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A CENTURY OF JOURNALISM IN MANTI, UTAH

1867 - 1967

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

by

Don A. Carpenter

July 1968

DEDICATION

This thesis is dedicated to two people whose names have occasionally appeared in the headlines and printed pages of the newspaper, but to whom no news story could give adequate recognition and thanks for the inspiration and assistance they have given the writer. G. Alvin and Hortense Snow Carpenter, the writer's parents, have by their every act, supplied the necessary inspiration, love, assurance, and finances to make this work possible. To these two champions of learning, honesty, and goodness, this work is dedicated.

ACKNOWLEDGEMENTS

Sincere appreciation is extended to all who have given the writer assistance and encouragement while this study was being conducted. Special thanks is expressed to the chairman of the thesis committee, Dr. M. Dallas Burnett, who was most helpful in giving sound criticism, advice, and direction to this study. Guidance and encouragement from other committee members--Professor J. Morris Richards and Dr. Ralph B. Smith--is also appreciated.

The writer is also deeply indebted to the people of Manti, who generously cooperated in providing the necessary information for completing this study. Editors Larry Stahle and R. LaVaun Cox were very helpful in leading the author to accurate data. The interest and guidance of relatives and friends of former editors was also beneficial. Their assistance is most appreciated.

Love and appreciation are also extended to my wife, Patricia, for the devotion, encouragement, and assistance she offered to make this work possible.

Sincere thanks is expressed to Kris Clements, typist, for her help in completing this project.

To all these people, heartfelt thanks and sincere appreciation are extended.

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CHAPTER I

INTRODUCTION

The role of the country weekly newspaper in the United States has been and still is that of a vital, living social institution. Its influence extends from the highest echelons of the community to the grass roots of its social, political, and economic structure.

The power wielded by the editor of the country weekly can be very significant. In the small communities across America where weeklies flourish, probably no person has more potential influence upon society than the newspaper editor. Charles Moreau Hager, in an oft-quoted eulogy, had this to say about the country editor and his newspaper:

Every year every local paper gives from five hundred to five thousand lines for the benefit of the community in which it is located. No other agency can or will do this. The editor, in proportion to his means, does more for his town than any other man. Today editors do more work for less pay than any men on earth.¹

Along with the school, the home, and the church, the country newspaper has established itself as a respected and necessary institution in the community. John H. Casey, professor of journalism at the University of Oklahoma, long ago pointed out its character and function:

Without its newspaper the small-town American community would

¹Charles Moreau Hager, "The Country Editor of To-Day," The Atlantic Monthly 99:89-91, 95, January, 1907.

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

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

Through service to its community, the country newspaper will not merely survive, it will continue to flourish as the most representative, most distinctive, most wholesome type of journalism America has produced.²

Mr. Casey might well have been describing the important role the Manti Messenger and its predecessors have played in the life of Manti, Utah, a town with a population of 1,739³ located in the geographical center of the state. Since the first issue of the Manti Herald, written laboriously by hand and distributed throughout the community in 1867, at least twenty-six editors and publishers have been at the helm of six country newspapers which have affected the lives of Manti residents.

Statement of the problem. The purpose of this study was to write a descriptive, chronological history of Manti newspapers and their editors and publishers. Special emphasis was placed on describing the characteristics and tone of the publications themselves, with available biographical material on editors and publishers included where possible. No attempt was made to write a history of Manti per se,

²Thomas F. Barnhart, Weekly Newspaper Management (New York: Appleton-Century-Crofts, 1936), pg. 7.

³United States Bureau of the Census, United States Census of Population: 1960. Characteristics of the Population, Vol. 1, Part 46 (Washington: Government Printing Office, 1963), pg. 13.

but the manner in which the community and its newspapers tended to interrelate was explored. The study examined the significance of the newspapers and their editors in the change and development of Manti.

Since the Manti Messenger has been published continuously from 1893 to the present and is the only newspaper in Manti to be published since 1903, a history of the Messenger constituted the major portion of this study. Other newspapers whose histories were traced are the Manti Herald, the Home Sentinel, the Manti Times-Reporter, the Sanpete Democrat, and the San Pete Free Press.

A history of Manti journalism is significant because it adds to the limited recorded history of the weekly press in Utah. Since Manti is one of the oldest communities in the state and its journalistic history can be traced back more than a century, this study will be of special value to students of Utah history and journalism.

Since the study of necessity records valuable information concerning the residents of Manti, their industries, politics, and community accomplishments, it will be valuable to them as a permanent record and will serve to promote further interest in Manti history.

The study will also be valuable to the Church of Jesus Christ of Latter-day Saints, inasmuch as it is essentially a history of the Latter-day Saint people who settled the area, established schools, built churches, and erected a monumental temple to their God.

It is important that the history be compiled now. In recent years many of Manti's prominent and knowledgeable residents have died and others will soon follow. In order to preserve a more accurate and complete history of Manti journalism, past newspaper editors and their relatives, employees, and friends have been contacted. Otherwise,

valuable information might have been lost to future historians.

Extent and limitation of the study. This study explored only those newspapers edited and published in Manti. Other newspapers in Sanpete County and elsewhere were mentioned only as they had direct bearing on the Manti papers.

The study covered a century of journalism in Manti, from 1867 to 1967, and included a brief look into the future. There were some limitations on the amount of information available on the early editors and their newspapers. Complete files on these early newspaper attempts are not available so their histories were traced only briefly. While most editions of the Home Sentinel and Manti Messenger are available, it was difficult to obtain more information on their early editors than that which appeared in the newspapers themselves. An effort was made, however, to contact as many of their relatives, employees, and acquaintances as possible.

Method of procedure and sources of data. The historical method of research was used in compiling information for this study. Insofar as possible, the study followed a chronological sequence, tracing changes in the newspapers through specific time periods or chapters. The chapters are natural divisions in the history of the newspapers, and are based primarily on the lives of the editors involved. Chapter two provides a brief background of Manti itself, and chapter three is devoted primarily to recording the history of Manti's early newspapers.

The chief source of information was existing issues of the Home Sentinel and the Manti Messenger. Many editions of the earlier

newspapers were also referred to along with books, pamphlets, diaries, and personal interviews.

CHAPTER II

MANTI: A BACKGROUND

American history is filled with accounts of the famous pioneers of 1849. They are remembered as having a strong thirst for gold, and volumes have been written on their struggles to obtain it in the gold fields of California. While much of the nation's attention was focused on the fortunes and trials of these rugged 49ers, another group of sturdy pioneers was blazing new trails almost unnoticed. In the fall of 1849 Isaac Morley led a small band of 224 Mormon colonists southward from Salt Lake City to settle the unclaimed sage-land of Sanpete Valley.

The founding of Manti is not just the story of a people desiring to find a suitable place to settle in line with America's western population movement. It is much more than that. This is the story of a harrassed, distressed and persecuted people, many of them European immigrants, seeking a place of refuge. Because of their peculiar religious beliefs, many had been driven from their homes in Illinois and crossed the plains with the "Saints" at great sacrifice. President Brigham Young, the Mormon leader, had then called them to settle in Sanpete and they were on their way.

One historian records that Utah Indian Chief Walker requested the Mormon leader in Salt Lake City to send colonists into his region to teach the Indians to live as white men. Walker and twelve of his tribe met with President Young and other church officials on June 14,

1849. The Chief remarked:

I was always friendly with the Mormons, as I hear what they say and remember it. It is good to live like the Mormons and their children. I do not care about the land, but I want the Mormons to go and settle it.¹

On November 22, 1849, Isaac Morley and his company arrived at the site where Manti now stands and prepared to dig in for the winter. It was to be a tough winter and the settlers were poorly equipped. Some of the families had made dugouts in the side of the hill and others were living in temporary houses made of wagon boxes and tents.

The snow fell to a greater depth than ever was known to the Indians, and the equal has never since been recorded. Men and boys were engaged almost daily in shoveling snow in winrows to bare the grass and furnish shelter and food for the starving cattle. Even the horns of cows and oxen were sharpened by filing, to give them better means of defense in fighting wild animals, and enable them to break through the crust of the frozen snow in search of the dry grass.²

Despite the deep snow and a scarcity of food, the colonists somehow managed to survive the winter. Spring came late in 1850, and by the time the snow had melted enough for plowing and planting, only one team was strong enough to pull a plow through the native desert. Out of 240 head of cattle brought to the valley, only 113 were alive the following June.³

In August of 1850 President Young visited the colonists and christened their town Manti in honor of a prominent city mentioned in

¹Milton R. Hunter, Brigham Young the Colonizer (Salt Lake City: Deseret News Press, 1940), p. 243.

²W. H. Lever, History of Sanpete and Emery Counties (Salt Lake City: Tribune Job Printing Company, 1898), pp. 13-14.

³Ibid., p. 15.

the Book of Mormon. He gave the valley the name of Sanpete, after the Sanpitch Indians who roamed the region. By the end of the summer the people were optimistic. The crops had been good and the cattle and horses were strong and healthy. "Father Morley," as Isaac became known, directed the building of a schoolhouse and Jesse W. Fox was the first pioneer teacher. As in other Mormon settlements, education was to be an important part of the lives of the people.

On September 9, 1850, an act of Congress organized the Utah Territory and appointed Brigham Young Governor. Isaac Morley and Charles Shumway represented Sanpete County in the first Legislative Assembly of the provisional government. Meeting in Salt Lake City in February 1851, that legislature passed an act incorporating Manti City at the same time Provo and Ogden were incorporated. Except for Salt Lake City, they were the only incorporated cities in Utah.⁴

During the spring of 1851 the City of Manti began to take shape. Brigham Young made another trip to the community and a church high council was organized. The Manti scene was a busy one:

People were moving to their lots. Homes were being built and a mayor was put in office--Dan Jones. A grist mill was built in 1850 by Phineas W. Cook--it was successful. In 1851 Charles Shumway built a sawmill. The flour and sawmill were both located at the mouth of Manti Canyon.

The building of stone walls around certain important blocks, and then a greater fort around nine city blocks, was certain evidence of the uneasy peace that prevailed between the Indians and the settlers.⁵

It was a good thing for Manti citizens that the forts were

⁴Ibid., pp. 16-17.

⁵Andrew Jackson Judd and Fannie Kenner Anderson, A History of Manti (Manti, Utah: n.p., 1958), pp. 1-2.

built. From the beginning Indians harrassed and threatened to attack the people. The disorganized and weaker Sanpitch Indians camped nearby gave little cause for concern, but from the summer of 1853 until the death of Chief Walker in January of 1855, the Ute Indians took to the warpath to plunder and burn settlements, massacre the people and drive off their horses and cattle. Known as the Walker War, this period was a time of great worry to the people of Manti. But the forts constructed in and about the city enabled them to resist attacks and preserve the settlement. Actually, it wasn't until the final treaty of 1872 following the Black Hawk War that the settlers were able to farm and develop the community without the support of a heavy guard.

As might be expected, farming and its agricultural allies became the primary source of income for the people in this new land. Since water was necessary, canals, ditches, and dams had to be constructed, and land-clearing and leveling had to be completed so that proper irrigation methods might be adopted.

Between 1849 and 1892 an extensive irrigation system was laid out which reached nearly 12,000 acres of land supporting the population. Manti City Creek was the chief souch of water, but in later years seven pump wells were constructed to augment the water supply.

Most of Manti's early farmers raised produce for their own use or used it to feed cattle, sheep, or poultry. The livestock industry began in a small way with most families owning only a few head, but by 1898 there were 2,000 cattle and 20,000 sheep grazing in Manti Canyon. Soon, however, overgrazing caused floods and erosion and the numbers had to be cut back. Nonetheless, through the years Manti farmers have

raised some excellent dairy cows, range cattle, pure-bred sheep and horses, and since the turn of the century, thousands of high-quality chickens and turkeys. The production of poultry and turkeys has become one of Manti's most important industries.

In addition to family gardens or crops raised strictly for livestock, Manti farmers produce many cases of peas, corn and other vegetables which are shipped to markets by Hunt Foods, Inc.

Through the years Manti has had numerous industries thrive and perish. Most of them have been family-run concerns and relatively small. In addition to the early sawmills and grist mills established by the pioneers, creameries, tanneries, bakeries, furniture shops, sheet iron shops, a barrel-making industry, and textile plants have emerged, to name a few industries. By 1920 Manti also had a bank, a public library, an opera house, a modern public school system, and a number of mercantile establishments.

By 1853 the initial period of Mormon colonization in Sanpete County had passed and a hub colony of 647 people had been established. In October of that year about 150 Scandinavian converts to Mormonism left Salt Lake City enroute to Sanpete. They stopped temporarily at Spring City (sometimes called "Little Denmark"), but because of Indian troubles and poor living conditions, continued their journey on to Manti.

These Danish settlers were industrious, fun-loving and honest people. They made excellent colonizers. Although there were numerous Welsh, English, Scotch, Irish, Yankee and other settlers already in Manti, those of Scandinavian descent soon outnumbered those of any other

nationality. All, however, seemed quick to gain an abiding loyalty to their new homeland in Sanpete.

In spite of whatever else happened in Manti's history, the years between 1877 and 1888 represent the period that put the community on the map. During these years the Manti L.D.S. Temple was constructed, a building feat that required great sacrifice and dedication on the part of the Mormons in Manti and neighboring communities. Through the years the Temple has drawn thousands of visitors to Manti, either to remain as temple workers, to participate in temple ordinances, or simply to visit the grounds and admire the magnificent structure. Townspeople and foreigners alike often refer to Manti as the "Temple City."

As great as their influence has been, however, the Mormons did not remain the only religious body in Manti. A Presbyterian Church building was erected on Main Street in 1881. In 1893 Rev. G. W. Martin was installed as pastor of the Presbyterian congregation. Reverend and Mrs. Martin, "wonderful examples of people who stuck with their post," were both teachers in the Presbyterian School, which had an attendance varying from sixty to 125 pupils. The Martins, whose Temperance Union sponsored a reading room with "plenty of good books, current magazines and daily papers," contributed much to the history of Manti. Mr. Martin kept the only complete file on the Manti Messenger.⁶

The decade from 1870 to 1880 shows the greatest increase in Manti's population, from 1,239 to 1,748. This was due in part to the building of the Manti Temple. But Mormon converts continued to arrive

⁶Kate C. Snow, "Non-Mormon Religious Denominations in Utah," Heart Throbs of the West (Salt Lake City: Daughters of the Utah Pioneers, 1946), VII, 262-64.

in the Salt Lake Valley from Europe and elsewhere, and many were sent to Sanpete County to aid in colonization.

In the early 1880's a journalist from the east made a trip through Mormon country and published the following description of Manti:

From Fort Ephraim to Manti the road lies chiefly through unreclaimed land, but within a mile or two of the town the irrigated suburbs of Manti break in upon the sage-brush, and the Temple, which has been visible in the distance half the day, grows out from the hills into definite details.

As a settlement, Manti is pretty, well-ordered and prosperous. The universal vice of unbridged water-courses disfigures its roads just as it does those of every other place (Salt Lake City itself not excepted), and the irregularity in the order of occupation of lots gives it the same scattered appearance that many other settlements have. But the abundance of trees, the width of the streets, the perpetual presence of running water, the frequency and size of the orchards, and the general appearance of simple, rustic, comfort impart to Manti all the characteristic charm of the Mormon settlements. The orthodox grist and saw-mills, essential adjuncts of every outlying hamlet, find their usual place in the local economy; but to me the most interesting corner was the quaint tithing-house, a Dutch-barn kind of place, still surrounded by the high stone stockade which was built for the protection of the settlers during the Indian troubles fifteen years ago.⁷

The population of Manti continued to grow in a normal manner until it reached a peak of 2,423 in the census of 1910. Since that time there has been a gradual decline in the population due largely to the lack of major industry to attract newcomers to the area or keep the young people at home. A large percentage of Manti's native sons and daughters receive their education in the Manti schools and neighboring Snow College at Ephraim or elsewhere, and are forced to leave Sanpete County for employment in the more populous centers of

⁷Phil Robinson, Sinners and Saints (Boston: Roberts Brothers, 1883), pp. 163-165.

Provo, Salt Lake City, or other places across the nation and around the world. It seems that most of those who do remain in Manti are somehow tied closely to the soil.

Politically speaking, Manti residents have been basically Republican, although the town went Democratic with the rest of the nation during the administration of Franklin D. Roosevelt. A more recent example of Manti political independence was the 1959 election of R. LaVaun Cox to the Utah State Senate. Mr. Cox, a Democrat, was editor of the Manti Messenger, a newspaper originally established as a voice of the Republican Party.

CHAPTER III

MANTI'S EARLY NEWSPAPERS

Few if any people in Manti today are aware that six separate newspapers have been published in their city. Most residents are familiar only with the Manti Messenger, which has been published weekly since 1893. This chapter will trace the histories of three predecessors to the Messenger and two competitors which challenged the Messenger for five years at the turn of the 20th century.

The Manti Herald. Manti's first attempt at journalism came in the form of the Manti Herald, a pen and ink or manuscript newspaper first appearing on January 31, 1867. The first issue listed F. C. Robinson as editor and publisher.

Frederick Charles Robinson was a native of Sheffield, England, who joined the Mormon Church there in 1848. In 1856 he crossed the plains to Utah in Captain Martin's Hand Cart Company, and in December of that year he located in Manti.¹ He was a scribe to Isaac Morley, who was an early patriarch in the Mormon Church, and in 1863 he was a correspondent for the Deseret News.²

Robinson was a very industrious and civic-minded person. In

¹Obituary in the [Salt Lake City] Deseret News, September 18, 1967.

²Personal diary of F. C. Robinson in possession of Mrs. Lincoln E. Robinson, 398 Afton Avenue, Murray, Utah.

MANTI HERALD.

AND SANPETE ADVERTISER.

R. ROBINSON
Editor & Publisher.

MANTI, MAY 4th 1867.

No. 13, Vol. 1.

EDITOR'S CORNER.

THE CITY WALL.

We believe it is an accepted fact, or idea, that Manti is to have a City Wall!

Now when we say "City Wall" we mean one of those substantial rock & mortar concerns, that will not only inclose, but increase the value of property immensely and through its solidity and workmanlike finish, will stand for ages as a monument of credit to intelligent industry, on the part of the builders.

It has been suggested, that the wall work, be apportioned to each citizen, according to the amount of property he has to enclose. This seems to us the best and fairest way; for it is evident that the more property a man gets enclosed, and the more he is benefited, it has always been an acknowledged principle of right, that the strongest have the heaviest load.

Now if the wall is to be built on the above plan, and a man finds that he owns more City lots than he can possibly build wall for, he can sell lots to those without any handicap; and who will be very glad to build wall for them! and thus our City frontiers will find occupants; and the City itself (as it should be) become more compact and City like!

As soon as we ascertain the exact plan of the wall, both in extent and manner of building, we shall be glad to publish particulars.

Some think building of a City Wall a "big job" but we will do a "big job" before we put the capstone for the walls of his Kingdom!

BY TELEGRAPH.

Manti May 3

The business of this office has been assumed to day, after a silence of 100 days, owing to the wire having been cut in two places viz. Salt Creek Canyon and about 2 miles north of Fort Ephraim.

Tequerville May 6

President Young is traveling today between this place and St. George.

St. George 4th

President Young & family arrived at this City last night party all well.

St. George 27th

Among a large herd of stock driven recently through Fillmore by Gen. Wells about 10 head were recognized as belonging to Citizens and had been stolen from them at once arrested and for sale to the assistance of an organized band of thieves from the Territory.

LOCAL.

A VISITATION.

The recent visitation of Gen. D. H. Wells & family to the various Towns of this County, and the important intelligence imparted on the occasion, cannot soon be forgotten and the People at large will doubtless smile heartily in responding to the many wise and useful suggestions thrown out of a military nature, and touching the safety of life and property.

But the Councils of the wisest men avail little, if there to whom they apply are slow to heed and act; yet we trust the opposite to this will be the result of the visit alluded to.

MORONI.

We are informed that Moroni is in a thriving condition in business, save they have the prospect of having to go to other places, to buy their breadstuffs before next harvest, unless Bishop Bradley, were very prompt in proceeding to Salt Creek Canyon to repair Telegraph wire that some dispatchers on the 27th ult. had cut.

VARIETIES.

It is an old saying that in a great future day "Every Tub must stand on its own bottom" well! what will become of the Tubs without bottoms? they'll stand on nothing, and be full of Impiety!

KINDNESS.

Angry looks can do no good,
Most blows are dealt in blindness;
Words are better understood
If spoken but in kindness!

HAPPINESS.

If solid happiness we prize,
Within our breast the jewel lies,
And they are fools who roam;
The world has nothing to bestow,
From man unless our joys be true,
And that dear best—our HOME!

BROTHERHOOD.

A happy bit ham, this dull world
If man, what he would make shift to give,
And attend to his neighbor's office, as his
Countryman, you had more BROTHERHOOD.

BUSINESS CARDS.

ADMINISTRATOR'S OFFICE

There are still accounts standing unsettled in the Estate of John Henry and deceased, and we again invite claimants to come forward with out delay and settle up.

J. T. Tuttle
Administrator
A. Lowry
A. M. Lowry

SANPETE ART GALLERY.

ALFOND Proprietor.

This Establishment is well worthy the patronage of the people, as the Proprietor not only merits support by his Artistic productions but his untiring efforts to please deserve commendation!

SEELEY & CO

with still the good name in their competition business.

Figure 1. Manti's first newspaper, the Manti Herald.

addition to starting the first newspaper to be published in Sanpete County, he was a notary public, superintendent of the common schools, clerk of the Manti Tithing Office, a member of the stake high council, and quartermaster of the first brigade of the Sanpete Militia.³

The entire series of the Manti Herald consisted of fifteen numbers issued between January 31, 1867, and May 18, 1867. Robinson died in September of 1867, which probably explains the short life of his newspaper.⁴

Each issue consisted of one legal-size sheet of paper equally divided into three columns. It was printed on one side only and was written entirely by hand. A large art heading was centered at the top.

The first number contained a few scattered local stories interspersed with three or four display advertisements. The ads promoted a local comedy to be presented in town, offered a span of brown mules for sale, and announced the upcoming city elections and arrival and departure times of Manti's mail. A few telegraph briefs kept local citizens informed on activities of the territorial legislature in Salt Lake City, reported the incorporation of the Manti City Library, and gave an account of Governor Young's health. Under "Odds and Ends," some humor and a few trite sayings were added to fill space.

The February 10th issue, number two in the series, carried more "Odds and Ends," several advertisements, and some political news. County election returns were printed and F. C. Robinson, editor, was

³Deseret News, loc. cit.

⁴Ibid.

revealed as the county clerk.

In the Salt Lake Daily Telegraph, March 21, 1867, T. B. H. Stenhouse, editor, commented upon receiving the Herald:

Number 3 (Manti Herald) has come to hand....It is well filled with matter, interesting to the reader. Glad to see the folks want a printing press out there--Hope they get it!⁵

The sixth number, published March 20, 1867, was called the Manti Herald and Sanpete Advertiser. The format was the same, with school news and advertisements occupying most of the space. An interesting note to subscribers (the paper must have had them) appeared in the upper left-hand corner:

To our subscribers: We feel that an apology is due to our subscribers for the non-appearance of the Herald last week and by way of explanation may say that the type we had previously used proved defective, and concluded to wait till we could get a fresh supply.⁶

This added a special touch of humor since Robinson laboriously printed each letter with his quill.

The remaining numbers of the series were similar in format and content. A telegraph dispatch found in number seven reported: "I advise the brethren of Sanpete to keep their cattle where they will be safe; and not be out alone. --B. Young."⁷

Number eight contained several Indian war stories and number thirteen featured a recommendation for building a Manti City wall, (see Figure 1). An involved discussion of slander and a report on

⁵J. Cecil Alter, Early Utah Journalism (Salt Lake City: Utah State Historical Society, 1938) p. 108.

⁶Announcement in the Manti [Utah] Herald, March 20, 1867.

⁷News item, Ibid., March 30, 1867.

the year's first potato crop were contained in number fourteen, and number fifteen concluded the series with a report of Indian and military news.

An editorial in the final issue, Saturday, May 18, 1867, revealed some economic problems faced by the struggling editor. Titling his story, "The Honor of the Thing," Robinson wrote:

Some few days ago in conversation with a patron of the Herald we happened to state that we found it rather uphill business to publish our paper without a revenue; as up to the present time we have paid all expenses out of our own private means. And though some have expressed admiration of our poor efforts, we have not received the first dollar to assist us in paying our stationary bill. However, we were comforted by the gentleman above referred to by his assuring us that the honor of the thing was ample remuneration for our labors! Very well! Brother John, we want some lumber, and we shall be glad to present you some of our honor for pay.⁸

That's the last we hear from Mr. Robinson. Thus, Manti's colorful journalistic beginning came to an abrupt end.

The Home Sentinel. Manti's first mechanically-printed newspaper, the Home Sentinel (see Figure 2), appeared April 24, 1885, eighteen years after the Manti Herald was discontinued. The first two issues are no longer available, but in the third issue, May 8, 1885, James T. Jakeman was listed as manager and D. Harrington as editor.

An article in the Deseret News, April 29, 1885, described the first issue as follows:

The first issue of the Home Sentinel, a weekly paper published at Manti, Sanpete County...is before us, and,

⁸Editorial, Ibid., May 18, 1867.

with the exception of a dearth of advertisements, due to the non-arrival of type expected, it presents a fair appearance for a country paper. Editorially, it is quite a creditable sheet....

The third issue bore an attractive handset nameplate of Trylon decorative print. Between the words "Home" and "Sentinel" was a figure of two hands clasped together with an American eagle perched on top. A ribbon in the eagle's beak contained the words "In Union is Strength."

The four-page paper was divided into six columns, nearly half of which contained advertisements. Most of the ads were placed by local merchants. Only one column in the third issue carried national brand advertising, but this increased in later editions.

The editors used a rather unique approach to encourage local businessmen to advertise, as the following story indicates:

We hope our readers will patronize the business man whose advertisements are found in the Sentinel. These men want your trade and will give you good bargains as well as courteous treatment. The men who do not advertise may want your trade and they may not. In social life you only go where you are invited--the same rule may be adopted with business men, at all events a live business man always advertises and always gives the best bargains, therefore self interest should induce you to deal with him.¹⁰

This subtle pressure on local businessmen may have had some effect. because local advertisers continued to supply most of the paper's revenue. Merchants from Salt Lake City on the north to Richfield on the south advertised regularly in the paper. It wasn't long before the Sentinel needed more office space.

Through the courtesy of L. T. Tuttle Esq. our resources

⁹News item in the [Salt Lake City] Deseret News, April 29, 1885.

¹⁰Editorial in the [Manti, Utah] Home Sentinel, May 8, 1885.

for room are being increased, so that before another issue our sanctum and press-room will be separate apartments.¹¹

The news format of the paper left much to be desired in its early editions. There appeared to be little organization or theme to the paper. The third issue carried such columns as "Local Jots," a hodge-podge of brief statements about Manti happenings; "News Items," a similar list of unrelated statements describing events in Russia, England, Salt Lake City, and Dallas; and "Miscellaneous Dots," a compilation of facts which might have been gathered from anybody's encyclopedia set.

Other columns in the paper were titled "Locals," a bulletin board-type list of the week's events; "Personal," a column apparently listing persons entering and leaving Manti during the week; and "Phunnygraphs," a joke column to add spice to the paper and fill space.

During the summer of 1885, baseball scores were carried in the paper. Small boxscores appeared in which runs, outs, and the score by innings were printed. On June 19 "Chester Red Belts 38, Moroni Invincibles 37" appeared, and on July 3 the score "Manti Athletics 19, Chester Red Belts 15" was printed.

A few stories which gave depth to local and national events were published if they could be easily reported or copied. Correspondence to the editor from neighboring communities was also printed and added to the overall news content.

Occasionally the paper was used by local church and civic leaders to make special proclamations or announcements. On July 17, 1885, a

¹¹Announcement, Ibid., July 24, 1885.

day annually set aside in the Utah Territory to commemorate the 1847 arrival of the Mormon pioneers into the Salt Lake Valley. In the July 24th issue of the Sentinel, however, the announcement of the death of General Ulysses S. Grant was printed, and respect for country surpassed local patriotism. Manti's mayor wrote in the Sentinel:

To the people of Manti City: Whereas the death of General U. S. Grant has just reached us, and believing that all feel a deep and heartfelt sympathy and respect for the immortal hero; I therefore, hereby, request the citizens of Manti City to forego the anticipated celebration of "Pioneer Day," and to refrain from any and all amusements that they may have proposed to engage in, as a token of respect for the illustrious dead. Wm. Luke, Mayor.¹²

In the August 28, 1885 issue it was learned that editor Harrington's first name was Daniel. An advertisement listed him as a notary public who could be reached at the Sentinel office. In the same issue some of his background was brought to light. In an editorial entitled "Retrospect," he wrote:

How many of Utah editors who clip the excellent matter from the Home Sentinel know that the author is the same determined individual, who, last summer edited the Sevier Valley Echo--a paper that looked as if it were set up in shingle nails and printed on a cheese press.¹³

As simple as it may seem Harrington did have a news policy, which he outlined and defended as follows:

It is our purpose to devote about 10 columns of each issue to reading matter and when this is done and when the paper contains that amount of judiciously selected matter and aptly written news, the great majority of our readers we are sure will be satisfied.

Many of our patrons have assured us that...in the hurry and bustle of business and work they care more for the

¹²Announcement, Ibid., July 24, 1885.

¹³Editorial, Ibid., August 28, 1885.

gist of the news and the local points than they do for two-story papers and long dissertations on political topics and abstract themes.¹⁴

Whether he was making excuses for the paper's lack of in-depth reporting or fully believed he was meeting the needs and interests of the community is a matter of conjecture, but the fact remains that Harrington did stick largely to local coverage of the news with only brief comment on items of national and international significance. It was only when the availability of readyprint increased that the Sentinel paid much attention to the latter news.

On November 20, 1885, a special conference number called the Sentinel Supplement was published to give full coverage of the Sanpete Stake Quarterly Conference of the Mormon Church. It was a four-page issue and contained several ads and some information other than conference speeches and notes.

Then on December 8, 1885, the Sentinel Supplement again appeared, this time containing a Mount Pleasant department. The four-page paper was reduced to about half the size of the regular Sentinel. News and advertising in the supplement did not change greatly, but each page was reduced to four columns.

Anxious to receive payment for delivery of the paper, the publishers placed the following item in the January 8, 1886 issue:

We will take on subscription 5 bushels pine, 25 bushels wheat, 100 pounds good fresh pork or ham. After we receive the above amount we shall be supplied in that line, so those who wish to turn this kind of pay had better take advantage at an early day. First come first served.¹⁵

¹⁴ Ibid., October 9, 1885.

¹⁵ Announcement, Ibid., January 8, 1886.

This notice was preceded by a similar announcement a few months earlier: "The Sentinel office wants a few loads of fire wood on subscription. Who will supply it?"¹⁶

On April 23, 1886, the Sentinel came out with an eight-page issue with a five-column format. The paper had survived its first year and the publishers announced a few changes:

This issue of the Home Sentinel marks its advent upon a new year--the commencement of its second volume.

As our patrons will see the paper goes forth in an enlarged form. Its subject matter and the extent of its literary contents are enlarged commensurately with the scope of its pages.

In sending forth our enlarged paper (we shall issue twice a week) we commend it to the candid and favorable consideration of our patrons and the enterprising progressive citizens of our country.¹⁷

Other changes were also evident. Yearly subscription rates were raised from two dollars to two and one half dollars per year, but subscribers got their money's worth. The Sentinel did publish twice a week; a four-page Sentinel Supplement came out regularly on Tuesdays.

This expansion, however, would have been impossible without an increase in available readyprint and boilerplate. Numerous stories ranging from discoveries in the Acropolis at Athens to hurricanes in India and the national economy appeared in the first new issue. Short novels, medical discoveries, science, history, and the latest in fashion soon filled additional space.

Stories from the Chicago Times, Chicago Herald, the Arkansas Traveler, Syracuse Standard, Cleveland Leader, Pittsburgh Chronicle, and the Boston Herald appeared in the new edition. The first Supplement

¹⁶Ibid., September 25, 1885.

¹⁷Ibid., April 23, 1886.

carried articles from Life, Harper's, the Hamilton Jay, the Current, the Chicago Ledger, and the Quitman [Georgia] New South.

Correspondents from neighboring towns began sending in more news also. As the news came in, the Sentinel published columns entitled "Ephraim Dots," "Mayfield Items," "Mt. Pleasant Dept.," "Fairview Points," "Salina Siftings," "Gunnison Items," and "Fountain Green Points."

With the increase in news, the paper looked much neater than before, because advertising did not increase proportionately.

In overall content and style, Tuesday's Sentinel Supplement was no different than Friday's regular edition. It simply contained half the number of pages.

Several new national advertisements gradually began to appear in the paper. For subscribers troubled by malaria or biliousness, the ads recommended Hops malt bitter or Hoods Sarsaparilla; for diseases of the blood, liver, stomach, kidneys, and bowels, Prickley ash bitters were prescribed; for coughs, throat, and lung troubles, Dr. Bigelow's Positive Cure should be ordered; and to shake the opium habit quickly and painlessly, readers were invited to write the Humane Remedy Company in Lafayette, Indiana.

The Lincoln Medical Institute advertised a cancer cure, and other ads offered to cure fits, asthma, hay fever, eye sores, nervousness, rheumatism, and bad breath.

The national ads didn't deal with health alone, however, Marlin rifles, Esterbrook pens, LePage's glue, Atkins soap, Webster dictionaries, Estey organs, New Home sewing machines, Star Paste stove polish, Studebaker wagons, Lawrence pure linseed oil mixed paints, and Bastine's

flavoring extracts were all advertised frequently on the pages of the Sentinel.

One story was published in the Sentinel in Danish. A letter from P. O. Hansen was printed on June 18, 1886, for the benefit of Sanpete's large Danish community.

After fifteen months of publishing the Home Sentinel, the team of Jakeman and Harrington broke up. A notice of dissolution of partnership was carried in the issue of August 5, 1886:

The co-partnership hitherto existing between Jas. T. Jakeman and Daniel Harrington in the publication of the Home Sentinel is this day dissolved by mutual consent, Daniel Harrington retiring from the business. Jas. T. Jakeman will continue the business and is entitled to receive all debts due the Home Sentinel and is responsible for all its liabilities. J. T. Jakeman, D. Harrington.¹⁸

Copies of the Home Sentinel between August 5, 1886, and September 2, 1887, could not be found, but the Provo Enquirer of August 31, 1886, reported that "Wm. K. Reid has succeeded Dan Harrington in the editorship of the Home Sentinel, a weekly published at Manti."¹⁹

Although the Sentinel remained silent on the subject, James T. Jakeman, manager, attempted for an unknown period of time to publish the Nephi Ensign concurrently with the Sentinel. Apparently he added another person to his Manti staff to help carry the burden of printing two papers. The Provo Enquirer reported on the matter:

L. A. Wilson, of the Manti Sentinel, was in Provo on Saturday. J. T. Jakeman, of the Nephi Ensign came up to spend the Twenty Fourth, accompanied by Mrs. Jakeman.²⁰

¹⁸Ibid., August 5, 1886.

¹⁹News item in the [Provo, Utah] Territorial Enquirer, August 31, 1886.

²⁰Ibid., July 29, 1887.

The inside pages of the Home Sentinel, published at Manti contains (sic) the same subject matter as the Nephi Ensign. We pity those who subscribe for both papers.²¹

The Salt Lake Democrat, however, as quoted by Alter, doesn't let Jakeman off quite so easily:

The Home Sentinel and Nephi Ensign are both published and edited by Jim Jakeman, the first mentioned at Manti, Sanpete County, and the latter at Nephi, Juab County. There is nothing unusual, of course, in the fact that one man publishes two papers, but Jakeman has hit upon a daisy plan to fill the columns of his sheet: the editorials of one are the editorials of the other, and much of the other matter is just the same. For running a newspaper, Jakeman has a Henry Clay head on him, more clay than Henry!²²

Tuesday's Sentinel Supplement began to appear less frequently until it was discontinued in late 1887. Friday's edition of the Sentinel continued to be published as an eight-page paper until October 11, 1887, when it was reduced to its former status as a four-page weekly. The editors explained what they did but gave no indication as to why they did it:

The Home Sentinel in commencing its second half of the third volume will appear in an enlarged form making six columns instead of five. The Supplement will not appear regularly, and the price of the paper will be reduced from \$2.50 to \$2.00. It is thought that the change will be satisfactory to all parties.²³

In the September 2, 1887, issue, Mr. J. M. Sjodaho was revealed as editor, with James T. Jakeman remaining as manager. The following notice was published:

The friends and patrons of the Home Sentinel are requested to notice that no person, under any pretext

²¹Ibid., August 9, 1887.

²²Alter, op. cit., p. 111.

²³Announcement in the [Manti, Utah] Home Sentinel, October 11, 1887.

whatever, has authority to collect money or receipt bill for the Home Sentinel Publishing Company, except the Business Manager, James T. Jakeman, the Editor, J. M. Sjodahl, or the local agents in the various towns.²⁴

In the December 30, 1887 issue, Sjodahl said that the Sentinel was reaching overseas audiences:

Our article "Fiat Lux" was recently translated into Swedish and printed in the Swedish Herald. It is curious to reflect upon this. A Swede (Sjodahl) writes a piece in English and a Norwegian translates it into Swedish. If the piece is not perfect in point of language after that, no wonder.²⁵

Manti winters had their effect on the publication of the Sentinel, as witnessed in the following from the two-page January 20, 1888, edition:

Owing to the late isolation of San Pete through the severity of the winter, we have not been able to replenish our supply of printing paper this week. The Sentinel therefore appears in a rather diminutive size today. We hope, however, to be able to come out full size again next week.²⁶

The day of publication was changed five days later, when this notice appeared:

It has been deemed advisable to change the day of publication of the Sentinel from Friday to Wednesday. There are several reasons for this. One is that if the Sentinel, through the delay of the paper or for other causes, happens to be too late for the post office on Friday night, it is not sent to our neighboring settlements that week at all. This will be better when the day of publication is earlier in the week.²⁷

²⁴Ibid., September 2, 1887.

²⁵News item, Ibid., December 30, 1887.

²⁶Announcement, Ibid., January 20, 1888.

²⁷Ibid., January 25, 1888.

In the same issue, a directory of business firms in Sanpete County and elsewhere was published beneath this statement:

We can recommend the following firms to our readers, and refer them to the advertising columns of the Nephi Ensign and the Home Sentinel for further particulars.²⁸

Thus, an advertising directory was started which referred readers to banks, butchers, barbers, carpenters, dentists, photographers, shoemakers, tanners and others. Here the editor made no attempt to conceal his close tie to the two towns of Nephi and Manti.

As might well be expected in a predominantly Mormon community, much space in each edition of the Sentinel was devoted to a discussion of religion. Polygamy was discussed freely in nearly every issue, and readers were kept informed of legislative matters affecting the practice, church statements on the subject, and prosecution and persecution of those who continued to practice it. Many columns appeared in which leaders of other faiths, particularly the Presbyterians located in Manti, spoke out against the practice of polygamy. Other individuals defended it as a commandment sent directly from God.

But polygamy was not the only religious or moral subject discussed through the pages of the Sentinel. Presbyterians and Mormons lectured on the nature of God, the doctrine of grace, and the finer points of baptism and priesthood authority.

Religious battles between Salt Lake City's Deseret News and Tribune were also noted in the Sentinel, and sermons, conference talks, special church visitors and other religious activities of Manti and the surrounding area were published. Frequently, entire letters from

²⁸Ibid.

Mormon missionaries scattered throughout America and in foreign lands were printed in the paper.

Although non-Mormons were able to speak their piece freely in the paper, the majority of religious news came from Mormon sources.

On May 21, 1888, the beautiful Manti Temple of the Church of Jesus Christ of Latter-day Saints was dedicated. Very little mention had been made in the Sentinel of preparations leading up to this important event. Possibly some mention of the dedication was made in the issues of May 16 and 23, but these issues could not be located.

The issue of May 30, 1888, however, carried nearly six columns of print to report the dedicatory services. The dedicatory prayer, dedication hymns, and summary paragraphs on all the speeches given at the four-day services were carried in the Sentinel. Apostle Lorenzo Snow presided at the services, and was assisted by several other General Authorities of the Church, including Elders John H. Smith, F. D. Richards, John W. Taylor, D. H. Wells, and Heber J. Grant.

On the fourth day, "all the Saints not having had a chance to see the Temple were permitted to go through at 2 p.m. Friday, and this ended the glorious services."²⁹

In the June 20, 1888 issue, editor Sjudahl writes a valedictory indication he is about to leave the Sentinel and thanks Sanpete residents for their friendship and support of the newspaper. His departure is announced on July 11:

Mr. J. M. Sjudahl and wife have gone to Salt Lake where they will take up their residence for a short time at least.

²⁹News item, Ibid., May 30, 1888.

Mr. S. is to superintend the printing of the translation of the Doctrine and Covenants into the Swedish language.³⁰

After moving to Salt Lake City, Sjudahl became editor of the Svenska Harolden (1890-92), a Swedish weekly; the Bikuben (1895-98), a Danish-Scandinavian weekly; and the Deseret News (1898), a Salt Lake City Mormon-owned daily.³¹

Political news in the Sentinel was generally mild. That which did appear came in the form of announcements of meetings, brief reporting of speeches, or notices of election results. Political endorsements and editorials were avoided by the editors.

Sentinel readers in 1888 would probably have not even known there was an election in November had they relied solely on their newspaper for information. Deeply buried on page four of the November 7 issue was a brief election summary.

After four years of publication, the Sentinel gave this notice on April 10, 1889:

This is the last number of the fourth volume of the Home Sentinel; and contrary to the anticipations of many, the Sentinel still lives and grows.

We shall endeavor from time to time to improve our paper. To commence with, we shall double the size of the Sentinel with the first number of the next volume, and make what other improvements we can.³²

In the same issue, this notice appeared:

Mr. N. H. Felt of Provo has become (sic) a partner in the Home Sentinel Co. Mr. Felt will have charge of

³⁰Ibid., July 11, 1888.

³¹Alter, op. cit., pp. 273, 305, 307.

³²Announcement in the [Manti, Utah] Home Sentinel, April 10, 1889.

of the outside management of the paper, and will call on all our friends in the county in the near future. Respectfully, J. T. Jakeman, Manager.³³

Accordingly, on April 17, 1889, the name of "N. H. Felt, Ass't Manager" was added to the masthead of the eight-page paper. He held this position for nine months, until Mr. Jakeman left the Sentinel in January 1890. Mr. Felt wrote a special tribute entitled "Absent But Not Forgotten" to announce the departure of Mr. and Mrs. Jakeman:

With this issue we are left without the invaluable aid of those who have been carrying the management and editorial labor of the Sentinel for a period of 4½ years. Mr. and Mrs. J. T. Jakeman. Words fail us when we attempt to dilate on the invaluable benefits that has been done (sic) the people of San Pete County. In the establishment of the Sentinel in 1885, Mr. Jakeman met with obstacles that would discourage many persons, but he showed his usual indomitable will and conquered. During all these years of uphill work, he has been ably seconded by his cultured and talented wife, a lady who has a reputation in literary circles whose influence is far more extended than that of the Sentinel. Her name is identified more or less with all the great journals of Utah. Besides her literary labors, it seems to be her mission to fill many public positions in both church and other matters.³⁴

In the following issue Mr. Felt was listed as proprietor and manager, and he wrote this "Salutatory" in describing his goals for the paper:

We salute you with this issue under our new management, with the sincere hope that all friends of the past will join with those of the new, and help us improve the "county paper." We expect to make a radical change in the paper in many respects. Whether it be for good or for bad we can only let the future decide, we hope, however for the better.

We propose to run an independent paper in all but religious matters and this our glorious constitution tenders us the same privilege as all individuals, a right to do our own worshipping.

³³Ibid.

³⁴Editorial, Ibid., January 16, 1890

We belong to what is termed the "Mormons," and from a religious standpoint will run a "Mormon," paper. This does not mean that none but Latter-Day Saints can have access to our columns; this does not mean that we are independent of all other people nor does it mean that we will ride our hobby before the public in any way radically. We want to accord every one the right to do as they (sic) choose.

In regard to politics, we are individually People's Party, but our paper intends to be independent to a certain extent. If we allow our individual notions to intrude on the public our columns will be open to allow any one to call a halt, in reason. We do not intend to allow personal controversies to be aired in our columns but will try to run Pro Bono Publico.

We intend to have an agent in every city and town in the county who will receive subscriptions and keep us posted with news items. We will not forget that Manti is not the only city in the county and will try to have every town in the county represented.³⁵

Published regularly on Tuesdays and Fridays, Felt's paper was neater in appearance than past issues. This was due largely to the use of "patent" insides--readyprint articles on many facets of literature, the farm, home, and fashions of the day.

News of Manti and the surrounding area suffered slightly during this period, until the patent insides were discarded in May 1890. At that time local news increased and such matters as the Manti water supply, local manufacturing, county politics, elections, and other home affairs were reported.

The word "Home" was dropped from the paper's nameplate on August 12, 1890, and it became simply The Sentinel.

On October 21, 1890, Ward Stevenson was listed as managing editor; H. G. Bradford, associate editor; and N. H. Felt, business manager. No explanation was given. Then on February 20, 1891, Felt's name was dropped from the issue. H. G. Bradford continued as business manager.

³⁵Ibid., January 20, 1890.

Again, no further comment was made.

The Sentinel adopted a modern eight-column format with the December 9, 1890 edition, which it maintained until February 6, 1892. At that time Mr. Stevenson turned the paper over to Sam M. LeRoy.

The new editor reverted back to seven-column pages, but the printing was neater and the paper received many compliments, including the following from the Beaver Utonian:

Sam LeRoy has taken the helm of the Manti Sentinel office. The paper presents the best appearance it has ever done since it was started several years ago by the irrepressible type. James Jakeman.³⁶

Mr. LeRoy, more than any of his predecessors, spoke out freely on matters of public interest. In retrospect, editors Harrington, Sjudahl, Felt, and Stevenson seem to have been more interested in pleasing everyone to build circulation and advertising that run the risk of offending people by taking fixed stands on controversial issues.

N. H. Felt, particularly, said, "We do not intend to allow personal controversies to be aired in our columns...."³⁷

But Sam LeRoy was different. His paper was very newsy and contained a minimum of readyprint. Through the pages of the Sentinel he voiced strong opinions against sheepmen on the matter of pure drinking water, against an Ephraim LDS stake president who attacked Democrats in a Manti church meeting, and in favor of politicians telling the truth when attempting to register voters in the Republican and Democratic Parties. He supported baseball in Manti, denounced teaching

³⁶News item, Ibid., March 5, 1892.

³⁷Editorial, Ibid., January 20, 1890.

partisan politics in the local schools, and supported a territorial newspaper union.

Some readers became offended by the editor's bluntness and cancelled their subscriptions. LeRoy felt compelled to remark:

Two individuals have stopped subscribing for the Sentinel because we failed to hunt them up and advocate their principles on the sheep question. If there are any more, don't wait for further investigation. Write, or better, come to the office, pay up and have it stopped....Rather would we issue 100 copies run the paper ourselves than have each subscriber a committee of one to tell us how it shall be done....On the sheep or any other question, this paper will pursue such a policy as shall seem just and right to its conductors. Don't grumble and say you will stop it. We will gladly cut you off. We don't want to bother with you. We are printing this paper for real, live wide-awake people and if the pace is too fast unload yourself.³⁸

For reasons not explained--possibly more people took Mr. LeRoy at his word than he anticipated--the May 7, 1892 issue was the last number of that series. LeRoy had been editor for only three months. It may be that non-support caused the abrupt halt, although Alter cited Ayer's Newspaper Annual for 1892 reporting that the Sentinel had a circulation of 850.³⁹ Lack of advertising support seems to have been the real villain, however, as hinted in the Brigham Bugler of May 7, 1892:

On account of lack of patronage of local business men, the Manti Sentinel is thinking seriously of pulling up its stakes and flopping over the hills to drop down in sequestered Gunnison, or unknown Castle Dale, where those one-horse towns of a few business houses each guarantee double the patronage Manti now offers....⁴⁰

³⁸Ibid., March 12, 1892.

³⁹Alter, op. cit., p. 113.

⁴⁰Ibid.

The microfilm files at Brigham Young University show that four more numbers of the Sentinel were published, beginning August 19, 1893 and ending September 9 of the same year. Ward Stevenson, who apparently wanted to revive the sleeping newspaper, was listed as editor.

The Manti Times-Reporter. The first issue of the Manti Times-Reporter appeared July 16, 1892 (see Figure 3). E. A. Gregory was listed as editor and N. H. Felt, former manager of the Home Sentinel, appeared as business manager. The new paper seemed to have started up on the ruins of the Sentinel, which ceased publication temporarily following the May 7, 1892, edition.

The upstart paper was quick to acquire other names. On July 30, 1892, the nameplate read The Manti Reporter and on August 6th the name was further reduced to The Reporter.

Editor Gregory was obviously ambitious and optimistic, if not a somewhat egotistical, newspaperman. In the second issue of the Times-Reporter he quoted from the Provo Enquirer:

Manti has another paper. It calls itself the Times-Reporter. E. A. Gregory, a fairly good type setter, who has in his time written a few locals for the Enquirer, is editor, and N. H. Felt is business manager. Enough said.⁴¹

To this rather complimentary report, Gregory seemed compelled to add: "Of course enough is said. Everybody knows that a newspaper under the care and direction of Felt and Gregory is an assured success."⁴² In a caption above the article, he poked fun at the Provo

⁴¹News item in the Manti [Utah] Times-Reporter, July 23, 1892.

⁴²Editorial, Ibid.

MANTI TIMES REPORTER.

VOL. I MANTI CITY, SANPETE COUNTY, UTAH, JULY 16, 1907. NO. 1.

GRINNING GRIMACES.

Not Always Funny but Sometimes Original.

GRINNING GRIMACE.

His form was slight, His hair was black, His eyes were blue and clear, He looked so mild and sweet, He had a smile that was so true.

We gathered up the fragments, And laid them on his way, Saying "It is better to be dead Than that girl be away away."

It is said that something will show the lips from changing, Most girls go for the change, be careful if they have one and will be true to each other.

The largest room in Manti, known as "court."

"Grit" is given to the man who sits at the desk, "man" is given to the man to be called into the bar, "man" is given to the man who sits at the desk, "man" is given to the man to be called into the bar.

"Young man" is given to the man who sits at the desk, "man" is given to the man to be called into the bar, "man" is given to the man who sits at the desk, "man" is given to the man to be called into the bar.

"A father" said the little fellow, brightening and speaking as though he had something to say, "A father" said the little fellow, brightening and speaking as though he had something to say.

"And" and the religiously inclined individual, "and" does not mean "and" as a great portion of that time in an effort to connect the last with the first, "and" does not mean "and" as a great portion of that time in an effort to connect the last with the first.

"In" and the religiously inclined individual, "in" does not mean "in" as a great portion of that time in an effort to connect the last with the first, "in" does not mean "in" as a great portion of that time in an effort to connect the last with the first.

"To" and the religiously inclined individual, "to" does not mean "to" as a great portion of that time in an effort to connect the last with the first, "to" does not mean "to" as a great portion of that time in an effort to connect the last with the first.

"Of" and the religiously inclined individual, "of" does not mean "of" as a great portion of that time in an effort to connect the last with the first, "of" does not mean "of" as a great portion of that time in an effort to connect the last with the first.

"On" and the religiously inclined individual, "on" does not mean "on" as a great portion of that time in an effort to connect the last with the first, "on" does not mean "on" as a great portion of that time in an effort to connect the last with the first.

"At" and the religiously inclined individual, "at" does not mean "at" as a great portion of that time in an effort to connect the last with the first, "at" does not mean "at" as a great portion of that time in an effort to connect the last with the first.

"By" and the religiously inclined individual, "by" does not mean "by" as a great portion of that time in an effort to connect the last with the first, "by" does not mean "by" as a great portion of that time in an effort to connect the last with the first.

"With" and the religiously inclined individual, "with" does not mean "with" as a great portion of that time in an effort to connect the last with the first, "with" does not mean "with" as a great portion of that time in an effort to connect the last with the first.

"Without" and the religiously inclined individual, "without" does not mean "without" as a great portion of that time in an effort to connect the last with the first, "without" does not mean "without" as a great portion of that time in an effort to connect the last with the first.

"Against" and the religiously inclined individual, "against" does not mean "against" as a great portion of that time in an effort to connect the last with the first, "against" does not mean "against" as a great portion of that time in an effort to connect the last with the first.

"Among" and the religiously inclined individual, "among" does not mean "among" as a great portion of that time in an effort to connect the last with the first, "among" does not mean "among" as a great portion of that time in an effort to connect the last with the first.

"Between" and the religiously inclined individual, "between" does not mean "between" as a great portion of that time in an effort to connect the last with the first, "between" does not mean "between" as a great portion of that time in an effort to connect the last with the first.

"Toward" and the religiously inclined individual, "toward" does not mean "toward" as a great portion of that time in an effort to connect the last with the first, "toward" does not mean "toward" as a great portion of that time in an effort to connect the last with the first.

"From" and the religiously inclined individual, "from" does not mean "from" as a great portion of that time in an effort to connect the last with the first, "from" does not mean "from" as a great portion of that time in an effort to connect the last with the first.

"Through" and the religiously inclined individual, "through" does not mean "through" as a great portion of that time in an effort to connect the last with the first, "through" does not mean "through" as a great portion of that time in an effort to connect the last with the first.

"Under" and the religiously inclined individual, "under" does not mean "under" as a great portion of that time in an effort to connect the last with the first, "under" does not mean "under" as a great portion of that time in an effort to connect the last with the first.

"Over" and the religiously inclined individual, "over" does not mean "over" as a great portion of that time in an effort to connect the last with the first, "over" does not mean "over" as a great portion of that time in an effort to connect the last with the first.

"Above" and the religiously inclined individual, "above" does not mean "above" as a great portion of that time in an effort to connect the last with the first, "above" does not mean "above" as a great portion of that time in an effort to connect the last with the first.

"Below" and the religiously inclined individual, "below" does not mean "below" as a great portion of that time in an effort to connect the last with the first, "below" does not mean "below" as a great portion of that time in an effort to connect the last with the first.

GREAT IMPROVEMENTS.

A Number of Elegant Buildings.

BEING ERECTED IN TOWN.

Public and Commercial Buildings.

Black-Other Important Buildings.

The building that is being erected in Manti is a very beautiful one, and it is being erected in a very beautiful location.

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WITNESS OF ALCOHOL.

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THE MANTI GROCERY

GREEN, STAPLE

FANCY GROCERIES

Utah and California

Fruits and Vegetables

Utah.

THE MANTI ROLLER MILLS

THE BEST GRADES OF FLOUR.

Custom Work a Specialty.

FURK'S LUMBER

BOATING, BATHING, FISHING and DANCING,

Base Ball Grounds! Race Track!

Special Rates to Camping parties,

J. Fielding will run a conveyance to and from the lake.

HORSLEY & CO

4 FINE BRICKS

Orders Received at Kiln.

THE SOUTHERN PERRY'S SEEDS

THE SOUTHERN PERRY'S SEEDS

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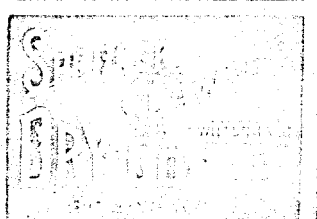
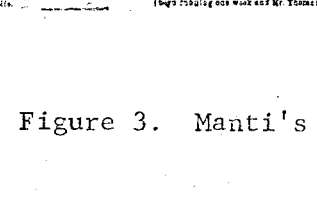
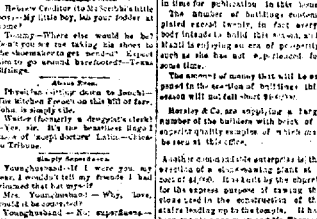
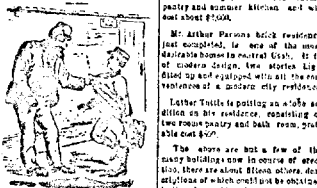


Figure 3. Manti's third newspaper, the Manti Times-Reporter.

paper by calling it the Provo "Apology."

Undoubtedly this brought the following retort from the Enquirer a few days later:

A new exchange bearing the name of The Manti Reporter has been received. It has risen on the ashes of the Sentinel, but has the earmarks of the defunct. Manti must be growing weary of such makeshifts as it has been afflicted with for a few years past.⁴³

In retrospect, to say that Gregory was an optimist would be an understatement. In the same issue in which he made light of the Provo paper, he boldly predicted the future of Sanpete:

Sanpete County with her resources, attractions and industries, will someday be the leading and most important county in Utah. Let's show the people of the territory how near we are to that today.⁴⁴

The Times-Reporter did prove to be a valuable asset to Sanpete and the Manti community, however. Certainly is began with lofty and honorable goals, as shown in the following editorial:

Knowing the great and growing necessity for a news organ in Sanpete county we herewith present the first number of The Times-Reporter, devoted to the interests of Sanpete county in general and Manti in particular. We will endeavor to publish an account of all the important events that transpire from time to time together with all items of general interest.

In politics we will be independent, fair and impartial to all, with favors to none. We will not take sides with any party, but will give space in our columns to advocates of both parties who desire to express their views on political subjects. Our object in doing this is that we desire to aid in the political education of the people of Sanpete and believe that our paper can accomplish more good in this way than by being a political organ.

We firmly believe in principle and are not publishing the Times-Reporter for our personal gain alone, but also because

⁴³News item in the [Provo, Utah] Territorial Enquirer, August 15, 1892.

⁴⁴Editorial in the Manti [Utah] Times-Reporter, July 23, 1892.

we believe it will be an aid to our community, and we hope, a not unworthy addition to the newspaper world. Above all we maintain the right to praise or censure any act or acts of any person or party when truth, honesty and justice seem to demand it.⁴⁵

Gregory's paper carried a large amount of Manti news. Examples from the first issue include a detailed account of the Manti building trade, an article warning sheepmen to keep their sheep away from streams used for culinary purposes, and an editorial criticizing City Council action granting a free license to transient vendors who peddle notions and other furnishings to Manti residents, adversely affecting local businessmen.

Other stories of local interest printed in the paper were a report on Manti's thriving brick industry and a gentle plug for recreation at Funk's Lake, a resort area just south of Manti at the mouth of Six Mile Canyon. A complete summary of the Latter-Day Saint Sunday School Jubilee was also printed in the first issue, along with a liberal sprinkling of humor throughout the paper's four pages.

In later editions the Reporter promoted many worthwhile community projects, including a town band and public high school. Editorials pointed out that Sanpete's Stake and Wasatch academies were both sectarian and not fully supported as they might be.

On March 24, 1893, the Reporter came out with an editorial entitled "Keep It at Home," which was aimed at keeping local residents from shopping in Salt Lake City during L.D.S. General Conference time in April. The editor suggested that labor, taxes, rent, and freight

⁴⁵Ibid., July 16, 1892.

made goods more expensive in Salt Lake City and people could save money by shopping at home.

The paper also voiced a strong opinion against saloons, but was in favor of opening ice cream parlors on the Sabbath to keep young people out of trouble.

Most of the Reporter's advertising was local, but national advertising also appeared. The dark boilerplate of national ads could often be found on the front page. A good number of public notices also were printed and helped to support the paper.

On November 24, 1892, the Reporter, carried a report that 'Mr. Ward Stevenson has severed his connection with the Ephraim Enterprize.⁴⁶ Then on December 1 the following appeared:

With this issue we announce the retirement of Mr. Felt from the business manager of this paper. The paper will hereafter be under the management of Mr. E. A. Gregory, who will be ably assisted by Mr. Ward Stevenson.⁴⁷

Gregory and Stevenson continued to publish the Reporter until March 24, 1893, when Gregory's name was dropped from the issue. In the last issue of the series, May 12, 1893, Ward Stevenson was listed as sole editor.

Stevenson, who had been managing editor of the Home Sentinel (1890-92) until Sam LeRoy took over (February 6, 1892), allowed the Reporter to die and then attempted to breathe new life into the dying Sentinel, succeeding until September 9, 1893.

⁴⁶News item in the [Manti, Utah] Reporter, November 24, 1892.

⁴⁷Announcement, Ibid., December 1, 1892.

The Sanpete Democrat. Beginning in the early summer of 1898, Manti, with a population of about 2,400, became a two-newspaper town. L.A. Lauber, editor of the Manti Messenger from January 3, 1896, until January 8, 1897, broke away from the Republican Messenger and started the Sanpete Democrat. The exact date of the first issue could not be determined, but one historian reported the following:

In June, 1898, the Sanpete Democrat, a weekly, well edited and clean publication, published by L.A. Lauber, made its appearance, thus making two regular newspapers published in this city.⁴⁸

The first issue of the Democrat that could be located was dated February 3, 1900. An incomplete set beginning on this date and continuing until November 28, 1900, is well-preserved in the special collections vault in the J. Reuben Clark, Jr. Library at Brigham Young University.

The paper was eight pages in length, newsy, and well-edited. It appeared weekly on Saturdays at a subscription rate of one dollar per year. Each page of the Democrat was divided into four equal columns. The nameplate centered at the top of the front page was in sixty point Old English print. No advertisements appeared on the front page.

Beginning with the February 3, 1900, edition, "The History of Manti," a weekly series written by M.F. Farnsworth, appeared in the paper for forty-three consecutive weeks, ending November 21, 1900. The history was comprehensive and included public events, family genealogies, Indian troubles, and deaths.

The Richfield Reaper, as quoted in the Democrat, commented on

⁴⁸W.H. Lever, History of Sanpete and Emery Counties (Salt Lake City: Tribune Job Printing Company, 1898), p. 90.

this history:

The Sanpete Democrat is publishing a reliable and well prepared history of Manti, contributed by one of the citizens of that town. It is an interesting feature of the paper and furnishes a history of the early efforts of the pioneer which should be greatly appreciated by old and young.⁴⁹

By publishing this history, the editor provided a great public service to Sanpete residents. He also helped his own cause by gaining new subscribers in the process. It gave the paper stature, respect, and an economic boost.

Manti history was not the only series carried by the Democrat, however. Readyprint made up a good share of the paper's inside pages. Thirty-six chapters of the novel, Dick Rodney, by James Grant were printed in a running series. Other literature such as the "Story of the Day," a "Farm and Garden" column, and biographical sketches of numerous prominent men appeared.

A column entitled "In and Around Manti," later changed to "Purely Local," kept residents informed on the everyday joys, successes, trials, and pains of their fellow citizens. News from the state of Utah was frequently quoted from the Salt Lake Herald, the Salt Lake Tribune, or the Deseret News.

Political events in Utah and Sanpete County were observed closely. The national elections of 1900 received much editorial comment with a definite Democratic slant. In a special Congressional election held April 2, 1900, Judge William H. King, a Democrat, was elected despite Republican predictions to the contrary. Boasted the Democrat: "The

⁴⁹News item in the [Manti, Utah] Sanpete Democrat, March 3, 1900.

results show that our Republican brethren have been talking through their sombreros. They usually do."⁵⁰ But in the November 7th issue following the national elections, in which the Democrat promoted and hoped for a William Jennings Bryan victory, the following was reluctantly printed:

The election is over and Wm. McKinley is reelected by a greater majority of electoral votes than in 1896. The next Congress is safely Republican.

Utah goes back to the Republican column.... Sanpete county goes the same way by about one thousand majority. The overwhelming 51 victory is no less a surprise to the Republicans than the Democrats.

Politics, however, did not completely dominate the Democrat.

Humor appeared throughout the paper and the latest fashion was presented.

A story in the next-to-the-last available issue of the Democrat entitled "How to Hold Up a Skirt" would likely prove amusing to readers of today:

Just what the proper manner of holding the skirt is would be almost impossible to say, although that most generally accepted brings the back folds of the skirt to the left side and raises them with the side breadth. In this way the greatest possible width of skirt is clear of the dirt with the effect of both neatness and grace. At the same time the woman has one hand free for an umbrella or bundle. If the skirt is very full the middle seam alone may be held between the two last fingers and the palm, leaving the first finger and thumb to hold the side seam. A turn of the wrist toward the front will tighten the hold on the skirt and then, by bending the hand, the knuckles will rest against the side, relieving the arm of the weight. However the skirt is held, there is that pretty turn⁵² of the wrist which will add both grace and ease to the task.

Advertising in the Sanpete Democrat made up roughly forty per cent of the paper, three full pages, and forty per cent of that was local advertising. Half of the ads usually dealt with illnesses,

⁵⁰Editorial, Ibid., April 4, 1900.

⁵¹Ibid., November 7, 1900.

⁵²Feature article, Ibid., November 21, 1900.

quack remedies, medicines, and soaps, so that the paper, like others in its day, read much like a health book.

Other items advertised included ink, farm supplies, railroads, merchandise from local stores, and many services provided by local people.

The San Pete Free Press. The Sanpete Democrat apparently gave way to the San Pete Free Press, also edited and published by L.A. Lauber. Like the Democrat, the files of this paper are not complete. The Brigham Young University Library has an incomplete set on microfilm from January 7, 1902, to June 24, 1903. On July 30, 1903, the Free Press merged with its Republican competitor, the Manti Messenger.⁵³

J. Cecil Alter, in his book, Early Utah Journalism, listed the Free Press under a section titled "Newspapers with Brief Accessible History, Mostly Long Discontinued and Without Files."⁵⁴ Its publication date was listed simply as 1901. No mention was made by Alter of the Sanpete Democrat.

The San Pete Free Press followed the Democrat as a political voice in the county. It was pro-Democratic, carried a "Socialist Column," and frequently spoke of "our candidates" as opposed to the Republicans. It also was an eight-page paper with four columns per page and no advertising on the front page (see Figure 4).

Although it was neatly printed with clear, clean print, the front page of the Free Press often read like a bulletin sheet. Church

⁵³Announcement in the Manti [Utah] Messenger, July 30, 1903.

⁵⁴Alter, op. cit., p. 386.

San Pete Free Press.

L. A. LAUBER, Editor and Prop'r.

THE PEOPLE'S NEWSPAPER.

Entered at Manti, Utah, as second-class matter

Vol. 9, No. 7.

MANTI, UTAH, WEDNESDAY, JULY 23, 1902.

\$1.00 a Year

NEWS AND COMMENT OF OUR NEIGHBORS.

For the Scandinavian excursion to Brigham City, the Rio Grande Western Ry. will make a rate of \$2.50, Manti to Salt Lake City and return. Tickets on sale July 24th, good for return until July 29th, 1902.

There is some talk of continuing the laying of heavy rails on the R. G. W. from Manti south. Our southern friends take this to mean that the Sevier branch henceforth will be a continuous run, with a division point at Richfield or Salina.

Mt. Pleasant has another candidate for the office of state senator in the person of J. W. McGinn who will be put forth by the Socialists. He will make the others know they have been in a fight. This party claims to hold the balance of power in Sanpete. --Pyramid.

Manager Herbert of the Rio Grande Western railway says there will be no more work done this season on the Salina cut-off, when the contract work now under course of construction is completed. There are some who doubt Mr. Herbert's word, but we rather think the big railroad man knows what he is talking about.

Beatrice Johnson of Fairview, a handsome girl of fifteen years, died last Monday from injuries received by being thrown from a horse. On Saturday evening she went out for a horseback ride. The horse set out on a run, she lost her balance and fell to the ground with great force, slighting on her head. She lingered along until Monday afternoon, when she died.

The reorganization of the Central Utah Summer school has been effected as follows: President, Ezra Christiansen; first vice-president, County Superintendent A. E. Larson; second vice-president, Superintendent Magleby of Sevier county; secretary and treasurer, Superintendent Christiansen of Juab county. It is quite likely the next session of the school will be held either at Nephi or Monroe.

"I am using a box of Chamberlain's Stomach & Liver Tablets and find them the best thing for my stomach I ever used," says T. W. Robinson, Justice of the Peace, Loomis, Mich. These Tablets not only correct disorders of the stomach but regulate the liver and bowels. They are easy to take and pleasant in effect. Price 25 cents per box. For sale by Crawford.

In an interview with one of the politicians of Manti we learn that the south end of the county has nothing against Mt. Pleasant but what they can gracefully forgive. --Pyramid.

From present indications there will be no encampment of the National Guard of Utah this year. There is a lack of funds and it is very doubtful whether the annual military outing will come off this fall.

McGrath, the man who murdered his wife at Eureka, and who was recently acquitted of the charge on the ground of insanity, has now been declared sane by a board of medical examiners. Whether this was a case of miscarriage of justice or not, it is safe to predict that the insanity dodge will receive a very black eye the next time it is tried.

Duke and Robertson, the Wells Fargo bank defaulters, pleaded guilty in Judge Hall's court at Salt Lake City on Saturday, and each received a sentence of four years in the penitentiary, which sentence, by good behavior, may be reduced to two years and ten months. It is a light sentence, but the public will not complain if the pardon board does not deem it proper to grant them a pardon before their time is up. The amount of their shortage is \$30,000, so they each make about \$10,000 a year serving their sentences.

The Daly-West mine explosion at Park City last week, in which thirty-four miners lost their lives, was an awful calamity. The cause of the explosion resulted from the common practice of keeping large quantities of powder stored in the mine. This is dangerous in itself, but is doubly so when men who, by years of routine work in the mines become bold and fearless in the manner of handling explosives, and sometimes enter the powder magazine with an unprotected lamp, as seems to have been the case in this instance. There are many dangers connected with mine work that can hardly be avoided and which makes mining hazardous, but too much caution cannot be taken to avoid accidents which frequently occur, and which are wholly within the power of the mine managers and the men to avoid.

Acter's Blood Elixir positively cures Chronic Blood Poisoning and all Scrofulous affections. At all times a matchless system tonic and purifier. Money refunded if you are not satisfied. 50 cts. and \$1.00. For sale at W. W. Crawford's.

Castilla Springs. Commencing June 1st and until Sept. 30th, 1902, the Rio Grande Western will make a rate of \$1.50 from all points Manti to Fairview inclusive, to Castilla and return. Tickets on sale Saturdays only, good for return until the Monday following date of sale.

Mohl Tea positively cures Sick Headache, Indigestion and Consumption. A delightful herb drink. Removes all eruptions of the skin, producing a perfect complexion or money refunded. 25c and 50c. Write to us for free sample. W. H. HOOKER & CO., Buffalo, N. Y. Sold by W. W. Crawford, druggist.

Ringling Bros. World's Greatest Shows will exhibit at Mt. Pleasant, Monday, Aug. 4th. The Rio Grande Western will make a rate of 60 cents from Manti for the round trip. Special train service as follows: Leave Manti 9:10 a. m. and 6:30 p. m. Returning leave Mt. Pleasant for Manti 5:15 p. m. and 11:30 p. m., thus giving all an opportunity to see the grand street parade, afternoon and evening performances.

There is talk of a Republican paper being started at Mt. Pleasant. Matters between the Republican factions of Sanpete county are about as peaceful as they are between a bulldog and a tomat. Another matter which will not have a tendency to smooth the ruffled feelings of the factions is the postoffice job at Mt. Pleasant, to say nothing of the two or three candidates from that city who are contending for the nomination of State Senator. No wonder that one of the factions feels the need of a newspaper to sing its praises. It will be a merry fight and some one is likely to have his feelings hurt.

Orson Dorius of Ephraim, who has been confined in the county jail since June 1st, awaiting trial on a charge of adultery committed with Hetty Beck at Moroni, was arraigned in the district court Monday morning and pleaded guilty. The woman in the case is out of the country. She bears rather an unsavory reputation. In passing sentence the court was of the opinion that the woman is equally guilty with the man, and this fact, together with the fact that Dorius had already served nearly two months in the county jail, prompted the court to deal leniently with the defendant, and he was sentenced to a term of thirty days in the State prison. An effort will be made to apprehend the woman and bring her to justice.

Summer at the Seashore.

When choosing the place for your vacation select one, the altitude of which is enough different from that at home to ensure a considerable change of climate. Long Beach, Washington, which lies along the Pacific ocean just north of the mouth of the Columbia river is a stretch of hard sand thirty miles long. There are plenty of good hotels on the beach and the summer is cool and invigorating. Get away from the heat of the interior and go down to sea level where your nerves can be restored and from where you can return to your home invigorated and refreshed.

Send four cents stamps for an illustrated booklet describing the Columbia river region, to A. L. CRAIG, Gen. Pass. Agt. O. R. & N. Co., Portland, Oregon.

PIONEER DAY.

Another anniversary of Pioneer Day will be celebrated throughout Utah to-morrow. Year by year this day is becoming more and more a holiday with the general public, and it is meet and proper that all classes should lay aside business cares for a day to do honor to those who blazed the way towards making Utah a great and glorious commonwealth. It is a day on which all of us can mingle together and recount the thrilling experiences, the trials and hardships endured by the early settlers, and give credit to whom credit is due in the grand work of reclamation commenced by the pioneers. The beginning made in 1847 was under the most adverse circumstances and trying conditions, and it required men and women with stout hearts to brave the many dangers and endure the hardships and sufferings of those early days. Each succeeding year has been an improvement over the other, until to-day the possibilities of Utah's future are second to none in the Union. All honor to the pioneers.

New Mining Company.

Articles of incorporation of the Manti Mining and Developing company of Manti, Utah, were filed with the county clerk of Sanpete county, Saturday, July 19th, 1902. The capital stock is fifty thousand dollars, divided into 500,000 shares of the par value of ten cents per share. The company own a group of four claims, named the Superior, situated about a mile and a half south of Pinto canyon in Iron county, Utah, twenty miles from the railroad station at Modena, on the O. S. L. The property is in that great mineral belt running east from Staveland and Pioche. They have some rich ore in sight, specimens shown around town indicate a very good prospect. The officers are J. W. Heggan, president; A. P. Vorhees, vice-president; E. V. Hardy, secretary; M. F. Farnsworth, treasurer; S. L. Vorhees, H. E. Farnsworth and James Canfield, directors. The principal place of business is Manti.

The Same Old Story.

In many instances attacks of cholera morbus terminate fatally before medicine can be procured or a physician summoned. The safe way is to keep at hand a reliable medicine for use in such cases. For this purpose there is nothing so sure as Chamberlain's Colic, Cholera and Diarrhoea Remedy. W. E. Dea-worth of LaFayette, Ala., says: "In June, 1900, I had a serious attack of cholera morbus and one dose of Chamberlain's Colic, Cholera and Diarrhoea Remedy gave me relief in fifteen minutes." For sale by Crawford.

Figure 4. One of Manti's two Democratic newspapers, the San Pete Free Press.

notices, political and civic announcements, and railroad schedules occupied much of the space.

Readyprint was plentiful on the inside pages. Serials published by the Daily Story Publishing Company and farm and home literature from other national sources comprised most of the space not given to advertisements. The New York Times also provided several stories of national importance. In many issues the paper carried more national than local news.

Other than political coverage, the paper's local news consisted largely of tidbits about births, marriages, accidents, or travels of the local citizenry. To expand this news, however, the paper frequently printed letters by local citizens which had significance to the community. For example, an appeal was made in the November 26, 1902, issue for aid to the Black Hawk Indian War veterans. The letter by Christian A. Madsen was to gather support for a bill before the U.S. Congress introduced by Senator Joseph L. Rawlins. Other letters printed to augment local news were received from present and former Sanpete residents, servicemen, Mormon missionaries around the world, and travelers and visitors to the area.

Politically, the paper was Democratic, but it was not at all extreme. Editorials were generally mild, but a few digs at the Republicans had to be expected. The following was typical: "The Republican 'harmony' garment has been mended so often it is doubtful if another spot can be found that is strong enough to hold a patch."⁵⁵

⁵⁵ Editorial in the [Manti, Utah] San Pete Free Press, August 27, 1902.

As the 1902 election approached, however, the paper became somewhat more political. On October 8th a strong editorial was published in support of the Democratic ticket. Biographies and qualifications of Democratic candidates for state and local offices were printed free of charge and recommendations were made in their behalf.

The following week a Deseret News editorial favorable to Democratic candidates was reprinted on the front page of the Free Press. Political rallies in Manti were reported favorable to the Democratic cause in the October 22nd issue.

But the power of the press, at least that of the San Pete Free Press, was apparently not too strong. On November 5th it was reported that Republicans had won most races on the state and local level. Sanpete County went Republican, but the Free Press reported; "While the Republican majority is 500 or more, it is a noticeable fact that nobody is doing any crowding. Sanpete is still good fighting ground."⁵⁶

The paper's "Socialist Column" was generally mild and appeared only occasionally. Usually it merely trumpeted a patriotic theme at which few could take offense.

May 20, 1903, the column called for labor to unite and work through the ballot box for their socialist goals. Apparently since the story was very anti-capitalist, the following lines were inserted under the "Socialist Column" headline: "The editor of the Free Press assumes no responsibility for any expression of thought appearing in this

⁵⁶Ibid., November 5, 1902

column."⁵⁷ Thus it was clear that the paper did not have a rigid political policy. The editor's basic aim was to please.

Advertising was much the same and ran in about the same proportions as that carried in the Sanpete Democrat. Mr. Lauber maintained many of the same advertising contacts through both papers. Health remedies and miracle drugs again comprised much of the advertising space. Sensational testimonials were printed to back up many product claims.

⁵⁷Announcement, Ibid., May 20, 1903.

CHAPTER IV

THE MANTI MESSENGER: A PROCESSION OF EDITORS

Beginning with the birth of the Manti Messenger on October 13, 1893, and running until August 5, 1905, nine men tried their hand at publishing the newspaper which today serves the people of Manti. Since 1909 five prominent editors have handled the affairs of the Messenger, and the activities of each will be dealt with in subsequent chapters. This chapter will trace the history of the Messenger during its first twelve years, a period during which a procession of editors attempted to give the paper stability.

In 1893, the newspaper plant of the Home Sentinel was purchased by a company composed of about forty of Manti's prominent citizens. The company was incorporated as the Manti Printing and Publishing Company with a capital stock of 5,000 dollars. The first officers were Ezra Shomaker, president; Ferdinand Alder, vice-president; D. J. Lindsey, secretary-treasurer, who with L. C. Kjar, Andrew Peterson, Luther Tuttle, and P. A. Poulson, formed the board of directors.¹

J. Hatten Carpenter, who arrived in Manti on September 8, 1893, from the L.D.S. Samoan Mission, recorded in his diary that Alfred Alder and Fred Alder visited him on September 10th to inquire about his being

¹W. H. Lever, History of Sanpete and Emery Counties (Salt Lake City: Deseret News Press, 1898), p. 89.

editor of the Republican newspaper to be started in Manti.

Fred said they held a meeting to decide upon a Republican newspaper until near 2 a.m. They decided on the title of the Messenger and wanted me as editor and would call upon me about it.²

J. Alder came down in the afternoon also Peter Poulson who prints the new paper to talk over items. I attended a meeting near depot at Wool House from 8:30 to 9:30 p.m. and met messrs. Lindsay, Louis Kjar, and Luther Tuttle the executive committee of the Messenger. Alfred introduced me. They agreed to let P. Poulson and self run the paper for the first year and make what we could we having to pay rent of rooms and find the paper and ink.³

P. Poulson came down and we talked over paper interests. I visited Sentinel office to inspect plant. We called on L. T. Tuttle and engaged to rent store under his dance hall for \$12 per month. He agreed to patronize the paper.⁴

I attended a meeting of directors of Messenger Co. at Wool House and as the result I gave in my voluntary resignation as Editor of Messenger,... They then decided to accept Joel Shomaker as Editor.⁵

Mr. Shomaker, formerly associate editor of the Irrigation Age, published in Salt Lake City,⁶ agreed to become the paper's first editor, and the first issue was published on Friday, October 13, 1893, (see Figure 5). Shomaker introduced his paper and explained its purpose:

The Messenger comes forth in the delightful October month of 1893, and introduces itself to the world.... In no case, and under no circumstances, will its columns ever be used for ventillation of personal abuse or vindictive malice. The

²Personal diary of J. Hatten Carpenter, Brigham Young University Library, September 13, 1893.

³Ibid., September 14, 1893.

⁴Ibid., September 19, 1893.

⁵Ibid., October 1, 1893.

⁶News item in the Salt Lake Tribune, November 3, 1893.

THE MANTI MESSENGER

Vol. I. No. 1.

MANTI, SANPETE CO., UTAH, FRIDAY, OCTOBER 13, 1893.

\$2.00 Per Annum

FOR THE FREE COINAGE OF SILVER AND PROTECTION TO HOME INDUSTRIES.

THE GOVERNOR REPORTS

HIS RECOMMENDATIONS TO THE SECRETARY OF THE INTERIOR.

The Governor Recommends the Reclamation of the Church Property—He Also Urges a Statute.

The Governor's annual report to the Secretary of the Interior has been received in Washington. A summary of it is as follows:

INCREASE OF POPULATION.
The Governor estimates the population of Utah at the present time, at about 210,000, a gain of about 20,000 over the census of 1890. He notes the fact of the decrease of population in the mining districts, owing to the closing of the mines caused by the depression.

A primary consideration of the condition of the Territory, and the fact of the depression, and the mining interests has had upon the other interests of the Territory, and especially its business, and the maintenance of the people of the Territory in favor of the free coinage of silver.

PUBLIC INSTITUTIONS.
He gives the condition of the various public institutions of Utah, namely, the University of Utah, Salt Lake, the Agricultural College at Logan, the Reform school at Ogden, the Insane Asylum at Provo. He says of the Industrial Home at Salt Lake, that it has been abandoned for the purpose for which it was intended, and owing to the location, and the construction of the building, it is only fit for school or hospital purposes, and recommends that it be turned over to the Territory, and its disposition as may be desired.

RECLAMATION OF CHURCH PROPERTY.
The Governor reviews his recommendations to the Secretary for Congressional legislation on measures, which demand particular importance. First, the reclamation of the abandoned property of the Mormon Church, and second, to the ending of it.

THE DEEDS OF STATE.
He suggests that the State should be used for the public purposes of assisting and protecting the practice of polygamy. That the practice of polygamy has been prohibited by the authorities of the Territory, and that it is necessary to go into an elaborate discussion of these matters, as the favorable reports made by the various Territories in the House of Representatives of the last Congress fully cover and establish the fact, he claims that it is no longer disputed from any source. He further states that it is indisputable fact, that but for the practice of polygamy, the Territory would have attained a political position, as claimed by the supporters of it, who were under the control and domination of the Mormon people, and that the President, Utah would have been admitted into the Union as a sovereign State. And he says it would seem that the abandonment of polygamy, as the predominant policy of the Territory, which is forbidden, and

NORTHERN REPUBLICANS

Work Done at M. Pleasant by the Ninth District Delegates.

ABRAHAM HATCH AND ORANGE SEELY
The Standard Bearer for Representative and Committee on Resolutions Assigned.

The Republicans of the Ninth District met at M. Pleasant on the 5th inst. and nominated Hon. Orange Seely of Emery county, as candidate for the office of next Legislative Assembly.

At the same place and on the same date, Hon. Abram H. Hatch of Wasatch county was nominated for representative of the Fourth District.

The Ninth Council District convening at M. Pleasant on Thursday evening for the purpose of perfecting the platform for the coming year, eight delegates from the various counties of the district met at Spring City on the 11th inst. Peter P. Hyring was elected temporary chairman, and J. S. Shooker filled the position of secretary.

REPUBLICAN COUNTY CONVENTION.
Albert Tuttle, John Lewis, Sr., Louis C. Kier, Edwin Watkins, and Louis P. Nelson, were selected as the executive committee. This committee was empowered to appoint a district committee and conduct all business necessary for the coming year.

DELEGATES TO CONVENTION.
The following were selected as delegates to the county convention at Spring City on Saturday, Sept. 23rd: E. A. Clegg, Lewis Anderson, Albert Tuttle, John Hill and Joel Shooker.

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THE DAILY WATTS MINE AT PARK CITY
was among the first to close when the financial depression struck the Territory. It has started up again with a small force of men. Reports are that more men will be added soon.

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TERRITORIAL NOTES.

Halls of Interest Gathered from Our Territorial Exchanges.

SALT LAKE CITY has no surplus of traps and animal traps made. A small burglar's establishment is in process.

THE PROVO WATTS MILLS have recently had an order for 20000 pounds of wool for the mills, to be used in making suits for the militia of California.

THE TRINIDAD HALL of Salt Lake City are being made up to machinery. They have disposed of nearly 50 per cent.

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THE FALL RACES.

Second Meeting of the Manti Driving Park Association.

SUCCESSFUL EFFORTS OF O. F. COLLIER in Establishing one of the Finest Courses in Southern Utah.

The second meeting of the Manti Driving Park Association, at the fine race track owned by O. F. Collier, closed on Thursday, the 12th inst. The amount of the fall race of several horses possessed from Salt Lake City, to be entered, the original programme of five days' racing was not as large as expected, and the race had to be arranged for the meeting had been closed.

THE FALL RACES.
First race—One quarter mile dash. Entries: Rattle, by Fannell & Massey; Wood, by W. W. Allford of Spring City, and Gypsy, by Chris. Madson of Mayfield. The race was won by Rattle, with Wood second, and Gypsy third.

THE FALL RACES.
Second race—One quarter mile dash. Entries: Dudley, by John R. Lee of Weber, and Yellow, by John F. Taylor of Mayfield. Race won by Dudley, time 21 seconds.

THE FALL RACES.
Third race—Trot, best three in five heats. Entries: Ben, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

THE FALL RACES.
Fourth race—Best three in five heats. Entries: Bob, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

THE FALL RACES.
Fifth race—Catcher win the trot. Entries: Bob, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

THE FALL RACES.
Sixth race—Best three in five heats. Entries: Bob, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

THE FALL RACES.
Seventh race—Best three in five heats. Entries: Bob, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

THE FALL RACES.
Eighth race—Best three in five heats. Entries: Bob, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

THE FALL RACES.
Ninth race—Best three in five heats. Entries: Bob, by John R. Lee of Weber; Gaudy, by Chris. Madson, Mayfield; and Chief, by Allford of Spring City.

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THE DEMOCRATS MEET

And Chew Roast Beef While Nominating a Supp. of Schools.

SPECIALTY MADE BY PROMINENT MEMBERS OF THE UNITED-DEMOCRAT PARTY AT MEETING.

Saturday, Oct. 5th, was a gala day among the democratic delegates at Funk's lake. It was originally intended that a grand barbecue, in which many of the food should partake of the beef and venison, and feast on the fat of the land. Owing to a lack of the material, and to the fact that the delegates were not in attendance, the barbecue was abandoned.

A RALLY AT FUNK'S LAKE.
Specialty Made by Prominent Members of the United-Democrat Party at Meeting.

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A PLEASANT SURPRISE.
The Residence of Mrs. Shooker.

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Figure 5. First issue of the Manti Messenger, October, 1893.

will advocate the principles of mutual protection to home and country.

As a home paper the Messenger will ever faithfully strive to advance the interests of every class of loyal citizens. It will endeavor to encourage and foster legitimate home industries: to develop the agricultural, mineral and industrial pursuits; to truthfully and fearlessly chronicle the news; and, by continual devotion to the cause of justice and human liberty, command the respect and patronage of all.

As a political educator the Messenger espouses the principles of the Republican Party. In this party we recognize the fundamental principles underlying the great superstructure of national independence and individual happiness.⁷

In the first issue fully 25 per cent of the twenty-eight columns contained political news. A report on the Manti primary convention, the Republican county convention, a report of Utah Governor West to the U. S. Secretary of the Interior, Republican meetings in Mt. Pleasant, Democratic meetings at Funk's Lake, Territorial Assembly election campaign stories, and a story on the free coinage of silver appeared in the first issue.

Other local news included horse racing results of the Manti Driving Park Association, a report on Utah's sugar beet industry, sheep and wool notes, a story on new railroads in Nevada, an appeal for better irrigation, a column on range and ranch, and local and personal notes.

National and international stories were taken from the Salt Lake Tribune, the Los Angeles Express, and the Los Angeles Times. The editor apparently wanted more exchanges from which to pirate news, judging from the following notice:

When wanting to subscribe for any paper published anywhere in the world, call at the Messenger office. We will club with

⁷Editorial in the Manti [Utah] Messenger, October 13, 1893.

any publication and furnish the two papers at reduced rates.⁸

Ten of the paper's twenty-eight columns contained advertisements, all local except for one national ad promoting Dr. Price's baking powder.

Beginning with the second issue, October 20th, L. A. Lauber was listed as manager.

In the November elections of 1893, Republicans in Sanpete and across the nation generally emerged victorious. Shomaker did not hesitate to take his share of the credit.

We came, we saw, we conquered. We did not kill Republicanism. The Messenger is not built that way. We know a thing or two about national politics and the voters have found it out. We are here to stay, and so is Republicanism. Democrats, what do you think of us?⁹

Within one short month, the Messenger had established itself as a progressive, partisan local newspaper. It contained much more local news than did its predecessors. Shomaker quoted a former Manti resident studying at an Illinois university as saying, "It is a genuine pleasure to get a paper from home where the city is mentioned elsewhere than at the heading, and where the names of the people appear elsewhere than in the advertisements."¹⁰

The only readyprint to appear in the Messenger on a regular basis was a two or three column section entitled "Farm, Ranch and Home." Stories ranging from the potato business to the value of alfalfa, and from breadmaking to proper care of the eyes appeared in this section.

⁸Announcement, Ibid.

⁹Editorial, Ibid., November 10, 1893.

¹⁰News item, Ibid.

Items of interest to Utah residents were printed weekly from territorial exchanges, and under a special column entitled "Prints of the Press," many articles of national and international interest were borrowed from other newspapers and printed in the Messenger.

In addition to the immediate task of running a newspaper, the editors ran a press clippings, intelligence and literary bureau. They frequently advertised that they would answer any question by mail for fifty cents, acquire newspaper clippings on any subject for five cents each, prepare and write speeches, essays, and literary articles at \$2.50 per one thousand words, and provide other news and miscellany for publication at space rates. In advertisements appearing weekly during the fall of 1893, Shomaker wrote:

Editors and publishers...desiring regular news or special articles on Utah Irrigation, Mining, Stock-raising, Politics or other subjects can be supplied on short notice at their regular space rates.¹¹

Apparently the editors were also in the real estate business, as suggested by this notice: "We have several good pieces of land and improved property for sale. Houses furnished and unfurnished for rent. Lauber and Shomaker."¹²

Mr. Lauber, however, was no longer listed as manager following the issue of December 7, 1894, and Joel Shomaker became sole lessee, operating under the name of the Manti Printing and Publishing Company.

An enterprising businessman, Shomaker organized the Utah Advertising Association in 1895 to obtain more and better advertising

¹¹Advertisement, Ibid.

¹²Ibid., December 22, 1893.

for the press of the Territory. Instead of sending individually to business firms in the east or elsewhere, Utah's newspaper fraternity were encouraged to obtain rates from Shomaker, who pledged to handle advertising matters with businessmen in a systematic manner. People desiring to place advertising with Utah papers could also get in touch with Shomaker rather than attempt to contact each Utah newspaper independently. Enthused about the Associations' future, the Manti editor commented in the issue of April 5, 1895:

The Utah Advertising Association is meeting with success in getting contracts for business. We have the endorsement of scores of the best businessmen in Utah. The newspaper fraternity have given us good words and assured support. We thank our friends for the good words and hope to be able to do business in a short time with every publication in the Territory.¹³

An advertisement in the same issue revealed that Shomaker was the Utah, Idaho, and Arizona agent for the Press Clippings Bureau of Chicago, Illinois. The ad said the Bureau read 5,000 papers daily for subscribers representing every subject of interest to advertisers, actors, newspapers, public officials, bond buyers and every class of business, trade or profession.

In an earlier report of Utah Press Association meetings held in Salt Lake City, Joel Shomaker was listed as first vice president of the Association and served on the advertising committee. Other committees were appointed to work with legislation, transportation and excursions, and newspaper supplies. The purpose of the Association was to adopt procedures to "elevate the literary and financial

¹³News item, Ibid., April 5, 1895.

standing of the press of Utah."¹⁴

Editor Shomaker was able to perceive many of the needs of his community and was quick to introduce changes he felt were desirable. One of the first tasks he set out to achieve was to really support for changing the Manti City Creek bed. The Messenger editorialized frequently to get the creek moved to the south end of town so that Manti's annual floods could be controlled. In one issue Shomaker went so far as to quote fifty of Manti's leading citizens on the matter, most of whom supported the Messenger in its stand to move the creek bed to the south. He suggested further that city officials not use donated labor, but levy taxes so that the job might be done right.¹⁵ Finally, a petition to the city council was printed in the Messenger, giving the matter further publicity.¹⁶ When the snows began to melt in the spring of 1894 the subject was brought up again, but no group would step forward to circulate Shomaker's petition, and the issue of Manti's City Creek was dropped for future editors to pick up.¹⁷

Early in 1894 a series of articles was printed in the Messenger concerning creameries and their operation. To conclude the series, Shomaker printed a strong editorial advocating that someone in Manti erect a creamery. He suggested several good reasons why a creamery would be successful in Manti, and expressed the hope that his articles

¹⁴Ibid., January 25, 1895.

¹⁵Editorial, Ibid., December 15, 1893.

¹⁶Ibid., December 22, 1893.

¹⁷Ibid., March 9, 1894.

would not be published in vain.¹⁸

For awhile it seemed that Shomaker was attempting to run a farm implement or hardware store along with his newspaper campaigns. Or perhaps he was just trying to be helpful.

Spraying outfits can be ordered through the Messenger office. If anyone wants to try any particular sprayer call at this office and we will show cuts and prices. The Messenger is engaged in missionary work when it comes to anything of benefit to the community.¹⁹

Further editorials called for gravel, stone, or lumber sidewalks in Manti²⁰ and better use of proper irrigation methods in Manti and Sanpete County. Numerous stories on the latter subject appeared in the pages of the Messenger. Irrigation conferences, meetings, and publications were reported, and methods developed in Kansas, Nebraska, and Colorado were shared with Utah farmers and vice versa. Formerly associate editor of the Irrigation Age, Shomaker was revealed in the Messenger as one of the early experts in this field. He frequently gave public talks on the latest irrigation methods to interested groups throughout the territory.

Shomaker was more outspoken in politics than he was in other areas. Politics appeared in some form in every issue of the early Messenger. The Democratic spoils and free trade, soup houses and tramp armies, rags and poverty, crime and despondency, corruption and fraud, and perpetual office-holding were attacked in Messenger editorials. To believe all that was written, one would have to think the Democrats

¹⁸Ibid., February 23, 1894.

¹⁹Announcement, Ibid., March 2, 1894.

²⁰Editorial, Ibid., March 16, 1894.

were the root of all of the nation's evils.

On the other side of the political coin, readers were encouraged to support the party of progress, Republicanism, for a return to prosperity, honest registration, fair elections, more money, better wages, and full value for farm products. The Messenger stood for the protection of American work and workmen, encouragement of home industries, and the free coinage of silver. In Shomaker's paper, the Republicans could do no wrong and the Democrats could do no right.

Locally, county and city council meetings were reported in a less biased or radical manner, but political rallies and disputed issues were covered with a definite partisan flavor.

Early in 1895 Shomaker introduced a plan to increase circulation in neighboring communities and obtain better local news coverage. On January 4th he advertised for correspondents at every post office within one hundred miles of Manti. For remuneration, correspondents would receive subscriptions to the Messenger which they could either sell or give to friends. In addition, correspondents became agents for the Messenger and received a 25 per cent commission on all new subscriptions or other business sent to the paper.

The addition of more correspondents resulted in less pirating of news from other territorial exchanges and provided better coverage of events in the outlying communities. It didn't take long before "Fountain Green Facts," "Sterling Straws," "Mt. Pleasant Mites," "Moroni Mutterings," Richfield Rumbles," "Ephraim Echoes," "Axtell Axioms," "Gunnison Graphics," and "Provo Points" began to fill the columns of the paper.

Circulation began to increase in the surrounding communities until Shomaker was able to boast:

We now have a circulation of nearly 1,000 copies weekly which means 5,000 readers each or 20,000 per month. Our field is chiefly Sanpete, Emery, Carbon, Grand and San Juan counties. In Sanpete County the Messenger has a circulation of nearly 400, almost half of which is in Manti, the county seat. We have subscribers at twelve post offices in Sanpete County. The Messenger is read regularly every week at over two scores of post office in the proposed Seventh Judicial District. The paper reaches nearly seventy-five Utah offices, and is distributed among numerous subscribers. Our postage has reached 25 cents per week which means twenty-five pounds of paper. As it takes sixteen papers to weigh a pound we mail 400 copies outside of Sanpete County every week. Last week our postage outside of Sanpete County was thirty-five pounds and the papers filled our large mail sack. The Messenger is rapidly gaining ground throughout all of Utah. We want more agents and correspondents.²¹

The increase in circulation was due in part to the work of additional correspondents. But many persons also began to subscribe when Shomaker started a letters-to-the-editor section in which boys and girls were invited to express themselves on many subjects in the pages of the Messenger. These boys and girls also acquired many subscriptions for the paper by direct solicitation.

Prizes were offered to the best letters received within each three-month period. The column brought great interest and spice to the newspaper, and letters were printed not only from neighboring communities, but from such distant states as Idaho, Illinois, and Nebraska. The prizes offered were subscriptions to the Messenger. First prize for the winning boy and girl was ten dollars worth of subscriptions, second prize was six dollars, and third prize was four

²¹Ibid., May 17, 1895.

dollars. The winners could either give these subscriptions to others or sell them for cash. In this way circulation increased further.

Finally, Shomaker went all out to obtain new subscriptions. In an advertisement appearing on May 24th he wrote the following:

We must have \$1,000 before July 1, 1895. Our friends are the ones upon whom we depend for that amount of cash. The Messenger enemies are numerous, and false friends are not lacking. We intend to send the paper into 2,000 homes every week during the campaign. Our circulation is now within a few of 1,000. We want \$1,000 either in single subscriptions of \$1 each to January 1, 1896, or in lots of ten, twenty or fifty. Any man sending us \$10 can have twenty copies of the paper to January 1, 1896. Now is the time to work. Remember \$1,000 is the amount wanted, and what we will get if a Republican paper like the Messenger is wanted by the people of Utah. We mean business, and solicit subscriptions from every Republican in the Territory.²²

On July 5th, the Messenger editor revealed how successful his campaign had been. A total of 1,260 papers were published for the June 28th issue. Shomaker still had his heart set on a circulation of 2,000, but wasn't able to reach it despite a renewed campaign during the last half of 1895.

For two years Shomaker had worked for the political ends of the Republican Party, but finally he was becoming a bit disgruntled at the amount of support he was receiving from party leaders. Failure to reach his circulation goal must have also been on his mind when he wrote the following:

The Messenger is everywhere acknowledged as the most aggressive, uncompromising and strictly partisan Republican paper in Utah. How long will we continue to carry the party instead of the party carrying the paper in Sanpete? In all

²²Advertisement, Ibid., May 24, 1895.

sections of the known world the paper that advocates party principles is sustained by that party. We are asking only one suggestion to every partisan publication, that is, the cash for work performed and the patronage of officials elected to office through the work of the paper.²³

It is not known definitely why Joel Shomaker quit the Messenger, but a quote from the Nephi Blade makes it possible to assume that a lack of anticipated support from political friends evoked his resignation:

Joel Shomaker has bidden goodbye to the Manti Messenger, and removed to Salt Lake City for rest and recreation. His political brethren in Sanpete nearly worried the life out of Joel by withholding funds that Joel regarded as fair compensation for booming them for office. The Blade has often had occasion to cuff Joel for his unparalleled conceit and bigotry, but for all of that, we have not but kindly feelings for the erstwhile Messenger Man, who has a view of strong manhood in his organization...²⁴

The Messenger published the following notice on October 11, 1895:

Notice is hereby given that Joel Shomaker has sold his lease and interest in the Manti Messenger to W. D. Livingston. All bills to the Messenger except for subscription, to October 1, 1895, are payable to Joel Shomaker who will settle all bills contracted by him against the paper.

W. D. Livingston will fill all unexpired subscriptions and receive all money due or to become due on subscriptions. Joel Shomaker, W. D. Livingston.²⁵

Livingston continued to promote Republican principles and candidates through the pages of the Messenger, but he was not as outspoken as Shomaker. He was an able Republican editor, but was apparently not as concerned about increasing circulation and obtaining support for the paper as was his predecessor. In actual content, however, Livingston devoted more of the paper to politics and political coverage than did the energetic Shomaker. In elections reported in

²³Editorial, Ibid., July 19, 1895.

²⁴Alter, op. cit., p. 114-5.

²⁵Announcement in the Manti [Utah] Messenger, October 11, 1895.

the November 8, 1895 issue of the paper, the Republicans made a clean sweep and Livingston played the victory up big. In the results published, Livingston himself was elected justice of the peace for the City of Manti.

One of the first noticeable changes made by Livingston was the discontinuation of the letters-to-the-editor column. In its place a section titled "Selected Pieces from Various Sources" was inserted. Most of the material published in this section came from other newspapers, i.e. the Boston Journal, the Philadelphia Record, and the Chicago Dispatch, to name a few. Livingston also used some of these papers for national news on the front page of the Messenger.

After a brief two and one-half months of managing the Messenger, Livingston also backed down. The issue of December 27, 1895, which might have announced his departure, could not be located. But on January 3, 1896. L. A. Lauber, who assisted Joel Shomaker briefly when he started the Messenger, was listed as lessee. J. Cecil Alter failed to mention Lauber in tracing the editors of the Messenger in his book, Early Utah Journalism.

Under Lauber's direction, the newspaper's appearance changed noticeably. The paper added four pages to make it an eight-page weekly, but the four inside pages were readyprint, obviously made-up somewhere in the east. The additional pages provided little of local news interest and consisted largely of biographies of famous persons, histories of countries and events, and other items quite foreign to the majority of Sanpete's rural citizens.

In spite of the fact that little additional reading material was available, it would probably have been difficult for most of the

readers to get excited about the number of saloons in New York, the effects of Russian despotism, the life and actions of Sultan Abdul Hanid of Turkey, or the internal politics of Italy. Stories on the significance of the Monroe Doctrine, social life in Washington, D.C., and the religious practices of the Mennonites were probably widely read and appreciated by Messenger subscribers, however. The readyprint did add many pictures to the paper, and its overall appearance improved noticeably.

After ushering in the new year in his first issue, Lauber's next assignment was to welcome statehood to Utah with Heber M. Wells as governor. This he did with much fanfare, publishing President Grover Cleveland's statehood proclamation in full. Statehood exercises in Manti were thoroughly covered, and speeches, demonstrations, and editorials made up most of the issue's news. Editor Lauber paused to write:

The Messenger sends out this, its first issue under Statehood, with a feeling of some pride. We are not given much to self praise, though a word at this time will not be out of place.... The Messenger this week is all that ripe newspaper experience make it, and the enterprise displayed in making the paper one that will be dear in all time to come, to all citizens, we feel certain will be fully appreciated. We have celebrated one of the grandest occasions in the history of Utah, and the exercises descriptive of that celebration appear verbatim in the columns of this paper today. This issue of the Messenger is, therefore, of more than ordinary interest to every citizen; it is a dear souvenir of the birth of a new State.²⁶

At this point it seems noteworthy that little attention was paid to the matter of statehood by earlier editors of the Messenger. They

²⁶Editorial, Ibid., January 10, 1896.

were busy promoting partisan politics, but largely overlooked the issue of statehood. Possibly this was because both parties wanted statehood and the matter had not become a partisan issue. It is interesting to observe, however, that Lauber was quick to align the Messenger on the side of statehood:

The Messenger was an ardent advocate for statehood, because we believed Utah was of right entitled to it. The conditions today are such that all can work hand in hand for the future welfare of the State. It is our hope that all men and women will live up to the letter and spirit of the constitution; let the past be forgotten and let us all look forward to a more glorious future.²⁷

Lauber was not an active political campaigner in the sense that either of his predecessors were. He didn't even seem to push Republicanism in his paper, other than to print notices, cover meetings, and publish election returns.²⁸ Under Lauber, the Messenger gradually lost much of its political flavor and local impact. Editorials that were published were usually written by others or were included in the readyprint section. The Republican platform of 1896 was published, but so was the Democratic platform, though not on the front page. William McKinley's presidential campaign was followed closely, but so was that of William Jennings Bryan. Lauber seemed more interested in the question of free coinage of silver than in boosting Republicans or Democrats for office.

²⁷Ibid.

²⁸Lauber's political coverage in the Messenger might be better understood when considered in light of his journalistic endeavors with the Sanpete Democrat and the San Pete Free Press.

In returns published on November 6, 1896, Bryan carried Utah by 50,000 votes, but McKinley was elected president. The Democrats took Utah on a state and local level. It seems possible that the lack of a strong partisan voice in Sanpete may have hindered the Republicans in the election, even though the effect may have been small.

A notice published on December 25, 1896, reported that "Louis A. Lauber, editor of this paper and Miss Mary A. Bench of this city, were married at the residence of the bride's parents, on Wednesday evening, December 23, 1896 at 6 o'clock."²⁹

Apparently Lauber waited to get this notice published before he resigned, because on January 8, 1897. G. A. Iverson and W. D. Livingston were listed as lessees. In their first issue they published the following salutation:

With some misgivings, we launch forth upon the sea of journalism, but with fondest hopes that our bark may never bear the name of failure. Mr. Lauber has retired from the editorial chair, at least for the time being. Honor is due him for the nice, clean way in which our predecessor conducted his paper.

Our great aim in the future will be to represent and try to advance all the material interests of our county, regardless of party or creed.³⁰

Although the editors rode no hobby, their sympathies were clearly with the Republican Party. Much like Lauber, however, their editorial comment was sparse and they remained calm and non-partisan most of the time.

In the first issue, the editors announced they would return to all home print. This pledge did not materialize, however, as ready-

²⁹News item in the Manti [Utah] Messenger, December 25, 1896.

³⁰Editorial, Ibid., January 8, 1897.

print continued to appear in the eight-page weekly. Much of the paper's news also came from what was termed "Special Correspondence" out of Salt Lake City and elsewhere in the state. The usual correspondence from outlying communities, local news items and public notices filled the remainder of the paper. Advertising, most of which was local, made up roughly twenty-five per cent of the paper. The subscription rate was changed to one-and-one-half dollars per year and the paper was issued on Saturdays.

On April 24, 1897, the Messenger changed from a format of five columns to one of seven, and readyprint increased to include fashions, famous personalities of the period, farm and garden news, dairy and poultry, women and home, and scientific pointer.

Toward the end of his era as editor of the Messenger, Livingston found an issue he felt to be worthy of strong editorial support. It had to do with the erection of the Sanpete Stake Academy.

Why shouldn't the Temple City secure the Temple of Learning? If erected elsewhere it will be out of place. With a beautiful academy building on the Temple Square immediately at the feet of our beautiful temple and at the conjunction of what bids to be the most beautiful lanes in Utah, passing on either side of the most beautiful cemetery in our State, Manti would soon be a beautiful rival of the cities of song, story, romance and history. The Temple City would be a most inviting location for home seekers.³¹

Because of his enthusiasm for the project, Livingston was chosen chairman of a committee to bring the academy to Manti. But then Livingston and Iverson quite their newspaper posts and with the issue of January 8, 1898, Peter A. Poulson became manager and lessee

³¹Ibid., December 18, 1897.

of the Messenger.³² In due time the academy was built in neighboring Ephraim.

Poulson, a staunch Republican, was quick to bring political spice back to the Messenger:

The Democrats are trying everywhere to create dis-sension in the Republican ranks. This effort will fail. The Democratic Party today is an agglomeration of all the "isms" that flutter through cranky brains. It has few principles, and can be divided at any time. This is not the case with the Republican Party. It is a party of principles and ideas--a party of patriotism and progress...."³³

The new editor revealed that the Board of Directors of the Messenger had finally cleared the plant of all debt, gained some revenue besides, and purchased a new paper cutter and about fifty dollars worth of new job type for the convenience of the Messenger force.³⁴ He claimed the Messenger was growing stronger with age despite Democratic hopes to the contrary.

Poulson's paper continued largely unchanged from that run by Livingston, except for an increased amount of editorials among Sanpete readers.

With the issue of April 30, 1898, this interest reached its peak. The Messenger announced the declaration of war in a rather unique headline: "War For Sure." Stories on the front page told of the out-break of war, reported that thirteen Manti volunteers would leave immediately to join the military, and stated that the L.D.S. First Presidency advised Utah boys to serve their country and be loyal

³²News Item, Ibid., January 8, 1898.

³³Editorial, Ibid., January 22, 1898.

³⁴News Item, Ibid.

citizens. Poulson gave his emotional approval:

Word comes from the venerable leaders of the Church of Jesus Christ of Latter-Day Saints that it will not be repugnant to the tenets of that Church for its sons to go to war in behalf of humanity. That is right, God has not only countenanced but has commanded war for more trivial causes than that for which our Nation now takes up its arms. He has even ordered his people to exterminate nations who have made themselves less obnoxious to His eyes than has Spain in the Cuban matter. God will hold this a war of Holiness if there ever was such a one. The American arm has the sanction of heaven to strike, and to strike hard.³⁴

The war news continued. Some of the biggest headlines used thus far in the Messenger read "Dewey's Victory" and "Patriotism In Manti." In addition to publishing letters from regular correspondents and Mormon missionaries, letters began to appear in the Messenger from Sanpete's war volunteers. The readyprint was loaded with war news and bulletins were received via telegraph to keep the people informed.

It should probably be mentioned at this point that the readyprint businesses performed a valuable service to the public in providing background and interpretation to the war effort that the rural press would never have been able to offer. Histories of Cuba and Spain, accounts of their political and economic alignments, and detailed coverage of the war's famous battles were well written and illustrated. Captain Dewey's victory at Manila and Teddy Roosevelt's rough rider antics in Cuba were graphically presented in the readyprint, and as a result Sanpete residents could identify more closely with the war effort.

³⁴Ibid., April 30, 1898.

This excellent coverage was short lived, however, because on June 18, 1898, the readyprint was discontinued and the Messenger returned to its former status as a four-page paper:

The management of the Messenger have decided to dispense with the patent feature of the paper as heretofore run and will resume its old style. The subscription will henceforth be one dollar per year and those having payed \$1.50 for the present year will have their subscription extended six months. We trust the new arrangement will prove satisfactory to our patrons.³⁵

In a rare mood, Poulson admitted to some of his paper's weaknesses:

Remember the Maine, and don't forget that the Messenger force have to live. You know the rest.

Parties who subscribe to the telegraphic reports received about the war each day, will confer a favor to us by coming in and depositing their half dollar, and as many more as feel like it as we have not enough names to justify us in continuing to receive it.

Some complaints from our citizens come to us daily that we miss lots of news and also that we have but certain people mentioned each week in the Messenger. If there is any news people are certain of and that we have not received, they will greatly oblige us by handing it in as we cannot afford to employ a reporter to gather our news.³⁶

Reporting in the Messenger was somewhat crude by today's standards. A murder at Levan, Utah, was reported in these words:

Hendricksen rode up on horse back in front of the parade, armed with a shot-gun and deliberately blew out Tunbridge's brains. The unfortunate man dropped on the spot, expiring in a few minutes, having received the full charge of shot.³⁷

Much of the news continued to be pirated from other exchanges.

³⁵Announcement, Ibid., June 18, 1898.

³⁶Editorial, Ibid., May 14, 1898.

³⁷News item, Ibid., July 30, 1898.

Typical of this practice was the front-page coverage of L.D.S. Church President Wilford Woodruff's death in the September 10, 1898, issue of the paper. The story was reprinted in full from the Salt Lake Herald. The Messenger found it impossible to gather such stories by other means.

War continued to dominate the news during 1898, but political events ran a close second. In June of that year the Sanpete Democrat was launched by former Messenger editor L. A. Lauber, and Poulson found some real competition right at his doorstep. He decided to play things aloof and gave his Manti rival the following "Welcome:"

We most profoundly do obeisance to the Sanpete County Democrat, notwithstanding the obscurity of its parentage. The "kid" has a healthy appearance and a lusty pair of lungs and we predict some sleepless nights for its guardians until its teeth are cut. The Democrat is printed and published by L. A. Lauber, and supposed to be edited by James W. Cherry...who has been doing the clerical work in the law office of Will K. Reid for some months. The new venture is in our estimation wrongly christened. From the complection (sic) of its alleged parentage as well as the attitude of the first issue we think its name might have been more appropriate had it been called the Sanpete County Fusiocrat. However, here's luck to the undertaking of our contemporary.³⁸

The Democrat was not the Messenger's only competition, however. The Enterprize of neighboring Ephraim, also a Democratic newspaper, cast a few stones in Poulson's direction. But the Messenger had cause to rejoice when every man on the Republican county ticket was elected to office in the 1898 November election.³⁹

After the patent insides of the Messenger were dropped in mid 1898, approximately 65 per cent of the paper consisted of advertisements.

³⁸Editorial, Ibid., June 11, 1898.

³⁹News item, Ibid., November 12, 1898.

Local ads continued to bring in the majority of the advertising revenue before and after the readyprint was discontinued.

During 1899 many of the subscribers began to complain about the lack of news. Poulson finally faced the issue:

A number of our readers have made complaints to us that we do not furnish enough reading matter in the Messenger and suggest that we run a patent sheet. If it should prove necessary, we will certainly do our duty in this particular; but we believe the offer made in another column, clubbing the New York Weekly or Tri-Weekly Tribune with the Messenger will be more satisfactory.

The weekly edition is a twenty page paper, arriving at your homes three times a week will be sent with the Messenger for \$1.50. We have sample copies of both papers in our office for inspection.... The Messenger will contain the local and State news of importance and the other papers will contain news from all parts of the world.⁴⁰

Thus, the Messenger under Poulson continued to be a four-page weekly newspaper emphasizing coverage of state and local news.

It is easy to see why people had become upset, however. In the same issue in which Poulson discussed the complaints, barely 25 per cent of the Messenger contained news items. The remainder consisted of advertising, the front page itself carrying more than 70 per cent advertising.

Under the new set-up the Messenger printed the local news and the New York papers furnished national and international news. As advertised in the Messenger, these New York papers published important domestic and foreign correspondence, financial and market reports, special war dispatches, industrial information, agricultural news, scientific and mechanical information, fashion articles and humorous

⁴⁰Editorial, Ibid., December 30, 1899.

illustrations for young and old.

Poulson continued to manage the Messenger without much change in format or content during 1900 and 1901. Advertising space was maintained at about 60 per cent of the paper, but due to scientific and technological advancements, several new ads appeared. The following was probably most significant:

Cheaper than coal oil. Keep money at home by patronizing the Manti Light & Power Co. Read this! We want your business. We have endeavored to place lights within the reach of all. We will give you a 16 candle power electric light for 35 cents per month or 3 for \$1. We will give you an 8 candle power light for 1 cent per night for an eight hour service. Parties wishing lights apply to W. C. Snow, Manager, or Stanley Crawford.⁴¹

The new service advertised caused Poulson to comment:

The Electric Light and Power company of this city have an advertisement in this issue which gives to the people of Manti a very liberal offer for lighting their homes by electricity....When you can buy electricity to light your homes cheaper than you can buy oil, and when there is nothing to do when darkness comes upon us, but to turn on the light, is it not sensible to suppose that it is better than to be bothered with filling the lamp and cleaning the chimney before you can have some light?

It is a home institution; it offers our citizens a chance for thirty days to subscribe to their stock; it is located here permanently; the money earned is spent right here; last but not least, it adds a metropolitan air to our city and is an advertisement that is far reaching, which will prove beneficial in upbuilding and increasing the value of property which all good citizens are striving for.⁴²

Probably the most significant news story carried during Poulson's era as chief of the Messenger was the assassination of President McKinley by an avowed anarchist. The story came in by telegraph and Poulson gave it the following lead:

⁴¹Advertisement, Ibid., March 30, 1901.

⁴²Editorial, Ibid.

All the flags on buildings in this city were lowered to half mast as news of the terrible shock which reached here yesterday afternoon was to the effect that the president had been brutally assassinated by an unknown man, and that he was dead.⁴³

The assassination story was reported over the telegraph as follows:

Buffalo, Sept.--While President McKinley was receiving in the Temple of Music this afternoon he was approached by a man with a dark mustache and with one hand covered with a handkerchief. As the man extended his hand to the president, apparently with the intention of shaking hands with him, he fired a shot, which entered the president's right breast, lodging against the breast bone. Another shot was fired at once, which entered the president's abdomen. The assailant (sic) was immediately arrested and was thrown to the ground, and quick as a flash twenty men were upon him. When rescued he was covered with blood from a gash in his face....

Detective Geary was near the president, and he fell into his arms.

"Am I shot?" asked the president.

The officer opened the president's vest, and seeing blood, replied: "Yes, I am afraid you are, Mr. President..."⁴⁴

The next few issues contained numerous stories on the president's death; his funeral and burial; President Theodore Roosevelt's policies; the life, trial and conviction of McKinley's assassin, Leon Czolgosz; and memorial services held across the nation and around the world.

Poulson eloquently reported the Manti services:

Memorial services in honor of the late beloved President William McKinley were held in the Tabernacle Thursday morning at 11 o'clock. With lowered heads and earnest hearts the people gathered to pay respect to the man who had reached altogether the most exalted station in the hearts of the people. There was no sect, no creed; all sentiments ran in one direction, and every pulse beat responded to the feeling

⁴³News item, Ibid., September, 7, 1901

⁴⁴Ibid.

of veneration which filled every breast.⁴⁵

With the issue of October 12, 1901, editorial management of the Messenger came into new hands again, another fact which was overlooked in Alter's compilation. This change was announced on the editorial page by the new editor:

This issue of the Messenger marks the beginning of a new period of activity in its honorable career, Mr. P. A. Poulson having retired from the business and editorial management and N. W. McLeod assuming his place. The Messenger will continue to be Republican in politics; and it will be the earnest endeavor of the new incumbent to publish such a paper as shall merit the generous support of its larger constituency, that no discredit may be reflected upon the excellent record the Messenger has made since its inception nearly a decade ago.⁴⁶

McLeod seemed to continue in the paths of his predecessors, promoting Republican causes and striking out against Democratic error. The Messenger's format and style remained about the same, and editorial content revealed little departure from that of the past.

Every editor since Shomaker had commented on Manti's high-water and flood problems, but during McLeod's era the issue was adopted as part of the Republican platform prior to Manti's upcoming elections:

We insist that every interest of our city demands immediate relief from the high-water and flood evils peculiar to Manti. That the futile experiments which have taken the hard earned money of the people for a decade, must be abandoned for a policy in which all rights of persons and property of Manti is considered.

We urge that the best and only possibility of adequate relief consistent with all the interests of the farmers and other citizens is the construction of a high-water and flood channel from the mouth of Manti Canyon, thence South of our city to a point sufficiently far west to deposit all debris and rocks and to protect all valuable property from floods; and the con-

⁴⁵Ibid., September 21, 1901.

⁴⁶Announcement, Ibid., October 12, 1901.

struction of a canal from such point Northerly near or in the west portion of Manti above every possible acre of land consistent with a proper far (sic) for such canal.⁴⁷

Thus, a suggestion made in 1893 by Joel Shomaker, first editor of the Messenger, was finally adopted by one of the political parties, and the chance for its fulfillment came a step closer to reality.

In November of 1901 the following notice appeared, hinting that McLeod's period of management would be brief:

The Manti Printing and Publishing Company will receive bids for the Lease of the Manti Messenger Plant for the year commencing January 1902. The Board of Directors reserve the right to reject any or all bids not satisfactory to them. All bids are to be in by 7 p.m. Dec. 21, 1901. P. P. Dyreng, Secretary.⁴⁸

With the issue of November 30, 1901, the name of N. W. McLeod was dropped from the heading of the editorial page. No justification for his removal could be determined from the pages of the Messenger, and the following notice appearing one week later further clouded the matter:

The Board of Directors of the Manti Printing and Publishing Company, has assumed control of the Manti Messenger, and all parties owing any bills to the Messenger are hereby directed to pay the same to the Secretary of said Board, P. P. Dyreng at the Manti City Savings Bank Manti Utah. By Order of the Board of Directors, J. W. Hoggan, Pres.

Those closely associated with the Messenger have during the last few days been compelled to face some rather unpleasant conditions, but have done so with the best of grace. Unfortunate circumstances, such as could not have been anticipated, have arisen causing the board of directors some annoyance, but the unpleasantness has been overcome, the difficulties are part of the shady past, and the Messenger, none the worse for the experience of a week continues on unimpeded in its work of loyalty to the cause it represents. The

⁴⁷News item, Ibid., October 26, 1901.

⁴⁸Announcement, Ibid., November 30, 1901.

Messenger has a work to do; its record of the past glows with triumphs legitimately now, and its future will be devoted to whatever is meritorious and calculated to subserve the best interests of the people.⁴⁹

Since no name appeared in the place of McLeod's on the editorial page, it must be assumed that the board of directors, owners of the Messenger, continued to manage and edit the paper until May 17, 1902, when Christen Axelsen was listed as publisher (see Figure 6).

Christen Axelsen was born July 24, 1875, in Aalborg, Denmark. He was the son of Thomas Christen and Else Jensen Axelsen. The family came to America in 1879 and lived for a short time in Juab County, later moving to Manti.

Mr. Axelsen was a graduate of the Brigham Young Academy at Provo and also studied at the Utah State Agricultural College and the University of Utah.⁵⁰

Two weeks after Axelsen began publishing the Messenger, the first major change in the paper's appearance since June 1898 was introduced. The addition of four patent pages increased the paper's size to its former status as an eight-page weekly. The new readyprint was very similar to that used earlier. Short stories copyrighted by the Daily Story Publishing Company were carried with illustrations. Home and fashion, poultry, dairy and livestock, agriculture and horticulture, people and events, theatrical topics, sports and other matters of interest were included in the readyprint.

Advertising did not increase proportionately with the added

⁴⁹Ibid., December 7, 1901.

⁵⁰Personal letter from Karl Axelsen, May 21, 1968.



Figure 6. Christen Axelsen, editor of the Messenger, 1902-03.

number of pages, and averaged from 30 to 40 per cent of the newspaper space. This was in contrast to the 70 per cent usually allotted to advertising by Poulson and McLeod. Advertising rates published by Axelsen were "5 cents per line for the first insertion and 2½ cents for each succeeding time. Display advertising space costs 50 cents per inch each month."⁵¹ Church notices were published free.

The Messenger remained the official organ of the Republican Party of Sanpete County during the fourteen months Axelsen was publisher. He was not a radical editor by any means, but he did support Republican causes and candidates and called attention to Democratic failings.

He wrote several editorials and occasional front-page stories praising the Republican-inspired protective tariff system, calling for moderation, wisdom and patience in dealing with anti-trust legislation, and projecting the Republican Party as the friend of the farmer, business and labor.

Axelsen's chief competitor during this time was L. A. Lauber, who had renamed his Manti-published Sanpete Democrat the San Pete Free Press. Editorial argument between the two papers was primarily based on local politics, involving personalities, procedures, party platforms, and power struggles between the two major parties and the newspapers themselves. Each tried to come off smelling like a rose, but since the Republicans were clearly in power locally and nationally, Axelsen could afford to take a more passive and aloof attitude toward things.

When the Free Press proceeded to chastise William K. Reid for

⁵¹Announcement in the Manti [Utah] Messenger, May 29, 1902.

joining the Republican camp after the paper had sung his praises for eight years as a Democratic candidate, Axelsen was quick to call public attention to Lauber's own political inconsistency:

Has the Free Press man forgotten how he sang six or eight years ago? Has he forgotten the platform on which he stood? Has he forgotten what he advocated then and how he voted? Does he feel bad now because a man has seen the faults and frailties of the party with which he was formerly associated, and has had the moral courage to renounce them, and has the manhood to stand by his convictions? Or rather does he feel bad, because having become disgruntled because he joined issue with and made a feeble attempt to become a Democrat? Yes, we wonder if he has the moral courage to stand by his convictions when he knows his summersault put him on the wrong side of the fence. Poor Prodigal Son, may he see the error of his way and return to the fold....⁵²

It cannot be fully determined whether it was Axelsen's editorials or the trials faced in running a Democratic newspaper in a Republican climate, but former Messenger editor Lauber did return to the Republican fold, bringing his San Pete Free Press with him. On July 30, 1903, the Manti Messenger appeared in a new dress under new management. The Free Press had merged with the Messenger. N. P. Nelson became publisher and L. A. Lauber began to print the newspaper which he had managed some eight years earlier. Christen Axelsen remained in Manti to teach in the public schools, serve as clerk on the Manti City Council, and direct the Sanpete County Fair Association.

In the first issue of the new Messenger a word to subscribers explained the merger and clarified the political and editorial stance the paper would pursue:

Since the combination of the San Pete Free Press and the

⁵²Editorial, Ibid., August 28, 1902.

Manti Messenger, considerable speculation has been indulged in as to the purpose of this consolidation. It is purely a business transaction. Under the new management the policy of the Messenger in National, State, County, and City politics will be Republican first, last, and always. A number of friends have advised independence in politics as a business advantage. With a national and state election next year it would be utterly impossible to consider this advice. In business and social circles we know no Democrats, no Republicans, no Socialists. The columns of the Messenger are open to all with no special favors to any one. So far as our ability goes we shall be untiring in our efforts to promote the interests of Manti City and Sanpete County.

Mr. L.A. Lauber, who is well and favorably known as one of the best mechanical newspaper men in the State, will have charge of⁵³ the job department and direct the mechanical part of the paper.

Quotes from several neighboring newspapers were printed in the Messenger which aptly described the new team and its product:

The first number of the Manti Messenger under the management of its new publisher, N.P. Nelson, formerly private secretary to Congressman Sutherland, reached us a few days ago. The paper is a marked improvement over any effort of like kind emanating from Manti for a long while. Editor Nelson has a fine field at Manti for the work he has entered upon and we trust that the editor, the town and the county⁵⁴ will be mutually benefited by his efforts. Emery County Progress.

The Manti Messenger and the San Pete Free Press have consolidated and are now run under the caption of the former paper. The new paper is a 4-column 12-page news organ and no doubt their subscribers are all well pleased with this new arrangement. It has more news than either one of the papers had before. Take our hand and our best wishes for your success, brother, and long live the Messenger. Grand Valley Times.⁵⁵

It gives us pleasure to refer to the new Manti Messenger. Under the deft fingers of L.A. Lauber, one of the few artistic printers of Central Utah, it has suddenly become a typographic gem. N.P. Nelson, the new editor, is showing ability, and, altogether, the Messenger has taken on new life. Hail to the new order of things. Success to the new Messenger and the wide-awake boys who have lifted it from the mire. Salina Sun.⁵⁶

⁵³Announcement, Ibid., July 30, 1903.

⁵⁴News item, Ibid., August 13, 1903.

⁵⁵Ibid.

⁵⁶Ibid.

The new Messenger was everything its neighbors claimed for it and more. In line with the format of Lauber's Democratic newspapers, all advertisements were removed from the front page, making its appearance much more attractive. Print was clearer than previously and stories were artfully arranged. The paper changed from a six-column format to one of four columns, and the editorial page was impressively arranged with three wide, very readable columns. Readyprint provided six full pages of interesting reading, and the subscription price remained at one dollar per year for the expanded 12-page paper.

Reporting procedures also improved with the new Messenger. An interview with Mayor L.R. Anderson in the first issue revealed several improvements needed in Manti. The mayor predicted that Manti would soon have a high school and called for a better distribution of Manti's water supply. The interview was not written up in the modern question-and-answer style, but it did contain long quotes from the mayor which gave the story added authority and importance.

Decked headlines also became popular in the paper, allowing readers to scan the news more rapidly.

Nelson and Lauber not only published an attractive paper, but they proved to be a good combination in providing the county with political coverage. Republican and Democratic rallies, meetings, platforms, and candidates received front-page coverage in the paper, but the editorial page was written strictly in the Republican interest. City council meetings received weekly coverage, and a front-page column entitled "Things Political" kept readers informed on national, state, and local political events in both major parties.

Early in the year 1904, the United States Senate Committee on Privileges and Election held numerous sessions to determine whether Reed Smoot, a Mormon Apostle elected to the Senate, should be seated. The central issue did not concern Senator Smoot as much as it did the Mormon Church and its former practice of polygamy. Debate over the seating (or unseating) of the Utah Senator was reported in the pages of the Messenger, and probably the chief editorial written by Nelson during his management concerned this matter. In the issue of March 10, 1904, he wrote:

The press of the country is seemingly aroused over the testimony of President Joseph F. Smith in the Smoot inquiry.... President Smith very emphatically denies the charge of polygamous marriages since the issuance of the manifesto. The liberal minded people of the State believe this to be true, and the charge of new marriages is made by cranks and fanatics. The protestants have three cases of what they claim to be polygamous marriages since the manifesto. We predict here and now that they will utterly fail in their attempt to prove these cases....

Those contemptible "spotters" and "informers" have, after a most thorough search covering fourteen years, been able to find three supposed cases. If their claims were true (which they are not) would that be any reason for unseating Reed Smoot? Will the Senate establish a precedent that a Senator can be denied his seat because some member or members of his church break the law relating to marriage? If so, start with President Protempo Frye and go down the list, because there are more cases of bigamy and polygamy, population considered, in every other State⁵⁷ in the Union than there has been in Utah since the manifesto.

As the election of 1904 approached, the Messenger relinquished several columns for political matters to the Republican County Committee, proving its close ties to the party:

The Republican County Committee has made arrangements with the Messenger to use its columns from now until election for all political matters. Beginning with this issue the committee is responsible for the Messenger's attitude

⁵⁷Editorial, Ibid., March 10, 1904.

on all political questions.⁵⁸

A series of three eight-page supplements to the Messenger were then issued advocating the adoption of the Republican Party platform and the election of Republican candidates. Large political cartoons appeared calling public attention to Republican "prosperity" and Democratic "hard times." Theodore Roosevelt was portrayed as the hero of American businessmen. His manliness, military courage, and political genius were written up in a most convincing manner. The issue of November 10, 1904, announced the Republican landslide, following which the Messenger's editorial responsibilities were returned to the editors.

The team of N.P. Nelson and L.A. Lauber had published the Messenger for one and one-half years when Lauber quit the Manti printing business to relocate in Provo⁵⁹ and Nelson apparently accepted a position as private secretary to Utah Governor John C. Cutler.⁶⁰ A notice in the Messenger of January 12, 1905, announced the appointment of a new editor:

The Directors of the Manti Printing and Publishing Company held a meeting last Monday and ordered the contract signed for the lease of the above plant to James L. Ewing for a term of two years, from Jan. 1st 1905 to Jan. 1st 1907.⁶¹

The new editor was not a newcomer to the newspaper business, having been a past publisher of the Nephi Record. In an introductory greeting, he wrote:

We do not take up the work as entire strangers to the enterprise, nor to the citizens of this section. Having been

⁵⁸Announcement, Ibid., September 8, 1904.

⁵⁹News item, Ibid., December 29, 1904.

⁶⁰Ibid., December 15, 1904.

⁶¹Announcement, Ibid., January 1, 1905.

identified with the Record Publishing Company of Nephi, during the past four years, we have had occasion to meet many of Sanpete County's prominent business men and representative citizens. In a community like this, we have no hesitancy in taking the strings of management of the local paper into hand.⁶²

Agitation for a public high school began long before the turn of the century. E.A. Gregory, editor of the Manti Times-Reporter, advocated that Manti erect a high school as early as 1892. Finally, in May 1905 a committee was organized to properly place the proposition before the people. Ewing hadn't editorialized on the subject as much as past editors had, but on June 8th he reported that in a special election held two days earlier, the high school had been approved by an overwhelming majority. Thus, an idea planted in the minds of Manti citizens several years earlier was about to become a reality:

When the new school year opens in September there will be a new \$12,000 high school building on Manti school grounds. It will be completely finished and equipped and waiting to receive all students who, otherwise would go elsewhere, and all who would have desired to go, but could not.

Hence forth no boy or girl in Manti need go without an education sufficient to enable him or her to discharge all general engagements of life. By the erection and maintainance (sic) of the high school, Manti will save enough money in two years to pay for the building and all its equipment. Our boys and girls will not need to leave the paternal roof until they are ready for higher education.⁶³

Censorship, whether self-imposed or stemming from outside pressures, has always been a problem journalists have had to face. In May 1905, Ewing reported that his paper was being criticized for not printing all the news. Someone apparently was censoring stories which might have given the community or individuals within it a bad name.

⁶²Ibid., January 12, 1905.

⁶³News item, Ibid., June 8, 1905.

The editor soon openly admitted that he was censoring some stories of crime and defended his position in the following front-page story:

There is no use in whipping the devil around the bush. We have made up our minds that there is somebody else depending on us for a living. If we published all that happened we would have been with the angels long ago. In order to please the people we must print only the nice things said of them and leave the rest to gossip. Yes, it's a fact, we don't print all the news. If we did wouldn't it make spicy reading? But it would be for one day only. The next day you would read our obituary, and there would be a new face in heaven. "All the news" is right when it's about the other fellow.⁶⁴

The easy-to-read four-column format adopted by Nelson and Lauber disappeared with the issue of July 15, 1905, and the Messenger returned to a cluttered six-column format which must have been a disappointment to Sanpete readers. The three-column editorial page was dropped altogether, and six of the paper's eight pages consisted of readyprint material. With only the front and last pages containing news of Manti and the surrounding area, one would almost be inclined to consider the Manti Messenger a misnomer.

Fully 75 per cent of the front and last pages contained local advertisements, special notices and announcements, or legal statements. Only the week's most significant events could find space on the front page, and the final page carried two columns of local news, mostly brief personals. The Messenger lost much of its fighting spirit under this arrangement, and Ewing seldom took a firm stand on anything.

The readyprint did contain a section for news of Utah, however, and national and international news was also printed. Similar to other readyprint the Messenger had used, short stories, women's pages, farm and ranch news, household hints, sports and other items of interest were

⁶⁴Ibid., May 18, 1905.

published.

One area of the news Ewing covered consistently was that of sports, mostly baseball and basketball. The town supported an outstanding baseball team and a representative team in basketball. The following account of a 1905 basketball game might illustrate how the sport was covered:

The basket ball game Saturday afternoon was very exciting. At the end of the first half the score was even 7. The second half started with a rush and it looked as though the B.Y.U.'s were going to be beaten, but the tide changed and they won by 2 points. The score being 11 to 13.⁶⁵

Issues of the Messenger between October 12, 1905, and April 9, 1908, could not be found, but on April 16, 1908, Ewing was still listed as editor and lessee. His paper had changed little, except that four of the six readyprint pages were discontinued somewhere along the line, reducing the Messenger to a four-page weekly. News of Utah, the nation, and the world continued to be covered by readyprint, but the short stories and other features were dropped.

As the election of 1908 approached, however, the Messenger changed again. In July the former readyprint features returned, most of the advertisements disappeared from the front page, an editorial page was added, and local news coverage increased. The paper's circulation was listed as 600 at this time.⁶⁶

On November 5th Ewing was proud to announce that Republicans had won their "greatest landslide ever," the G.O.P. winning elections "from

⁶⁵Ibid., January 12, 1905.

⁶⁶N.W. Ayer & Son's Directory of Newspapers and Periodicals (Philadelphia: N.W. Ayer & Son, Inc., 1908), p. 881.

president to justice of the peace."⁶⁷

After four and one-half years of managing the Messenger, J.L. Ewing announced he was quitting. On August 5, 1909, he wrote a brief farewell and introduced his successor:

We take pleasure in introducing Mr. M.A. Boyden, the new editor of the Messenger. Mr. Boyden is strictly a Sanpete man, having been a resident of the county for twenty years. He comes to Manti, with his estimable family, highly recommended as a newspaper man, a practical printer, and an admirable citizen. We⁶⁸ commend (him) to the good people of Manti.... J.L. Ewing.

⁶⁷News item in the Manti [Utah] Messenger, November 5, 1908.

⁶⁸Announcement, Ibid., August 5, 1909.

CHAPTER V

1909 - 1919

STABILITY AT LAST

The introduction of M.A. Boyden to Manti journalism on August 5, 1909, marked a new era in the history of the Manti Messenger for several reasons. As this chapter will reveal, Boyden remained editor of the Messenger for nearly a decade, more than twice the length of time spent by any of his predecessors. Prior to the four and one-half years of J.L. Ewing, none of the editors had spent more than three years at the helm of the paper. Even James T. Jakeman of the Home Sentinel only remained with his paper five years, and none of the other four Manti newspapers lasted that long. Under Boyden, the Messenger achieved a degree of permanence and stability formerly unknown in Manti journalism, and a pattern was established that future editors would follow.

Sometime during the first year Boyden managed the Messenger, he purchased the entire plant from the Manti Printing and Publishing Company. Miss Ruby Braithwaite, now Mrs. George A. Cheever, Sr., who came to set type for Boyden in 1917, recalled that he owned the Messenger outright when she started.¹ It might be assumed that he purchased the plant sometime in November 1909, because on November 12, 1909, the words

¹Personal interview with Mrs. Ruby Braithwaite Cheever, May 22, 1968.

"Manti Printing and Publishing Company, Owners," were removed from above Boyden's name at the head of the editorial page. No mention of the transaction was made in the Messenger, however.

According to Mrs. Cheever, Boyden was a very kindly man. He was not a member of the predominate Mormon Church, but he was not at all antagonistic towards the Mormons and was a very good citizen.²

Boyden's editorials were at first brief, few, and non-controversial. In 1910 he wrote an editorial favoring the promotion of Mother's Day observance in Manti, an idea generated by Mrs. Baker P. Lee of Los Angeles two years earlier.³ Other editorials were titled "Keep on the Sunny Side," "Stand by Your Convictions," and "Happy Homes." He wrote against profane and obscene language, advocated stronger enforcement of curfew laws, and campaigned to prohibit the sale of cigarettes to minors. The latter editorial was a classic:

We think the law prohibiting the sale of cigarettes to minors should be enforced more strictly than any prohibitory law we have. This cigarette habit, more than we realize, is endangering the very safety of our state.

Any business man detects the cigarette boy by his dull eyes, his sallow complexion, his yellow fingers. Business men want nothing to do with him, if it is avoidable. There is not much hope for a man who has been drugged through the growing years of his youth. This is a frightful waste of the most valuable of our natural resources--our manhood.⁴

Cigarettes and profanity were not the only vices Boyden attempted to abolish, however. Prohibition fever was sweeping the nation, and Manti joined the cry to destroy the "flowing bowl" forever:

²Ibid.

³News item in the Manti [Utah] Messenger, April 29, 1910.

⁴Editorial, Ibid., March 4, 1910.



Figure 7. Ruby Braithwaite, M.A. Boyden, and Johann Boyden at work in the Messenger office.

In regular session last Saturday night our city fathers put up a barrier that effectually abolished the saloon from Manti, while this law stands, a straight prohibition ordinance. It was passed without a dissenting vote.⁵

Boyden, who had written several editorials on the subject, commented:

We think this is the right thing to do. The duty of the council is to serve the wishes of the majority of the people. We believe the majority are against the saloon, if so the business should be prohibited altogether and not licensed at so high rate that proprietors must step outside the law to make a profit. If we want the saloons, let them run under regulations and at a let-live license. If we don't want them, prohibit them.⁶

Fifteen months later in a special state election, Sanpete County voted overwhelmingly for prohibition. Manti voters were twelve to one against the operation of saloons in the city. The "drys" gained most of the state, while Salt Lake City, Ogden, and several smaller cities voted to remain "wet."⁷

After one full year of publishing the Messenger, Boyden decided some changes in content would be desirable.

We expect to engage many special features to improve our paper the coming year. As a starter we don't know of anything more appropriate and up-to-the-minute than the Roosevelt editorials in the Outlook. We have arranged to get them and they will start in a few days.⁸

Beginning with the next issue, the readyprint section of the paper included a series of editorials by General Theodore Roosevelt,

⁵News item, Ibid., March 23, 1910.

⁶Editorial, Ibid.

⁷News item, Ibid., June 30, 1911.

⁸Announcement, Ibid., August 12, 1910.

who commented on everything from English singing birds to a remedy for selfish legislation and an attack on mendacious journalism.

The overall format of the paper remained about the same throughout Boyden's management, with readyprint furnishing four pages of national, international, and state news. In 1911 the first weather report appeared in the readyprint and in 1914 the pictures began to increase in size, quality, and quantity. Pictures were identified as coming from the International News Service, Harris and Ewing, and Underwood and Underwood.

In addition to supplying the Messenger with news of the outside world, the readyprint was the editor's source of newsprint. The inside pages were already printed, and the outside pages were left blank for the local news. Mrs. Cheever explained how the readyprint service operated:

All the years I worked for the Messenger, from 1917 until 1933, the editors used readyprint from the Western Newspaper Union office on West Temple in Salt Lake City. All the newspapers received it. If you'd have taken the Gunnison paper or the Nephi paper, you would have received the same insides. The gathering of local news and advertising was the only thing that made the papers different. Half of the paper came from Salt Lake City and the other half was printed in the Messenger office.⁹

Occasionally stories such as "Uncle Sam's Big Ditch," a progress report on the digging of the Panama Canal, appeared on the front page. Or a story on Ben Franklin's contributions to science, philosophy, and literature might appear on the editorial page. These stories were obviously not written by the editor, and the type was different from that normally used in the Messenger. These stories were printed from boilerplate. Its function was described by Mrs. Cheever:

⁹Personal interview with Mrs. George A. Cheever, Sr., May 22, 1968.

All of the boilerplate came from the Western Newspaper Union in Salt Lake City. They would send out a big box of it to us and when we ran out they would just send another box. It came in long strips, and occasionally if we didn't have enough news, boiler plates would be used to fill in. Sometimes they were just little articles on national and other news ranging from a half an inch to maybe three inches, and they were already mounted. We would often use one long column but there might be two or three articles on that column. It was also possible to cut the column and use the small articles to fill spots in the paper.¹⁰

Manti events also received ample coverage in the Messenger during Boyden's editorship. Happenings in the high school were reported weekly, including coverage of sports, drama, music, special speakers, and other school projects.

In 1911 a public schools department was initiated in the paper in which reports by the teacher were printed and student compositions were published weekly. Boyden introduced the column in these words:

This week we are starting a new department, the public schools, one that should interest everyone in Manti and especially the parents.... Read every word of it every week; learn what your children are doing through the day then visit the schools and see if you are getting value received for the money you are paying out in school taxes.¹¹

Other local news included the Manti North Ward Chapel dedication reported on November 10, 1911, and the dedication of the Manti Carnegie Library reported on January 5, 1912. Baseball and basketball games were covered consistently on the front page, and in late 1912 the first want ads to appear in the Messenger were published. Personals were printed weekly on the last page of the paper.

It might be said that Boyden was not a strong partisan editor.

¹⁰Ibid.

¹¹Announcement in the Manti [Utah] Messenger, March 3, 1911.

Most of the powerful political sentiments expressed in his paper came from Republican boilerplate or readyprint sources. The editor did favor honesty and courage in government at all levels, and he generally recommended a Republican platform. But his reaction to the election results of the vicious presidential campaign of 1912, which was well covered in the Messenger by readyprint, demonstrated an ability to see through the political smoke of heated campaigns. Woodrow Wilson, the Democratic candidate, had narrowly defeated Republican incumbent William Howard Taft and the Progressive candidate, former President Theodore Roosevelt, in a three-cornered fight which left some large scars in the political fabric of the nation. In reference to President-elect Wilson, Boyden wrote:

He was not the man of our choice for this important trust-- or at least was not representing the principles we desired to see in control of the affairs of the nation. Be that as it may, he will be president of the nation after the 4th of next March, and we are here to help hold up his hands in whatever legislation he and his party see fit to innagurate (sic).... We certainly hope that any change...in the existing conditions may be to the benefit of the masses or laboring classes of the land. We have never felt the principles advocated by democracy were conducive of such results, and for that reason have done our little mite against them. But now that we must live under these principles for the next four years, we hope it will be shown that we are in error and that democracy is just what the country needs.¹²

Wilson was reelected in 1916 in a hard-fought battle for the presidency and again Boyden, a Republican, was quick to advocate unity behind the president:

It was some battle. But it's all over and the majority has declared for Democracy, so let's all forget it, fall into line

¹²Editorial, Ibid., November 8, 1912.

and hold up the hands of President Wilson, our President. If his policies make better times for the Democrats, the Republicans will share them. If poorer times are in store for the Republicans, so too for the Democrats. We must all dance to the same music.¹³

Early in 1914, the Utah State Board of Health announced a "clean town contest" to encourage the towns and cities of Utah to improve their overall appearance and sanitation conditions. Boyden had been campaigning for improving the town's appearance for some time: "When you write a letter, tell how the town is looking. It is as important as the stamp."¹⁴

In the statewide contest it was announced that stables, sewers, garbage collection, public buildings, streets, parks, homes, lawns, and flowers would be inspected. Boyden took an active interest in the contest and wrote several editorials to promote the cause of cleanliness. A clean town contest committee was set up in Manti to encourage board participation in the project, and prizes were offered to citizens whose homes and businesses were the most sanitary and had the best appearance.

On November 20, 1914, the Messenger was proud to announce that Manti was judged the cleanest city in the state. The name of M. A. Boyden headed the list of local winners and was judged the neatest home with the best sanitary surroundings. In a front-page editorial, he wrote:

Who isn't proud to live in Manti these days? The old town is simply bubbling over with pride.

According to the scoring of the statewide "clean town contest" Manti is the cleanest town in the state of Utah. Fifty-two

¹³Ibid., November 10, 1916.

¹⁴Ibid., April 4, 1913.

of the largest towns in the state were entered against us and the scoring was done...according to population.

Manti was listed in class "D" for cities of from 2,000 to 2,500 population, but wins the "sweepstake" prize, that is scores the highest of the 53 towns, with a total of 82.5 points of a possible 100.

Manti has done the work, hard work, most of it gratuitous, and earned the honor of being declared the winner of the "sweepstakes" prize of the first statewide clean town contest pulled off in the United States.¹⁵

The town did not rest on its laurels to long, however. On December 15, 1916, the Messenger announced that Manti had again won the clean town prize awarded by the State Board of Health for cities in class "D." The city was commended for installing a metering system to conserve spring waters.¹⁶

The Utah Press Association was organized in October 1916 to assist the state's editors in running the business end of putting out their product. Boyden became a ready convert and on November 24th explained why he had joined the association:

Our readers will notice this week that we print at the head of our editorial column a cut stating that the Messenger is a member of the Utah Press Association. This does not mean that we are in a "trust," but rather that the country printers are getting together so as to be worthy of "trust!" Practically each class of business in Utah has an association, and only the country printers are without one. The first of October saw the formation of the Utah Press Association, and every week has been additions (sic) to the membership.

The rising costs of materials, ink, and materials of all kinds have made it imperative to raise prices; the laws of the state are none too liberal to the press--but these are but a few of the many things that make united action advisable.

What with the mechanical and editorial work to look after, the average country printer is admittedly a poor business man. To hire an expert to advise on business matters, to figure the cost of printing and many other things, would be impossible

¹⁵Ibid., November 20, 1914.

¹⁶News item, Ibid., December 15, 1916.

for the country printer, but by banding together they can secure the information from an expert at a surprisingly small cost to each--yet worth thousands of dollars to the printers.¹⁷

With that issue of the Messenger, the editorial page returned to the three-column easy-to-read format adopted earlier by Nelson and Lauber.

During 1916 and 1917 the readyprint covered the gradual escalation of the European War, carried full reports on Germany's latest technological developments, reported speeches by President Wilson outlining the United States position of strict neutrality and full access to the seas, and featured important battles between the Russians and the Germans, the Austrians and the Russians, and the Germans and the French.

Trouble was also brewing on the Mexican border, and on June 23, 1916, the Messenger reported that the Manti division of the National Guard had been mobilized for action. Thirty-seven men responded to the call and prepared to leave for Salt Lake City. The Manti troop wasn't gone long, however. Border disputes were resolved and a story in the November 10th issue reported: "After an absence of 4 months and 2 weeks, Manti's division of the national guard reached home yesterday."¹⁸

War had dominated the news for some time when President Wilson finally asked Congress to declare a state of war between the United States and Germany. Boyden supported the President wholeheartedly during the ensuing World War I and became a very capable war editor,

¹⁷Editorial, Ibid., November 24, 1916.

¹⁸News item, Ibid., November 10, 1916.

offering many columns of free space to the government. He knew he was giving gratis service and at one time stopped to comment:

While firms without number are selling supplies to the government at good profits, the Messenger, in common with other newspapers of the country, is giving much of its space free in boosting the efforts of Uncle Sam to raise an army....

And it should be remembered that a newspaper has only two things to sell--subscriptions and advertising. By giving free space to the government, the newspapers perform a more patriotic act than any other business or commercial concerns in the country would think of doing. The Messenger desires to be patriotic and in doing so violates business principles in giving away space that no other business concern would be willing to do....¹⁹

In addition to publishing the statements of national and local military and government officials, Boyden campaigned personally for more recruits from the young men of Manti. He pointed out the advantages of joining the home troop in the National Guard over waiting to be drafted into the conscription army. During the war he kept tab on Manti servicemen, published letters telling of their successes and trials, and covered school, civic and church meetings held to honor them.

When Herbert C. Hoover, United States Food Commissioner, issued a list of rules to conserve food, Boyden not only published the list, but advertised the meetings called to study the production and conservation of food supplies and editorialized frequently on the subject. He also encouraged Manti and Sanpete citizens to purchase liberty loans, buy saving stamps, and contribute to war donations. Clothing drives by the Red Cross received wide publicity.

¹⁹Editorial, Ibid., May 25, 1917.

Throughout the war copies of the Messenger were sent free of cost to Manti servicemen, and under the heading of "Manti and Sterling Roll of Honor," a perpetual directory of all local boys in the military service was published weekly.

In the autumn of 1918 the following statement appeared under the Messenger nameplate in bold print: "Germany can be defeated, Germany must be defeated, Germany will be defeated." Below an American eagle inserted between "Manti" and "Messenger" in the nameplate appeared these words: "This paper has enlisted with the government in the cause of America for the period of the war."

After nearly one and one-half years of war and much sacrifice on the part of the American people, the Messenger announced on November 15, 1918, that Germany had signed an armistice ending the war. A large banner covering the width of the front page read, "Manti Kills Fatted Calf." The town's reaction to the announcement of the end of the war was described in these words:

The city at once became electrified. The people realized the war was over and with their hearts in their throats they rushed into the streets. They wanted to yell but the tears came instead. Tears of joy and tears of sadness. Joy for what the occasion meant to the world, sadness for the thought of the price the world had paid.

All business houses were closed, the brass band was secured and a parade several blocks long, taking in practically everybody on the street, marched up and down the streets, the band playing, the people cheering and yelling. Someone said "barbecue" and in a few minutes teams with plow and scraper got at work on a pit at the rear of the Library, the "fatted calf" of 465 pounds avoirdupoise was on the way to the shambles with pandemonium still reigning.²⁰

²⁰News item, Ibid., November 15, 1918.

M A. Boyden had published the Messenger for nine and one-half years when two months after the end of the war he packed up his bags to begin a new life in Seattle. He had done much to build up a good county seat newspaper in Manti. Circulation dropped from 600 in 1908 to 550 in 1919,²¹ but the Messenger plant had been changed from a corporation owned concern to a private one. The paper had joined a newspaper association to increase efficiency and maintain close professional contact with other newspapers in the state. Boyden's efforts were always to promote the interests of Sanpete county and to furnish reliable, breezy news to hundreds of Manti patrons. In a valedictory published January 17, 1919, he announced his departure and attempted to estimate briefly how effective his efforts had been:

With this issue of the Messenger our readers will notice the name that has occupied the head of this column during the last nine and a half years has been crowded out by the name of S. Peter Petersen (sic), who is now not only the editor, but the publisher and owner of the Messenger, the transfer from the undersigned having been made Wednesday, the 15th.

The responsibility of sending out a weekly message of good cheer, of progress, gladness or sadness, as the case may be, to hundreds of readers, is approached by different men in different ways. To me the paper becomes almost a living spirit and in every issue I have endeavored to send out some message that could hold some interest to every reader. Hundreds of voluntary testimonials convince me that to an extent I have been successful. And the satisfaction received through the message of those testimonials will constitute one of the bright spots in memories of Manti.

We will leave Manti about the end of this month for the extreme northwest, a suburb of Seattle, and at that distance our return visits will be few. Goodbye and God bless you. M. A. Boyden.²²

²¹N. W. Ayer & Son's Directory of Newspapers and Periodicals (Philadelphia: N. W. Ayer & Son, Inc., 1919), p. 973.

²²Announcement, Ibid., January 17, 1919.

CHAPTER VI

1919 - 1929

"IT WAS A RUN DOWN SHOP"

S. Peter Peterson knew nothing about the mechanical end of running a newspaper when he purchased the Messenger from M. A. Boyden on January 17, 1919. He had been a teacher in the Manti public schools, however, and he knew how to write. Mrs. Ruby Braithwaite Cheever, his chief typesetter, said he was well respected in the community and had all the qualities necessary to make a good newspaper man.¹

Mr. Peterson (see Figure 8), was born in Manti of Danish parents who settled in Sanpete following their conversion to Mormonism in Minnesota. He was a member of the first (pioneer) class to graduate from Manti High School in 1909. At that time he was studentbody president of the school. He had also attended school at the Snow Academy in Ephraim.² In his valedictory, Boyden said of the new editor, "You know him better than I do. He is a progressive, capable, efficient young man and will make good in this line of endeavor, as he has in everything else he has attempted."³

The Messenger was purchased from Boyden for a sum of \$1500.⁴

¹Personal interview with Mrs. Ruby Braithwaite Cheever, May 22, 1968.

²Personal interview with Mrs. Mable Peterson Butler, May 1, 1968.

³Editorial in the Manti [Utah] Messenger, January 17, 1919.

⁴Personal records of S. Peter Peterson in possession of Mrs. Mable Peterson Butler, 4893 Viewmont, Salt Lake City, Utah.

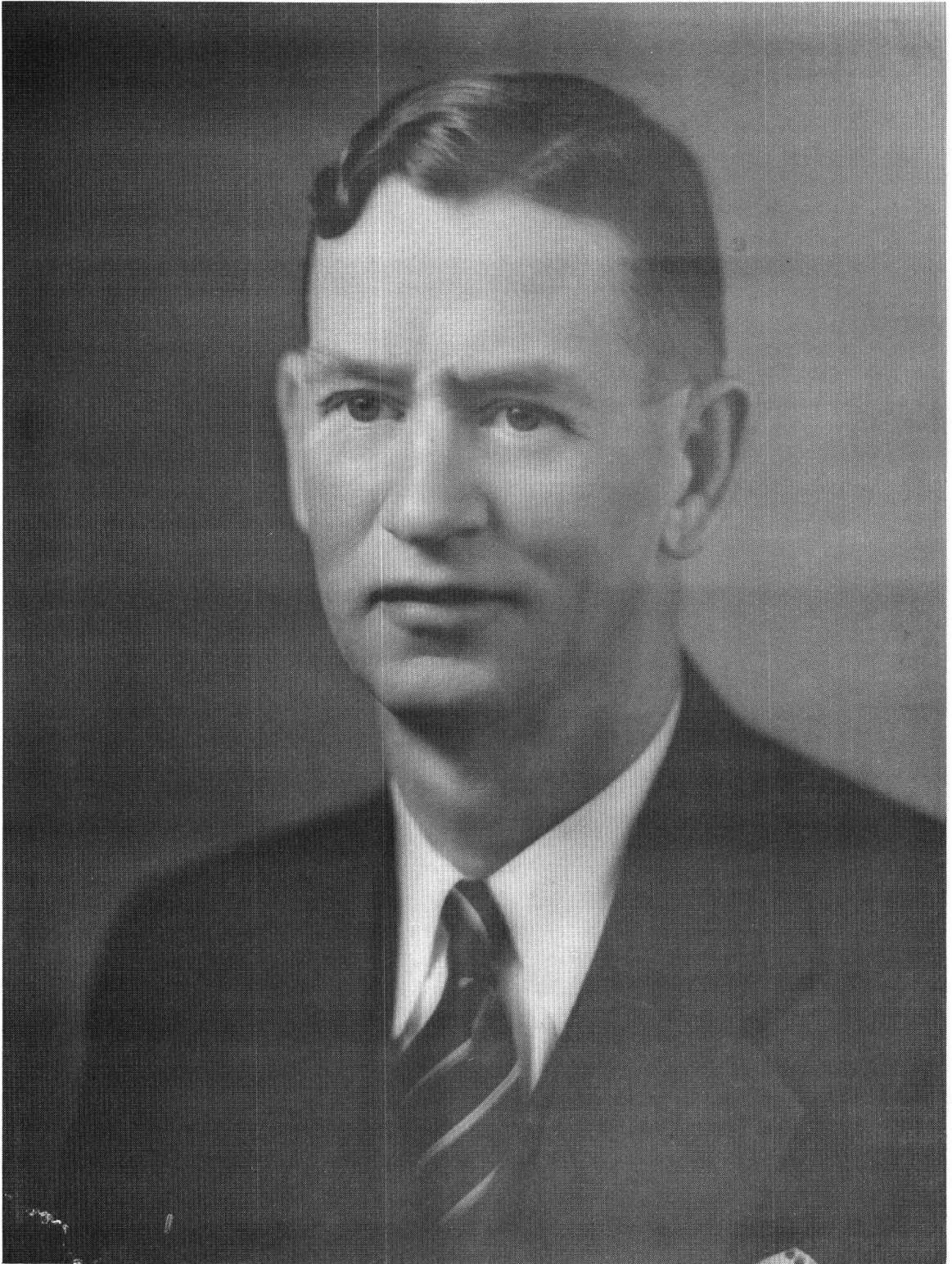


Figure 8. S. Peter Peterson, Messenger editor, 1919-29.

In Peterson's opinion it wasn't much to begin with, but in time he made improvements. Sometime after he had retired from the newspaper business, he wrote:

It was a run down shop when we took it over, consisting of a couple of old presses, about 300 cases of monotype and the ordinary run of cutters, stands, desks and supplies, and was housed in a rented premisis.

With the business we inherited a helper, Ruby Braithwaite, who stayed with us during our entire ownership of the business. She was our chief typesetter, and later linotype operator, and also operated the job presses. She was very efficient, congenial, and contributed much to our success.

Three years after buying the plant we purchased a building, and thus for the first time the Messenger office was housed under its own roof. Later this building which was of frame, was traded with \$1200 additional consideration for a brick building which has since been the home of the Messenger.... Two years after buying the first building we purchased a linotype machine which cost us in the neighborhood of \$4200 including interest and extras.... When we sold the business nine and one half years later the sale price was \$4500 without the building.⁵

On November 25, 1921, the Messenger carried a picture of the new linotype machine on the front page. Peterson was proud of his purchase and described its purpose and operation to his readers:

This week the Messenger Office installed a model "L" Linotype. To the uninitiated this announcement mean (sic) little, to the experienced newspaper man it means a great deal. To the hundreds of readers of the Messenger, it means improved and up-to-date news and more of it at no increase in cost to them. To the Messenger office it means a financial outlay of many weary monthly installments, reaching into the future, it seems without end, but it also means an enlarged facility on our part to handle work more expeditiously than heretofore. Where we have been forced to send much work to shops having a linotype we are now able to do the work ourselves and accept work from others. Where we have been using type which has been rather badly worn and damaged and not making a fine clean-cut print we now have new, clean type faces for each week's paper.

A linotype is a machine which casts a slug consisting of a line of type from molten lead. It is a large machine, weighing

⁵Ibid.

more than 2000 pounds and stands seven feet high; it is intensely complicated, containing thousands of parts and works with almost human intelligence. It is operated much the same as a typewriter. It has a magazine containing 1500 alphabetical characters, and a keyboard not far different from that of a typewriter. The operator works the desired (sic) keys on the keyboard and thus releases the proper letters into a cast one line wide and any length the operator desires. When the line is completed, with a slight motion the operator releases the molten lead, which is heated with a gas burner pot, into the mold and the line is released ready for printing; the characters are released and automatically replaced back in their proper position in the magazine ready for use again. The lead, as soon as it has been used for printing, is remelted and used again.

Later we shall be glad to invite those in who are interested in seeing the machine in operation.⁶

During the era of S. Peter Peterson the format of the Messenger remained basically unchanged from that of his predecessor. It was a paper of eight pages, six columns, twenty inches long. Readyprint provided four pages of the paper each week and boilerplate appeared frequently.

Editorially, Peterson was very active. Many of his editorials were very praiseworthy, but they were so numerous and covered so many subjects that there is some question as to whether or not he wrote them himself. His wife must have written some of the editorials, because on November 20, 1925, Mrs. S. Peter Peterson was listed as associate editor at the head of the editorial page. Still, many of the editorials must have come from other sources. Some of their titles were: "Dairy Fred Beef," "Tariff the Goat," "Glaring Headlights," "The Road Hog," "Good Times in the U.S.," "Stop Blowing About Your Town," "Stand By Your Home Newspaper," and "Pleasures of Being an Editor." In none of

⁶News item in the Manti [Utah] Messenger, November 25, 1921.

these editorials were the words "Manti" or "Messenger" mentioned.

Other editorials were obviously written by the Petersons. The Messenger took firm stands on many local social and civic issues. One of the first community projects Peterson endorsed was a campaign to improve the Manti Power Plant. As result of his editorial support and enthusiasm for the project, he was elected chairman of a special committee to investigate the situation.⁷ This established a pattern which was to follow Peterson in years to come. In retrospect, he once wrote:

It seems to have fallen to my lot to be in the forefront of most of the free service efforts in Manti which claimed attention of the public from time to time. Thus for no reason I can now recall I was one of the founders of the Sanpete County Fair, and for ten years acted as director, vice president, and secretary-treasurer. The Fair started about 1915 as a modest community effort and ended up as a full-fledged county fair attracting attention from the whole inter-mountain section.... As with the other men and women responsible for the fair I served practically without pay.⁸

The editor served his community well. He was chairman of the Sanpete County Chapter of the American Red Cross, an active member of the Manti Commercial Club, Manti City Recorder, and Republican County Chairman during the years of President Herbert Hoover. He was also a member of the Manti L.D.S. Center Ward bishopric for six years. His daughter, Mabel, said he was straightforward in all of his dealings with the public. "He didn't leave anyone in doubt on where he stood

⁷Ibid., April 25, 1919.

⁸Personal records of S. Peter Peterson in possession of Mrs. Mabel Peterson Butler, 4893 Viewmont, Salt Lake City, Utah.

be it civic, church, or any other matter," she said.⁹

If Manti residents had needed a garbage supervisor, Peterson would have been their man. In an editorial titled "The Old Wash," he recognized the need of moving the city garbage dump farther from the city limits:

When we remember that the...dumping ground is on the main state highway entering our city from the south, when we remember that all people coming into the city from that direction are forced to see it, and the first impression of anything is usually the most lasting one, when we remember that the said dump is almost within the city limits and must be a source of considerable annoyance to those living near by, we are of the opinion that very strict regulations should be enforced regarding its use, if the entire scheme of dumping trash there should not forever be barred. Instead of bordering our fair city with unslightly abandoned spots of nature and repositories of filth, would it not be better to have these undesirable places removed to less conspicuous localities?¹⁰

During the early 1920's the citizens of Manti sponsored an annual canyon road day to open up the canyon for public recreation and enjoyment. Peterson always gave the project wide publicity, and each year the canyon road was extended a few miles beyond what it had been the previous year. In 1925 he wrote:

Will you be with the boys on Canyon Road Day? That is the question every autoist and patron of the canyon should be asking himself these days and it goes without saying that their answer is "yes" in every instance where it is humanly possible for them to attend this annual outing and community interest effort....

The plan is to start the work at the forks of the road at the old mill set and go up as far as the Wm. Arthur Flat. It has been suggested that all those who can, go up to the starting point Wednesday night and camp, making a pleasant camping party and then be ready for the work in the morning

⁹Personal interview with Mrs. Mabel Peterson Butler, May 1, 1968.

¹⁰Editorial in the Manti [Utah] Messenger, April 25, 1919.

at good time. Especially is this method advised for the teams that can possible (sic) get away on Wednesday evening. Cars leaving Thursday morning should not leave later than seven o'clock.

Take your dinners, frying pans and coffee pots as well as your working tools prepared to make it a day of enjoyment as well as a day of real profit.¹¹

In other editorials, Peterson called upon his readers to support the Farm Bureau Grasshopper Committee in eliminating pests, boost the Manti baseball team, spend money in Manti, and, as has been mentioned support the Sanpete County Fair. He also advocated that Manti construct a public restroom in the downtown business section.

Although political campaigns received wide coverage in the Messenger while Peterson was editor, he did not go out of his way to endorse candidates. This seems rather strange, since it was known that Peterson was a strong Republican. It has already been mentioned that he was the Republican County Chairman in Sanpete at one time. His daughter said of him, "He didn't believe in scratching the ticket."¹² In spite of Peterson's personal political convictions, the Messenger gave no official endorsements during election campaigns. Numerous political advertisements were carried in the paper, but they were supplied by both Republicans and Democrats. Election returns were announced objectively. There was no overt rejoicing, belittling, etc. as had appeared in the Messenger in earlier eras.

Peterson frequently reprinted items in the Messenger that would be of interest to Sanpete residents. Beginning February 18, 1921, a

¹¹Ibid., May 29, 1925.

¹²Personal interview with Mrs. Mabel Peterson Butler, May 1, 1968.

series of five articles entitled "The Mormon People and their Progenitors," written by J. Hatten Carpenter, recorder of the Manti Temple, was reprinted from the Utah Genealogical and Historical Magazine. In early 1922 "The History of Manti," prepared by the Daughters of the Utah Pioneers, was printed in a series in the Messenger. Occasionally Peterson would dig into his newspaper files and reprint stories from the Messenger published fifteen or twenty years earlier. "Twenty Years Ago This Week" made an interesting column.

News of the Manti National Forest appeared regularly, as did agricultural news supplied by C. O. Stott, Sanpete County farm agent. "High School Notes" was contributed by a school reporter, and news of Brigham Young University, the Utah State Agricultural College, and the University of Utah was supplied by those institutions.

For a time, Peterson had difficulty in obtaining news from the neighboring communities. He apparently had few correspondents in surrounding towns to deliver the news. In the summer of 1919 he wrote:

Sometimes it is like making bricks without straw to get items in a small community where a lack of putting them in the reporter's way is often noticeable. The power of the printed word is unlimited and the advantages of publicity often given freely by the local paper to village news, is worth many dollars to the readers.¹³

Beginning October 14, 1921, however, correspondents again appeared in the Messenger. Orpha Christiansen reported the "Mayfield Mentionings" and Dorothy Peacock sent in the "Sterling Notes." Much news also came from Richfield, Gunnison, Ephraim, and Mt. Pleasant.

Peterson loved the outdoors. He liked to travel and frequently

¹³Editorial in the Manti [Utah] Messenger, August 1, 1919.

took sightseeing trips with his wife and daughter. In a thought-provoking editorial published in 1924, he wrote:

There are no strangers on the open road. Therefore it is good for everyone to occasionally cast aside business and take to the road. The automobile has made this mode of recreation within the reach of all. There are few so poor that they cannot command the price of a motor car--be it nothing better than a second hand and dilapidated flier. The shining motor car of the millionaire and the humble bus of the lowly tourist are parked side by side in the open spaces. They touch elbows for the time and are brothers in fact. Each gets an insight into the other's viewpoint of life and a fraternity is established....

Should you doubt this world is a friendly old place, just wheel out the old bus and take a flier into the great outdoors, equipped with only a frying pan and a bit of canvas. You will find that there is still such a thing as hospitality in the land.¹⁴

Upon returning from a trip, Peterson usually published a story in the Messenger describing what he saw. He gave a historical setting for the trip and then described the scenery, geography, road conditions, homes, people, agriculture, industry, and climate encountered en route. Reports of former Manti people visited were also included. Following are excerpts from two such sightseeing trips:

The editor and family returned Tuesday from a five hundred fifty mile trip through the Uinta Basin, visiting all the leading places in the basin and going as far east as Vernal.

No, we were not there looking for a place to locate. We were there to visit relatives and friends and to see the Basin at first hand of which we have read and heard so much.¹⁵

With fifteen hundred fifty miles registered up by the speedometer the editor's car containing the Messenger's chief pen pusher and wife and daughter rolled into the old home garage last Saturday after an absence of exactly fifteen days. The old trusty carried us safely across

¹⁴Ibid., August 28, 1924.

¹⁵News item, Ibid., July 31, 1925.

the east desert twice and traversed the Rocky Mountains from Glenwood Springs on the north to Mesa Verde National Park on the south.¹⁶

The job of editor was not all fun and vaction for Peterson, however. Probably no one could describe his task better than he did in the following editorial:

On a small newspaper like the Messenger, the editor is more things than the editorial writer. He has to write editorials, write news items, solicit and write advertisements, sell job printing, take subscriptions, read proofs, supervise the general operation on the plant, keep on good terms with the sheriff, talk sweet to creditors, seek loans from bankers and do a thousand and one things, which take time, and quite often he is forced to burn lights way into the night in order to keep up appearances and make the paper measure up to the standard.¹⁷

Advertising in the Messenger took a turn for the better when in the first issue of 1921, all advertisements were dropped from the front page. In that issue advertising made up 50 per cent of the four pages printed locally and 25 percent of the readyprint pages. Most of the readyprint advertising was national ads and that on the other four pages was local. Mrs. Cheever commented on the preparation of the local ads:

Local advertisers would bring the material they wanted printed to us and we would make the ads. Most of them just brought in some ideas and we sat down and wrote the ads for them.¹⁸

Sometimes national advertisements appeared next to local ads in that part of the newspaper prepared in Manti. National ads in the

¹⁶Ibid., September 24, 1926.

¹⁷Editorial, Ibid., August 13, 1926.

¹⁸Personal interview with Mrs. Ruby Braithwaite Cheever, May 22, 1968.

readyprint part of the paper were already printed by the Western Newspaper Union and the revenue from these ads went to the W.N.U. But national ads appearing in the rest of the Messenger were usually sent to the editor already mounted on plates. Advertisers would buy so much space in the Messenger and pay for it by the inch. Sometimes a box of copy would arrive with several advertisements in it numbered for successive use. The "out-of-town" ads helped alot.¹⁹

National advertisements during Peterson's era included Vaseline petroleum jelly, Cuticura soap, Bromo Quinine, Postum cereal, Bayer aspirin, Lucky Strike cigarettes, the International Harvester Company, Castoria, Bull Durham tobacco, Grape-Nuts, and Wrigley's chewing gum.

Local advertisers in the Messenger during the 1920's were the Manti Roller Mills, Manti Lumber Company, Manti City Savings Bank, Farmer's Implement and Hardware Company, Braithwaite and Nielson, A. O. Anderson Furniture, Seeley and Hinckley Auto Company of Mt. Pleasant, Jackson and Jackson Chiropractors, Manti Motor Company, Keller's Dry Goods Store, the Manti Service Station, Manti Mammoth Hatchery, Eliason's Millinery, Anderson Dyreng Company, and Tennant Confectionary. A column of business cards appeared weekly, and a want ad section was also published.

The following advertisement placed by the Manti Service Station in the spring of 1920 is representative of the times:

We have recently installed a gas tank and can give you prompt service. We are also equipped with a free air and free water station installed on the curb line so that you may receive gas, water and air without leaving the sidewalk.

¹⁹Ibid.

This feature is especially inviting to the lady chauffeur who may have these matters attended to without getting out of her car.²⁰

Towards the end of the decade Peterson felt a serious threat to his advertising revenue. It was also a threat to local businessmen, and Peterson tried to warn them in the following advertisement:

If you have something to sell, let the Messenger tell folks about it. For a surprisingly small amount we can take your message in to practically every home in Manti, Mayfield, Sterling and into hundreds of other homes in the county. Last week and this week two mail order houses put more than \$3,000 worth of advertising into Manti.²¹

But the mail order houses were not the only threat the Messenger faced. Radio sets were gaining in number and power in Manti in the late '20's and promised to take their share of the advertising dollar. An editorial appearing in the paper on March 29, 1929, ridiculed the value of advertising by radio and called for a license fee from owners of sets to pay for radio transmission:

The nearest to unadulterated bunk that we have known of for a long time is some of the radio "advertising" put over the air to a more or less gullible public. To us, and we believe to a great many people, such appeals to patronage are devoid of advertising value. Their greatest fault, however, is in the untruthfulness and misleading statements....²²

Newspaper attacks against radio advertising did not cease for some time, nor were they unique to the Messenger. The new communications media threatened the newspaper industry everywhere, just as television was to do twenty years later. Of interest to this study,

²⁰Advertisement in the Manti [Utah] Messenger, April 9, 1920.

²¹Announcement, Ibid., February 28, 1927.

²²Editorial, Ibid., March 29, 1929.

however, is the fact that the Messenger editor did join other newspapermen in attempting to sway public opinion against the practice of advertising by radio, although he was not against radio broadcasting per se. The following editorial is a case in point:

Wonder how many owners of radio sets around Manti are aware that this new blessing, bringing as it does so much that is worth while into our lives, now threatens to start an agitation in this country second only to the "wet" and "dry" argument? Yet a battle is looming, and all because the big chain broadcasting companies are putting a lot of cigarette propaganda on the air.²³

To the close observer this was a rather interesting attack on radio advertising, especially since Peterson's Messenger had advertised Lucky Strike cigarettes and Bull Durham tobacco freely.

One area of newspaper revenue the radio could not infringe upon, however, was that of printing official notices, financial statements, and delinquent tax lists. Being active in local government circles, Peterson was able to acquire many such printing contracts. The Messenger published yearly the Sanpete County delinquent tax list, the South Sanpete School District financial statement, and the Sanpete County financial report. Bank notices, poundkeeper notices, district court notices, and water notices from the State Engineer's Office all brought added revenue to the Messenger.

On May 31, 1929, S. Peter Peterson published his last issue of the Messenger. On the inside editorial page he bid his readers "Adeau" and welcomed his successor:

The current issue of the Messenger marks the 540 number that has been published under our direction and incidentally it is the last one. Tomorrow the ownership of the Messenger and the

²³Ibid., May 10, 1929..

responsibility for it passes into new hands. It is not without regrets nor a lack of appreciation that we write our "30," but change in life is inevitable and individuals are but pawns and must submit to fate or progress, or what ever one may choose to call it.

In our more than ten years of service to the city and the county in this capacity we have had one thought uppermost--to aid in industrial development, to promote the good as have understood it, to avoid as much as possible that which would bring sorrow or failure to any one. If success, to any degree, in these endeavors has come, we are grateful.

A newspaper to be worthy of the name must reflect the life of the community it serves, the bad as well as the good, but it is within the province of those responsible to reflect to a larger degree that which is good. Our greatest pleasure has come in emphasizing the good....

For our successor, Wm. H. Peterson, we bespeak your continued support. He is one of our boys--and that ought to mean a great deal--he knows Manti and her people, he has been brought up nurtured in her ideals and will carry them on. His school and college work has especially fitted him for newspaper work and if given the support he deserves, he will not be found wanting.²⁴

In the fall of 1929 S. Peter Peterson and his family moved to Granite at the mouth of Little Cottenwood Canyon near Salt Lake City and went into the chicken business. Peterson died in the fall of 1962.

²⁴Editorial, Ibid., May 31, 1929.

CHAPTER VII

1929 - 1946

"A PLEASURE TO SERVE"

The longest period of time spent by any one person as editor of the Manti Messenger came between 1929 and 1946. During these seventeen years William Henry Peterson, no relation to his immediate predecessor S. Peter Peterson, did much to serve the people of Manti through the pages of the Messenger. This chapter will discuss the successes and contributions he made during this time, as well as the trials and frustrations he faced.

William Henry Peterson (see Figure 9), was born in Manti in 1888 of Danish parents who had accepted Mormonism in their native land and emigrated to Utah. He attended Manti High School and was a classmate of S. Peter Peterson in the pioneer graduating class of 1909. Prior to assuming the editorship of the Messenger in 1929, William Henry had been an English teacher, basketball coach, and band and orchestra conductor at Manti High School. In later years he served as a bishop in the Manti Center Ward of the Church of Jesus Christ of Latter-day Saints (1937-1942) and also became known for his ability as an author. Some of his works, which were printed in the Messenger plant, included: The Miracle of the Mountains, a brief history of the Manti Temple; Rover the Vagabond, the story of a boy and his dog; Clinton's Complaint; Gold, Frankincense and Myrrh; and Why I Believe Every Latter Day Saint



Figure 9. William H. Peterson, Messenger editor, 1929-46.

Should Attend Sabbath Day Services Regularly.

During the editorship of William Henry Peterson the basic format of the Messenger changed very little from that of his recent predecessors. It was an eight-page paper with six twenty-inch columns. The only real changes that were made in the paper during Peterson's seventeen years seemed to be linked with the Western Newspaper Union which continued to supply readyprint for the paper. The availability of pictures, political cartoons, and high-quality news summaries and editorials furnished by the W.N.U. often determined the front-page make-up of the paper. When the Messenger could not obtain the readyprint service between 1931 and 1935 its absence was very noticeable.

Beginning with the issue of November 20, 1931, the Messenger lost its ready print section and became a four-page weekly. The half-page comic section which was added to the readyprint during 1931 no longer appeared in the paper and other special features were also discontinued. Peterson gave no comment or explanation of the change and left the subscription rate at two dollars per year.

During the early 1930's the Messenger was thus forced to obtain news items from many different sources. Stories from the Saturday Evening Post, the Philadelphia Sunday Dispatch, and the San Francisco Chronicle were printed, and a weekly boilerplate column, "This Week," written by Arthur Brisbane, covered national and international news. Guest editorials in the Messenger were written by Francis H. Sisson, president of the American Banker's Association, Frank Parker Stockbridge, and George B. Lockwood. A weekly column, "The Family Doctor," was written by John Joseph Gaines, M.D., and Nancy Hart wrote "A Woman's

Angle." News columns and occasional political or social cartoons were furnished by the Autocaster News Service.

Beginning May 26, 1933, the Western Newspaper Union furnished a boilerplate column titled "News Review of Current Events the World Over," written by Edward W. Pickard. An editorial interpretation of the week's history-making events throughout the world, this column became a regular front-page feature of the Messenger.

Local news was gathered by the editor himself, furnished by correspondents, or sent to the Messenger office by special interest groups. A. G. Kilburn, county agent in Sanpete, wrote the "Sanpete County Farm News" and the "School News" was written by a Manti High School reporter.

Peterson proved to be a capable writer himself, and in addition to reporting the everyday news, he commented on many important issues of the day. The subject of his first editorial was the impact of radio on the press:

There was a lot of talk a couple of years ago about the probable ill effect of radio on...weekly papers. We look on radio now as a perfect instrument, and we've had enough to see whether or not it is going to injure the press.

Radio has not and cannot hurt the weekly newspaper because radio doesn't provide that which residents of every small town insist upon, the personal news of themselves and their neighbors. Radio provides entertainment in the form of music and lectures; the community newspaper never pretended to offer anything of that kind, and its subscribers do not pay their money for such things in the paper. The community newspaper holds a place that cannot be usurped by either the radio or the telephone, a fact too apparent to permit of argument.¹

Other editorials of national interest written by Peterson in-

¹Editorial in the Manti [Utah] Messenger, September 20, 1929.

cluded: "The Dole a Dead Issue," "The Motor Murder Season," "The Drunken Driver," "Women and Money," and "What is Americanism?"

Peterson was a public-spirited editor who loved his community. During his editorship he wrote numerous stories to promote the welfare of Manti and Sanpete County. R. Clair Anderson, whose daughter Jane had worked in the Messenger office, said of him in a funeral speech:

He was editor for many years of the Messenger and I often thought that he ran it more for the public than he did for his own profit because as you know a newspaper is a great thing in a community. I have never seen the time that if there was some article that was good for the town that he wouldn't tear out his type and set it up again instead of spending his time collecting ads that would have paid him a revenue. He had a fine attitude on public affairs and had a good grasp of them too. I appreciated knowing him for that....²

Editorials written by Peterson in the 1930's included: "Should Manti Have a Pool Hall?," "Autos and Churches," "Playing Hookey," "Rat Killing Contest," "Over Loaded Trucks," and "Shall We Have an Ice Skating Rink?" A front-page editorial titled "Manti Has Thriving Fly Breeding Farm" was printed on May 8, 1936, and showed the editor's ability to put a point across:

Manti has now established permanently and on a big scale an up-to-date fly breeding farm, an institution which is doing a flourishing business, and which is second to none in the variety and quality of the product produced.

The industry is located on the low hills south of town, and a better location for this thriving industry could not be found. The climate is ideal, being warm enough to cause the rotting of any carcas, cat or cow, and yet not too warm for slow putrefication, a condition most essential for the incubation and breeding of strong, well developed flies, capable of carrying a full load of slime and filth....

.....

²"In Memory of Wm. Henry Peterson," account of funeral services, May 4, 1953, Manti, Utah.

It's a racket, that's what it is, and ought to be investigated.³

During the early 1930's the residents of Sanpete County, like their fellow Americans across the nation, felt keenly the effects of the Great Depression. On August 6, 1932, Peterson reported a meeting of county officials, whose actions seem very strange today but reflected the spirit of the times:

The county employees met with the county commissioners at their regular meeting Tuesday and unanimously agreed on a 10 per cent reduction in salaries. The reduction will affect commissioners, principals and deputies.⁴

Because of the financial hardships faced by many citizens, an announcement appeared in the November 18, 1932, issue of the Messenger stating that taxes could be paid in part. It was not a great surprise, therefore, when the following story appeared on January 6, 1933:

The percentage of the taxes paid in Sanpete County for the year 1932 was probably the lowest paid by Sanpete taxpayers in the history of the county. It was however, higher than some anticipated. Gunnison city was high with 68.45 per cent, Moroni was second with 67.13, per cent and Manti third with 66.67 per cent.⁵

The delinquent tax list published for Sanpete County ran thirty-one pages that year, making the Messenger of December 15, 1932, a forty-page paper.

There was not much of a political build-up in the Messenger for the 1932 presidential election. The readyprint service was not available and Peterson wrote little about the campaign. Political advertisements

³Editorial in the Manti [Utah] Messenger, May 8, 1936

⁴News item, Ibid., August 6, 1932.

⁵Ibid., January 6, 1933.

were also limited in size and number. In results announced in the Messenger, Sanpete County went for Franklin D. Roosevelt by 434 votes and Manti favored Republican incumbent Herbert Hoover by 92 votes.⁶

Peterson, a Republican spoke favorable of the new Democratic president's efforts after Roosevelt had only been in office a few short weeks:

One need not be a member of President Roosevelt's party to admire the quickness and aggressiveness with which he has set his administration to solving the major problems of the day.

The handling of the banking crisis is being rapidly followed by the same sort of decisive action on other problems...

Where the average citizen was once frankly dubious as to the future of the country, he now believes that recovery is in the process of starting--that bottom actually has been reached, and that we are ready for the up-climb. Partisan politics has been forgotten. Practically unanimous support is being given the Roosevelt Administration by newspapers and individuals of all shades of political opinion.⁷

Four years later the Democratic Party made far greater inroads into "Republican" Sanpete County. Immediately preceding the 1936 presidential election, Democratic advertisements were larger and more numerous than the Republican ads. Again, however, there were no political endorsements by the Messenger editor. Results announced on November 6, 1936, showed that Republicanism in Sanpete County was at an all-time low. The once-partisan Republican Messenger had become politically silent or independent, if not slightly Democratic in editorial content. Perhaps the paper was yielding to the national Democratic landslide which it reported:

⁶Ibid., November 11, 1932.

⁷Editorial, Ibid., March 31, 1933.

An all-time record was set by the Democratic party in this year's election, when an avalanche of Roosevelt voters covered completely all but two states in the Union--Maine and Vermont being the exception.

As fared the nation so went Sanpete County and the city of Manti. Not a single Republican survivor is to be found in Sanpete County.⁸

In May 1933 Ruby Braithwaite was called to be a missionary for the Mormon Church in the California Mission. Peterson had this to say of her work in the Messenger office:

Miss Braithwaite has been competent and faithful in the performance of her duties in the Messenger office, where she has given valuable assistance from Mr. Boyden's time to the present. She has been dependable, honest and diligent. We have certainly been pleased with her work, and have never hesitated about giving her any and all responsibilities. We will certainly miss her and sometimes wonder how we will get along without her services.⁹

Peterson didn't have to look too far for help, however. He was the father of seven sons and one daughter. Mrs. Peterson said she and her husband originally bought the Messenger thinking their sons would follow their father in the printing trade. After Ruby Braithwaite left for her mission, Wayne and Albert assisted their father in printing the Messenger a number of years, and Dale and Elliott also helped. Soon, however, they all grew up, left the Messenger, and found other fields of work.¹⁰

Beginning with the issue of December 20, 1935, four pages of Western Newspaper Union readyprint were again added to the Messenger, making it an eight-page newspaper once more. Included in the readyprint was a six-column comic section. A picture page titled "Scenes and

⁸News item, Ibid., November 6, 1936.

⁹Ibid., May 26, 1933.

¹⁰Personal interview with Mrs. William Henry Peterson, May 4, 1968.

Persons in the Current News," the "Adventurer's Club" column written by Floyd Gibbons, and other columns featuring news in the fashion world, music, science, sports, etc., were also included.

In spite of the increased variety of news brought by the ready-print, Peterson found weaknesses in his paper which he set out to change. He needed more local news to keep reader interest high and diminish the strength of his competitors--the Salt Lake Tribune, Deseret News, and radio stations--who offered their patrons much of what was provided in the readyprints, and more. He knew he could print more local news than his competition and made an attempt to present more of it:

Our readers are hereby urged to report their news items to the Messenger. Many items of interest never get into our paper because no one tells us about them. The editor is anxious to get the news, and will be very pleased to have you send in all bits of news that will be of interest to you and your friends....

Many of our good citizens would like to have certain news items appear in the Messenger, but they do not want to report them. This is not a justifiable viewpoint. We cannot write what we do not learn about, so please report to us as often and as much as you like.¹¹

During the depression years Peterson was quite lenient with his subscribers and often got far behind on his collections. In an effort to rectify this and place the Messenger on a paid-in-advance basis, he wrote the following notice:

A printing office has three sources of income--subscription (which is the least of three in point of volume), advertising and job printing. The basis of profit is computed at 25 per cent. The total amount of subscription (if every cent were collected) would not amount to as much as 20 per cent of the gross collections. But, if that 20 per cent is NOT collected it reduces the margin of profit practically to the vanishing point.

The Messenger has been glad to extend a generous measure of credit to its subscribers in the past, because it felt that the

¹¹Announcement in the Manti [Utah] Messenger, June 11, 1937.

financial conditions justified and because we thought it would be appreciated. If by reason of the fact that bills for subscription have not been presented some of our valued friends and subscribers have gotten the notion that the paper was intended for free distribution we are sorry. Maybe the fault has been all ours. But--that fault is not going to be repeated in the future....

And this means payment for subscriptions, as well as all other accounts.¹²

Toward the end of the 1930^s the readyprint carried numerous war stories, and pictures portrayed the military build-up in Germany and Japan. Reports of German invasions in several European nations made the headlines, and Hitler became well-known in this country.

American reaction to the fighting in Europe was mixed, and the pros and cons of entering war against Germany were debated harshly on both sides. In an Armistice Day editorial Peterson discussed whether or not the country should celebrate the day when the world stood on the brink of another world war. He concluded that Americans should give the day more attention than before. Guest editorials were written on "The Neutrality Act Mirage" and "That Question of War." A story on "War Hysteria" was reprinted from the Los Angeles Examiner.

On December 7, 1941, the Japanese executed a daring and successful surprise attack on United States military operations at Pearl Harbor, Hawaii. Since the readyprint was already prepared in advance and Peterson had no other means of covering national and international news, the December 12th issue of the Messenger carried no word on the attack. Instead, the front page carried stories on Manti's Christmas lighting celebration, a public hearing on the Manti City budget, skiing

¹²Ibid., August 22, 1937.

at Pole Haven, an Indian automobile accident, and a pea and tomato marketing report by G. Alvin Carpenter, extension economist at the Utah State Agricultural College. A front-page boilerplate column, "This Week In Washington," also said nothing about the attack at Pearl Harbor.

Ironically, a picture in the readyprint section of the paper showed Sabura Kurusu, special Japanese envoy, bearing his government's final terms for peaceful settlement of Japanese-American differences in the Pacific. U. S. Secretary of State Cordell Hull and Japanese Ambassador Kichisaburo were pictured with Kurusu entering the White House grounds.

The following issue of the Messenger, however, contained a great deal of news reporting public reaction to the Japanese attack. Public debate on whether America should again go to war ceased immediately. The "This Week In Washington" column reported:

Overnight following the ruthless attack and declaration of war by Japan, all conflicting groups in this city became united in their demand to crush Japan with the greatest possible speed.

All partisanship, all isolationism, all labor difficulties, and all selfish causes were swept away in the surge of patriotism which followed the realization that the United States was forced to fight--that our freedom and future depended upon the immediate mobilization of all forces to battle for our survival.

Never in history has there been such a rapid turn-about of opinion as was displayed immediately following the Japanese attack.¹³

Bulletins released in Denver by the regional office of the Office for Emergency Management were published on the front page of the Messenger to explain how the war would affect civilians. There would be no spare

¹³News item, Ibid., December 19, 1941.

tires on new cars rolling off assembly lines, ceiling prices were established for flashlights and their bulbs and batteries, and parents were advised not to talk too much about the war in the presence of their children.¹⁴

In the same issue of the Messenger that carried the first news of the war, Peterson wrote the following Christmas editorial:

"Peace on earth, good will toward men."

That was the message on one of the Christmas cards we received the other day. At first it seemed like a hollow mockery of this Christmas season when there is peace on so few parts of the earth and when men and nations are scheming to plan each other's downfall.

But as we analyze that message, most of us realize it expresses the thing we are all hoping for more than anything else. We want peace on earth and we want men of all nations to live together in spirit of good will. The bombing, the war killings, the suffering and the destruction which make the news of today merely strengthen our desire for the time when we will all live together peacefully.

One of the strangest things about our search for peace is the fact that the path to it is often a warpath....¹⁵

During the next few years war news was very dominant in the Messenger. Air raid instructions were printed on the front page, the President's war message was published, and the latest military equipment was pictured in the readyprint section. The Messenger supported national voluntary meat rationing, gasoline rationing, scrap metal drives, paper drives, and scrap rubber collections. U. S. defense bonds were advertised in every issue of the paper.

Peterson wrote editorials on "War and Religion," "Our Stake in the Pacific," "Death and Tires," and "Rubber and Hitler." The latter

¹⁴Ibid.

¹⁵Editorial, Ibid.

had to do with Manti's scrap rubber collection, which Peterson supported fully. On June 26, 1942, the Messenger carried this story:

Cedar City challenged all Utah cities under five thousand to get in the most scrap rubber per person. They may win but if they do it will be because Manti just doesn't have the rubber. Approximately 15,000 pounds or 6 lbs. per person have been turned in to the various filling stations in Manti.¹⁶

A week later it was reported that 25,000 pounds or ten pounds per person had been turned in, but Peterson was not satisfied. Two issues later in an editorial titled "Rubber and Hitler," he wrote:

Maybe we don't take this demand for rubber seriously enough. Maybe some of us are just plain lazy. But whatever the excuse, let's remember that any scrap rubber which remains in our homes instead of being turned into war industry is a valuable contribution to Hitler's war chest.¹⁷

One of the positive by-products of the war enjoyed by Sanpete County residents was the parachute plant built in Manti to aid the war effort. During the war years hundreds of local citizens gained employment sewing parachutes for the military. On June 19, 1942, the Messenger reported progress at the plant:

Employed at the plant now are 150 women. Sixty more are in training. Monday morning 75 more...will be brought to the rapidly growing plant for instruction.¹⁸

The parachute plant was a blessing to Manti residents not only for the duration of the war, but for several years afterwards. A boilerplate story carried in the Messenger on June 30, 1944, reported:

Utah's first assurance of a new and permanent post-war industry comes with announcement that the Reliance Manufacturing

¹⁶News item, Ibid., June 26, 1942.

¹⁷Editorial, Ibid., July 17, 1942.

¹⁸News item, Ibid., June 19, 1942.

Company, Chicago, will take over the Manti plant of the Parachute Company of Utah and continue its operation in filling war contracts and then into peace-time production of the nationally famous textile products made by this firm.¹⁹

The Reliance Manufacturing Company became a big advertiser in the Messenger, and the ads increased as the war danger lessened. During the war advertising made up approximately one third of the paper. More national ads appeared than before the war, with U. S. war bonds receiving the most space. Prior to the war about one fourth of the paper consisted of advertising, of which half was local and half was national.

Although war news dominated the readyprint section of the Messenger, numerous columnists provided a variety of reading entertainment to subscribers. "The Washington Merry-Go-Round" by Drew Pearson, "Walter Winchell News," "Star Dust" by Virginia Vale, "On the Home Front" by Ruth Wyeth Spears, "Spotlight" by Grantland Rice, and "Speaking of Sports" by Bob McShane attempted to enlighten and entertain readers and keep their minds off the war.

After seventeen years of publishing the Messenger, seven years longer than any of his predecessors, William Henry Peterson decided to bow out of the newspaper business. He had carried the Messenger through the depression years and World War II without missing a week. In bidding farewell, he introduced his successor and summarized his experience with the Messenger. He also commented on the help he received while publishing the paper:

With this issue of the Messenger, the present editor and owner relinquishes the reins of newspaper work to

¹⁹News item, Ibid., June 30, 1944.

LaVaun Cox, son of the very capable newspaper people, Mr. and Mrs. Roscoe Cox of Ephriam, who have owned and edited the Ephraim Enterprize for a number of years.

During the past seventeen years it has been a pleasure to serve the people of Manti, and we hope the errors we have made have not been too serious, and that the little good we have done will be of lasting benefit. Manti has made considerable advancement in this period of time, and whatever improvements have been made they have had the support of our paper.

In the matter of help, I have been very fortunate. Miss Braithwaite, who worked for me a number of years was a very capable, industrious dependable young woman. She was of great assistance to me. My sons Wayne, Albert, Dale and Elliott, have all rendered me invaluable service without which I would have failed.... To my wife I owe much for whatever I have accomplished during the seventeen years of our newspaper work. Besides taking care of our home, she has found time to help me gather news. Two other assistants have given me splendid support. Miss Jane Anderson, daughter of Mr. R. C. Anderson, has been a great asset to the Messenger.... During the last five months Mrs. Marion King has been writing news for the Messenger....

I sincerely trust that the people of this city will give Mr. Cox their full support. He is a wide-awake talented young man, who will have the help of his parents in making the Messenger a first-class weekly newspaper. Let's all get back of him.²⁰

After leaving the Messenger, William Henry Peterson returned to the Manti public schools, where he worked as a librarian for two years. He died in Manti in May 1953.

²⁰Editorial, Ibid., August 30, 1946.

CHAPTER VIII

1946 - 1960

"THE REALIZATION OF A LONG CHERISHED DREAM"

When R. LaVaun Cox took over the editorship of the Manti Messenger in September 1946, many long-time Manti residents thought they had been betrayed. Cox was a native of near-by Ephraim, and for many that was a little hard to take. If their new editor had come from another county or state he might have been accepted without much reservation. But small-town animosities sometimes loom big, and coming from Ephraim, Cox would have to prove his loyalty. Possibly this knowledge is what caused the new editor to identify his ancestry in his first issue:

With this issue of the Messenger, new publishers take over the task of trying to carry on and be worthy successors to Wm. H. Peterson and all the other fine editors and publishers who have had the paper.... It is the realization of a long cherished dream which we hope will not end in a nightmare for us or for the people of this community.

While we are comparative strangers to most Mantians, we hope to become rapidly acquainted. We feel rather at home here partly because of the fact that our...great-grandfather was second in command to Isaac Morley when the first settlers pitched camp on the south side of Temple Hill, and our...grandfather was born in Manti.¹

Unlike his two immediate predecessors, LaVaun Cox (see Figure 10), was raised in the printing business. His father, Roscoe C. Cox, had been publisher of the Ephraim Enterprize since January 1925, except

¹Editorial in the Manti [Utah] Messenger, September 6,

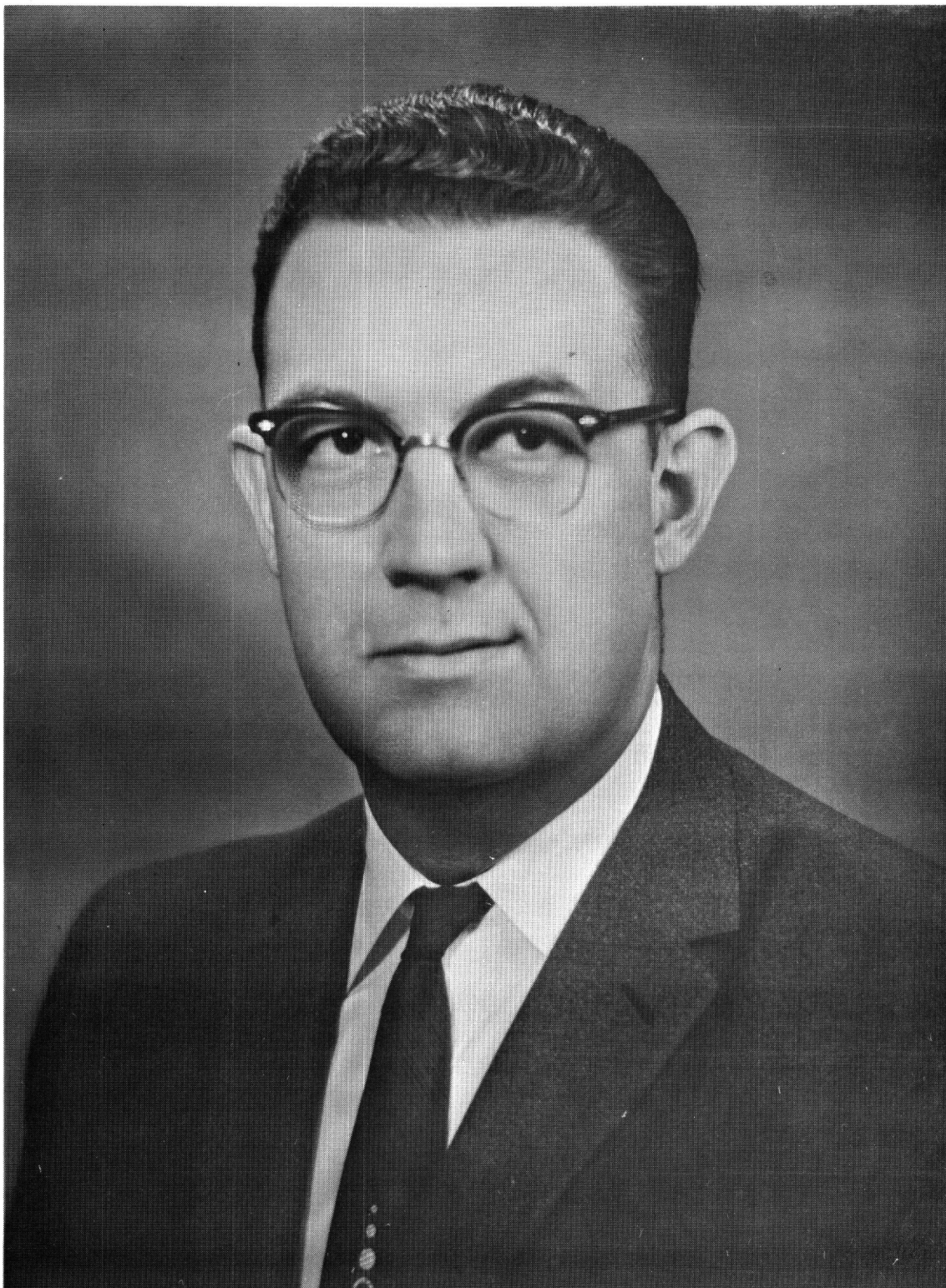


Figure 10. R. LaVaun Cox, Messenger editor, 1946-60.

for three years when he served as president of the L.D.S. Hawaiian Mission. During his youth LaVaun learned to do many of the printing jobs around the shop while helping his father print the Enterprize. In 1939 he accompanied his parents to Hawaii, where he gained additional experience working in a commercial printing plant.

On his return from the army in 1946, where he attained the rank of sergeant and worked for a time on army newspapers, LaVaun started on-the-job training as a printing apprentice with his father while collecting his G.I. bill. In August 1946 they purchased the Manti Messenger, and for the next fourteen years LaVaun was editor of the Messenger and associate editor of the Enterprize, while Roscoe Cox was editor of the Enterprize and associate editor of the Messenger.

According to LaVaun, this two-shop arrangement worked out well. The two towns are just six miles apart and much of the news in one town had news value in the other. Some weeks the two papers found that eight to ten gallies of news could be used in both edition. Cox explained briefly the news policy concerning the two towns:

We tried to point out the common interest of the two communities being in the same L.D.S. stake, the same county, the same school district, later sharing the same schools-- the junior high school in Ephraim and the high school in Manti--and also their combined interest in Snow College. The old-timers tell of the great animosity between the two communities. We like to think we had a small hand in breaking it down.²

Not all subscribers shared the editor's desire to emphasize similarities in the two communities and minimize their differences. LaVaun said for many years he had a difficult time divorcing himself

²Personal interview with R. LaVaun Cox, June 19, 1968.

from the idea in the minds of some Manti residents that his first interests lay in Ephraim. Some refused to recognize him as a Manti resident.

With a lot of the old-timers, after a dozen years or more in Manti where I made my home, where my children went to school and I was in the Lyons Club, the American Legion, the Center Ward bishopric and so forth, in the eyes of a lot of people I was still Vaun Cox of Ephraim.³

Editorially, Roscoe did most of the writing at first and LaVaun did the printing. Many of the editorials had a definite Mormon flavor to them and a few read like short sermons. The paper's editorial policy was explained in the first issue:

We have always looked upon man as much more than an animal-- as something divine and eternal. Our editorial policy will be founded on this belief and we shall try to keep it in harmony with the two verses from the Bible printed in the upper corners of the front page. We feel the great need of the world today, if men are to enjoy peace and plenty, is greater attention to the word of God such as "Seek ye first the kingdom of God and His righteousness" so that material blessings may follow.⁴

The two verses mentioned in the editorial were placed to the left and right of the nameplate on the front page of the Messenger. The scripture on the left side read: "Man shall not live by bread alone, but by every word that proceedeth out of the mouth of God." The one on the right read: "For the kingdom of God is not meat and drink: but righteousness, and peace, and joy in the Holy Ghost."

One of the first religious editorials dealt with members of the predominant Mormon Church and the principle of repentance:

³Ibid.

⁴Editorial in the Manti [Utah] Messenger, September 6, 1946.

Most readers of this paper are members of a church which proclaims as its first principle, faith in the Lord Jesus Christ, and as its second, repentance. Yet, if one is to give ear to a lot of talk and criticism which have been going on so freely in these parts the past few months, it would seem there is little belief in that divine doctrine of repentance. Having known or heard of a weakness of a man, they judge him forever by that weakness and completely ignore the fact that there is such a divine principle as repentance. They forfeit the many recorded instances of the Christ forgiving the repentant sinner. Denying the principle of repentance for another, they make of themselves unrepentant sinners.⁵

On March 14, 1947, a caption above the editorial column showed that the Messenger was an active member of the National Editorial Association and a national representative of the Newspaper Advertising Service, Inc., an affiliate of the National Editorial Association. Soon guest editorials appeared in the paper written by Dr. George S. Benson, director National Education Program, Searcy, Arkansas; DeWitt Emery, president Small Business Men's Association; Dr. Norman Vincent Peale, well-known Protestant clergyman, and others.

Roscoe Cox continued to write editorials for the Messenger, however, frequently speaking out on national issues. Some of his more powerful comments were directed at John L. Lewis and his national coal mining strikes, and against U. S. Supreme Court decisions restricting prayer and limiting religious education in the public schools.

The first week the Coxes began publishing the Messenger, Rebecca C. Peterson was hired as local reporter. For eight years she did a good job of uncovering some very human and interesting local news. An announcement in the first issue of the paper solicited local news from the community:

⁵Ibid., February 28, 1947.

The Messenger publisher will greatly appreciate any help or tip given Mrs. Rebecca Peterson, phone 96-J, in her work of gathering news for the paper. Try to get the news to her before Tuesday noon of each week if possible.⁶

Mrs. Eleanor J. Kjar took over the local news reporting when Mrs. Peterson left Manti in 1954.

To fill space numerous quotes from famous men were printed in the paper. Among those quoted were David Hume, Benjamin Harrison, Burke, Carlyle, Thoréau, Bacon, and Lowell.

In addition to the readyprint service provided by the Western Newspaper Union, the Utah State Press Association put out a column on news of Utah titled "Under the Capitol Dome." This column provided Manti readers with political, social, and economic news of the state for several years.

Two years after the Coxes took over the Messenger the paper changed sizes. This change was announced in the issue of September 10, 1948:

With this week's issue, the paper goes to a new sized page, one that is rapidly becoming standard with weekly newspapers throughout the land. Instead of a 6-column page as in the past, each page now has seven columns which gives more space both for the market news (advertising) and other news matter.⁷

In that same issue of the paper the four pages of readyprint had also been changed to the seven-column format.

According to LaVaun Cox, approximately 60 per cent of the advertisers included the Manti Meat Market, Manti City Bank, F. S. Carpenter & Son, Bradley's AG Food Store, Ladies Style Shop, Jensen's

⁶Announcement, Ibid., September 6, 1946.

Department Store, Fashion Cleaners, Simmon's Furniture and Hardware, Elliot's Pharmacy, Barton's, and others. The Messenger also published a classified ad section each week. For the advertiser who would guarantee to run an ad every week the paper would offer a significant discount. Cox explained how this worked:

I think a business large or small has got some attraction or should have some attraction for his customer on a regular basis. If Bradley's AG, Carpenter & Son, or stores like this would run an ad every week we would give them a discount at the end of the month. It might amount to almost one ad per month free. But regular as they were, if they missed a week during the month they got no discount. This was to encourage them to make advertising a regular thing.⁸

Frequently local advertisers liked to design their own advertisements. Some, however, relied entirely on the Messenger office to make-up their ads. Cox commented on the matter:

There were some merchants who took great pride in making up their ads and they were pretty good at it a lot of the time. We also had mat services whereby we could cast mats of blankets or groceries or whatever the item may be, and we attempted to help this way. But given merchants liked to design their own ads. For others you could start with a heading, a clipout, a suggestion, or something with a felt brush and work from there. Some would resist that kind of thing. Every one was a little bit different.⁹

In 1946 the display advertising rate was thirty cents per column inch, legal advertising was ten cents per legal line and reader advertising was ten cents per line with a minimum charge of twenty-five cents.¹⁰ In 1952 the display advertising rate changed to forty-nine

⁸Ibid., September 10, 1948.

⁹Ibid.

¹⁰Notice in the Manti [Utah] Messenger, September 6, 1946.

cents per column inch, but the other rates remained the same.¹¹

During the early 1950's a national press campaign was launched whereby the Utah State Press Association was licensed to sell national ads for all weeklies in Utah. Other state press associations worked in a similar manner. In this way national firms could contact press associations and place ads in all of a state's weeklies and pay for it in one check. The Utah State Press Association, when receiving such a contract, would then make payments to the weekly editors for running the ads. Sometimes ads were placed with the Utah State Press Association by the American Newspaper Representatives, a national association of state press associations which arranged with national firms to place ads in weeklies all across the nation.¹²

Prior to arrangements made with the Utah State Press Association, many national ads came directly to the Messenger for publication. Cox explained how these ads were handled:

National ads such as Chevrolet and Hudson came in either mat form or cast form and we didn't have to set anything but the signature. And detailed instructions on the size of the signature and total size of the ad would come with them. But this was a long-range thing, something we couldn't sell and something we couldn't check-up on, and we actually encouraged the Utah State Press Association to take over these accounts even though they were established.¹³

National advertisers who frequently placed ads in the Messenger included Lane cedar chests, Buick, Ben-Gay, Mother's Oats, Clabber Girl, Pfaff sewing machines, Standard Oil, Utoco, Chevron, Pontiac, Chevrolet,

¹¹Ibid., February 22, 1952.

¹²Personal interview with R. LaVaun Cox, March 3, 1968.

¹³Ibid., June 19, 1968.

Hudson Hornet, and many more. Morgan David Wine, Old Hickory Bourbon, and Country Fair Bourbon were also advertised in the Messenger, a matter which brought some feedback to the editor from staunch Mormon subscribers who were stongly opposed to their town's newspaper advertising liquor. When two local church officials approached Cox on the subject, he said he would watch the local stores for one year and see how his ads affected sales. At the end of a year, overall alcohol consumption had not increased but preferences had changed somewhat. As Cox put it, "Old Hickory went from the top shelf down to eye level and they ran quite a few ads in the Messenger."¹⁴

Beginning with the issue of February 22, 1952, the scriptures to the right and left of the nameplate were changed to statements concerning weekly newspapers and advertising. The statement on the right read: "Weekly newspapers are American's best-read publications today." The one on the left read: "Every Successful business in America uses some kind of printed advertising."

In the early spring of 1952 the Western Newspaper Union discontinued its publication of readyprint for the nation's weekly newspaper. It came as a real blow to country editors and rural readers. In an announcement titled, "We Lose a Valued Service," Cox wrote:

With the last issue the "readyprint" or "patent inside" section of this paper ceased. For many years pages 2,3, 6 and 7 of this paper have been printed in Salt Lake City and contained feature material gathered and prepared by the Western Newspaper Union on a national basis.

Nearly all country weeklies throughout the nation have had this service which consisted of material ranging from a comic section, jokes, fiction, household hints through out-

¹⁴Ibid.

standing comment on national and world affairs by nationally known writers. Many weeklies could have never stayed in existence without this service.

But now it is ended. The Western Newspaper Union, with branches in most principle cities of the nation, has found that increasing cost of newsprint and of other items has made impossible the continuance of this service on a paying basis

.....

Now every weekly, no matter how small, is faced with the necessity of printing all of each issue at home. Just how much feature material can be furnished remains to be seen. Many of the features formerly carried in the readyprint section will be available to us in mat and plate form. We will appreciate hearing from our subscribers as to what features they would like, and will endeavor to obtain them for publication if the requests justify it....¹⁵

With the issue of April 4, 1952, the Messenger became a four-page weekly in which national and international news was very limited.

A few readyprint features of the Western Newspaper Union did appear in the Messenger in subsequent issues, but they soon disappeared altogether. Guest editorials increased slightly. "Under the Capitol Dome," a weekly column of Utah news, continued to be furnished by the Utah State Press Association, but other than that the news had to be gathered and printed at home.

Beginning with the April 18, 1952, issue of the Messenger, Cox started an editorial column which he called "Messin' Around." In this column he commented on numerous everyday happenings in Manti, promoted community projects, handed out bouquets or a slap on the back to deserving citizens, and did some occasional ear-pinching.

On November 7, 1952, the Messenger carried a story announcing

¹⁵Announcement in the Manti [Utah] Messenger, April 4, 1952.

the arrival of a new form of competition to Utah's weekly newspapers:

More than three-fourths of the people of Utah will be seeing television in their home towns by the middle of this month, according to information received from Salt Lake TV stations. The reception in this area will not be as complete as in metropolitan areas, for there will not be a large group of towers capable of transmitting picture this far....¹⁶

It is not known how much competition television actually offered the Messenger, but over the years it has probably been small since the television stations in distant Salt Lake City are so different from the Messenger in purpose and news content. Since the readyprint service was discontinued, the Messenger has not attempted to offer national or international news coverage and other features that compare with the program coverage of television.

In 1954 H. LaVaun Cox was elected president of the Utah State Press Association. During the months of June and July he and his wife Shirley spent about a month and a half away from Manti representing the state's weeklies and small dailies. While they were gone Roscoe Cox looked after the affairs of the Messenger. A trip to Washington, D.C. was reported on the front page of the paper July 2, 1954:

Attending a banquet in Washington, D.C. Tuesday evening at which President Dwight D. Eisenhower was the speaker was the highlight of a trip east by Vaun and Shirley Cox, according to letters received Thursday morning.

As president of the Utah State Press Association, Vaun is representing the weeklies and small dailies of the state at the annual convention of the National Editorial Association.¹⁷

For several weeks reports on this trip were written up in the "Messin' Around" column from letters LaVaun wrote to his father.

¹⁶News item, Ibid., November 7, 1952.

¹⁷Ibid., July 2, 1954.

On April 2, 1954, new statements again appeared to the left and right of the Messenger nameplate. The one on the left read: "Revere the Manti Temple, one of the world's outstanding religious structures. It's a landmark to be thankful for." The statement on the right read: "Boost Snow College, an educational institution of which all this area can well be proud and for which all should be grateful."

Undoubtedly the Messenger's biggest sports story of the 1950's could be claimed by Snow College when its basketball team finished second in the 1954 National Junior College Basketball Tournament played in Hutchinson, Kansas. The Ephraim school lost the final game to a team from Moberly, Missouri, in an overtime, 55-49. Two-thirds of the front page was used to write-up the tournament games, announce the selection of Hal Jensen and Gordon Kirby to the Junior College All-American team, and welcome Coach Jim Williams and his Snow Badgers back to Ephraim.¹⁸

Probably the biggest political story of the decade was the startling announcement that Utah Congressman Douglas R. Stringfellow, in the face of extensive questioning by the Army Times, publically admitted that the well-known stories of war heroism for which he had become famous from coast to coast were a hoax. LaVaun Cox, who at the time was in Chicago representing the Utah State Press Association at a national convention of weekly newspaper publishers, did an excellent job reporting his colleagues' reactions to Stringfellow's confession:

"...Do you know him?"
 "Yes, he's from my district."

¹⁸Ibid., March 19, 1954.

"Is he a good Republican?"

"Well, everyone considered him so..."

"Is he a native of your state?"

"Yes, I believe he is, but I'm not certain."

"Is he a Mormon?"

"Yes, he even delivered the commencement address at the church college (BYU) last spring."

They seemed to be the most common questions and the answers we gave...

We got a kick out of it at first, but soon felt that the shame the Congressman had brought on himself was also causing a smudge on our state, the L.D.S. Church, and on a political party which must have been ignorant of the extent of his deception. Then it wasn't much fun to answer questions about "Our Stringfellow."

.....

For Stringfellow--we hope he goes forth and carries out his pledge to make amends to all of those who have suffered or been shamed by his actions. We believe this will be largely possible in a country where the art of forgiveness is still a very real part of life.¹⁹

In spite of Stringfellow's exposure, the Republicans continued to carry Sanpete County during the 1950's. Following the Republican landslide in the 1956 presidential election, Cox wrote in "Messin' Around:" "As one good Democrat said, 'It was a dirty trick of the Republicans to hold an election without telling us about it.'"²⁰

In an effort to break-up this Republican monopoly, Cox ran as a Democrat in 1958 for the Utah State Senate and was elected in his first bid for public office.²¹ He was a state senator from 1959 to 1963 and served as senate majority leader in the Thirty-fourth Utah Legislature. He was chairman of the Education and Welfare Committee and

¹⁹Ibid., October 22, 1954.

²⁰Editorial, Ibid., November 9, 1956.

²¹News item, Ibid., November 6, 1958.

and the Utah Legislative Council from 1961 to 1963.²²

Starting January 22, 1959, Cox printed his first "Report From the State Senate," a column he continued each week while the legislature was in session.

Beginning with the issue of July 9, 1959, the statements to the left and right of the Messenger nameplate were changed once more to boost Sanpete County. The statement on the left read: "SANPETE VALLEY is a lovely place to live. Support every move to increase local water supply, industry, etc." The one on the right read: "INTER-COMMUNITY COOPERATION will help make Sanpete County what it should be--one community with common interests and aims."

On February 18, 1960, the statements were removed altogether and the nameplate was shifted to the right. The two left columns were then run to the top of the page.

During the period LaVaun Cox was editor of the Messenger, the paper received two significant awards from the Utah State Press Association. In a story appearing February 20, 1958, it was announced that the Messenger, the paper received two significant awards from the Utah State Press Association. In a story appearing February 20, 1958, it was announced that the Messenger had received the 1957 U.S.P.A. General Excellence Award for weeklies with less than 850 subscribers. During Cox's editorship, the Messenger circulation increased from 553 in 1948²³ to 744 in 1959.²⁴ In a story published on February 18, 1960,

²²Personal interview with R LaVaun Cox, June 19, 1968.

²³N.W. Ayer & Son's Directory of Newspapers and Periodicals, (Philadelphia: N.W. Ayer & Son, Inc., 1948), p. 978.

²⁴Ibid., 1959, p. 1017.

it was reported that the Messenger was unable to compete in 1958 because of the 1957 award.

On October 27, 1960, Cox published his final copy of the Messenger. In a front-page story he introduced his successor and summarized his fourteen years with the paper. This summary included a detailed account of the equipment Cox added to the Messenger plant:

The Manti Messenger will be published under a new owner, Larry Stahle, beginning next week, after fourteen years and two months under the current owners. In our final issue, we offer our very best wishes to the new owner and urge local folks to continue to support the newspaper as they have in years past.

.....

During our ownership, we have replaced or improved practically every piece of equipment in the shop. Only our proof press and paper cutter are left from the list of working equipment we purchased in 1946. Production was one of our first problems and we purchased an offset press, which will run automatically at speeds up to 6,000 per hour. This is widely used for ruled work and for printed items which are usually repeat orders. Next, we purchased a Kluge automatic press for automatic production of letterpress printing. We backed this up with a new series platen press of the hand-few variety to replace our old one. A new variable speed motor added to the value of this piece of equipment. With our press production in good order, we purchased a new caster, which enables us to cast newspaper mats nearly page size.

A better type setting machine was next on our list and we purchased a Model B Intertype to replace the old Model L Linotype which had served for so many years. This machine has had a great impact on the looks of our paper and on our job work. With it we can set type from 6 point to 24 point and we have a fine assortment of 15 fonts of mats and 8 magazines to keep this variety available for immediate use.

Our next move was in the press field and we sought a press with a larger size and greater speed than the Kluge. We purchased a Miehle Vertical, which will print everything



Figure 11. Messenger office,
35 South Main Street, Manti.



Figure 12. R. LaVaun Cox, at work
on the Kluge.

from a postal card to a 14 x 20 inch poster at speeds up to 4500 per hour. In a consolidation with Ephraim, we installed our newspaper press in Manti....²⁵

Since leaving the Messenger, Cox has been living in Salt Lake City where he is executive director of the Utah Petroleum Council and western division manager for the Rocky Mountain Oil and Gas Association. Utah Governor Calvin L. Rampton recently appointed him a member of the Utah State Road Commission, a position he will hold until April 1971.²⁶

²⁵News item in the Manti [Utah] Messenger, October 27, 1960.

²⁶Personal interview with R. LaVaun Cox, June 19, 1968.

CHAPTER IX

1960 - 1967

AN OPTIMISTIC FUTURE

The present editor and publisher of the Manti Messenger, Larry Stahle, was no newcomer to the printing trade when he succeeded R. LaVaun Cox on November 3, 1960. Stahle was raised in the newspaper business and had followed printing trades all of his life. He was a part of the crew at the Davis County Clipper in Bountiful, Utah, in his early youth. This newspaper has been owned and operated by the Stahle family for more than seventy-five years. Stahle's grandfather, John Stahle, Sr., was one of the paper's founders in the 1890's.¹

Stahle received his education at public schools in Bountiful and graduated in 1951 from Davis High School in Kaysville. While attending Davis, he participated in the publishing of the school paper. In the years following graduation he worked at a variety of printing establishments, including the Western Hotel Register Company, the Deseret News, the Ogden Standard-Examiner, and the Newspaper Agency Corporation. While working the night shift at the N.A.C., he attended the University of Utah as a day-time student.²

Stahle maintained Messenger membership in the Utah State Press

¹News item in the Manti [Utah] Messenger, November 10, 1960.

²Ibid.



Figure 13. Larry Stahle, Messenger editor, 1960--.

Association and the National Editorial Association, thereby receiving the same national advertising and editorial services obtained by Cox. Some guest editorials appeared in the Messenger, but most editorials and news items were local. Roscoe C. Cox, who continued to edit the Ephraim Enterprise, wrote several editorials which were also printed in the Messenger. Stahle became publisher of both papers.

On March 9, 1961, the Messenger nameplate was enlarged to spread across the entire width of the front page. Printed in shadowtype, the enlarged nameplate gave the paper a fresh modern appearance. The paper also adopted an eight-column format on each of its four pages.

On July 20, 1961, the column rules were eliminated, and the Messenger became one of Utah's first weekly newspapers to use white space between the columns.² The paper then returned to a seven-column format.

Other noticeable changes in the Messenger shortly after Stahle became editor included the placement of local personals under a two-column heading, "News of Your Friends in the Manti Briefs," and a two-column "Society" section in which news of weddings, engagements, club activities, and family socials were placed. Other new columns in the paper were called "Word from the Wards," "New Infant Arrivals," and "School News."

Starting July 6, 1961, a series of articles on "You and Your Health" was printed in the Messenger, furnished by the Utah State Medical Association. "Shots from the Mountain" by Kenneth Tuttle,

²Personal interview with Larry Stahle, June 21, 1968.

conservation officer for the Utah Fish and Game Department, appeared frequently in the paper, as did "Your County Agent Says," a column written by county agent Del C. Purnell.

Beginning September 14, 1961, Stahle started a column titled "STAHLE STUFF," in which he commented on events of the week, announced changes in newspaper policy, complimented persons or groups on their achievements, wrote brief editorials, or printed jokes. After fourteen months of printing the Messenger, Stahle was bothered by inefficiency in his publishing process and he faced the problem in his column:

Heretofore in the past, we have taken news at the very latest hours and consequently have been required to spend the a.m. hours down at the office trying to publish a paper. This method of living is just getting us nowhere so now we must ask the help and support of all so that we may be able to hug our pillows a little longer each night and still be a prompt newspaper. Consequently it has become necessary to put a deadline on the items to go in the club notes, word from the ward, society, new infant arrivals and Manti Briefs. We would appreciate having them to our correspondent by Monday evening to enable Eleanor Kjar to submit them to us on Tuesday morning.

This news must be processed into type, locked in the pages, printed, folded and addressed. This chain of activity requires a rigorous schedule to complete.³

Mrs. Eleanor P. Kjar, who had gathered Manti news for LaVaun Cox a number of years, quit working for the Messenger in the summer of 1964, and Joyce Stahle, wife of the editor, assumed the responsibility for gathering Manti news beginning August 6, 1964. Mrs. Stahle assisted her husband in numerous ways, including selling ads, job printing, folding, and bookkeeping.

Mrs. Stahle later divided the town into geographic areas and

³Announcement in the Manti [Utah] Messenger, January 4, 1962.

employed local correspondents to gather the news. "South Shorts" was written by Janet K. Hughes, Joy Clarke gathered "North Notes," and Center Chat" was compiled by Julia Graham, who was later replaced by Bernice Keeler.

Dona S. Peterson obtained news from the neighboring community of Sterling.

Although Stahle might not have enjoyed quite the same working relationship with Roscoe Cox as Roscoe's son LaVaun did, the two Sanpete editors nonetheless maintained an excellent system for gathering and publishing news which Manti and Ephraim had in common. Stahle estimated that since he began publishing the Messenger in 1960, some 30 to 40 per cent of the news gathered had been published in both the Ephraim Enterprize and the Manti Messenger.⁴ This included news of the L.D.S. South Sanpete Stake, school district news, news of county commission meetings, news of Snow College and the Manti Temple, or any major happening in either town which generated broad public interest.

National and international news was very limited in the Messenger, and political news was non-partisan. Advertisements from both major parties appeared in the paper. Political endorsements were rare. Occasionally, however, national news did appear in the Messenger if Stahle found particular local interest in special events or persons. One case stands out where a national figure made local news, or should it be said that Sanpete County made national news?

In the March 6, 1964 issue of Time magazine, Sanpete County was

⁴Personal interview with Larry Stahle, June 21, 1968.

mentioned in a news article. Mrs. Lenore Romney, wife of Michigan Governor George Romney, was asked how she would enjoy living in Washington, D.C., should her husband seek the United States presidency and be successful. She was quoted as follows:

I do not daydream about the possibilities of being in Washington. I am completely happy here. If we end up in Sanpete County, Utah, or any other desolate spot, we can still be happy.⁵

Stahle added the following comment to Mrs. Romney's statement, which he printed in the Messenger:

More and more Sanpete residents are learning of this remark and are taking exception to it. Following are parts of two letters that have been sent to Mrs. Romney protesting her inference about Sanpete.⁶

Letters written by R. LaVaun Cox, former Messenger editor, and Roscoe C. Cox of the Ephraim Enterprize were published criticizing Mrs. Romney for her remark and pointing out the natural and cultural beauties of Sanpete. A few weeks later her reply to Roscoe C. Cox was printed in the Messenger:

My reference to Sanpete County has been misinterpreted. What I was trying to convey was that wherever we lived, no matter how remote, we could always be happy. I could have used any county and should have done it because I know very little about your beautiful area.... I am glad to receive the brochure which you sent me and I have received a flood of mail from the enthusiastic citizens of your area....⁷

In the fall of 1964, a Sunday evening study club was organized in Manti to discuss issues vital to the future of the United States.

⁵News item in the Manti [Utah] Messenger, March 19, 1964.

⁶Ibid.

⁷Ibid., April 2, 1964.

Particular emphasis was placed on the civil rights movement in America and the reapportionment of state legislatures. In an editorial entitled "Wake Up and Smell Your Freedom Buring," Stahle wrote:

Has the Supreme Court of the United States, coupled with the Congress and political maneuvering caught this country in a position which will result in a great loss of freedom for the average citizen? Our answer to this is an overwhelming yes.

To the skeptic who takes issue with this matter, let it be pointed out that it was the high tribunal of this country who unleashed the civil rights problem which has now grown to such proportions that half of this country is torn in racial strife. Violent demonstrations, political maneuvering by both parties have netted the country a new law--the civil rights law. This law is designed to alleviate discrimination against the Negro which is a noble cause--but seems to discriminate now against the white man. If two men appear for a job, one colored and one white and both are qualified, the colored man must be hired or the businessman finds himself in deep trouble.

Laying aside the racial strife of the nation, the Supreme Court has now issued another edict which is bound to have far-reaching effects throughout the country. This new proclamation points out that all state legislatures must reapportion themselves, giving representation into the hands of the majority of the people and leaving rural groups with very thin representation.

.....

The promises of individuals seeking office may sound inviting, but underneath they may accomplish nothing more than weaken the foundation of your nation, hit your purse strings harder and create a welfare state....⁸

Several letters printed in subsequent issues complimented Stahle on his editorial, causing him to remark in "STAhLE STUFF:"

It was very gratifying to hear the response from the people who called or wrote letters regarding the editorial about how we are losing our freedom. An

⁸Editorial, Ibid., September 10, 1964.

editor is rewarded to know that some work he endeavors to do meets with the approval of the readers.⁹

The editorial that caused the biggest fuss in Manti, however, was one on chlorination, written by Stahle for the issue of March 23, 1967. Titled "It Can't Happen Here! But it Has!" the editorial said:

In the city council meeting held last Monday night, a resolution passed to chlorinate all Manti culinary water. We are strongly opposed to having this decision foisted upon us without more study to find a better solution. A one night council meeting with representation from only one way of thinking is hardly a fair basis for a decision.

In the past years since World War II, the Federal Government has been laying down more and more edicts which states must comply with or face the threat of losing any federal aid which may be due the state.

.....

Citizenry in small towns such as Manti, often feel that the laws made in Washington and many of the subsequent measures passed in Utah, will have little effect upon them. But now they had better open up their eyes and take a good look.

It can't happen here? You had better wake up now or forever be tasting your water.¹⁰

Most reaction to the chlorination editorial was favorable, but the city council was greatly upset by the story. At least some credit for the fact that Manti water is still not chlorinated must go to this editorial.¹¹

Usually editorials printed in the Messenger received little or no reaction from subscribers, however. Mrs. Stahle said it was very

⁹Ibid., September 17, 1964.

¹⁰Ibid., March 23, 1967

¹¹Personal interview with Mrs. Larry Stahle, June 21, 1968.

difficult to anticipate how townspeople would accept editorials. She said she expected little feedback on the chlorination story, but thought an editorial she wrote advocating the removal of numerous old barns within the city limits would bring a strong reaction from Manti residents. The latter brought no comment whatsoever from subscribers, while the former had far-reaching effects that were not anticipated.¹²

The top sports story during Stahle's editorship came when the Manti High School basketball team won its first state title in the history of the school. Stahle gave the story front-page coverage:

The Templar basketballers, under the direction of coaches Wilbur T. Braithwaite and Glen Goodwin, snared the state Class B title for the first time in the history of the Sanpete school....

.....

A royal welcome was given the champs upon their arrival about 11 p.m. in Ephraim on Saturday night. The affair was complete with speeches and cheers. The same agenda was followed in Manti and Sterling. A huge motocade made its way from Ephraim to Sterling. One student remarked it looks (sic) like a solid mass of headlights from the south exit of Ephraim to the north entrance of Manti.

The noisy, horn-honking motorists, escorted by the police from Manti, brought many sleeping citizens to their window to see what was going on. The basketball team was treated to a ride on the fire engine.¹³

Advertising made up approximately 60 per cent of the Messenger during the 1960's most of which consisted of local ads. American Newspaper Representatives continued to place national ads with the Utah State Press Association, which placed them with Utah weekly newspapers. The policy was one order, one billing, one check. Under this

¹²Ibid.

¹³News item in the Manti [Utah] Messenger, March 24, 1966.

system, payment to Stahle for national ads printed in the Messenger came directly from the Utah State Press Association. The display advertising rate was seventy cents per inch of five cents per line. Classified ads were printed at three cents per word.

Stahle had some trouble with subscribers in the matter of payment for classified ads and subscriptions. On March 25, 1965, he wrote:

I would like to take this opportunity to explain something which I know has bothered many of you lately. That is the payment in advance for classified ads and for your subscription to this paper.

Well, in the matter of the classified ads, it just isn't feasible to do it any other way. Most of the weekly papers have now adopted this same policy.

The reason behind this rule is that classified ads are a very reasonable form of advertising. Our rate is 3¢ per word or a 50¢ minimum. Typesetting, makeup and printing the paper, not to mention the postage and other costs of the paper soon eat up that sum. If you have to add the cost of billing for the ads, well it soon becomes a losing proposition. Most paper adopting this rule have also raised their rates to 4¢ and 5¢ a word with a \$1.00 and \$1.50 minimum.

On the advance payment of subscriptions, we are bound by the golden rule of the U. S. Postal Service. This law requires papers and magazines holding the second class mailing permits to swear each year that you have paid-up subscription list. If you don't maintain this you are in jeopardy of losing your permit.¹⁴

Beginning January 1, 1967, the Messenger subscription rate was changed from three dollars to four dollars per year.

The Messenger circulation has remained quite constant since Stahle became editor in 1960. At the end of 1967 it was slightly more than 750. The Manti-Sterling area had about 450 subscribers, with some 300 copies of the paper being sent out of town.¹⁵

¹⁴Editorial, Ibid., March 25, 1965.

¹⁵Personal interview with Larry Stahle, June 21, 1968.

Practically every piece of equipment in the Messenger plant was replaced shortly after Stahle became editor. The first major change came in October 1962, when Stahle purchased the Miehle flatbed press from the Richfield Reaper. At that time he also acquired a Mentges folder, which was the first automatic folder to be used in Manti. Prior to that date all issues of the Messenger were folded by sticks or by hand. Stahle also obtained an Acme electric mailer to send out the Messenger, but this was later replaced by a modern new addressograph. He also added new hand type and changed the body type used by the press. In April 1965 a Fairchild scanograver was purchased to increase picture quality, add efficiency, and reduce costs.¹⁶

Summary and Conclusions. To write a descriptive, chronological history of Manti's six country newspapers and their editors and publishers was the purpose of this study. A century of journalism has been traced, beginning with the January 31, 1967, pen and ink issue of the Manti-Herald, continuing through five additional newspapers including the present voice of Manti residents, the Manti Messenger. The other newspapers listed chronologically were the Home Sentinel, the Manti Times-Reporter, the Sanpete Democrat, and the San Pete Free Press.

Twenty-six editors and publishers have guided Manti's six newspapers during the century 1867-1967. Sixteen of these journalists have been associated with the Manti Messenger, which has existed

¹⁶Ibid.

continuously under one name since October 13, 1893.

Special emphasis was placed on describing the characteristics and tone of the publications themselves, and biographical material on the editors and publishers was included where possible.

The study of necessity recorded a sprinkling of the political, economic, social, and religious activities of Manti residents during the different newspaper eras. Manti industries, civic accomplishments, and social advances were interspersed in the study to show the manner in which the community and its newspapers interrelated and to capture the spirit of the times.

Whether the newspapers were edited by well-informed and aggressive editors or ignorant and backward journalists, they played an important role in the development of Manti. Some of the editors contributed significantly to the progress of the community by publicizing civic projects and promoting worthy causes; others sought simply to realize their own selfish goals and earn a living as best they knew how. Editorially, Manti newspapers have taken strong stands on many important issues, both national and local. Other worthy issues have been neglected, ignored, or left to the large metropolitan newspapers and other media. It seems reasonable to conclude, however, that Manti newspapers have maintained a close relationship with their community. This seems to be particularly true of the present Manti Messenger, which has worked consistently in the interest of Manti and Sanpete County promoting good schools, cleanliness, honest government, economic progress, and a healthy social environment.

Prospects for the future of Manti journalism look good. The Messenger is well established in the hearts and minds of Sanpete

residents. Despite the fact that the community is not growing in population, editor Stahle has been able to maintain a circulation of more than 750. Some 40 per cent of the subscribers live outside of the Manti community.

One bright spot in the future lies in the advantages of offset printing. According to Stahle, the Messenger will gradually change to offset printing beginning July 1968. News copy will be typed on perfatape to be read by a justewriter machine, which types the copy out justified--i.e., if one line is short the machine will put in extra spaces so that the line fills the column. The columns of print are then waxed on the back and pasted on sheets to be photographed by a camera. Negatives are next opaqued and placed on pre-sensitized plates. Light then shines through the negatives and burns images into aluminum plates. When a developer is wiped across the plates the images become visible. These aluminum plates are finally set on a Fairchild Webb offset press, which prints from a roll of paper rather than being sheet fed. The offset process will greatly simplify printing and will require less trained help.¹⁷

Stahle is optimistic about the future. He is in Manti to stay. He recently built a new home not far from the Messenger office, which is good evidence of his commitment to Manti and its newspaper.

¹⁷Ibid.

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APPENDIXES

APPENDIX A

CHRONOLOGICAL CHART OF MANTI, UTAH, NEWSPAPERS: 1867-1967

The Manti Herald (1867)
(1867)

The Home Sentinel (1885)
(1893)

The Manti Times-Reporter (1892)
(1893)

The Manti Messenger (1893)

The Sanpete Democrat (1898)
(1901)

The San Pete Free Press (1901)
(1903)

(1967)



APPENDIX B

CHRONOLOGY OF MANTI, UTAH, JOURNALISH: 1867-1967

THE MANTI HERALD

Jan. 31, 1867--F. C. Robinson, editor and publisher

THE HOME SENTINEL

Apr. 24, 1885--James T. Jakeman, manager; Daniel Harrington, editor
Aug. 5, 1886--James T. Jakeman, manager; William K. Reid, editor;
L. A. Wilson, associate editor
Sept. 2, 1887--James T. Jakeman, manager; J. M. Sjodahl, editor
Apr. 10, 1889--James T. Jakeman, manager; N. H. Felt, asst. manager
Jan. 20, 1890--N. H. Felt, proprietor and manager
Jan. 21, 1890--Ward Stevenson, managing editor; H. G. Bradford,
associate editor; N. H. Gelt, business manager
Feb. 6, 1892--Sam M. LeRoy, editor and publisher
Aug. 19, 1893--Ward Stevenson, editor

THE MANTI TIMES-REPORTER

July 16, 1892--E. A. Gregory, editor; N. H. Felt, business manager
Dec. 1, 1892--E. A. Gregory, manager; Ward Stevenson, asst. manager
May 12, 1893--Ward Stevenson, editor

THE SANPETE DEMOCRAT

June 1898--L. A. Lauber, editor and publisher

THE SAN PETE FREE PRESS

1901--L. A. Lauber, editor and publisher

THE MANTI MESSENGER

Oct. 13, 1893--Joel Shomaker, editor; Manti Printing and Publishing
Company, publisher until November, 1909.
Dec. 29, 1893--Joel Shomaker, editor; L. A. Lauber, manager
Dec. 7, 1894--Joel Shomaker, editor; (sole lessee)
Oct. 11, 1895--William D. Livingston, manager
Jan. 3, 1896--L. A. Lauber, editor; (sole lessee)
Jan. 8, 1897--G. A. Iverson and Wm. D. Livingston, lessees
Jan. 8, 1898--Peter A. Poulson, manager and lessee
Oct. 12, 1901--N. W. McLeod, lessee
Dec. 7, 1901--Board of Directors, Manti Printing and Publishing
Company, editor and publisher
May 17, 1902--Christen Axelsen, publisher
July 30, 1903--N. P. Nelson, publisher; L. A. Lauber, asst. publisher
Dec. 29, 1904--N. P. Nelson, sole publisher
Jan. 12, 1905--J. L. Ewing, publisher

Aug. 5, 1909--M. A. Boyden, lessee
Nov. __, 1909--M. A. Boyden, editor and proprietor
Jan. 17, 1919--S. Peter Peterson, editor and publisher
June 7, 1929--William Henry Peterson, editor and proprietor
Sept. 6, 1946--R. LaVaun Cox, editor and publisher,
Roscoe C. Cox, associate editor
Nov. 10, 1960--Larry Stahle, editor and publisher

APPENDIX C

CIRCULATION OF THE MESSENGER COMPARED WITH THE POPULATION OF MANTI

<u>Year</u>	<u>Messenger Circulation*</u>	<u>Manti Population+</u>
1908	600	2408
1913	675	2423
1916	496	2423
1919	550	2423
1920	563	2412
1948	553	2268
1952	578	2051
1956	726	2051
1959	744	2051
1962	720	1739
1965	732	1739
1967	750	1739

*N. W. Ayer & Son's Directory of Newspapers and Periodicals
(Philadelphia: N. W. Ayer & Son, Inc., 1908-1967)

+United States Bureau of the Census, United States Census of
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A CENTURY OF JOURNALISM IN MANTI, UTAH

1867 - 1967

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

by

Don A. Carpenter

July 1968

ABSTRACT

To write a descriptive, chronological history of Manti journalists and their newspapers was the purpose of this study. A century of journalism was traced, during which twenty-six editors and publishers printed six country newspapers. The study covered the years from 1867 to 1967.

Manti's first attempt at journalism came in the form of the Manti Herald, a pen and ink or manuscript newspaper which first appeared on January 31, 1867. F. C. Robinson published the one-sheet paper, and when he died in September 1867 his newspaper died with him.

The first mechanically-printed newspaper in Manti was the Home Sentinel, which began publication April 24, 1885, eighteen years after the Manti Herald was discontinued. James T. Jakeman managed the paper for four years and was assisted by five different editors. He was succeeded by N. H. Felt, Ward Stevenson, and Sam M. LeRoy. The final issue appeared September 9, 1893.

The Manti Times-Reporter got its start on July 16, 1892, after the Sentinel ceased publication temporarily following its May 7, 1892, issue. The upstart paper, published by E. A. Gregory and N. H. Felt, lasted only ten months. Ward Stevenson assumed sole editorship of the paper and allowed it to perish with the May 12, 1893, issue, when he attempted to breathe new life into the dying Sentinel.

In 1893 the newspaper plant of the Sentinel was purchased by a company composed of about forty of Manti's prominent citizens.

Incorporated as the Manti Printing and Publishing Company, the company launched the Manti Messenger October 13, 1893, with Joel Shomaker as editor and lessee. The partisan Republican paper was leased by nine men in its first twelve years, each attempting to give the enterprise stability and direction. M. A. Boyden finally purchased the Messenger outright in 1909 and remained editor and owner for nearly a decade.

S. Peter Peterson succeeded Boyden in 1929 and set out to update the printing plant. He installed a 4,200-dollar model "L" linotype, which allowed the staff to do all of its own work and accept work from other shops. Peterson was very active editorially and was supported by his wife, who in 1925 was listed as associate editor.

The longest period of time spent by any one person as editor of the Messenger came between 1929 and 1946, when William Henry Peterson did much to serve the people of Manti through his paper. He was a good writer, and throughout the depression and World War II Messenger editorials promoted the interests of Manti and the United States.

In 1946 R. LaVaun Cox joined forces with his father, editor of the Ephraim Enterprize, to purchase the Messenger. For the next fourteen years, LaVaun was editor of the Messenger and associate editor of the Enterprize, while his father, Roscoe, was editor of the Enterprize and associate editor of the Messenger. It was during Cox's era that the readyprint service of the Western Newspaper Union was discontinued, and the Messenger became a four-page weekly in which national and international news was very limited. Cox replaced the old linotype machine with a model "B" intertype. In 1954 he served term as president of the Utah State Press Association.

The present editor of the Messenger, Larry Stahle, was raised in the newspaper business. He purchased the paper from Cox in 1960, and since then has replaced nearly every piece of equipment in the plant. Stahle is optimistic about the future. He converted to offset printing in July 1968.

For a period of five years Manti supported two newspapers. Between June 1898 and July 1903, the Sanpete Democrat and the San Pete Free Press were published by L. A. Lauber in competition with the Messenger. In a political reconciliation, Lauber returned to the Republican fold and the Free Press and the Messenger merged in 1903.

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