	Noel K. Wallace	Lillian Clark
	same	Keith Greeson
1947-48	Lowell Gish	David Doig & Dwight Cook
	Rosemary Templin	same
	Bill Scott	same
1948-49	Opal McDaniel	Robert W. Hill
1949-50	Joan Tennema	James Dow
	same	Edward Gribble
1950-51	Herb Reimer	Peggy Brooks
	David Hearne	same
	Joan Tennema Jones	same
	Robert M. Jones	same
	Jeanette Nelson	Eldon Schroeder
1951-52	Jeanette Nelson	Carolyn Lovell
	Carolyn Combs	Fred Fry
1952-53	Carolyn Combs	Bill Bettis
1953-54	Ken Short & Kim Rogers	Herbert Lungren
	Ken Short	same
1954-55	Mildred Byers,	Philip Bradley
	Clare Bartley,	
	Evelyn King, &	
	Jo Ann Newman	
	Mildred Byers,	same
	DarlAnn Swayzey,	
	Jo Ann Newman	
1955-56	Lenita Hladik	Melba Travis
	DarlAnn Swayzey	same
1956-57	Melba Travis	Nancy Halbrook
1957-58	Melba Travis	Nancy Halbrook
	E. Stanley Jones	R. Lyle George
1958-59	Michael Starnes	Larry Patten
	same	Terry Allen

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<u>Year</u>	<u>Editor</u>	<u>Business Manager</u>
1959-60	Michael Starnes	Susie Finney
1960-61	Arthur Rexroat	*
	Carolyn Lehl &	*
	Arthur Rexroat	
	Carolyn Lehl	Susie Finney
1961-62	Ron Farlton &	*
	Mary June Dickson	
	Mary June Dickson	
1962-63	Dale Kunkel	Roger Lashley
	Lynda Boley	same
1963-64	Richard Cooley &	John Heimer
	Rod Strohl	
	Dale Kunkel &	same
	Bill Olmstead	
1964-65	Gloria Nord	*
	Gloria Nord &	
	William Olmstead	
1965-66	William Olmstead	Bill Walker
	Steve Heckman &	same
	Sue Lewis	
1966-67	L. DeWitt Clinton	Bill Walker
1967-68	Dennis Hett	Ron Gwartney & Larry Will
1968-69	Dennis Hett	Ron Gwartney
1969-70	Jim Decker	Connie Decker

* no business manager
 ** business manager not known
 *** different editor each six weeks

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February 3, 1921
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February 23, 1960
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October 12, 1962
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