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A history of the Iowa State University press

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A HISTORY OF THE IOWA STATE UNIVERSITY PRESS

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by

Russell Paul Kaniuka

A Thesis Submitted to the
Graduate Faculty in Partial Fulfillment of
The Requirements for the Degree of
MASTER OF SCIENCE

Major Subject: Technical Journalism

Signatures have been redacted for privacy

Iowa State University
Of Science and Technology
Ames, Iowa

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I. INTRODUCTION

A. The Growth of University Press Publishing

The growth of university presses in number and stature since the turn of the century has been a notable development in American publishing. Three reasons for this development are cited by Chester Kerr who made a rather detailed study of the goals and administration of the member presses in the Association of American University Presses in 1949 (8, pp. 32-33).

First, American universities began to expand rapidly early in the twentieth century, bringing an increased emphasis on research. Second, commercial publishers began to specialize in more defined areas of activity. Many either could not or would not publish scholarly manuscripts which were not likely to see the light of profit. Third, the university presses themselves embarked on a vigorous program to publish "liason books" - those popularizations which bridge knowledge between specialist and laymen as well as with other specialists.

The university presses are now a potent force and an important segment in the American publishing industry. Since the 1930's, about 10 percent of all titles introduced annually come from university presses (9, pp. 104-105; 1, p. 33).

In view of the prestige and actual publishing importance

achieved by university presses, it is paradoxical that it is difficult, if not impossible, to precisely define just what constitutes a "university press." This difficulty encompasses both organizational and functional aspects. Kerr attempts to play some light on the problem by quoting the opinions of many press directors on the function of a university press. These range considerably in scope and emphasis. On one end of the scale is the lofty idealism of George Parmly Day:

The function of a university press in fact is nothing less than to render distinct service to the world in general, through the medium of printing or publishing or both, and in such ways to supplement the work of education which commands the devotion of the university whose name the press bears. (8, p. 12)

On the other end of the scale, reflecting strongly the university press's absence of the profit motive, and serving as one of the points of contrast with their commercial publishing brothers, is Thomas J. Wilson's: "The university press publisher has as his objective the publication of the maximum number of books this side of bankruptcy." (8, p. 13)

Perhaps a reasonable construction on the matter is that local conditions, such as needs, opportunities, traditions and even location have determined the pattern followed in the organization and operation of each press. In Day's view: "The conditions making for the establishment of a press at one of our universities were almost certain to be different from those prevailing at another institution" (8, p. 23)

The history of the establishment and growth of university presses, then, is individualistic. It is with this consideration in mind and because few histories of individual university presses are in existence, that this study has been undertaken.

B. Limits of This Project

It is not within the province of this project to draw extensive comparisons with the Kerr Report approach. This would presuppose a professional knowledge of publishing procedures, accounting, advertising and a multitude of other subjects not mastered by investigators with limited experience.

This project's emphasis will be focused upon tracing and documenting the Iowa State University Press's organizational growth - its founding, policies and accomplishments.

Students of university publishing are aware that most university presses have developed along diverse lines. It is hoped that this project will record how one university press shaped its policies in accordance with the needs imposed by local conditions to better serve education and its parent institution.

C. Procedures

The great bulk of the historical information used in this study was derived from the primary source data in the form of

the Iowa State University Press Board of Directors' minutes, committee reports, correspondence and financial reports. These are on file at the Iowa State University Press. Other primary source data were obtained where necessary by personally interviewing Press administrators.

Only a limited amount of secondary source material bearing on the Press is available. This and some material related to the broader aims of university press publishing have been drawn upon to complete this study.

II. FOUNDING AND EARLY GROWTH

One of the nation's most unusual student-owned publishing ventures grew from a modest basement printing shop originally set up to produce a college newspaper and three divisional magazines. Over the years, the Iowa State University Press* expanded and ventured also into a "part-time" book publishing business to provide summer work for its printers. From this humble start, it has developed its original investment of \$8,405.96 into a full-fledged publishing enterprise valued at over \$500,000. Its 1960 book sales topped 100,000 volumes, carrying the authority of the ISUP imprint to 85 countries scattered around the globe as well as to all states and territories. What began as a "part-time" business now accounts for over 70 percent of the Press's annual dollar volume - yet the student publications continue to have top priority for plant personnel and facilities, a cardinal tenet in operation at all times.

The idea to establish a plant to publish student periodicals was conceived early in 1913 when the publications boards of the Student** and Agriculturist were formed. From that

*Named Collegiate Press from 1924 to 1946, then Iowa State College Press until 1959 when it became Iowa State University Press. In this study it shall be referred to as Press except in a few discussions when the full name shall be used for clarity.

**The Student became the Daily in 1947.

time on, these student publications and others under the guidance of F. W. Beckman, head of the Department of Agricultural Journalism,* set money aside in their sinking funds with the intent to finance the installation of a plant at some later date.

The proponents of the plant saw three main advantages to be derived from this undertaking. First, the shop would reduce printing costs for the owner publications;** second, it would eliminate inconvenience and time losses resulting from having publications printed and serviced two miles from the campus; and third, the plant would serve as a student laboratory to provide training in the technical aspects of printing and newspaper and magazine publishing.***

The opportune time to fulfill these plans and expectations came when the basement space in Curtiss Hall became available in the summer of 1924. Formal action to launch the venture was taken on June 14 of that year when the College Finance Committee issued a memorandum authorizing the establishment of a student publication press on the campus (Appen-

*The 1925-26 college catalog indicates that the Department of Agricultural Journalism became the Department of Technical Journalism at that time.

**The term owner publications refers to those student publications which supplied operating capital in the form of paid-in surplus funds to establish the Press.

***Beckman, F. W., Ames, Iowa. Information on early origins of Collegiate Press. Private communication. 1924.

dix A). Its main provisions were that:

The college will not be obligated to respect these operations, financially or otherwise; one or more faculty members shall exercise supervision as may be deemed necessary to protect the college interests, these faculty members to be appointed by the President.

Before Beckman could take further steps, he had to silence the clamor raised by Ames newspaper publisher, John Powers, and local printers who feared that the proposed plant would compete for commercial trade. To allay these fears, Beckman assured President R. A. Pearson that if the proposed plant were located on campus it would not compete for local trade. However, this would not hold true if the plant were forced to locate elsewhere.*

Beckman also contended that laboratory facilities were advocated by the American Association of Teachers of Journalism, and were deemed indispensable for the maintenance of a Class A department rating.

Official sanction having been obtained, a plan of operation and financing was outlined and Articles of Incorporation were filed August 13 (5, August 14, 1924). After existing in the embryonic state for eleven years, the Collegiate Press, Inc., emerged as a legal entity.

Paid-in surplus funds from the owner publications furnished operating capital, under the provisions of Articles of

*Ibid.

Incorporation. The issuance of capital stock or dividends was prohibited. Another stipulation of the independent, non-profit corporation's articles was that:

Any surplus accumulated by the corporation over and above a reasonable amount for the maintenance and conduct of its business shall be used for the betterment of the publications, or the welfare of Iowa State College and its students.

Article VII fixed at \$12,000 the maximum indebtedness to which the corporation could commit itself.

Administrative control was vested in a nine-man board of directors whose membership consisted of two persons from each member's publication board and an at-large member. One of the publication representatives was appointed from the faculty by the college president, while the other was an undergraduate in good standing in the senior college, and appointed by the respective publication boards. Rounding out the Board's membership was a representative at-large from the Cardinal Guild. This member required confirmation by the Head of the Department of Agricultural Journalism. Tenure of office was fixed at one year, and directors could serve successive terms.

The day after the Articles of Incorporation were filed, the charter members of the newly appointed board of directors held their initial meeting at the College Inn. Present were Chairman F. W. Beckman and C. F. Mason for the Student; M. D. Helser and H. Pflueger for the Agriculturist; Secretary Edwin Kurtz and R. W. Beckman for the Engineer; Florence Busse and

Reva Pierce for the Homemaker; and F. M. Reck, at-large. Chairman Beckman reported that in return for the College's authorization to conduct a student publication press, the corporation was to give assurance that the business would be properly conducted at all times under the supervision of the Department of Agricultural Journalism; that there would be no unfair commercial activity or competition; and that "matters injurious to the welfare of the college be not printed therefrom." (5, August 14, 1924).

Racing against the opening date of the new school year just a month away, the Board empowered Beckman to take steps to put the venture on an operational basis. Besides outfitting new offices, he was also entrusted to buy printing and binding equipment. The Board specifically recommended the purchase of used but desirable equipment at a cost of approximately \$7,400 from the King Printing Company of Ames which had been printing the undergraduate magazines but had decided to go out of business. Other needed equipment was purchased on credit from various suppliers. When it began operations, the Press had for its basic equipment a new Linotype, an old Intertype, a two-revolution 36x48 Campbell press to produce the Student, a Babcock 28 press, a Babcock Pony press, a small job press and other related incidental equipment.

A search for a printing superintendent culminated in the hiring of William E. Holmes of Waterloo, Iowa. Holmes had

extensive experience as printing superintendent with the Fred L. Kimball Company, and had also worked for several newspapers. As an incentive, Holmes was offered a 5 percent bonus on each year's profits (5, October 17, 1924). Holmes hired two full-time printers - pressman Dan McLeod and an apprentice to assist him. The printing staff was rounded out with six or seven part-time helpers recruited from the student body.* At the time of this study, Holmes is the only employee who has been associated with the Iowa State University Press since it began its existence. McLeod remained with the Press until retirement in June 1952, however.

At the Board's next meeting, the first installments for the purchase of equipment were received in the following amounts: Iowa State Student, \$6,571.54; Iowa Homemaker, \$100.00; Iowa Agriculturist, \$1,091.09 and the Iowa Engineer, \$543.33, a total of \$8,405.96 (5, October 17, 1924).

At this time, the Board decided that "as a general thought," around \$5,000 worth of printing should be obtained from the college annually in addition to that handled for the student publications. Board members were supplied job samples to facilitate procuring such business (5, October 17, 1924).

The enterprise was scarcely in operation when it was forced to fight for its existence. Strong opposition to

*Holmes, W. E., Ames, Iowa. Information on organization of press force of Collegiate Press. Private communication. 1958.

"commercial printing" was again encountered from local printing interests to the extent that President Pearson requested a definitive statement of policy on this issue from the Press. Voicing the viewpoint of the Board in a letter on January 19, 1925, Beckman steadfastly maintained the Press's earlier position - that it would not seek or handle "commercial trade."

This trade he defined as:

. . . the many and varied jobs that are not part of the educational work of the college nor paid for out of college funds, but which grow out of the commercial and social activities of the community and student life.

From the very inception of the student publication press idea, explained Beckman, it was fundamental policy that there should be the least possible interference with the local printing business. Indeed, he added, it was this consideration which led to the postponement of operations until it was possible to buy the equipment of a local printing plant, eliminating it from the field and thereby decreasing rather than increasing commercial competition.*

Beckman proclaimed that since the Press was required to make its student publications venture entirely self-supporting because the college assumed no financial responsibility for it, it had "this duty to itself, to the student publications

*It was not possible to find materials indicating the specific nature of the objections raised by local printing interests about their fear of competition from the Press.

and to the College -- it must break even financially." Therefore, it would be necessary during the Press's formative period to accept a minimum amount of printing business from the college to maintain volume at a level to insure financial success. The college benefited in having its work handled conveniently on campus and at a savings in cost, he concluded.

During its first weeks of existence the Press was plagued with financial difficulties because it lacked operating capital. It was a monthly battle to meet paper and supply bills. Saturday payrolls were sometimes met by billing the Student or Agriculturist as soon as the issue came off the press instead of following the usual monthly billing procedure. On several occasions payment of wages had to be deferred for a period ranging from a few days to a week.*

To create a more stable financial base, the corporation's indebtedness was centralized by collecting notes still outstanding on purchased equipment into a single loan from the Story County Bank (5, February 26, 1925). At the close of the first year's business, the Press reflected a healthy state. Records showed total receipts of \$30,794.07 and total expenditures of \$24,850.12, leaving a gain of \$5,943.94. The Press's assets were listed as \$21,789.28 while liabilities came to \$9,281.61. The equipment inventoried to a value of

*Holmes, W. E., Ames, Iowa. Information on Press's early financial problems. Private communication. 1958.

\$19,945.59.

Obtaining regular bookkeeping services proved a perennial difficulty during the Press's infancy. At first, Floyd Hall was hired to install a bookkeeping system and to work evenings on a part-time basis (5, October 17, 1924). When he left a short time later, the bookkeeping routine was added to the responsibilities of the Department of Agricultural Journalism staff. This proved to be unsatisfactory, and in the audit of 1926, auditors F. E. Sowers and Charles F. Mason in a "general criticism" pointed out that "the books of record have not been well kept." To correct this fault, they recommended hiring a student with bookkeeping experience. In line with this suggestion, J. H. Bowen was engaged on a part-time basis. Then after a period without bookkeeping service, the position was filled by T. M. Manning (5, June 30, 1931). Manning, who taught courses in the Department of Industrial Economics could only fill the position on a part-time basis. Finally, in September 1931, Frank Berry took over, at first on a half-time basis while working on a master's degree, the position which he still holds at the time of this study.

As business expanded, the printing equipment - some of which was bought second-hand - became inadequate. The press used to print the Student was in poor mechanical condition. The Board decided to overhaul the existing press rather than buy a new one because of a shortage of funds. The situation was quickly remedied in the summer of 1926 when the Student

Publication Board indicated its willingness to lend the Press, as additional capital, \$1,600 to \$1,800 from its sinking fund to be used to buy a new press. The increased capacity and higher operating speed of the Duplex web press enabled the Student to change from afternoon to morning publication. The staff could now produce the newspaper during the late afternoon and early evening hours prior to circulation. Previously it had been necessary to process advertising and editorial matter over a two-day period because of the limitations of the old press (5, October 6, 1926).

Beckman obtained contracts to print popular and research bulletins as well as the Better Iowa periodical for the college. This provided summer work and helped hold a skilled printing staff together during the vacation period when student publications suspended operations. The shop was handling more outside work than anticipated but this condition could not be regulated because of business fluctuations. A \$2,400 account with the new Iowa State College Journal of Science publication contributed to the flow of business (5, June 2, 1926).

After founding and guiding the Press through its first 2 1/2 years, Beckman relinquished his administrative duties to assume the editorship of the Farmer's Wife in St. Paul, Minnesota, effective January 1, 1927. He spoke almost prophetically at his last Board meeting, when he suggested con-

sideration of the policy of printing text-books, pointing out that this type of business could and should be developed at the college (5, December 13, 1926).

Blair Converse, his successor as head of the Department of Technical Journalism and chairman of the board of directors of the Press, brought experience from the Milwaukee Journal where he had served as copy editor and night telegraph editor (2). After joining the journalism staff in 1919 Converse gained wide recognition in educational circles for developing the conference method of teaching (3, p. 5). Converse heeded Beckman's recommendation that the Press embark on a program of printing text-books to furnish summer work for the printing staff. Later Converse envisioned an established college press, and it was toward this end that his imaginative and dedicated efforts were directed (10, p. 359).

A program of book printing was set in motion on a modest scale by Converse shortly after he took over the reins of office. He proposed for the Board's consideration two book printing contracts which were in line for summer fill-in work (5, June 1, 1927). After exploring the proposal further, the Board authorized the printing of one text-book during the summer of 1927. The text, Technical Writing of Farm and Home,* by Beckman, Converse and O'Brien, represented the

*The Press produced this book on a contract printing basis but did not serve as publisher.

Press's first tottering steps into book publishing, and this maiden effort provided experience which served in good stead for subsequent book printing ventures. The following year, again seeking summer press work, Converse suggested and obtained approval to secure a contract for printing Nature and Purpose of Education, written by Professors Morgan and Starrak of the Department of Vocational Education (5, April 16, 1928).

During this expansive mood, the Press inquired into the feasibility of printing the college yearbook, the Bomb. The educational advantages in having students observe the printing processes, convenience of location, protection from unscrupulous printers and the quality of work offered served as the main arguments which culminated in a contract to print 1,500 copies of the 1929 issue for \$4,900 (5, June 5, 1928).

The new Bomb account, along with contracts to print technical books, and student magazines, overwhelmed existing printing facilities, and made necessary the purchase of a larger press with the capacity to meet expanded needs. Again, the Press turned to the Student and borrowed some of the needed cash from its sinking fund, and bought a Miehle No. 3 press (5, October 12, 1928).

Having kindled interest in a book publishing program, Converse then focused his efforts on arousing enthusiasm for the now more or less dormant plan of erecting a student publications building. After advancing the idea to the college

administration and student organizations, the matter was left for further discussion by the various publication boards (5, June 5, 1928). Converse also proposed the building idea to the college president when he submitted his report on the Department of Technical Journalism's building requirement for the period 1928-38. Despite Converse's steadfast interest and although the publications building idea had been before the Press Board since its organization and had been favorably thought of by its past chairman, F. W. Beckman, the plan was not to be realized for some time. The economic crash of 1929 and several time-consuming changes in financing procedures delayed the execution of these plans.

III. IN DEPRESSION

The panic that engulfed the nation following the stock market crash of October, 1929, alerted the Press to put its economic house in order. The Press had liquidated its original indebtedness and was accumulating an earned surplus. Converse suggested that some plan for "sinking" surplus cash be carried out. To accomplish this, a committee was empowered to buy taxable bonds with higher interest rates than the highway bonds previously purchased (5, January 27, 1930). A depreciation sinking fund was also established with the details of its maintenance left flexible to permit coping with economic exigencies. Converse was authorized to place \$500 to be credited to the newly created fund on deposit with the Ames Building and Loan Association. Another depression safeguard policy was that beginning January 1, 1931, and each six months thereafter, highway bonds or other approved issues be bought with the balance above \$2,000 (5, November 4, 1930).

The full force of the depression hit the Corn Belt in 1932 (10, pp. 362-363). Then, for the next several years, the economic upheaval imposed severe demands on the college community. Enrollment for the period 1932-34 plunged about 25 percent below the 1930-32 level. State appropriations were slashed 27 percent for the biennium 1933-35 (10, p. 363). Students who had to earn all or part of their expenses were hard pressed to find outside employment. The college's

regular loan funds were shortly overdrawn. In the later stages of the crisis, more than a few students weathered the storm through NYA grants (10, p. 364). Part-time work at the Press enabled several students to continue their college careers.

The depression did not immediately begin to affect the Press's operations as reflected by monthly profit and loss statements. The shock had been temporarily absorbed because the Press's entire business volume hinged on either college printing or student publication requirements, which remain relatively stable over an academic year. Later, when enrollment dropped sharply and reduced the Press's business volume, the economic situation progressively deteriorated and drastic measures had to be taken to stem the regularly recurring monthly losses.

The first measures, taken in June 1932 were to reduce the shop employee's work-week from 48 hours to 44 for the summer period just ahead, to grant a one-month vacation without pay and to cut the shop employee's hourly wage rate by six percent. Another step considered, but not approved, was a reduction in the wages of Converse, Holmes, Berry and the stenographer (5, June 3, 1932).

Despite these adjustments, the situation worsened so that by September 1932, three additional counter-measures were put in force. The shop work-day was reduced from 8 to 7 hours, the wage rate was reduced again and Printing Superin-

tendent Holmes voluntarily cut his salary by five percent. These three adjustments made possible a total saving of \$400 a month (5, October 26, 1932). Despite these measures, the Press finished 1932 in the red, the only year it has done so in its history.

The owner publications did not escape the depression unscathed. The Board found it necessary to propose management suggestions to the Student which for some time had been floundering on rough economic seas. These enabled the Student to make an earlier press deadline, resulting in savings of about \$10 an issue which in turn was deducted from its bill. To further aid the struggling member publication, the Board placed Student deliveries under the direction of Holmes (5, March 9, 1932).

An eight percent discount was allowed on all printing billed to the Student, Engineer, Homemaker, Agriculturist, Green Gander and Alumnus, to ease their financial problems (5, October 26, 1932). However, the Student still remained in difficult straits, showing a regular weekly loss. The Board agreed that the Student should attempt to hold the line on its expenses, and continue on a three-times-a-week schedule. At the same time, the Press would lend its assistance where possible. When the Student still sustained losses, its publication board dropped all staff salaries except those of the editor and the business manager (5, March 9, 1933).

Even authors were not spared by the depression's onslaught. The Press held a note for \$543.77 for printing 540 copies of Nature and Purpose of Education by Professors Morgan and Starrak. In this case the Press had contracted to produce the books but assumed no responsibility for sales arrangements, this function resting solely with the authors. Settlement was finally made by the Press selling the books and awarding the authors half the sales price after first deducting interest and sales expense (5, November 23, 1933).

Early in 1933, Converse made a shop efficiency study to determine if additional anti-depression measures would be necessary. His study indicated that all employees could be maintained on the payroll in view of business prospects ahead for the summer. Only in the case of urgent necessity would additional drastic measures, such as further wage reductions, be taken (5, January 26, 1933). They were not needed - the Press began to operate at a profit again late in 1933. At about this time, bank closings indicated that the Board's policy of investing surplus cash in bonds was a wise one.

The nation gradually emerged from the depths of the depression and started on the long road to recovery. In time, living costs began to mount and increases in the Press's wage scale were desirable. In January, 1935, half the depression wage cuts were restored. The economic climate kept improving and the Press took on an expansive outlook. Holmes pointed out that book printing had increased the amount of composi-

tion relative to press work, creating an unbalanced condition in the plant. This, along with added printing needs of the student publications, made additional typesetting equipment desirable. Another linotype machine alone would save the Student \$500 annually in production costs, he reported (5, November 17, 1936).

Wages were back at their former pre-depression level by April 1937, for the four senior employees under Holmes in the printing plant - McLeod, Jackson, Flack and Ganning (5, April 14, 1937). The Press had weathered the storm, but ominous rumblings in Europe portended another crisis in the near future.

IV. BOOK PUBLISHING BEGINS

The Press's entry into the book publishing field in 1933 marked an effort to provide summer employment in order to hold together a staff of skilled printers. Two pilot ventures in book "printing", Technical Writing of Farm and Home by Beckman, Converse and O'Brien in 1927, and Nature and Purpose of Education by Morgan and Starrak in 1928, represented the sum total of the Press's previous book printing experience.

Converse cautiously, yet hopefully, embarked on a modest scale of book publishing by hiring Warren Hutton as full-time editor to assist in the solicitation of manuscripts, editing, printing and sale of books, monographs, booklets, and bulletins. Hutton graduated with the class of 1931, with an engineering degree and considerable elective course work in journalism. When Converse reported this step to the Press Board, he again proposed that the Press adopt a policy of expanding the business in this direction. The Board "approved the action by silence," but suggested that a committee screen all manuscripts (5, November 23, 1933).

At the following meeting, the Board established rules governing the processing of manuscripts. These provided that the chairman appoint committees from the Board membership to review proposed manuscripts. The review committee in turn would report to the Board about the manuscript's suitability for publication. Another rule stipulated that book contracts

were to be authorized by the Board before the chairman could negotiate a publishing contract with the author (5, February 15, 1934).

The framework of operation was established, and the Press began the long, slow process of building a successful book publishing business. Capital was limited. Recruiting authors and manuscripts proved to be no simple task during the period when the Press was a publishing competitor without an established reputation. Large investments of both capital and time were required in editorial and promotion work, to be recouped with painful slowness. Meeting the salary of even the Press's one-man book publishing staff required the income from several titles. Income from printing operations paid the deficits incurred during the early years of book publishing.*

At the time of shifting into this new phase of operations, the shop boasted of two Linotype machines, a Duplex press to replace the old Campbell press, and Anderson folder and other related equipment. Equipment valuation was up to \$12,519.22. Full and part-time employees numbered 26. For the year sales had totaled \$28,356.58

In 1934, during the six-month period from February to August, five books and booklets were either published or under contract for publication. These included: The Agricultural

*Marvin, K. R., Ames, Iowa. Information on the problems relating to the establishment of the Press's book publishing venture. Private communication. 1958.

Emergency in Iowa by the Economics staff of Iowa State College; Calculation and Interpretation of Analysis of Variance and Covariance by George W. Snedecor; Coccidia and Coccidiosis of Domesticated, Game and Laboratory Animals and of Man by E. R. Becker; Collembole of Iowa by Harlow B. Mills; Food for the Young Child by Miriam E. Lowenberg and Public Land Surveys by L. O. Stewart.

The book publishing program steadily inched ahead, the Press learning largely through experience about publishing's hard facts of life. In 1934, only 897 volumes were sold. Sales increased unspectacularly to 3,307 volume in 1935, and to 4,005 in 1936 (Appendix B). Warren Hutton was followed as editor in 1936 by Hazel Beck (later Mrs. Floyd Andre), a 1933 graduate in Science Journalism at Iowa State College. So far the Press's several publications, while moderately successful, did not sell widely nor provoke high interest in the new venture. But the appearance in 1937 of Statistical Methods by George W. Snedecor, rippled the publishing world's waters and quickly won the plaudits of teachers and research workers around the world.

By this time Charles E. Friley had become president of the college, having assumed this office in March 1936, after first serving as acting president from October 1935 (11, p. 207). Converse briefed for President Friley a "practicable program" for the inauguration of an "Iowa State College

Press." There frequently were, he explained, books of merit having a highly restricted circulation and therefore not attractive to commercial publishers. By publishing books of this nature - college texts, monographs and limited editions - the Collegiate Press could aid local authors and also provide work for the printing shop. The details of his plan were simply etched. Converse asked merely that the college utilize the existing machinery of the Collegiate Press and contribute only the services of a manuscript review board. A method for developing a publication endowment fund could be arranged later.*

In time, Converse gave form to his skeleton proposal. First, he sought university press status for the Press. This would require two changes in the Press's operations - that its book publishing become a supervised activity of the college and that its books carry the name or "imprint" of Iowa State College.**

To achieve this end, Converse proposed a four-point program. First, that the college institute an Iowa State College imprint to give its name and sponsorship to published books. Second, that the college designate an editorial board

*Converse, Blair, Ames, Iowa. Information on origins of Iowa State College Press imprint. Private communication. 1937.

**Converse, Blair, Ames, Iowa. Information on proposals for establishing the Iowa State College Press imprint. Private communication. 1937.

to review manuscripts to be published under its imprint. Third, that the college permit the Press to act as its agent in the manufacture and sale of books published under its imprint. In this respect, the Press would assume all financial responsibility, although if the college desired, it could assist in subsidizing certain publications. And, fourth, that the college set up a publication fund, mainly to subsidize publications that might not otherwise be printed, but also to encourage the preparation of manuscripts.

To assure a nucleus for such a fund, Converse suggested that the Press might make an initial gift of two or three hundred dollars. Subsequent funds could accrue in the form of special royalties from books published under the college imprint, thereby making possible future publications.

What advantages would the college gain from this arrangement? Converse outlined three: (1) the college would share in the prestige won by books published by the Press, (2) the college would attain distinction among the country's technological institutions in developing technical publications free from the restrictions imposed by commercial publishers and (3) it would encourage staff members to write scholarly books of a restricted circulation nature.

The Press, on the other hand, would gain twin benefits. The college's name would give its publications added selling power and the college imprint would tend to encourage authors to publish through the Press.

Friley took the proposal before the Board of Education on November 29, 1938 and engineered approval for the "Iowa State College Press" as an imprint for the publications of the Collegiate Press. Accordingly, he sent staff members an announcement to describe the new venture.* He wrote:

The Iowa State College Press will be interested in manuscripts which have scholarly qualities in textbooks in specialized fields (not in general textbooks appropriate for wide adoption), and particularly in monographic material in which this College specializes.

Friley also pointed out that "ours will be the first university press in an exclusively land-grant college." He saw an opportunity to serve "the college through the reputation . . . built for it as a center of significant publications in the field of science and technology." Each passing year has validated these expectations.

On January 2, 1939, Friley appointed a manuscript review committee** composed of Chairman Blair Converse and one member from each of the college's divisions. The divisional members were J. L. Lush, Agriculture; Robley Winfrey, Engineering; Margaret Reid, Home Economics; John A. Vieg, Industrial Sci-

*Friley, Charles E., Ames, Iowa. Information on newly established Iowa State College Press imprint. Private communication. 1938.

**Known as the Manuscript Committee since 1946. Before that it was variously referred to as editorial board, editorial committee, imprint review committee, or Iowa State College Press Board.

ence; and R. A. Runnels, Veterinary Medicine. Later, H. E. Ingle, manager of the Book Department of the Press, was appointed secretary (Ingle had succeeded Hazel Beck Andre as editor in 1938).

At its January 24, 1939, meeting, the editorial board drew up a statement of its policies:

Statement of The Editorial Policy
of The Iowa State College

The major purposes of the Iowa State College Press (and these should control the editorial policy of the Press) are:

1. To serve learning, and particularly learning in those fields of science and technology in which Iowa State College is especially interested, by providing a channel of publication.
2. To serve authors by giving their work the prestige of publication under the name of Iowa State College.
3. To serve Iowa State College by bringing it the prestige which will accrue from worthwhile books published under its name.
4. To encourage that type of scholarly production the end-product of which is a comprehensive study of a worthwhile field of science or technology. Such encouragement may be effectuated through the provision of a publication channel and through subsidization.

In the light of these purposes, the Press charted several governing policies. One was that besides manuscripts produced at Iowa State College, the Press would also consider those from other sources. Another stated that manuscripts should pertain to science or technology. A third directed that prospective books should lend themselves to direct mail sales

(5, January 24, 1939).

To establish a clearly defined working relationship between the Editorial Board of the Iowa State College Press and the Collegiate Press, a memorandum of agreement was adopted February 8, 1938, which delegated their respective responsibilities. Under its provisions, the Collegiate Press had exclusive publication and sales rights for books bearing the new imprint. Regarding subsidization, in cases where an approved manuscript could be published without this assistance the Collegiate Press could arrange publishing terms directly with the author. If not, the two groups would determine the feasibility of subsidization and, if feasible, jointly contract for publication with the author.

The Collegiate Press agreed to deposit \$200 in a special "publication support fund", to be used for publication subsidization entirely at the discretion of the Iowa State College Press. Moreover, to keep the fund growing, the Collegiate Press would contribute special royalties varying from one to five percent of the actual price of books published and sold under the imprint.

Two other policies are worthy of note. The imprint review committee could not make publication promises to authors which would make the Collegiate Press financially liable. Also, the Collegiate Press assumed financial responsibility for all the book publishing activities of the

Iowa State College Press, except that the imprint review committee retained jurisdiction of the subsidy fund.

In 1941, seven years after initiating its efforts, the Press's Book Department was still losing money on its operations. But, as it gained needed experience, the Book Department's activities began to approach a paying basis.

Harold Ingle, a 1933 graduate in agricultural journalism, became manager of the Book Department in 1938. In his opinion, the department's improved financial performance was partly due to producing and selling books more efficiently, but more largely to better ability in predicting publishing risks accurately. Ingle was operating in the cross currents of a dilemma imposed by attempting to publish limited circulation books usually denied commercial publication on the one hand, and on the other hand trying to balance expenses with income without available subsidy sources. This resulted in the rejection of "several worthwhile, scholarly books" which might have been accepted earlier.*

The book publishing business was then approaching peak capacity for its existing personnel and equipment, according to an investigation by Board member Robley Winfrey. In his view, book publishing was showing definite signs of being

*Ingle, Harold E., Ames, Iowa. Information on Book Department's financial situation from 1934 to 1941. Private communication. 1941.

"maintained above the level that can be conveniently and economically handled as a mere side line and fill-in for summer slack periods." Winfrey envisioned three alternatives upon which to base future book publishing policy: (1) buy new equipment and expand the business, (2) expand by "farming out" some books or parts of jobs, or (3) accept a limited amount of work, and continue on the existing basis (5, September 16, 1941).

Winfrey favored expansion and drafted a plan centering mainly around three points. First, he advocated that in the future the book business be developed to a position less secondary to magazine and general printing. This meant stepping up volume by acquiring new composing facilities, including monotype equipment. Second, for future growth, it was necessary for the manager of the Book Department to anticipate more generous profit margins on books and to be more hesitant in accepting financially questionable books without ample subsidy. For his third point, he indicted past laxness in printing books promptly and in filling book orders, pointing out that a profitable business required prompt service as one of its corner stones (5, September 25, 1941).

The highly publicized "Pamphlet No. 5" incident - a publication comparing the merits of oleomargarine with butter - raised a furor in the college community during the summer of 1943 (11, pp. 217-220). This pamphlet was one of the "Wartime

Farm and Food Policy Series" edited by T. W. Schultz, then head of the Department of Economics and Sociology, and three colleagues of established stature in the field of economics. A Rockefeller Foundation grant subsidized the series. The findings were designated as projects of the Agricultural Experiment Station, although without benefit of that agency's sponsorship or review. Similarly, the Press published the series, but here again the findings were not channelled through the manuscript review committee appointed by President Friley.

The controversial publication, Putting Dairying on a War Footing, by O. W. Brownlee, inflamed dairy interests by its conclusions. One was that the legal restrictions on the use of oleomargarine, championed by the dairy industry, were not in the consumer's best interests. Brownlee also declared that "margarine compares favorably with butter both in nutritive value and in palatability," and because of economic considerations, was a suitable substitute for butter.

In the ensuing tempest, representatives from dairy pressure groups converged upon the campus. They clamored for the immediate official repudiation of the pamphlet as well as the dismissal of the author and the editorial committee for the pamphlet series. Under pressure, Friley agreed to a joint committee investigation and report. The committee recommended a substitute revision, which was issued in the spring of 1944. The incident, along with other grievances

aired in his letter of September 15, 1943, prompted Schultz and several members of his staff to resign.

Earle Ross, chairman of the College History Committee, does not consider the incident as "a clear-cut case of freedom to publish." Rather it "gave warning of the danger of interference by special interest groups and the consequent necessity for a responsible and defensible policy of publication" (11, p. 220).

Kerr, on the other hand, reports the incident as the only case in his university press study involving post-publication censorship of a university press publication "although there may have been such cases" (8, p. 68). Others dismiss post-publication censorship as an issue and maintain instead that Friley's view was essentially correct. Writing in The Alumnus of December 1943, Friley declared that a staff member's right to speak or publish has never been in question. However, the college "has the right and obligation" to insure that manuscripts to be published first be channelled through the procedures of "faculty review, criticism and final approval provided by institutional regulations."

Whether by design or coincidence, the Iowa State College Press's Editorial Board had a substantial reorganization in its membership during July 1943. In a sharply worded letter, Friley advised the reorganized Editorial Board that "it is not anticipated that the Editorial Board will at any time

delegate its authority for review of manuscripts to any other committee or organization.**

At this time Charles E. Rogers (then head of the Department of Technical Journalism, Chairman of the Press Board, and Chairman of the Editorial Board) was granted a leave of absence to continue advanced studies at the University of Minnesota. When the Editorial Board met again in November 1943, it was under the chairmanship of Jay L. Lush of the Department of Animal Husbandry. Friley had evidently decided to have a presidentially appointed chairman from the academic side of the college, rather than continue the practice of having the chairman of the Press Board serve also as chairman of the Editorial Board. The "Pamphlet No. 5" affair served to alert the Editorial Board about its future responsibilities as guardians of the scholarship contained in the Press's publications.**

*Friley, Charles E., Ames, Iowa. Information on re-organization of the Editorial Board. Private communication. 1943.

**Townsend, Marshall, Ames, Iowa. Information on membership and offices on the Editorial Board. Private communication. 1955.

V. HOUSING THE COLLEGIATE PRESS

The upsurge in prosperity brightened construction prospects for the student publications building. These plans had been shelved with the onset of the depression. The Press's annual dollar sales volume climbed to over \$25,000 in 1935 from the 1933 low point of about \$22,000. By 1936 gross sales topped \$30,000 (Appendix C). Taking a long view of the building project's needs, Converse perceived that the corporation's level of allowable indebtedness required upward revision before a realistic building program could be organized (5, January 13, 1936). His proposal for an amendment to the Articles of Incorporation to rectify this shortcoming marked time before the Board for over two years before formal action was taken.

Action finally came at a special meeting on March 31, 1938, in the form of an amendment to raise the corporation's maximum borrowing limit from \$12,000 to \$35,000. At the same meeting, Article VII was also amended to enable the Bomb to become the fifth owner publication of the Press (5, March 31, 1938). The Bomb's paid-in capital contribution was \$1,500.

During the summer of 1938, a swollen production schedule made adequate housing for the Press an urgent issue. Gross sales for that year reached a level of over \$37,000, compared with about \$27,000 for the Press's first year of operation (Appendix C). Facilities for housing the Press in the Service

Building were offered by President Charles E. Friley.

Converse sensed definite disadvantages in this arrangement and countered with the Press's long standing plan to erect its own building. To implement this plan, approval was received from the Board of Education before the Press requested a 45 percent of cost grant from the Public Works Administration to construct such a building. Preliminary sketches had been drawn, with the building to be located southeast of the Platt residence near the Memorial Union. The Press already had \$16,000 available in its reserve fund and arrangements had been made to borrow \$9,000 from a local bank. Later the proposed building site was changed to one just west of Central Stores (5, September 24, 1938).

When it became apparent that the PWA grant would not become available because that federal agency was about to suspend its operations, Converse recommended that the Press finance its own single-story shop type structure to at least provide space for the printing plant and to house the Student. Such a building would alleviate four pressing needs: adequate space for paper stock, room for needed new equipment, additional work space and a much needed office for the bookkeeper (5, December 6, 1938).

When six months later no steps had been taken toward fulfilling building requirements, Converse moved again to give direction and impetus to the program. Urging quick action,

he asked acceptance for the one-story building plan he had presented previously. This building would provide 10,000 to 11,000 square feet of floor space and the cost would be no greater than for the ill-fated PWA financed structure. Converse assured the Board that financing would be no problem, explaining that little or no borrowing would be necessary, although two banks had indicated willingness to loan \$15,000 if necessary. The Board accepted Converse's proposals and empowered him to proceed with plans to put up a building that summer (5, May 5, 1939). After years of anticipation and largely through Converse's vision and dedication the Press was about to have its own home. But death, on May 18, 1939, prevented Converse from seeing his dream realized.

A published booklet of the tributes that came spontaneously at his death bears witness to the high respect and warm regard students and friends held for Blair Converse. Enclosed also with their letters and in subsequent contributions was about \$2,000 to establish the Blair Converse Memorial Loan Fund for journalism students (3, p. 7). The Press also contributed \$300 to this fund. Later, on October 4, 1941, a memorial bust of Converse paid for by his friends' contributions was unveiled at its permanent position in the hall of the Press building. A similar expression of respect and admiration was extended in 1952 to the founder of the Press, F. W. Beckman. Both busts were the creations of Christian

Petersen, the college's Sculptor-In-Residence.

Richard Beckman, son of the Press's founder, F. W. Beckman, and a 1925 graduate in engineering journalism as well as an instructor on the journalism staff, was appointed to take on the responsibilities of acting head of the Department of Technical Journalism and acting chairman of the Press Board.

These responsibilities were assumed on a full-time basis early in 1940 by Charles E. Rogers, who had been head of the Department of Industrial Journalism at Kansas State College.

President Friley modified existing building plans when he proposed a college loan of approximately \$24,000 at 3 1/2 percent interest to enable the Press to erect a larger structure than it had originally planned in order to accommodate more of the student publication activities. This building would cost about \$40,000. Friley also instructed College Architect H. A. Kimball to proceed with a design for the building (5, October 3, 1939).

Bids for the Collegiate Press Building were opened on February 27, 1940. These included 14 bids on the general contract, five on the electrical, and nine on plumbing and heating (5, February 28, 1940). The following day, Charles E. Rogers opened negotiations to obtain a college loan by relaying to President Friley the details of a possible financing plan worked out by the Board. The Board proposed that the Press's indebtedness to Iowa State College (the total cost of

the building less the amount advanced to the college) be fixed at the time of the building's acceptance by the State Board of Education and the Press. This amount, probably between \$20,000 and \$24,000 would be repaid at the rate of \$150 per month plus 3 percent per year interest on the unpaid balance.*

As a result of these negotiations, the Iowa State College and the Collegiate Press drew up a memorandum of understanding on April 15, 1940. Under its provisions, the college administration agreed to finance the entire cost of constructing a building for the Collegiate Press. The Collegiate Press turned over all available funds at the time of the agreement and arranged to pay the balance in monthly installments of \$175, including 3 percent per annum interest on the unpaid balance. The agreement was to remain in force five years, after which period it would be subject to renegotiation. It was further agreed that when the debt was liquidated, the Collegiate Press would continue to use the building on a rent-free basis. The Collegiate Press accepted "the condition of its continued obligation to pay the college for the services of heat, light and water." Ownership was clearly defined - "the building, being located on college-owned land is state property."

Prior to moving into the new building sales had reached

*Rogers, Charles E., Ames, Iowa. Information on financing the Collegiate Press Building. Private communication. 1940.

\$44,094.74 for the publications and \$22,079.21 for the Book Department. Equipment ready for moving into the new building was a \$49,189.17 asset. Earlier major printing equipment had been augmented periodically so that in operation now were three Linotypes, two Miehle No. 3 presses, a Chandler and Price job press, and a Duplex press. Shop personnel, full- and part-time, totaled 32.

In the summer of 1940 the Press moved its Curtiss Hall operations into a two-floor 40 x 108 foot brick and tile structure. The new headquarters cost \$40,090.30, of which \$16,431.42 came from Press funds while Iowa State College advanced the remaining \$23,658.88.* (The loan was repaid in full by July 1946, about five years ahead of schedule.) The printing plant was housed on the ground floor while the Press's editorial offices and those of the student publications were located on the upper floor. However, the offices and classrooms of the Department of Technical Journalism remained separately quartered in the Agricultural Annex, thus creating an inconvenient and inefficient teaching situation.

*Marvin, K. R., Ames, Iowa. Information on financing Collegiate Press Building. Private communication. 1945.

VI. OPERATING ON A WARTIME FOOTING

The Pearl Harbor catastrophe spurred the Press to put its operations on a wartime footing. In view of the war, the Press's recent acquisition of a Monotype composing machine made necessary by the increase in book publishing, prompted an important decision. According to the terms of contract, the Press was offered the \$6,200 machine on payment of \$100 at time of signing the contract and \$100 a month thereafter. After a year the contract could be cancelled or the equipment retained, with the money already paid being applied to the purchase price. The balance would be paid at mutually agreed terms (5, October 25, 1941).

The Board met in special session to weigh the feasibility of continuing payments. At the Board's request, Holmes estimated the national emergency's impact on Press operations. He anticipated decreased income, loss of employees and difficulty in hiring skilled personnel. After deliberating the situation, the Board decided there was "no alternative" but to continue the contract for at least a year (5, December 11, 1941).

By the end of a year, the Board was concerned that wartime conditions could at any time create a "standstill" situation so it negotiated a rider to the original contract. This gave the Press the privilege of terminating the contract during any time of the year by giving 60 days notice. When

Rogers informed the college president of this action, Friley indicated that he would support any action taken by the Board and pledged the administration's assistance to keep the Press in operation in the event that unforeseen economic difficulties developed.*

At about this time Rogers suggested that the Press have "Amended and Substituted Articles of Incorporation" drawn up by its attorney, Marion Hirschburg. Earlier, Rogers had recommended adding a representative from the Iowa State College Press Editorial Board to the Collegiate Press Board of Directors (5, February 29, 1940). This representative would replace the member from the Cardinal Guild. The new member's function would be to advise and guide the Press Board on "Book Department matters." Because the Board found it advisable to confer voting status on the new member, it followed attorney Hirschburg's advice to revise its articles of incorporation. The new articles were executed on April 3, 1941. The Press Board also adopted its by-laws at this time.

Before long, the thrust of the war's repercussions was felt in the Press's operations. Training programs for service personnel began to utilize the college's facilities as civilian enrollment decreased. Paper was in short supply. And the manpower demands of the armed forces and industry

*Rogers, Charles E., Ames, Iowa. Information on retention of Monotype contract. Private communication. 1942.

riddled the Press's labor force. The Agriculturist and the Engineer suspended publication for the duration. A sharp decline in advertising coupled with a dwindling student enrollment resulted in revenue cuts and curtailed activity for the Student, Bomb and Homemaker.* Coeds moved into the vacuum created by the manpower shortage to staff and keep publications going (11, p. 224). By November 1944, the Student's press run shrank from 6,500 to 3,000 copies. Revenue from printing the Bomb dropped from \$11,581.69 in 1943 to \$7,420.48 in 1944.** The office of the closed-down Agriculturist was rented to a government agency for \$10 a month (5, September 30, 1943). Later, a second room in the Press building was rented to a Physical Chemistry group affiliated with the U. S. Engineer's Office of the War Department for \$25 a month (3, December 30, 1943). After the war it was disclosed that this office was associated with the Manhattan Project which operated the pilot plant for the economical separation of plutonium located south of the Press at a building known as "little Ankeny."

Difficulty in procuring paper stock crippled the Press's book publishing activities. With 1942 considered as the base

*Marvin, K. R., Ames, Iowa. Information on war's effect on Press operations. Private communication. 1943.

**Marvin, K. R., Ames, Iowa. Information on member publication activities during World War II. Private communication. 1944.

year, the 1943 paper quota was fixed at 90 percent while the 1944 quota was dropped to 75 percent. Ingle attempted to get paper beyond the quota to reprint two books for use in the Army Specialized Training Program for veterinarians. His initial efforts failed despite the submission of testimonials from eight deans of veterinary medicine institutions that the books "could not be substituted for." Attesting to the veterinary profession's high regard for the Press's publications in its field was the subsequent exception to quota restrictions granted in a re-appeal.

The year 1942-43 brought radical changes to the Press's labor force. During the previous one-year period, five printing shop employees were lost to the armed forces and defense work, Holmes indicated in a report to the Board on August 29, 1943. Holmes was forced to develop and substitute outside full-time personnel at high hourly rates for the part-time student help formerly available to produce the Student. Except for the head pressman, the entire press force was new, making it necessary to sublet a part of the 1943 Bomb for outside printing. The Press was even augmenting its printing staff by providing overtime work for employees from the Ames Tribune by the winter of 1943 (5, December 14, 1943).

Rogers obtained leave of absence in 1944 to complete studies toward his doctorate at the University of Minnesota. He later accepted a position with the Foreign Agricultural

Service in Washington (3, p. 6).

K. R. Marvin, who had managed and published Iowa community newspapers for six years before joining the journalism staff in 1934, was appointed to succeed Rogers as acting head of the Department of Technical Journalism in the summer of 1944. The previous summer he had been appointed chairman of the Press Board to allow Rogers to continue his policy of writing books during summer vacations. In 1945 Marvin officially became head of journalism instruction. In addition to these activities, Marvin shouldered the management of the Book Department when Ingle left for naval service in July 1944.

VII. THE COLLEGIATE PRESS CHANGES ITS NAME

On May 14, 1946, the Iowa State Board of Education approved the Collegiate Press's petition to change its name to "The Iowa State College Press."*

The implementation of this change had been desirable for some time. The Collegiate Press was publishing books on its own in addition to those bearing the imprint of the Iowa State College Press. As early as December 1940, Ingle, in his "Report of Progress Achieved by the Iowa State College Press," indicated that the books published under imprint were gradually accounting for an increasing portion of the Book Department's sales. These books were also bearing the major cost of advertising both themselves and the non-imprint books. Because of these considerations, and to eliminate confusion resulting from the use of two names, the Editorial Board of the Iowa State College Press authorized the Collegiate Press to carry on the book advertising and correspondence activities of both groups under the name of the Iowa State College Press.

Ingle's report also voiced the consensus of the Editorial Board - that it was "inevitable, as long as the present agreement continues" for the Iowa State College Press to eventually

*Friley, Charles E., Ames, Iowa. Information on approval to change name of Collegiate Press. Private communication. 1946.

become the name of the book publishing enterprise. Accordingly, the prompt discontinuance of the use of the Collegiate Press's name was urged to avoid confusion and misunderstanding.

However, the practice of conducting Collegiate Press book promotion activities under the name of the Iowa State College Press did not meet with President Friley's immediate approval. At the time of the "Pamphlet No. 5" incident he sought to clarify the relationship between the two groups in letters dated July 1, 1943, to Ingle and the Editorial Board. In Friley's view, the term, "Iowa State College Press" simply designated the imprint used as a "symbol of quality" to identify books considered worthy of being published with the sanction of the college. This meant that the Iowa State College Press was without corporate entity and could not engage in publishing or financial operations. These functions were reserved exclusively for the Collegiate Press. In line with this interpretation, only the Collegiate Press had authority to copyright books.

Friley prescribed a series of measures to be put into effect by Ingle.* Future publications of the Collegiate Press under the imprint of the Iowa State College Press were to

*Friley, Charles E., Ames, Iowa. Information on respective responsibilities of Collegiate Press and Iowa State College Press. Private communication. 1943.

indicate that they were copyrighted and printed by the Collegiate Press. Copyrights taken out in the name of the Iowa State College Press were to be transferred to the Collegiate Press. Letterheads bearing the title, "The Iowa State College Press," were not to be used. And the phrase, "of the Iowa State College," was not valid in association with the Collegiate Press's name on letterheads. Instead, for purposes of "identification and location," Friley suggested "Station A, Ames, Iowa.

These perplexing conditions led to the appointment of Board member O. L. Stewart to investigate and recommend possible solutions regarding the name dilemma. Stewart submitted two reports, one on November 1, 1945, and the other on January 3, 1946.

The consolidation of all activities into a single organization known as the Iowa State College Press was Stewart's first recommendation. This step would eliminate for clients and those handling trade lists the confusion created by the dual names.

Stewart also recommended that the committee passing on manuscripts that were to bear the Iowa State College imprint be changed in name from the Iowa State College Press Board (at other times referred to as Editorial Board) to the Imprint Committee of the Iowa State College Press. Still another recommendation was to "liberalize the rules" relative to types

of manuscripts accepted for publication.

In his earlier report, Stewart proposed the inclusion of two student members on the Imprint Committee. This suggestion was withdrawn later because of the technical nature of the problems to be discussed as well as the difficulty in obtaining the attendance of all members in a large working committee.

The Board accepted Stewart's recommendations and authorized Marvin to propose the name change to President Friley. Marvin offered several additional points for Friley's consideration.* He indicated that the Press's scientific books were in demand throughout the world, and the Iowa State College would benefit from having its name more closely identified with the Press's books, monographs, catalogs and other publicity.

In this respect, the Collegiate Press was the only press not bearing the name of its parent institution among 27 university presses listed in a Latin American Bibliography distributed by the Association of American University Presses. The Library of Congress also circulated abroad a bibliography of American scientific and technical books. The identification for the 15 Press titles selected for inclusion was only

*Marvin, K. R., Ames, Iowa. Information on need for a change in name of the Collegiate Press. Private communication. 1946.

the "Collegiate Press, Inc."

As precedent for the name change, Marvin cited examples in two organizations. These were the Iowa State College Agricultural Foundation and the Iowa State College Research Foundation, Inc. Both use the name Iowa State College, yet neither is a department of the college.

Marvin assured Friley that the Imprint Committee would continue to function as guardian of the scholarship in the Press's publications. Also, no changes were involved in the Memorandum of Agreement between the existing Iowa State College Editorial Board and the Collegiate Press other than the changes in names.

After the Board of Education stamped its approval on the new name, Article I of the Press's Articles of Incorporation was amended and the Iowa State College Press came into being as a corporate entity on May 28, 1946 (5, May 28, 1946).

VIII. THE EAST WING ADDITION

The drive to centralize the operations of both the Press and the journalism teaching staff under one roof was spearheaded by Kenneth R. Marvin. He sought to place teaching on a sound practical as well as theoretical basis by bringing the staff closer to the student publications' hub of activity. Such tactics would provide better consultation, advice and supervision.* But World War II was still raging, and the desired consolidation was a task to be undertaken at some postwar date.

World War II drastically curtailed the Press's activities. The lull provided time to assess the acute demands on its services that were certain to follow the end of hostilities. A booming postwar college enrollment, with its influx of war veterans, was expected to bring in its wake a text-book market of unprecedented proportions. This consideration pointed to the new building's facilities soon being inadequate to cope with anticipated requirements. A consultation by K. R. Marvin and W. E. Holmes with Professor A. H. Kimball drew the suggestion that the Press consider doubling the size of its lower floor by extending it northward 40 feet. Then, at some future date, the enlarged building could be joined by an east wing addition to house the Department of Technical Journalism (5, November 1, 1945).

Evaluations of space inadequacies made during the war

proved all too accurate. A report dated April 24, 1947, by Board member Robley Winfrey on recommendations for erecting an addition to the Press Building pointed up severe shortcomings. Paper was being stored in the Central Stores Building. Work area in the press room was cluttered with jobs in process and time and labor were lost in moving materials around to permit normal operations. A fire and accident hazard was created by the highly piled stock.

The book room was also cramped and no known space was available for anticipated future book and paper storage needs. The Press had been storing materials at the Ames canning plant since the previous fall. Even this was a stop-gap measure - the paper had to be removed before the canning season opened. These conditions cost the Press a \$25 per month outlay for outside rental space and for extra shop labor in moving paper. At one point in this quandry, the Board even considered putting up a 24 x 36 foot Quonset for storage, but the plan was ultimately abandoned (5, October 29, 1946).

The short term canning plant lease made it imperative to quickly provide permanent storage facilities. Winfrey's report urged the acquisition of at least 1,000 square feet for storage and an equal amount of space for expansion. According to this report, acceptable working and storage conditions were governed by three requirements: paper and book storage space adjacent to the Press Building, better unloading facilities

and a freight elevator. These needs would be met by a one-story, 26 x 82 foot concrete monolithic addition joined to the north side of the Press Building. The addition's design would allow its roof to become a loading dock for the Press's shipping and this design, if adopted, would not interfere with future plans for east and west additions, the report concluded.

Winfrey's recommendations were accepted and a contract for the north addition awarded to the Wickes Engineering and Construction Company of Des Moines on its bid of \$24,200. Chairman Marvin was authorized to borrow up to \$25,000 on one-year notes if necessary to finance the construction October 15, 1947. The north addition was completed in the spring of 1948. Later, in 1951, a second floor enclosure was built over the north addition by the Weitz Construction Company for \$13,025 (5, March 28, 1951). Both additions were financed with the Press's earned surplus funds.

By now the Press's shop equipment included four Linotypes, two Miehle No. 3 presses, a Craftsman press to replace the old Chandler and Price job press, a new Kelly press and a Duplex press. Sales to publications totaled \$73,387.54 while the Book Department's sales reached \$105,193.90 (Appendix C). The shop provided work for 35 employees. Equipment valuation reached \$46,207.24.

These additions, along with the utilization of space for

storing books and paper in a former powder storage house at the Ankeny Experimental Farm - 26 miles away - considerably relieved the Press's acute storage problems. Marvin now directed his energies toward expanding the Press's plant facilities through the addition of a two-story east wing. The first step was to facilitate financing of the addition by amending Article IX, Section 1, of the Iowa State College Press's Articles of Incorporation to increase the indebtedness limit from \$35,000 to \$150,000 (5, August 9, 1950).

Next, approval was obtained from the Board of Education to proceed with plans to erect the building addition. However, the Board of Education was concerned that a definite understanding be established on the ownership of the additions in view of the fact that they were and would be paid for entirely by Iowa State College Press funds. A new memorandum of agreement was sought to redefine the status of ownership, inasmuch as the Press had repaid its original loan to the college, had built an addition to the original building and had changed its name since the original memorandum of understanding was negotiated on April 15, 1940.

The clarifying modifications were incorporated into a subsequent memorandum of understanding which was approved by the Board of Education at its December 6, 1950, meeting.*

*Platt, B. H., Ames, Iowa. Information on amending articles of understanding. Private communication. 1950.

This superceding document restated the former conditions of ownership - that the Iowa State College Press Building, the existing addition and proposed additions, being on college-owned property were recognized as belonging to Iowa State College. The Press, it was mutually agreed, would continue to maintain the building and additions thereto at its own expense. The Press would also

. . . continue to pay the college for steam, electricity and water used in the printing plant and book publishing department but not for the space used for undergraduate publication offices and teaching purposes.

The project encountered unavoidable delays after these initial successes in facilitating construction. Approval was required from two federal agencies before further steps could be taken - the National Production Authority for materials and the Federal Reserve Board of Chicago for credit (5, June 8, 1951). Steel was in short supply and the allocation agency indicated the Press's needs would be withheld until at least the middle of 1953 (5, September 25, 1952).

Another impediment occurred when the bankers who were contacted for construction loans urged first that the State Executive Committee be pressed to deed to the Iowa State College Press the real estate on which the building and its proposed addition were located. This unique procedure would make the new structure technically eligible for mortgaging and would parallel the Board of Education's action when the

State University of Iowa constructed its Memorial Union, and also in the case of the Iowa State College Memorial Union (5, September 25, 1952). The real estate title was transferred on April 11, 1955 (Appendix D).

The Iowa State College Press and Iowa State College deferred to the banks' wishes and amended the memorandum of understanding of December 6, 1950. The amended section now stated that the college granted the necessary land and building to the Iowa State College Press. After indebtedness was liquidated, the title would revert to the college, including the building and its additions, free of all encumbrances to "the State of Iowa for the use and benefit of Iowa State College." (5, September 13, 1953).

Still setting the stage for the east wing addition, the Press board acted on the advice extended by Max Conn, its attorney, in his letter of September 23, 1953. Conn recommended that three owner publications, the Agriculturist, Homemaker and Engineer, respectively, incorporate to obtain status as legal entities. This procedure would later facilitate obtaining bank loans to finance the addition.

After the publications had legally incorporated, the Board amended sections of its articles of incorporation. Article III was amended to designate that the "member publications" were now "corporations." The same change was also incorporated into Article VI. Article IX, which previously had fixed the limit of the Press's indebtedness at \$150,000,

was deleted from the document and Article VIII, Section 4, was revised to no longer permit the Board to meet operating deficits by drawing upon the earned surplus owned by the separate publications (5, May 27, 1954).

The legal ground-work was completed, and the actual task of constructing the east wing began. The Board of Education authorized the Press to employ Thomas FitzPatrick and Gerald I. Griffith as architects and proceed with plans. Some years earlier, President Friley, concerned with the pressing space needs of the Departments of Technical Journalism and of Economics and Sociology, suggested that the Press consider adding a third floor with classrooms and staff offices to its original plans for the east wing. At that time he offered the administration's assistance in providing certain services in lieu of rent for space used for teaching. This would help amortize the cost of the added floor. Now Marvin gave definite form to the idea by proposing two measures to B. H. Platt, the college business manager, to enable financing the needed classroom facilities.

First, Marvin urged that the college assume payment of the \$2,200 salary he received from the Press. The expanding activities of the Department of Technical Journalism, then granting four to five times the number of pre-war degrees, could use the services of a full-time head, he pointed out. Marvin's second point was that the college consider remitting

the cost of utilities used by the Press.* The remission of utility costs alone would, in 20 to 25 years, reimburse the Press for its capital investment in the third floor.

The college's compliance with these proposals would not constitute a subsidy to the operations of the Press, but would only help amortize the cost of space provided for teaching, Marvin indicated. Moreover, the Iowa State College Press was the only one of 46 university presses not subsidized by its parent institution. Yet, for years the Department of Technical Journalism was using cramped facilities for its news reporting and editing classes.

While the east wing addition was still in the planning stage, the college administration requested department heads to look ahead 10-15 years and list space needs for an enrollment that was expected to double during that period. This altered existing plans. The Press agreed to give up half the proposed wing's basement space for teaching purposes, and to continue to use the Ankeny powder house for storage. To help amortize the cost of the basement revision, Marvin urged the administration to consider payment of \$8,000 in salaries to employees of the Book Department of the Press.** As precedent

*Marvin, K. R., Ames, Iowa. Information on proposal to finance third floor of east wing addition. Private communication. 1954.

**Marvin, K. R., Ames, Iowa. Information on proposals for cooperative amortization of third floor in east wing addition. Private communication. 1955.

for this proposal, he cited that most university presses were furnished housing and at least part of the editorial staff's salaries. He referred to a survey which indicated that 76.5 percent of university press subsidies came from parent institutions (8, p. 241).

Marvin's negotiations proved fruitful. The college, recognizing that space for its instructional program was being provided at no cash outlay to the institution, agreed to help amortize the cost of the teaching facilities made possible by the revised plans. The Press had been paying the college about \$8,000 per year for utilities and services. The Press would continue to pay the costs of most services, such as trucking and the college printing service. However, the college remitted the cost of the Press's utilities and agreed also to assume the portion of Marvin's salary previously paid by the Press. The value of these concessions was mutually agreed to be \$4,000. Later, when basement space was diverted to teaching needs, the college also took on the responsibility of paying \$9,000 in salaries to Press personnel. This arrangement was effective July 1, 1957. These commitments were to remain in force only through the period required to amortize the loan for the east wing addition.*

*Platt, B. H., Ames, Iowa. Information on measures to cooperatively amortize cost of third floor on east wing addition. Private communication. 1956.

Negotiations were still in progress for the amortization of the third floor of the east wing addition when the Board awarded construction contracts totaling \$189,772. Contracts awarded were: general, James Thompson and Sons Company; electrical, Fitz Electric Company; and plumbing and heating, Wolen Company.

Funds for financing the east wing addition were made available by two local banks - the Union Story Trust and Savings and the Ames Trust and Savings - as well as the Iowa Des Moines National. These banks collectively offered to advance loans up to \$150,000 for construction costs.

A budget was estimated for incidental expenditures. These were expected to bring the east wing's total cost to about \$200,000. The Board authorized Marvin to negotiate the finances needed to meet the construction budget. Borrowing limit was fixed at \$150,000 and was to be secured by a first mortgage on Iowa State College Press property (5, August 3, 1955).

When the college accepted Marvin's plan for the joint amortization of basement teaching space, it became necessary to extensively revise the original design for the east wing addition. The incorporation of the necessary changes in the basement plans required an additional cost outlay of \$7,459.45 (5, May 10, 1956). The revised plans provided for sharing the ground floor, half serving as a Press warehouse and half providing space for typography and advertising laboratories, a

motion picture production laboratory, a radio studio and a small classroom.

At the time the Press was preparing to move into its new quarters, sales to publications totaled \$107,435.85 while the Book Department's sales reached \$206,035.68. Major items of shop equipment included four Linotypes, a Miller Major press, a Kelly press, an offset press, a Duplex press, a Heidelberg press, a Ludlow for hand composing, a Trim-O-Saw and two Miehle No. 3 presses. Printing equipment valuation totaled \$84,931.24. The shop employed 29 persons.

The long anticipated three-story, 40 x 120 foot wing was occupied in September 1956. The new wing cost \$217,035.36 - this included electrical fixtures and blinds. The Press housed its editorial offices on the first floor. Its former editorial quarters in the original section of the Press Building had been three jammed rooms - one managerial office, one editorial and sales office shared by the sales manager, his assistant, the chief editor and two half-time associate editors; and a clerical office occupied by two full-time and one half-time staff members engaged primarily in order writing. Now, an individual office was provided for each of the key personnel. The accounting office remains in the old building.

The Department of Technical Journalism moved into offices and classrooms on the top floor. To provide facilities for journalism teaching, the Press sacrificed needed storage

space - and still continues to use an old powder storage warehouse on the College Experimental Farm at Ankeny, 26 miles away.

An official Open House on April 25, 1957, at which the Press and the Department of Technical Journalism co-hosted about 800 guests, marked the occasion of one of the Press's landmark achievements - the provision of top-flight publishing and teaching facilities without capital cost to Iowa taxpayers (6, pp. 42-44).

IX. BOOK PUBLISHING EXPANDS SALES ARRANGEMENTS

The Press's book publishing program continued to grow in size and importance. By 1941 the annual dollar volume of book sales had climbed to a level of over \$21,000, a four-fold increase over 1934, when the Book Department was founded (Appendix C). The scale of the Press's book publishing activities had achieved sufficient importance by this time to classify as a recognized book publisher in professional circles.

Accordingly, the Press became a member of the Association of American University Presses. This association had organized formally in February 1937, chiefly to provide an opportunity for regular exchange of information among member presses. Available records indicate that the Press held membership in the AAUP as early as 1941. However, the Press was not represented at the AAUP's annual meetings until Ingle attended the session held in New York on January 28, 1944. En route to the meeting Ingle visited and exchanged information with management personnel at the presses associated with the presses at the University of Chicago, Johns Hopkins University, the University of Pennsylvania, Rutgers University and Columbia University.

Ingle submitted a report to the Press Board upon his return to provide detailed information on how various university presses manage the publishing and promotional phases of their operations. He predicted that the knowledge so shared

would stimulate "more expert management of our own publishing enterprise."*

One concrete result of Ingle's attendance at the AAUP convention was the crystallization of action to obtain sales representation in foreign areas. Ingle pointed out that the increasing foreign demand for the Press's books made it opportune to enlist the aid of foreign sales representatives in the manner of some other university presses. By taking this step the Press would reap twin benefits - an organized processing of unsolicited foreign orders and aggressive, continuing sales promotion in areas where the Press could not effectively carry out its own program (5, March 30, 1944).

After querying several firms, Ingle recommended that the Press contract for the services of the Henry M. Snyder Company of New York, then the only publisher's export company in the United States. He had already been briefed on the firm's operations by its representative, W. S. Hall. (Hall later started his own firm for European and Great Britain coverage.)

Ingle spelled out for the Press Board the details of Snyder's proposed services. The firm's territories included most of South America, the Union of South Africa, Hawaii, Sweden and Iceland. Before World War II it also had offices in China and Japan and had initiated operations in Europe.

*Ingle, Harold E., Ames, Iowa. Information on Press's participation in its first AAUP meeting. Private communication. 1944.

Snyder's postwar plans included expansion of European coverage, re-establishment in the orient and the opening of offices in Australia.

In its standard pattern, the Snyder firm proposed to initiate its services by introducing the Press to all the bookstores in Snyder's territories by means of a "sales letter" devoted exclusively to the Press - its history, information about types of books published, discounts to booksellers and individual descriptions of those books most likely to have strong sales appeal in the territory. Periodically, as new Press books were published, additional promotion would come via a mimeographed "Book News" letter.

Orders for Press books resulting from this promotion would be channelled to the Snyder home office for processing. Snyder would give the Press complete instructions for filling orders - credit terms, discount, export license if necessary, and detailed shipping instructions. The Press would then ship the books directly to the buyer, but would send invoices to Snyder. Each month Snyder would bill its bookseller clients and redistribute the money received to the various publishers whose books were included in the sales. The commission would be 15 percent of the net amount of each invoice, exclusive of postage.

A contract with the Snyder Company would relieve the Press of most existing foreign credit problems, stressed

Ingle. These would be reduced to "watching the financial solidarity" of the foreign representative instead of scores of booksellers and individuals who would otherwise order direct. He added that foreign representatives were in a better position to evaluate the credit standing of buyers in their territories, and could restrict sales to outlets considered to be reliable. (This was an important consideration, as the Press and other university presses had encountered "unreliable" South American accounts.)*

While Snyder would not guarantee payment, it would assume "moral responsibility" to bring pressure upon its customers to meet financial obligations. Failure to make full payment to any publisher would result in impairment of credit with all Snyder's publishers and loss of book purchase rights in the United States until credit was re-established.

Ingle urged the Press Board to sign a one-year contract for Snyder representation with automatic one-year renewal unless terminated by notice three months in advance. This move would facilitate handling the Press's existing foreign sales and would also pave the way for the large postwar business anticipated by "all publishers." It was placed in effect May 1, 1944.

Ingle's judgment proved prudent. Within four months of

*Ingle, H. E., Ames, Iowa. Information on university press problems related to credit reliability of South American accounts. Private communication. 1944.

initiating Snyder representation, the Press received foreign orders totaling \$753.06. Business volume for this period would ordinarily have been about \$75 without foreign representation.*

The Press was represented again at an AAUP meeting when Marvin attended the sessions of January 22 and 23, 1946, held for the first time in Chicago. Marvin stressed in his report of January 30, 1946, that the Press could not afford to miss representation at these sessions even if they were to be conducted in New York. He endorsed future participation, declaring that "in justice to our authors we must keep abreast of what is going on in the trade in sales and promotion, techniques of publishing and in foreign trade." The Press has been represented at all AAUP sessions since, with the exception of 1955, when bids for the new East Wing were being considered in Ames at the same time that the convention was in session.

While Ingle was serving in the navy, the Press arranged sales representation in the southwestern United States through a commission salesman, Ray Barr of Albuquerque, New Mexico. Barr's services were in contacts and order writing - not in billing and collecting accounts due, as are those of foreign representatives. He made calls for several publishers, tak-

*Ingle, H. E., Ames, Iowa. Information on results of early Snyder representation. Private communication. 1944.

ing orders and earning commissions. However, he also received credit on orders placed direct with the Press by customers on whom he had made contact calls, as well as on orders he wrote at the time.*

The Press moved to broaden the range of its foreign coverage when World War II hostilities ceased. The Board arranged for the H. M. Snyder Company to represent its interests in Australia and New Zealand as of January 1, 1947. By this time about 11-12 percent of total book sales were to overseas clients (3, November 29, 1945).

Upon his return from the 1946 AAUP convention in January, 1946, Marvin reported on a new avenue of approach for expanding overseas sales through participation in the United States International Book Association, beginning July 1946. This was under joint membership held by the AAUP, at an assessment of \$10 per member in accordance with formal action at the January convention. As stipulated, USIBA would sell and promote American books on the European continent ". . . in most countries except Russia and perhaps in Russia later." Snyder agreed not to compete with USIBA in Europe, and the USIBA would not compete with Snyder in other countries.

USIBA based its operations in New York and had sales and promotion offices in France and Sweden, but its life span

*Marvin, K. R., Ames, Iowa. Information on Ray Barr sales representation. Private communication. 1958.

was short. The association was formally dissolved on January 3, 1947, when the members decided that the USIBA could not operate effectively or economically without the support of most American publishers and it had become evident that support was not forthcoming.*

However, Western European representation did not actually lapse in that W. S. Hall - the Snyder representative who visited the Press and signed the Henry M. Snyder Company operating agreement - launched a new company under his own name, to cover Western Europe. The Press was with Hall within a month after USIBA dissolved. On May 15, 1949, the Press expanded Hall's territory to include Great Britain.**

The Press made the complete shift to conducting its foreign sales efforts through established firms in a particular locality when it appointed Thomas Allen Ltd. of Toronto, Ontario, as its Canadian sales representative in October, 1949. Previously, the Press had handled its own book sales in Canada. Allen actually warehoused Press books, promoted them and filled orders from its own stock. Press transactions therefore were with Allen, not with a multitude of scattered accounts.

*Townsend, Marshall, Ames, Iowa. Information on USIBA representation. Private communication. 1958.

**Townsend, Marshall, Ames, Iowa. Information on W. S. Hall representation. Private communication. 1958.

By this time the policy of employing foreign sales representatives had paid the Press handsome dividends. In the first six months of 1948 the Press recorded the highest percentage increase of all university press foreign book sales - an increase of 446 percent over foreign sales during the first half of the base year, 1946.

As the dollar volume of Press sales increased in the 1950's, the percentage of foreign sales was not expected to hold to as spectacular figures. A number of competing agents had come on the scene, however, and the Snyder firm no longer held a monopoly on any of the territories. The Press was particularly concerned about Snyder's showing on a comparative basis when their 1955 tally showed only a 3.8 percent increase over the previous year, as compared with the AAUP average of 19.2 percent for 25 university presses with various representatives in the "Snyder territory." To comply with contract terms, the Press notified the Snyder concern on January 31, 1956, that it would be canceling the contract May 1, and arranging new representation. By telephone, President B. H. Ruderman of Snyder asked reconsideration for at least another year, and outlined a new, aggressive program that the firm was planning. The Press agreed to continue until the end of another contract year.

In July 1956, however, the U. S. Information Agency announced that no more contracts through the Informational

Media Guaranty program would be issued to Snyder. This blocked orders from a number of countries. In October 1956 the Attorney General accepted a "Snyder offer of settlement," but Robert M. Beers, chief of the IMG branch, issued to the book industry a statement that:

I can assure you that if these difficulties (of the Snyder Company) were only technical, we would not have taken the action we did. The action we took is commensurate with the seriousness of the situation. The damage to the IMG program has not only been lack of sales. The Snyder situation has also made it difficult to bring new countries into the program.

Townsend questioned with Snyder president Ruderman the propriety of putting a university press's activities under a cloak of questionable ethics, but invited Ruderman to give his own version of the affair before coming to a decision on continuing or canceling representation. Lengthy correspondence followed, and Ruderman also forwarded a copy of the complete Offer of Compromise made to the government. Townsend further checked with publishers mentioned in the transactions referred to in the government assertions, and with foreign trade authorities.

On January 17, 1957, formal notice of a clean break with Snyder was forwarded from the Press, for termination of contract on April 30, 1957. On March 25, 1957, the Press formally signed with Feffer and Simons, Inc., for representation in the former Snyder territories, effective May 1, 1957. Like W. S. Hall, both Paul Feffer and George Calvert Simons

formerly had been with Snyder before launching out on their own with an aggressive organization.*

*Townsend, Marshall, Ames, Iowa. Information on changing from Snyder to Feifer and Simons representation. Private communication. 1958.

X. PEOPLE AND PERSONNEL POLICIES

A successful university press draws its vitality primarily from people rather than from elaborate physical plant or modern printing equipment. From the outset the Press has been guided by leaders who had wide experience and who have been distinguished by election to high office in national journalistic and publishing associations.

Board chairmen Beckman, Converse, Rogers and Marvin have all served as presidents either of the Association for Education in Journalism or of the American Association of Schools and Departments of Journalism.

Harold Ingle, former manager of the Book Department who became the director of the press at Johns Hopkins University after leaving Iowa State, served as president of the American Association of University Presses from 1959 to 1961.

Marshall Townsend, who succeeded Ingle in 1948 after first serving the Press for three years first as sales manager than as production manager, was elected to the five-member national executive committee of the AAUP in 1951, and was named vice president in 1960. He was in charge of the Book Department during the period of its greatest growth. By 1957 the Press book sales moved past a quarter-million dollars a year.

William E. Holmes, plant superintendent since the Press began its operations in 1924, has played a key role in the

education of hundreds of Iowa State journalism graduates as he guided the staffs of the various publications. At the same time he kept abreast with advances in printing technology and incorporated them into shop operations to maintain the high level of Press publications.

These and other staff members have contributed to the Press's steady development as a center of important publications.

As the Press grew in stature and business volume, it provided its workers with employee benefits to augment their earnings. While not officially a part of the University, the Press is considered an integral part of University operations. It conforms to University policies and procedures. From all indications, the Press followed conventional personnel practices and policies from the very beginning, at first by rule of thumb, later by formalizing them.

The policy of providing retirement income insurance had its roots in a general discussion on employee policies at the Board's September 17, 1947 meeting. These discussions continued for some time, and at one point the Board invited Col. H. E. Pride to brief the features of a similar plan then being considered by the Memorial Union in behalf of its workers (5, April 13, 1948).

When the Board decided to act it called upon members Robley Winfrey and L. O. Stewart, its veteran fact-finding committeemen, to investigate further and draft the general

provisions of a retirement plan. Winfrey's and Stewart's recommendations were accepted after various changes on January 6, 1949. Subsequently, the Press negotiated a retirement income insurance plan with the Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, that it had submitted earlier. This plan was modified and adopted (5, May 17, 1949).

Basically, the plan provides a monthly annuity of \$60 to employees who retire at age 65, with a correspondingly lower amount if the employee entered the program at an advanced age. Should the insured employee die before reaching retirement age, his beneficiary would receive 100 times the amount of the monthly annuity that would have been due him at retirement. Employees that became totally and permanently disabled would receive full retirement benefits. In the case of pressman Dan McCleod, who was 70 years old when the plan was adopted, the Press retired him on payroll at \$50 a month, which payment was later increased to \$60 a month.

Under the contract's terms for other employees, the Press carries the bulk of the premium costs; each employee contributing \$5 per month. The Board foresaw that the plan's cost could be partially absorbed by reducing profits, increasing employee productivity, raising selling prices, and by trimming training costs through lessened employee turnover (5, August 13, 1949).

Employee benefits were buttressed when Press employees

came under the coverage of the Federal Social Security retirement plan on January 1, 1951. To this was added the Bankers Life group life insurance program of the University in July 1952, with the Press paying two-thirds of the premium for coverage up to \$12,000, varying according to salary and age.*

Protection against the financial ravages brought by extended illness came with a hospitalization insurance program started in 1952. At first the Press bought such insurance from the Prudential Life Insurance Company, but a year later cancelled the contract in favor of Blue Cross-Blue Shield plan coverage instead. Following the University's action on recommendations of its insurance study committee, the Press took advantage of Iowa State group provisions and rates. The Press paid the cost of each individual policy but granted the employee the option of carrying family coverage by paying the difference at his own expense (5, January 22, 1953).

Employee benefits were broadened in 1952 to include formal provision for paid sick leave and annual vacations, paralleling University practice. Initially, the Press granted permanent full-time employees up to five working days of sick leave a year. Later, in 1957, this allowance was doubled, and unused sick leave was permitted to accumulate for three consecutive years. In August 1957, the Press formalized leave

*Marvin, K. R., Ames, Iowa. Information on fringe benefits to Press employees. Private communication. 1958.

with pay in case of death in an employee's family; this action paralleled a similarly established University policy.

Annual paid vacations were also formalized in the Press's "Statement of Personnel Policies" adopted May 1, 1952.

Thirty calendar days of vacation leave were allotted to administrative and managerial personnel, while 10 working days were provided for printing shop workers, editorial assistants, and the office staff.

Printing shop employees in particular have found the Press to be responsive to their wage needs. Between January 1, 1940 and August 1, 1957, they received 19 wage increases - going from a basic 80¢ an hour for journeymen to \$2.30 an hour. In the main, Press wage increases have kept pace with competitive conditions to give the staff adequate compensation for its contributions.*

*Marvin, K. R., Ames, Iowa. Information on wage increases obtained by printing department. Private communication. 1958.

XI. PRESS CONTRIBUTIONS TO THE UNIVERSITY AND EDUCATION

From its "part-time" book publishing beginnings, the Press has grown and evolved to play a key role in the expanding services of the Iowa State University's far-flung educational programs. As part of its publishing arm, the Press has lengthened the thrust and heightened the impact of the University's teaching and research activities beyond the confines of campus classroom and laboratory. These service efforts are at once statewide, regional, national and international.

In meeting these widespread responsibilities the Press makes contributions that range beyond its immediate publishing activities. The Press's imprint on its publications, including those adopted by the nation's foreign service programs, has helped gain prestige for the University's name around the world. Learning has benefitted from the Press's subsidization of worthwhile books that otherwise might have gone unpublished. To student journalists the Press has bestowed both educational and material benefits. And all this has been attained almost entirely without subsidy from the University or state funds.

In Iowa, the Press is a partner with educational radio and television, the extension service and widespread experimental farms in communicating and interpreting knowledge throughout the state.

The Press's approach to regional service is demonstrated by its popular Midwest Farm Handbook. Written and periodically updated by specialists in their respective agricultural fields, it has gone over the 60,000 copy mark in sales to farmers, students, and agricultural scientists, and continues to exercise influence in improving agricultural practices. By editing it to carry the results of research particularly applicable to a wider area than Iowa the price has been kept low and its market and usefulness expanded far above the potential for a purely "state release."

There is another and a potentially more significant facet of the Press's regional service. The Press, like other university presses, has published books that attempt to preserve and interpret the history and culture of its region. Examples of such titles are: Old Orchard Farm, Sun Over Cerro Gordo, and A Change and A Parting: My Story of Amana.

On national and international levels the Press has won a reputation as a center of important publications in science and technology. Various books have been translated into foreign languages: Spanish, French, Portuguese, Japanese, Chinese and Polish. Statistical Methods, which has appeared in Spanish, Portuguese and Japanese editions, Animal Breeding Plans and Diseases of Swine are among the Press's offerings which have been drawn into service to play an important role in the nation's foreign service programs. Agencies like the

old Point Four Program and the present International Cooperation Administration harnessed them to help mobilize the manpower and resources of underdeveloped nations craving Western knowledge and technology.

Earlier, during World War II, the United States Armed Forces Institute adopted the book Farm Records and bought 35,000 copies for use in its global training program of service personnel. Following hostilities, the Press supplied 8,400 copies as a single order for the veterans' farm-training program in Arkansas.

Underlining the Press's publishing program, and those of all university presses as well, is the belief that if research in any area of scholarship is to have any meaning its results must be published and made available (7, pp. 33-34). As its initial step in fulfilling this ideal, the Press divorces financial considerations from those of subject matter merit when its Manuscript Committee appraises book material, enabling it to act primarily on the manuscript's merit. Once a manuscript is approved, the Press management assumes responsibility for appraisal of financial feasibility and is free to take the steps necessary to bring the work into being under whatever financial arrangements need to be effected. Only manuscripts approved by the Manuscript Committee may be published by the Press. Its action is permissive, not "mandatory," however, as the financial feasibility must be resolved

by management.

The Manuscript Committee can help provide its own solution to the financial problem where its respect for the manuscript is great enough. The Press underwriting under this procedure comes from a \$5,000 Manuscript Reserve Fund administered by the Manuscript Committee. In cases where the book cannot be produced on a regular basis, the Book Department management may work out an arrangement either for waiver of royalty, or waiver of royalty until a certain number of copies have been sold, or partial subsidy obtained from a foundation or professional society identified with the subject matter of an individual manuscript.

Approximately 85 percent of the manuscripts handled are judged by management to break even eventually - although it may be a matter of seven or eight years, but the Manuscript Committee does have the authority to support a meritorious work which otherwise might not come into print. When an appropriation is withdrawn from its fund in support of a book, the Press immediately applies a one percent "set aside" on all book sales until the fund is restored to the \$5,000 level; the set aside is then discontinued until the next appropriation is made.

The fund has been used sparingly, but its presence is considered vital in enabling the Press to meet its goals in sharing knowledge. On a number of occasions, the Manuscript

Committee in its formal motion of approval has indicated a willingness to draw on the fund when need arises on a scholarly work. This, in effect, has removed a possible financial stumbling block which might have delayed or even prevented publication of a meritorious work of limited distribution. Specific allocations from the fund have been made on such books as Economics of Soil Conservation, Heterosis, Atlas of Chromosome Numbers in Animals, Statistics and Mathematics in Biology, and Simplified Diet Manual. The Press also helped the quarterly Farm Policy Forum weather its financial growing pains by carrying that journal at a loss during the first five years of its existence.*

Even with this record of subsidization, the Press, by implication at least, comes under fire from certain critics who decry the publication of text books by university presses. In his warning against "straying down commercial paths," August Fruge (and others too) at the time of his presidency of the Association of American University Presses maintained that university presses cannot devote much time to producing such books and still claim that their purpose is scholarly. At the same time Fruge admits that for a university press to survive it "must make some gestures in the direction of financial profit" (4, pp. 31-32).

*Townsend, Marshall, Ames, Iowa. Information on books subsidized by the Press. Private communication. 1960.

The Press was the first and for many years the only member of the Association of American University Presses to be affiliated with an institution not offering a liberal arts degree. Understandably, it is dedicated to publishing scholars' output of "books of merit in the subject matter stressed at Iowa State," that is, books in areas of special interest to a land-grant university in furthering its purposes.

In any weighing of the non-text versus text publishing controversy as it affects the Press, one would require this point as a benchmark: The Press must at all times keep its operations in the black because of its being self-supporting. Therefore, the extent to which it can subsidize other worthy manuscripts depends upon the total sales of books bringing a return over costs. In 1959, for example, with 120 titles earning income, the Press found that 23 titles, the sales of which came basically from the text market, accounted for 66 percent of total book sales. It follows that the sale of texts makes possible the Press's subsidization program.

The Press did try to take advantage of an opportunity to increase its output of "liberal" books when it applied for a Ford Foundation grant under that foundation's "Program to Support Scholarly Publication in the Humanities and Social Sciences." The foundation required from applicants a listing of at least four books not designed for use as textbooks or handbooks which were published in the year preceding applica-

tion, of which at least two were to be in the humanities or social sciences. The foundation also requested a statement of the composition of the applicant's editorial control board, being interested in adequate representation from the humanities and social science fields.

In May, 1957, Marshall Townsend made preliminary inquiry about the Press's eligibility. He was advised that the Press's Manuscript Committee lacked adequate representation from the humanities and social sciences.

In response to the then current faculty interest in emphasizing the teaching of the humanities the Manuscript Committee was expanded in August, 1957 by appointment of two members at large - George Beal from sociology and Wayne S. Cole from history.

The Press then made formal application to the Ford Foundation. The list of titles indicating the scope of humanities and social sciences publishing operations during the preceding fiscal year (1956-57) included: Economic and Technical Analysis of Fertilizer Innovations and Resource Use (Economics); Doctor! Spare My Cow! (Latin American Modern History); Iowa's Water Resources (Economics); 1,000 Ideas for Better News Pictures (Pictorial Journalism); and Agricultural Price Analysis (Economics).

However, the Ford Foundation rejected the application and in its notification dated January, 1958, cited that its

conclusion was based largely on two points: the absence of general scholarly books in the humanities and social sciences from the list of the last fiscal year, and secondly, that one purpose of the program was "to add new humanities and social science titles in a list that already contains such works." Further, a foundation spokesman questioned if the Press in meeting its specific objectives would "ever have a publishing year in which basic and general scholarly works in the humanities will be well represented."

He commented additionally that it was not appropriate for the foundation to attempt to apply definitions or criteria to particular books, but that this should be the prerogative of humanistic scholars on the Press editorial control board "if your press actually makes an attempt to reshape its publishing list along the lines intended by our program." The money at stake was not a large sum and the program was to stay in effect only for five years; the Press continues to subsidize on its own those books its Manuscript Committee believes warrant such aid.*

But the previously mentioned incident related to the Press's application for a Ford Foundation grant, while of interest from a historic standpoint, is a minor aspect in the overall picture of the Press's operations and achievements.

*Townsend, Marshall, Ames, Iowa. Information about the Press's application for a Ford Foundation grant to stimulate production of publications in humanities and social sciences. Private communication. 1960.

More definitive of these is the fact that going into 1961 the Press was selling about 100,000 books a year from its store of some 140 titles in print (Appendix F). On the average, the Press prints about 14 new titles a year, most of them related to the subject matter stressed at the University. Its listing of professional works in the field of veterinary medicine, regarded as one of the best such lines in the world, is particularly strong in sales. In 1959, for example, nine veterinary medicine titles alone accounted for \$67,959 in gross sales, or about 22 percent of the year's \$270,778 dollar volume in books. Of this amount the text Diseases of Swine brought in \$26,624.

Other fields of professional specialization and their 1959 gross sales include: journalism, 14 titles, \$21,085; home economics, 12 titles, \$35,133; biology, 11 titles, \$14,248; agricultural economics, 28 titles, \$21,827; general agriculture, five titles, \$20,123; history and social sciences, 10 titles, \$3,934; and statistics and mathematics, six titles, \$27,346.

During 1959 nine new titles and revised editions accounted for only \$33,940 of the year's sales. This indicates that the Press depends on "old standbys" to keep it in business. To cite cases, from 1952-56 the Press published only eight new texts, but 35 new non-texts. During that period six of the eight texts ranked among the top 20 income producers,

while only three of the 35 non-texts placed in the top 20. At the same time 11 of the top 20 books were more than five years old. Also indicating the Press's dependence on a relatively few titles to build the bulk of income are these statistics: in 1952, 32 titles accounted for 70 percent of the book income; in 1954, four titles earned 30 percent; and in 1956, 11 titles brought 50 percent.

Included on the Press's list of long-time best sellers are: Scholastic Journalism, over the 95,000 copies sold mark; Statistical Methods, 55,000 copies; Forages, 35,000 copies; Unit Method of Sewing, 63,000 copies; Diseases of Poultry, 22,000 copies; Marketing Farm Products, 21,000 copies; Farm Records and Accounting, 31,000 copies.

The Press apparently may have to continue to stress text production if it is to also provide publication of service and prestige titles while maintaining a profitable income level. In fact, a sales analysis indicated that if the Press were to print 15-20 books a year, at least a third of its annual production would have to be texts if income levels were to provide for growth and expansion. In general, these texts, many of them widely adopted for courses around the nation, depict the interlocking nature of the Press's publishing program with the subject matter stressed at Iowa State.*

*Townsend, Marshall, Ames, Iowa. Information about text to non-text ratio of Press publications, and sales figures of all-time best sellers. Private communication. 1960.

Iowa State students have reaped educational benefits from the unique, democratic and almost ideal physical plant centralization arrangement they share while producing the undergraduate publications that are part of the Press organization.

These benefits stem from the Press's being the nation's only student-owned university press and therefore the only one with students participating on its Board of Directors. This allows student Board members to reinforce classroom theory with a first hand insight into real life publishing problems gained by joining seasoned faculty Board members in making management decisions.

Few journalism schools can boast of the distinct educational advantage achieved by centralizing the instructional activities of the Department of Journalism within the Press building where the students also edit their publications and where these publications are printed. Such centralization enables students to broaden their training by relating the part of their writing training to the whole of the publishing operation. After writing and editing they can observe trained pressmen and modern equipment through every step in the processing of their editorial creations into the final product.

Even with these educational advantages, and despite the steadfast policy of giving the owner publications first call on personnel and equipment, the charge has sometimes been made that expansion of the book publishing program would

interfere with service to the student publications (5, March 1, 1946). But it has been the Press's policy of reinvesting publishing enterprise profits which makes it possible to enlarge the plant and replace equipment, to increase efficiency thereby, and to engage a more capable production staff with obvious advantages to all units concerned.

The Press substantially underwrites some of the costs of producing student publications. Elsewhere, including the State University of Iowa, colleges and universities provide housing and equipment for student publications as Iowa State once did, and the Press now does. With respect to equipment, the owner publications themselves bought and maintain 25 typewriters. The publications use cameras bought for them by the Press. Ironically, when the Bomb needed two darkrooms in 1950, it paid the University \$2,200 to provide space in the Press building of which the Bomb is a part owner.*

Also included in Press benefits to Iowa State students are the part-time employment opportunities which kept many college careers going.

The Iowa taxpayer also benefits from the Press's operations. He receives a measure of tax relief from the Press's self-supporting activities at a time when the costs of pro-

*Marvin, K. R., Ames, Iowa. Information on underwriting of certain student publication operating costs by the Press. Private communication. 1954.

viding educational facilities and services continue to rise rapidly. The Press not only bears its plant construction costs, but also carries many teaching and publication production costs and provides equipment and services normally paid for out of funds appropriated to the parent institution. The Press provides seriously needed classroom space and pays for all its own equipment. When the Press added the east wing addition, the University, recognizing the fact that the Press provided space for journalism teaching, agreed to help amortize certain costs. In July, 1957, it took on the responsibility of paying \$9,000 in salaries to Press personnel, this to last until the Press's loan was amortized. The University also agreed to waive about \$8,000 the Press previously paid annually for utilities and some services. These are modest concessions compared with the situation at most university presses which are able to hold down overhead costs because the parent institution supplies at no charge such items as rent, salaries, accounting and utilities.

The Press belongs to the people of Iowa, and perhaps always will, but at least two incidents bearing on ownership aspects loom as oddities. One pertained to a sewer line which ran through the site of the east wing addition. The University charged the Press \$500 to move a University sewer while the Press was erecting a building that when paid for was to be turned over without cost to the University. On another occasion the Press installed a \$300 roof on the powder house

at Ankeny that it rented for storage facilities. At the same time, the Press was paying a yearly rent of \$280 for a building that the University obtained free and which it was not using.*

*Merwin, K. R., Ames, Iowa. Information on Press construction and operating costs. Private communication. 1954.

XII. THE PRESS: ITS PAST AND FUTURE

For the purpose of tracing the development of the Press's publishing philosophy and the conditions which helped shape it, its operations can be divided into three periods:

| | |
|-----------|--|
| 1927-1938 | Pre-imprint publishing activities |
| 1939-1949 | Imprint publishing of works in fields stressed at Iowa State |
| 1950- | Development of regional and general scholarly publishing |

During the pre-imprint period the Press printed under contract two books in 1927 and 1928 to provide work for its printers during the summer vacation period.* When it hired Warren Hutton as its one-man publishing staff in 1933, the Press selected manuscripts that usually dealt with Iowa State's areas of interest. When these were not forthcoming, the Press handled general titles, as it did in 1936 when it published With Christ to the Cross, by Walter Barlow, an Ames minister.

Beginning in 1939 the Press began to publish under imprint after receiving sanction from the Board of Education.** During this period titles usually pertained to subject matter stressed at Iowa State. The Press was little known and had to struggle to build up its list of publications with limited

*See pages 23 to 25.

**For a full discussion see page 28.

manuscripts for selection.

At the same time the Press was alert to local opportunities and began early to build its reputation as publisher of outstanding books in agricultural economics and veterinary medicine. That it should do so was natural for the faculties of both disciplines enjoyed national prestige. Of the 11 veterinary medicine schools in the nation, one of the foremost was associated with the college so the Press took advantage of this local manuscript source and moved into a field where little publishing competition existed.*

During this period, the Press was apparently guided by the first point of its statement of editorial policy,** "To serve learning, and particularly learning in those fields of science and technology in which Iowa State is especially interested. . .," and did not foster production of books dealing with wider ranging scholarship.*** It had opportunity to do so, for minutes of the Manuscript Committee from 1942 to 1950 indicate that it declined such manuscripts as "A Russian Enigma," "American Indians of Yesterday," "A Son of the

*At that time only the Saunders Publishing Company and the Comstock Press of Cornell University were competitors in veterinary medicine publishing.

**See page 29 for the complete Statement of Editorial Policy of the Iowa State College.

***See pages 87 and 88 for a summary of the Press's achievements in publishing works in science and technology.

Southern Border," "Czechoslovakia Enslaved," and an untitled one on Negro songs.

It is possible that these were not considered because they lacked merit. Other reasons may be involved, such as inadequate production capacity to include such works or that the Press decided it lacked experience to promote and market such titles. Records show that the Press declined consideration of these manuscripts and others like them, usually on the grounds that they "seemed to be out of the field of this Press."

The Press's next period of development came with its entry into regional publishing. In recent years the nation's university presses have been more dominant and expressive of their belief that one of their purposes should be to preserve and interpret the history, literature, folklore and culture of the region in which they are located.

The Press formally accepted this added responsibility on November 29, 1945, when its Manuscript Committee increased the scope of its objectives by including the proviso that the Press should "encourage the production of manuscripts which are regional in nature and scope, i.e., manuscripts which pay attention to the history, culture and industries of the Midwest."

The Press's initial efforts under this phase of its publishing philosophy were Old Orchard Farm and Sun Over Cerro

Gordo. A few on-campus critics even questioned whether the Press should undertake such topics. Marvin replied that the Press "was not wandering afield from its objectives in publishing such biographical books," adding that they accounted for only two percent of the Press's business. In stressing the desirability of preserving reflections on this era of Iowa farm life before its participants passed from the scene, he also indicated that no other book publisher existed in Iowa to consider such manuscripts and that it was unlikely that an out of state publisher would undertake such books.*

The regional publishing aspects of the Press's program became known rapidly, enough so that the Manuscript Committee was informed at its December 1, 1954 meeting about the "19th manuscript on Iowa pioneer life to be submitted since the appearance of Old Orchard Farm and Sun Over Cerro Gordo two years previously."

By the late 1950's a more general type of scholarly publication, i.e., dealing with topics other than those heretofore emphasized in science and technology began to appear among Press titles. While it is difficult to explain precisely the factors that brought about this broadened publishing program, it was at about this time that the faculty was dis-

*Marvin, K. R., Ames, Iowa. Information on comments concerning initial efforts in regional publishing. Private communication. 1953.

cussing the need for greater emphasis on the teaching of the humanities. Reflecting this interest, the Manuscript Committee was expanded on August 7, 1959, by appointment of two members at large - George Beal from sociology and Wayne S. Cole from history.

Other manifestations of this interest were the changing of the Division of Science to the College of Science and Humanities when Iowa State became a university in July, 1959, the offering of majors in English, speech and modern languages, and "liberalizing" curricula in agriculture and home economics by the addition of more courses in humanities.

Indicative of the more general scholarly publications are: The Death of Adam, a study of the growth of evolutionary concepts by John C. Greene; The Bible, Religion and the Public Schools, by Donald Boles, who evaluated the principle that sectarian education shall not be offered in public schools; and Crusade for Democracy, a case study by V. M. Newton, Jr., on how a vigorously-edited newspaper fought to expose injustice.

In assessing the Press's achievements through the three periods of its development, it can be concluded that it has fulfilled the objectives it set forth for itself, particularly from the standpoint of publishing worthwhile books in science and technology (Appendix F). The Press has also made real contributions toward helping further the aims of the Univer-

sity in education.*

On the other hand, the Press may be open to some criticism for long stressing specialized titles, while declining manuscripts of broader scholarship. Now that the Press has expanded its publishing program, it may have to labor against the image of a specialized press that has been formed over the years.

In its future operations, the Press is likely to be confronted with the need for changing two basic policies. Factors underlying these possible decisions are related to the Press's growth and to the competition that is developing in the text-book market. Policy evaluation may be necessary in these two areas:

1. Administration - The Press and the University may some day have to decide if continued growth in both the Press and the journalism instruction program will permit an individual to effectively head both operations. The Chairman of the Press Board is also Head of the Department of Technical Journalism. The responsibilities borne by this individual have increased markedly since this joint responsibility was established. The Press's net worth valuation, for example, has increased from \$4,669 in 1925 to \$632,665 in 1960. The number of books sold has increased from 897 in 1934 to 104,048

*See Chapter XI, Press Contributions to the University and Education, for a complete discussion.

in 1960 (Appendix B). At its present rate of growth, the Press could well be a \$1,000,000 business by 1975, throwing even greater responsibility on its administrators.

It is recognized that a workable system of delegation of authority could hold down the demands made upon the Chairman of the Press Board. It is also recognized that there are advantages derived from having the present system continue, especially from the standpoint of permitting member publications, which after all own the Press, to have priority in publishing their works and in continuing their educational experiences unhampered by outside pressures.

2. Administration - The Press may need to consider obtaining part of its funds to subsidize scholarly books from the University. This is a possibility as the Press faces increasing competition from commercial publishers who have formed mergers with other firms to acquire text-book publishing interests. Should this competition cut into the Press's revenue from this market, less money will be available for subsidization of books requiring such assistance.

This situation should not develop if the Press can continue to obtain the book subsidization funds it has been receiving recently. These funds totaled \$36,550 during the 1958-59 fiscal year, and \$11,600 during the 1960-61 period. These funds come from various sources, such as the Farm Foundation, the Journal of Science revolving fund, and the

Iowa State University Achievement Fund which has set up a revolving fund of \$5,00 for such subsidization.*

The Press has gradually molded its program and policies in response to local conditions. Some of its policies were uniquely experimental - the vesting of its ownership in student publications and operating on a financially self-supporting basis - but they worked and remain fundamental to the Press's operations. The Press has grown and matured as the college became a university. As the University progresses the Press will also develop with it as its partner in the cause of sharing knowledge.

*Berry, Frank, Ames, Iowa. Information of extent and sources of Press's subsidies for scholarly book publishing. Private communication. 1961.

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XVI. APPENDIX A

(Action of the College Finance Committee authorizing the establishment of a student publication press on the campus as reported in the August 14, 1924 minutes of the Board of Directors of the Collegiate Press.)

1395. INSTALLATION OF COOPERATIVELY OWNED PRESS.

Approval is given to the plan of having a cooperatively owned press for the Iowa State Student, The Iowa Agriculturist, The Iowa Homemaker and The Iowa Engineer and other similar publications, provided such an arrangement can be made on a basis fair to all concerned, provided also the publications agree it would be to their advantage to unite in such an arrangement and provided the college will not be obligated to respect these operations, financially or otherwise; one or more faculty members shall exercise supervision as may be deemed necessary to protect the college interests, the faculty members to be appointed by the President. No objection will be offered to the location of the press on the first floor or in a basement of one of the college buildings if such location is available and is satisfactory in the judgment of the President and the Business Manager.

(Signed) F. W. Beckman

Herman Knapp

R. A. Pearson

XVII. APPENDIX B

Annual book sales in number of volumes:

| | |
|-----------|---------|
| 1934..... | 897 |
| 1935..... | 3,307 |
| 1936..... | 4,005 |
| 1937..... | 3,938 |
| 1938..... | 6,762 |
| 1939..... | 9,330 |
| 1940..... | 8,444 |
| 1941..... | 8,538 |
| 1942..... | 9,665 |
| 1943..... | 8,445 |
| 1944..... | 9,491 |
| 1945..... | 25,323 |
| 1946..... | 29,719 |
| 1947..... | 33,614 |
| 1948..... | 50,455 |
| 1949..... | 53,298 |
| 1950..... | 75,610 |
| 1951..... | 73,028 |
| 1952..... | 78,430 |
| 1953..... | 80,421 |
| 1954..... | 78,869 |
| 1955..... | 83,696 |
| 1956..... | 88,456 |
| 1957..... | 92,633 |
| 1958..... | 101,550 |
| 1959..... | 89,424 |
| 1960..... | 104,048 |

XVIII. APPENDIX C

The Iowa State University Press's annual dollar volume sales of printing services and books:

| <u>Year</u> | <u>Dollar volume of printing department</u> | <u>% of total</u> | <u>Dollar volume of book department</u> | <u>% of total</u> | <u>Total dollar volume for year, printing and book departments</u> |
|-------------|---|-------------------|---|-------------------|--|
| 1925 | \$27,232.38 | | | | |
| 26 | 36,262.05 | | | | |
| 27 | 32,735.62 | | | | |
| 28 | 32,208.39 | | | | |
| 29 | 35,076.39 | | | | |
| 1930 | 35,895.20 | | | | |
| 31 | 36,123.46 | | | | |
| 32 | 28,054.06 | | | | |
| 33 | 22,698.15 | | | | |
| 34 | 23,516.62 | 82.94 | 4,839.96 | 17.06 | 28,356.58 |
| 1935 | 25,403.43 | 75.27 | 8,347.52 | 24.73 | 33,750.95 |
| 36 | 30,177.39 | 80.95 | 7,104.69 | 19.05 | 37,282.08 |
| 37 | 33,770.08 | 77.44 | 9,835.51 | 22.56 | 43,605.59 |
| 38 | 37,864.41 | 70.96 | 15,500.86 | 29.04 | 53,365.27 |
| 39 | 44,094.74 | 66.64 | 22,079.21 | 33.36 | 66,173.95 |
| 1940 | 42,635.73 | 69.02 | 19,137.55 | 30.98 | 61,773.28 |
| 41 | 46,790.50 | 68.53 | 21,494.79 | 31.47 | 68,285.29 |
| 42 | 47,987.95 | 63.07 | 28,104.43 | 36.93 | 76,092.38 |
| 43 | 46,133.51 | 57.23 | 34,483.86 | 42.77 | 80,617.37 |
| 44 | 38,127.73 | 51.11 | 36,477.55 | 48.89 | 74,605.28 |
| 1945 | 38,654.65 | 50.37 | 38,092.52 | 49.63 | 76,738.17 |
| 46 | 49,846.07 | 49.50 | 50,872.79 | 50.50 | 100,718.86 |
| 47 | 73,387.54 | 41.10 | 105,193.90 | 58.90 | 178,581.44 |
| 48 | 88,943.01 | 44.79 | 109,654.93 | 55.21 | 198,588.94 |
| 49 | 98,136.53 | 39.34 | 151,378.42 | 60.66 | 249,514.95 |
| 1950 | 103,256.63 | 39.34 | 159,245.50 | 60.66 | 262,502.13 |
| 51 | 90,510.93 | 36.34 | 156,533.15 | 63.36 | 247,044.08 |
| 52 | 88,687.21 | 30.26 | 204,471.47 | 69.74 | 293,158.68 |
| 53 | 95,748.61 | 31.51 | 208,130.97 | 68.49 | 303,879.58 |
| 54 | 103,658.66 | 33.77 | 203,383.27 | 66.23 | 307,041.93 |

| <u>Year</u> | <u>Dollar volume of printing department</u> | <u>% of total</u> | <u>Dollar volume of book department</u> | <u>% of total</u> | <u>Total dollar volume for year, printing and book departments</u> |
|-------------|---|-----------------------|---|-----------------------|--|
| 1955 | 107,435.85 | 34.28 | 206,035.68 | 65.72 | 313,471.53 |
| 56 | 115,672.95 | 33.58 | 228,793.40 | 66.42 | 344,446.35 |
| 57 | 116,327.90 | 33.84 | 276,265.77 | 66.16 | 392,593.67 |
| 58 | 124,849.53 | 30.29 | 253,302.24 | 69.71 | 378,151.77 |
| 59 | 117,113.16 | 33.12 | 270,778.45 | 66.88 | 387,891.61 |
| 1960 | 119,803.57 | 29.60 | 284,284.19 | 70.40 | 404,087.76 |

XIX. APPENDIX D

(Temporary transfer of title for real estate occupied by Iowa State University Press)

EXECUTIVE COUNCIL OF IOWA
Des Moines, Iowa
Office of the Secretary
April 11, 1955

David A. Dancer, Secretary
Iowa State Board of Education
LOCAL

Re: Iowa State College Press

Dear Mr. Dancer:

The Executive Council, in meeting held this date, approved the request of the Board of Education for authority to transfer title of the following described property, now a part of the campus of Iowa State College, to the Iowa State College Press under the conditions recited in a resolution adopted by the Board of Education, September 10, 1953, and bearing prior approval of the Attorney General's Office:

Commencing at a point 1692.8 feet North and 582.2 feet West of the Southeast corner of Section 4, Township 83, North Range 24, West of the 5th P. M., thence North 163.0 feet, thence South 89 degrees 58 minutes West 181.0 feet, thence South 163 feet, thence North 89 degrees 58 minutes East 181.0 feet to the point of beginning, Story County, Iowa (Including said Press Building).

Respectfully,

(signed) W. G. Cunningham

W. GRANT CUNNINGHAM, Secretary

WGC:v

XX. APPENDIX E

Growth of Press's net worth as recorded in financial statements:

| | |
|-----------|-------------|
| 1925..... | \$ 4,669.69 |
| 1926..... | 20,390.20 |
| 1927..... | 25,013.75 |
| 1928..... | 28,720.11 |
| 1929..... | 32,555.98 |
| 1930..... | 35,319.56 |
| 1931..... | 39,234.59 |
| 1932..... | 39,461.32 |
| 1933..... | 37,036.63 |
| 1934..... | 37,486.86 |
| 1935..... | 39,938.81 |
| 1936..... | 43,694.07 |
| 1937..... | 46,053.35 |
| 1938..... | 52,149.10 |
| 1939..... | 56,574.30 |
| 1940..... | 57,359.35 |
| 1941..... | 59,327.06 |
| 1942..... | 55,174.21 |
| 1943..... | 25,101.46 |
| 1944..... | 29,649.36 |
| 1945..... | 43,400.06 |
| 1946..... | 62,342.78 |
| 1947..... | 133,768.57 |
| 1948..... | 160,118.80 |
| 1949..... | 227,842.21 |
| 1950..... | 265,473.91 |
| 1951..... | 301,701.77 |
| 1952..... | 336,748.57 |
| 1953..... | 364,258.36 |
| 1954..... | 402,794.23 |
| 1955..... | 426,939.62 |
| 1956..... | 457,653.51 |
| 1957..... | 483,117.28 |
| 1958..... | 543,458.57 |
| 1959..... | 597,897.04 |
| 1960..... | 632,665.48 |

XXI. APPENDIX F

Iowa State University Press titles in print in 1960:

- Agricultural Adjustment Problems in a Growing Economy:
Earl O. Heady, Glenn Johnson, Harald Jensen, and
Howard Diesslin - editors
- Agricultural Finance: William G. Murray
- Agricultural Price Analysis: Geoffrey S. Shepherd
- Agricultural Price and Income Policy: Geoffrey S.
Shepherd
- Agricultural Production Functions: Earl Heady and
John Dillon
- America's Crop Heritage: Nelson Klose
- America's Sheep Trails: History, Personalities: Edward
N. Wentworth
- Anatomy of Domestic Animals: H. L. Foust and Robert
Getty
- Animal Breeding Plans: Jay L. Lush
- As Ding Saw Hoover: J. N. Darling
- Better Farm Accounting: H. B. Howell
- Bible, Religion, and the Public Schools, The: Donald
E. Boles
- Bibliography of the Dog: Marcus M. Mason
- Botanical Microtechnique: John E. Sass
- Campus Sketches of Iowa State College: Velma Wallace
Rayness
- Careers in Engineering: Lowell O. Stewart
- Century of Farming in Iowa, A: Staff of Iowa State
University
- Change and a Parting, A: Barbara Yambura
- Check List and Bibliography on the Occurrence of Insects
in Birds' Nests: Ellis A. Hicks
- Chromosome Numcers in Animals, An Atlas of: Sajiro
Mekino
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