

THE UNIVERSITY OF UTAH PRESS 1949-1976

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1949-1976

by

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TABLE OF CONTENTS

	Page
ABSTRACT	v
INTRODUCTION	1
CHAPTER	
I. THE UNIVERSITY PRESS AND SCHOLARLY PUBLISHING	2
The Role of a University Press	2
The Early History of Scholarly Publishing.	6
II. THE UNIVERSITY OF UTAH PRESS--FIRST YEARS	13
Harold W. Bentley.	13
Philip C. Sturges.	18
Postwar Scholarly Publishing in America.	20
III. TOWARD GROWTH AND STABILITY	28
A. Russell Mortensen	29
Scholarly Publishing Progresses Nationally	32
IV. THE MOVE TO BECOME A LARGE PRESS.	35
Richard Thurman.	35
Scholarly Publishing Nationally.	39
V. CRISIS AND RETRENCHMENT	43
Norma Mikkelsen.	43
Crises Begin Nationally.	47
CONCLUSION	51
BIBLIOGRAPHY	55
APPENDIX I: CHRONOLOGY OF THE UNIVERSITY OF UTAH PRESS	59
APPENDIX II: LIST OF PUBLISHED WORKS	61
APPENDIX III: HONORS AND AWARDS.	79

ABSTRACT

A university press generally publishes four kinds of books: important books by and for scholars, books by scholars interpreting for general readers, materials for scholarly study and reference, and regional works. Its primary role, however, is the publication of the results of research by scholars--scholarly books.

The history of scholarly publishing began in England shortly after the invention of movable type and concurrent with the development of commercial publishing. In America it developed independently after commercial publishing was well established. In 1949, some eighty years after Cornell became the first university to establish a press, the University of Utah started its publishing program.

President A. Ray Olpin named Dr. Harold W. Bentley director of the Press, which then included the Mailing Bureau, the Stenographic Bureau, and the Printing Services. Dr. Bentley's philosophy was that a university press was as essential as the Library, and that books are "for students, the most important single thing they have." He directed the Press, including Printing Services and the other departments, until 1952, when Dr. Philip C. Sturges was named assistant director in charge of all but the publishing function, which Dr. Bentley continued to administer. Dr. Bentley was by that time also Dean of the Extension Division and Dr. Sturges had a faculty appointment in the History Department.

The Press had administrative support and a small subsidy, but the income from the activities other than publishing made it difficult

to assess the financial condition of the Press. Nationally, however, it was already being determined that despite the postwar growth in higher education, a university press could not function without subsidy.

Dr. Sturges was made director of the whole operation in 1955 and the Press continued to build the list of publications started by Dr. Bentley.

The operational burden of all the functions under the Press was far too great and Dr. Sturges considered it important to separate the other departments from the publishing function. That was not to occur for several more years.

Dr. Sturges resigned in 1959 to teach full time, and the Press was without a director for two years. Dean Bentley continued the administration and the Printing Services foreman, Keith Loosli, was named manager of the Press.

A full-time director, Dr. Russell Mortensen, was hired in 1961. He got the subsidy increased slightly and enlarged the staff to include an assistant. His philosophy was much the same as the previous directors' and the Press moved forward both in size and in number of publications. He also effected the separation of the Press from Printing Services, the Mailing Bureau and the Stenographic Bureau.

Richard Thurman replaced Dr. Mortensen when he resigned in 1964. Mr. Thurman's concept of the role of the Press was somewhat different from his predecessors' and he increased the size of the staff greatly and secured a larger subsidy and some funding from other departments in the college. He also began in-house computer typesetting, which ultimately proved to be inefficient and costly. The Press accumulated a

deficit that the financial officers insisted be repaid before the Press accepted any new manuscripts. Mr. Thurman resigned in 1970 and Norma Mikkelsen was made acting director until 1972, when she was made director. Hoping to convince the administration that the Press should not be closed, she began a program of careful management that has resulted in repayment of the deficit and establishment of a solid and effective publishing operation. Nationally, the same kind of crisis that the University of Utah Press has survived is now being experienced by many other presses. The declining economy has created problems that the University of Utah Press has solved effectively enough that the history of the Press is significant on a national level.

INTRODUCTION

The University of Utah Press has had a relatively short history, but in its twenty-seven years it has reached a level of development that some older and larger university presses would find enviable. It is a credit to the administration of the University of Utah and the various directors of the Press that it has reached a relatively stable condition. In light of economic and technological pressures felt by presses nationwide, it is remarkable that the Press has survived at all.

The history of the University of Utah Press is a record of the directors of the Press, for it is clearly their personal vision that has influenced its direction. This paper is therefore more than anything else a personal history of each director's effect on the Press. Included in each director's chapter is an examination of the national condition of scholarly publishing for that period. Without such a comparison, it is difficult to show how important the achievements of the University of Utah Press really are. Because of the specialized nature of scholarly publishing, an examination of its role and a short history are included for clarification preceding the history of the University of Utah Press.

CHAPTER I

THE UNIVERSITY PRESS AND SCHOLARLY PUBLISHING

The Role of a University Press

In 1971 the University of Utah Press had an "Emergency Sale." Storage space had become an acute problem and an inventory reduction was necessary, so the sale was arranged and publicized on the campus. The response was excellent and the sale was successful. However, in the course of the sale, the Press made a surprising discovery. Few people on the campus really knew what or where the Press was. It was common to have people unfamiliar with the University mistake the Press for Printing Services, the student newspaper, or even a cleaning establishment, but to discover that a great many of the University's own students, faculty and staff members were ignorant of the Press and its function came as a surprise.

It is a peculiarity of most university presses that few people know much about them. They rarely seek publicity of the institutional type and their product publicity is directed to a small and selective audience.

Among those who know of their existence, there is often the misconception that they publish textbooks. This is rarely true. University presses generally engage in publishing four kinds of books: important books by and for scholars, books by scholars interpreting for general readers, materials for scholarly study and reference, and regional works. The primary purpose, however, is to publish the results of the research of scholars--scholarly books.¹

The scholarly book is neither a textbook nor a best-seller. It rarely has sales of more than 3,000 copies and is expensive to produce. But the dissemination of the research at a university is as essential as the research itself, and the only practicable way to accomplish this dissemination is through a university press.

At the 1972 convention of the Association of American University Presses (AAUP), Princeton's Herbert S. Bailey, Association president, said, "The presses' basic obligation is to help scholars publish; if we can't, their disciplines won't progress and some fields of study might die."² President Bailey's admonition is not heeded by many universities' administrations or by many legislatures. That scholars must have libraries for their research effort is accepted, but that they also need publishers for their specialized books is not so easily understood.

The scholar must also be removed from the requirements placed on him by the need to create a commercial success.³ The scholar's freedom and objectivity would be severely restricted if he were required to write for a commercial audience.

Commercial publishers cannot afford to publish for such limited audiences. As early as 1931, a commercial publisher commented in Publisher's Weekly that "the commercial publisher must frankly admit his limitations . . . and turn the whole protection of knowledge and the publication of works of learning and scholarship over to endowed houses"⁴

Because university presses are not often considered a research or pedagogical necessity, they receive little recognition in the academic community where they function. They also function in the business

world because they produce a product that must be marketed, even though only on a small scale. However, they remain on the periphery of the business world also because they are non-profit and they pay no taxes. They do not have the same criteria for success as the commercial publishers and find themselves in the dual world of academia and business without really belonging to either.⁵

Universities have endowed and subsidized their presses, some more than others.⁶ But there are few presses that enjoy a sense of financial freedom. Even with endowments, subsidies and a good volume of sales,⁷ there are two factors that prohibit most presses from ever attaining a secure financial position.

First, endowments, subsidies, and grants are tied to the prosperity of the country at large. When an institution encounters difficult financial problems, the press, often considered an unnecessary luxury, is in jeopardy. Libraries, the largest consumers for university publishers, are also affected by the economy, particularly when federal grants to libraries are reduced at the same time higher education budgets are cut.⁸

Second, the university press is committed to the publication of scholarly works regardless of the size of the buying audience, and though it exercises some selectivity based on salability, when a publication does generate sizable sales income, that income is used to produce a work of less wide appeal but equivalent merit.

In a report prepared for the American Council of Learned Societies, Rush Welter concluded that scholarly publishing "is not and cannot be self-supporting." He said, "In the last analysis, the health of

scholarly publishing will depend upon the devoted services of the community of scholars and upon the generosity of one or more of the philanthropic foundations."⁹

The presses are generally staffed by professionals devoted to producing works of quality in both content and design. The staff reports to the president or a vice president. Editorial policy decisions are usually made by a board comprised of local scholars.

The editorial board in most universities makes the final judgment about the publication of a manuscript. The manuscripts are most often submitted by or requested from local scholars.

The size of the press depends upon the financial support it receives and the number of producing scholars in the community. Roger Shugg, director of the University of New Mexico Press, said in 1972, "Twenty university presses in this country could perform all the serious scholarly publishing. Why? Because they are the ones with the great faculties."¹⁰

This is theoretically possible, but it is not an indication that smaller presses do not now make a significant contribution. A faculty member need not publish with his own university's press and smaller presses with the support of even a few local scholars find that their scholars attract scholars from other areas.¹¹

The contribution to regional publishing also cannot be overlooked as a necessary function, nor can the argument that a really good press of any size would be missed. In 1931, O. H. Cheney wrote:

There is no industry free from the complaint that there are too many in it and the excess are the new, according to the old,

and the weak, according to the strong Because of the creative nature of publishing, there is no basis for deciding that there are "too many"--any more than there would be for deciding that there are too many authors. The entire output of some publishers, like the entire output of some authors, would never be missed. It is equally true that too many books of "good" publishers would never be missed. There are not too many good publishers just as there are not too many good books or good poets.¹²

The record of good university presses is long and distinguished. It can be read in the backlists and on booksellers' shelves where some of the original university press publications are still displayed.

The Early History of Scholarly Publishing

Scholarly publishing began in England just twenty-four years after the publication of the first book printed from movable type, the Gutenberg Bible. Oxford University began publishing in 1478 and had a continuous publishing record until 1520. Cambridge published for a few years around 1521.¹³

After a lull of more than half a century, publishing was resumed at both universities and in the 1580s the two presses were officially recognized. Granted charters by the Crown and the right to publish Bibles, these two presses have published continuously since that time. Though Bibles are not in the normal scope of scholarly publishing, the financial support gained from their publication is apparent. In 1881, the Revised New Testament issued at Oxford sold more than a million copies in twenty-four hours.¹⁴ The opportunities afforded from this kind of income are rarely offered university presses.

The direction of the two presses is similar. The Oxford Press is governed by the Delegates, scholars who make up the editorial board.¹⁵

At Cambridge, the board, called the Syndics, is composed of fourteen scholars and the vice chancellor. Each has a full-time secretary to direct the staff.

Administrative support, financial support, and vigorous direction already were clearly understood to be essential to scholarly publishing in England before America even started its first university press.¹⁶

While the development of university presses in England was concurrent with the development of printing, commercial publishing was well established in the United States when the first university presses were started. They were conceived with only scholarly publishing in mind. Many universities were publishing research before 1900 without organizing a university press. The press that finally evolved was often built upon the printing or publications organization.¹⁷

Cornell University was the first to use the term "university press" in the United States. In 1869 Cornell's president, Andrew D. White, asked the Board of Trustees to approve the establishment of the press. He presented it as a way to reduce the university's printing costs and provide a workshop for journalism students. The press was discontinued in 1884. It remained inactive until 1930.¹⁸

The University of Pennsylvania had difficulties also. Its press, established in 1870, was incorporated in 1890 and failed ten years later. The original capitalization was \$60,000, but was apparently insufficient.¹⁹

The Johns Hopkins Press, begun in 1878, is the oldest press in continuous operation in the country.²⁰ Johns Hopkins' president, Daniel Coit Gilman, authored one of the most frequently used quotes

about university presses: "It is one of the noblest duties of a university to advance knowledge, and to diffuse it not merely among those who can attend the daily lectures . . . but far and wide."

Chicago's press was started in 1891, a year after the university opened. William Rainey Harper, then president, conceived of the press "not as an incident, an attachment, but . . . as an organic part of the institution."²¹ Though the press was originally incorporated privately with D. C. Heath and Company, it became part of the University in 1893. That year it published five books and five journals. Three of the journals are still being published. Its backlist includes such titles as John Dewey's, The School and Society (1906), A Manual of Style (1905), The American Translation of the Bible (1923), and The Dictionary of American English (1943). In its own historical book and catalog, it has stated that "The true character of the press is read not in statements of purpose and intent, but in the list of authors and works."²²

California established its press in 1893. A printing plant, started in 1877, was instrumental in the development of the press. The monographs for which the printing plant was established have grown into a series that represents more than forty academic disciplines. Publication of books began in the 1930s.

Columbia's press was proposed originally in 1889 as a department of publication by Nicholas Murray Butler. In 1893 it was approved as a separate corporation. Part of the working capital problem was solved in 1894 when it contracted with the Macmillan Company to manufacture and distribute its books. That contract was in force until 1911.

In Canada, the first university press was started in 1901 at the

University of Toronto. Its primary purpose was publishing monographs until the 1940s, when book publishing was actively begun. The Toronto Press has since grown to become Canada's most prolific book publisher.²³

Princeton's and Yale's presses were established in 1905 and 1907, respectively.²⁴ They both were promoted and organized by alumni, and in both cases, began with the alumni publication. At Princeton, the patron of the press was Charles Scribner, head of a distinguished publishing house. He gave the first \$25,000 and wrote the incorporation papers himself.²⁵ The Yale alumnus was George Parmley Day, a businessman who became treasurer at Yale while he held the post of president of the press.²⁶

Harvard's press was founded officially in 1913 with a backlist already established from the earlier printing office and publications department. As in the case of Princeton and Yale, the Harvard alumni played a role in the development of the press. They guaranteed the University against loss of an annual publication fund of \$15,000 to \$20,000 advanced to the press.²⁷

The imprint of Stanford University Press has been in use since 1895, but the press was privately owned until 1917, when the Board of Trustees voted to purchase the plant. Book publication began in 1925.²⁸

Loyola University in Chicago, New York University, and the University of Illinois all began presses in that period. Loyola, however, primarily publishes textbooks and is not considered a scholarly publisher in the normal definition.²⁹

In addition to the fourteen already mentioned,³⁰ several other smaller presses started publication in the first fifty years of scholarly

publishing in America. Among them are Marquette University Press (1915), State University of Iowa Press (1890), University of Oregon Press (1897), Baylor University Press (about 1905), University of Dayton Press ("18 ?"), John Brown University Press (1919), University Press of Maine (1915), Pacific Union College Press (1910), The University of Sewanee, Tennessee (1905), and Tulane University Printing Press (1900).³¹

Fourteen more presses were established in the 1920s, another eighteen in the 1930s, and another eighteen in the 1940s.³² Together with five presses whose dates of origin are unknown, there were nearly eighty presses operating by 1949.³³

The University of Utah Press was officially established in that year.

Notes

¹Gene R. Hawes, To Advance Knowledge, A Handbook on American University Press Publishing (New York: American University Press Services, Inc., 1967), p. 25.

²" . . . the typical American university press book is not likely to return its publication costs through sales." *Ibid.*, p. 15.

³"AAUP: Coping With Crisis," Publisher's Weekly, July 24, 1972, p. 42.

⁴Joseph Brewer, "Some Visionary Meditations on Publishing," Publisher's Weekly, December 12, 1931, pp. 2561-2565, quoted in Chester Kerr, A Report on American University Presses, Association of American University Presses, 1949.

⁵Roger Wallace Shugg, The Two Worlds of University Publishing (Lawrence: University of Kansas Library, 1967), p. 16.

⁶An examination of the financial support of presses is contained in a report of a survey of AAUP members about their publishing resources in 1971. The average overall subsidy dropped from \$75,000 to \$69,000 from 1971 to 1972. William C. Becker, "Report on AAUP Questionnaire on Publishing Resources," November 19, 1971.

⁷Yale University Press had sales of \$2 million in 1967, but still required \$150,000 in subsidy to break even. Hawes, *op. cit.*, p. 57.

⁸Larry A. Van Dyke, "With Sales Off and Costs Up, University Presses Caught in Financial Bind," Chronicle of Higher Education, May 1972, p. 1.

⁹Rush Welter, Problems of Scholarly Publication in the Humanities and Social Sciences: A Report Prepared for the Committee on Scholarly Publication of the American Council of Learned Societies (New York: American Council of Learned Societies, 1959), pp. 66-68.

¹⁰Van Dyke, *op. cit.*, p. 1.

¹¹Hawes, *op. cit.*, p. 54.

¹²Carroll G. Bowen, "When Universities Become Publishers," Science, May 10, 1963, p. 600.

¹³Kerr, *op. cit.*, p. 15.

¹⁴Hawes, *op. cit.*, p. 27.

¹⁵This is true only of Oxford at Clarendon. The London and New York imprint are exceptions, where the local editors and managers make publishing decisions. *Ibid.*, p. 28.

16, " . . . a few American universities with presses of their own in the 1960's still ignore the lessons" Ibid., p. 16.

17 Ibid., pp. 26-34.

18 Kerr, op. cit., p. 16.

19 Ibid., p. 17.

20 Kerr dates its origin in 1890, but as "Publication Agency of the University," it published a journal and one book before 1887. Hawes, op. cit., p. 30.

21 The University of Chicago Press 1891-1965, Catalog of Books and Journals (New York and London: University of Chicago Press, 1967), p. 6.

22 Ibid., p. 17.

23 Hawes, op. cit., p. 32.

24 The imprint of Princeton Press dates to the beginning of their printing service in 1786. They published sermons, college catalogs, and so forth, and in 1828 reprinted Aeschylus' Seven Against Thebes. Varnum Lancing Collins, Early Princeton Printing (Princeton: Princeton University Press, 1919), p. 3.

25 Hawes, op. cit., p. 35.

26 The dual roles were helpful in building the endowment. Kerr, op. cit., p. 20.

27 Hawes, op. cit., p. 35.

28 Kerr, op. cit., pp. 24-25.

29 Hawes, op. cit., p. 38.

30 The fourteen are all members of AAUP, whose guidelines for membership qualify them as larger, stronger presses.

31 These were presses using a university press imprint, but some were printing shops publishing only monographs, pamphlets, and so forth. Kerr, op. cit., pp. 44-45.

32 Ibid.; Hawes, op. cit., pp. 39-40.

33 Fifteen more presses are listed as having started from 1950 to 1967, but these are only AAUP members. There are undoubtedly more.

CHAPTER II

THE UNIVERSITY OF UTAH PRESS--FIRST YEARS

Following World War II, the University of Utah had such enormous increases in enrollment that the immediate problems of space and faculty seemed overwhelming. Enrollment had jumped from 3,418 in 1944 to 12,050 in 1949, not including 5,515 extension students.¹

A program to expand the faculty, institute a comprehensive building plan and acquire land from the Fort Douglas complex was begun. President A. Ray Olpin also recommended that the Graduate Division be renamed "Graduate School," since the graduate enrollment had reached 1,283 by 1949-1950.

It was an era of research and inquiry and there was need for "more and better apparatus, more books and journals, better collections, more adequate support for publication and travel."²

President Olpin authorized the development of the printing shop into a University of Utah Press that would publish scholarly books. He asked Dr. Harold W. Bentley to act as director.

Harold W. Bentley

In 1949 when he accepted President Olpin's assignment. Dr. Bentley was Associate Director of Columbia University Press and Director of the University Bookstore.

He came originally from a small Mormon community in Mexico,

went to college at Utah State University and Brigham Young University. He taught at Brigham Young University, then went to Columbia for his doctorate and stayed there on the faculty for twenty-five years.

President Olpin's intention was to make Dr. Bentley Dean of the Extension Division, but the vacancy in that position was to occur a few months after his arrival at the University. He took the directorship of the Press in the meantime and continued to administer the Press long after he became Dean of the Extension Division.

When Dr. Bentley arrived at the University of Utah, the printing service was under the management of Bastian Grundmann. It was housed in the basement of the George Thomas Library and employed three or four printers.

Dr. Bentley said:

Being both the Director of the Press and the Director of the Bookstore at Columbia had advantages. I became aware of the problems of distribution felt by publishers and also knew what the leading presses were doing. I also had the advantage of exposure and association with leading publishers, printers and scholars.³

Dr. Bentley had also been the managing editor of a nationally circulated linguistics magazine published at Columbia, American Speech.

At the University of Utah, he introduced the editorial and publishing functions without greatly changing the size of the facilities. Most of the copy editing and other press functions were carried on in various offices around the campus. At that time, the only publication of any note that bore the University of Utah imprint was the Utah Humanities Review, later changed to the Western Humanities Review. Then, as part of the University's expansion into the Fort Douglas area northeast of the campus, the Press got two of the surplus army buildings.

It was Dr. Bentley's conviction that "centralization of responsibilities is essential," so he kept printing and publishing together. He also felt that the advantages of having a printing facility greatly outweighed the disadvantages. The flexibility and control of having a printing operation part of the Press added to the service one could give the author and also to the morale of the staff. He stated that Princeton, Oklahoma and Chicago all had both printing and press together.⁴

Dr. Bentley regarded the press as an important function of a university, but realized that there is a slowness on the part of many administrators in recognizing the need. He noted,

At Columbia, the most famous president of that university, Nicholas Murray Butler, felt that the press was so important that he insisted on being President of the press. When he could no longer hold the position, the Chairman of Trustees took over. President Butler regarded the press as an arm of instruction and research and felt that the press should be a part of any full-fledged university.⁵

Dr. Bentley had the support of President Olpin, who had set out to establish a first-rate university in all areas, including the Press.

The Board of Regents authorized a publication fund of \$15,000 in 1949. Publication began with Victor Sears' New Teeth for Old.⁶ President Olpin had expressed the desire to have the Press make a profit and the \$15,000 was the only installment in the publication fund. In 1950 the University Research Committee set up a revolving fund of \$20,000 to aid the Press in the publication program.

Dr. Bentley attempted to make the Press self-supporting, but his philosophy regarding books kept him from being too shackled by the economics of the Press.

President Olpin at first wanted me to head the bookstore, but when he realized that my philosophy of a bookstore was that it should not make money, he changed his mind. For students, books are the most important single thing they have. Books are the most important single thing for humanity, too I even believe in subsidizing personal libraries for students.⁷

The Press began a joint venture with the Department of Anthropology to produce a series of monographs, The University of Utah Anthropological Papers. A biology series was started by the Biology Department and the Printing Service in 1929. The anthropology series is still being published by the Press.

One of the most important contributions to the Press' backlist was the first volume of The Florentine Codex in 1951. The Press, in collaboration with the School of American Research, undertook publication of Dr. Charles E. Dibble's and Dr. Arthur J. O. Anderson's translation of this work of Fray Bernardino de Sahagun. Dean Bentley based the format of the twelve-volume Codex on a work he co-authored with three others at Columbia, The Short Title Catalog of Books Published in English from 1500. This attractive, but expensive, catalog is sold all over the world. Dean Bentley felt that a work of the stature of the Codex deserved such a format. Trustees, Teachers, Students by Ordway Tead was published in the same year.

President Olpin approved the incorporation of the Mailing Bureau, Stenographic Bureau, and the Printing Shop into a single administrative unit in 1952. Dr. Philip C. Sturges was named Assistant Director with responsibility for its supervision. Dean Bentley continued as Director of the Press, supervising the publishing function along with his duties as Dean of the Extension Division.

During the next three years, the Press published Lowry Nelson's The Mormon Village; Ralph T. Richards' Of Medicine, Hospitals and Doctors; and Delbert Smedley's Creating Flower Arrangements. With a partial subsidy from the author, the Press also published Edward Norbeck's Takashima and A Romanized Bibliography of Publications in Japanese on Japanese Fishing Communities.⁸

Though book sales climbed steadily, the bulk of the business of the Press was in the Stenographic Bureau and in printing job orders. Neither profits nor losses were large in those beginning years, and because there was no separate accounting of expenses for publishing, printing, and duplicating, it is difficult to assess the impact of publishing on the other two.⁹

Dr. Sturges was appointed Director of the Press in 1955, but it remained administratively under Dr. Bentley in the Extension Division for several more years and he participated actively in the promotion of the Press.

In a letter addressed to Vice President G. Homer Durham, Dean Bentley stated his ideas of the principles important to the management of the University Press. He discussed the advantage of having a printing facility along with the Press, the advisory committee, sales and promotion, the administrative structure, and the advantages of belonging to the Association of American University Presses.¹⁰ In the concluding paragraph, he summarized his views of what the Press should be:

Every university press must develop its own pattern, its own specialties, and have as its aim to serve the institution and the community it represents. It should also assume that it will bear its share of making available results of research, sometimes at a financial loss. In other words, a university press is an educational enterprise.¹¹

M. Neff Smart, once the director of Printing Services,¹² and now associate professor of communication, says of Dean Bentley, "Regardless of the many people who have contributed greatly to the Press, it is still a tribute to Harold Bentley's vision that we have a University of Utah Press."¹³

Philip C. Sturges

It is interesting to note that Dr. Sturges echoed Professor Smart's words almost exactly when he said, "The person who had the vision of a University Press was Dean Bentley."¹⁴

Dr. Sturges' primary concerns as Assistant Director of the Press had been with the management of the printing, duplicating, and mailing functions. As Director his responsibilities increased and included the publishing function. The directorship was still considered an auxiliary service and was handled part-time by Dr. Sturges, who also had a faculty appointment in the History Department. Though he realized that the Printing Service income made the publishing function appear less costly, and therefore less vulnerable, he stated that the eventual separation of the two was wise "because the burden of business management of the printing service got in the way of the publishing function Operating the business and the Press, together with other services and obligations, was simply too much work."¹⁵

Nevertheless, Dr. Sturges kept the directorship for five years. He pressed for the organization of a University Publications Committee, and in October 1955, President Olpin formed the committee. The first members were: Professor Leland H. Creer, Chairman, and Professors L. W. Goodman, H. W. Bentley, William L. Stokes, Jacob Geerlings,

Charles E. Dibble, and P. C. Sturges. In a letter requesting their participation, President Olpin described the functions of the committee:

This committee should function with respect to the publication of books like the University Research Committee functions with respect to research proposals and research grants. The committee may entertain proposals for publication, review manuscripts, and then make recommendations to the administration for approval of the Board of Regents. The committee is invited to make free use of members of the faculty in reading and reviewing manuscripts, as is done in publishing houses. Reports from faculty members asked to read manuscripts and other necessary business could be conveniently channeled into regular quarterly or other meetings.

In addition to recommending book manuscripts for publication by the University Press, the committee may also serve in an advisory capacity in recommending methods of merchandising, sale, and distribution of the books published.¹⁶

Among the first manuscripts considered by the Publications Committee was Ralph V. Chamberlain's History of the University of Utah.¹⁷ The book, originally intended to be two volumes, was finally accepted on the recommendation of President Olpin as a single volume work.¹⁸ The Publications Committee continued to make decisions on the submitted manuscripts, and over the next four years the Press's backlist grew considerably.

Among the titles were John Morrison's Modern Japanese Fiction, William Behle's Birds of the Deep Creek Mountains, C. Gregory Crampton's The Mariposa Indian War, 1850-1851 and Claire Noall's Intimate Disciple. Also published was David E. Miller's Hole-in-the-Rock which was to win an award of merit from the American Association of State and Local History in 1960.¹⁹

With the increased backlist²⁰ and the support of the Publications Committee, the Press began serious inquiry into membership in the Association of American University Presses.²¹ The requirements for

membership were set beyond the scope of the Press.²² At that time the advantages of membership included cooperative exhibits, listing of the Press publications in the Association's educational directory that was mailed to 200,000 scholars, and the benefit of the surveys and research about scholarly publishing.

The morale at the Press was very high under Dr. Sturges. His concern for his staff and for the quality of the Press operation had made the Press a smoothly functioning and highly regarded publishing house.²³

Dr. Sturges resigned in 1959 and began full-time teaching in the History Department. Upon Dr. Sturges' resignation, Dean Bentley urged the President to consider hiring a full-time director. He cited among other reasons, the renewal of efforts to gain membership in the Association of American University Presses.

If we decide to continue the Press as at present it was my recommendation, as the general administrator responsible for the Press, to attempt to operate the Press without the appointment of a Director equal to the requirements of number one above (membership in AAUP). Should we wish, however, to again revive the idea of Association membership and a larger program of book publishing, we should employ a successor to Dr. Sturges who should be able to represent us adequately in the Association²⁴

The desire for membership in AAUP was understandable. It was the only professional organization for scholarly publishers in the country and had grown greatly. The whole area of scholarly publishing had grown.

Postwar Scholarly Publishing in America

The Association of American University Presses

In the early 1920s the National Association of Book Publishers

held annual meetings. Those who were scholarly publishers generally got together for discussions and dinner. They met informally but kept minutes and records. By 1932 the number of scholarly publishers and the scope of the discussions had grown enough to require that the Association of American University Presses now held their own one-day session. In 1937 there were eighteen people representing twelve presses. In 1955 there were forty-one regular members and five affiliated members.²⁵ The purpose of the Association as stated in the by-laws is as follows:

The purpose of the Association is to provide an organization through which American university presses may exchange ideas, engage in cooperative enterprises, present a majority opinion in dealing with other branches of the publishing industry, and consider all other matters which might affect university presses.

In order to be eligible for admission, a regular member had to satisfy the Committee on Admissions and Standards in the following areas: (1) it was the publishing arm of and controlled by or closely affiliated with the university whose name it bore; (2) its scholar publication program was of high quality and should have produced ten books of ninety-six pages or more in the twenty-four months preceding application; (3) it must have had at least three employees and a full-time director; and (4) it must have had adequate funding and the commitment from the head of the parent university that it had a permanent publishing program.²⁶

The administration of the University of Utah apparently did not want to make the necessary commitments at that time. The Press did not get a full-time director for another two years.²⁷ The funding requirement, though determined by the Committee, would doubtlessly have been larger than the University was providing. In 1957 the head of the

North Carolina Press pointed out that to start a press "able to compete with the best university presses in the country" would call for "an annual subsidy of not less than \$50,000."²⁸

The Kerr Report

With a grant from the Rockefeller Foundation, the American Council of Learned Societies sponsored a survey of American university presses in 1948 and 1949. A report based on a survey by Chester Kerr was published by the Association of American University Presses. It was the first comprehensive review of scholarly publishing in America since the beginnings.

The significance of the report is not merely in the recording of numbers--sales figures, numbers of presses, staff sizes, subsidies--but also in the record of the problems and the gains made in scholarly publishing.

In 1948 the problems listed most frequently by the surveyed presses were increased costs, inadequate finances, relations with the university, insufficient personnel, distribution, and space and editorial problems.²⁹

The most significant gain, aside from growth, that can be noted in the report is the strong sense of identity felt by the respondents. The role of the press at the university, in a world of scholars, and in the world was being recognized. The final chapter in the book includes a short remark by Datus C. Smith, Jr., of Princeton's press:

If American university presses should be able to achieve in the next ten years an advance in any way comparable to what they have done in the last ten, that would be an important contribution toward closing the most dangerous gap in our national structure--the gap between knowledge potentially useful and knowledge put to work.³⁰

Scholarly Publishing Nationally

In an interview with Time magazine, Savoie Lottinville, head of the University of Oklahoma Press, said, "There are no more hicks in America. The cultural face of the continent has changed from concentration in New York and San Francisco. A great lot of the best ideas come from localities far removed from those great cities."³¹

Presses had sprung up all over the country. They were scholarly presses, but in this new age of rising costs they took the bulk of the non-fiction and regional work that commercial publishers now felt was too risky to handle.

The Association had grown by 1959 to fifty members who would produce in that year 1,300 new titles and account for \$14 million in book sales. The design of these books was so professional that 25 percent of the selections at the annual book show of the American Institute of Graphic Arts were products of university presses.³²

In 1956 the Ford Foundation began a series of grants to further scholarly publishing. With \$2,725,000 provided through thirty-five presses, 644 new titles were published during the first five years, 1956 to 1962. The program was extended three more years in 1962 and incentive grants which required matching funds were made to eleven presses for expansion and other uses that added to their permanent growth.

With this incentive, the AAUP started efforts to launch programs comparable with federal foundations.³³

Scholarly publishing was indeed coming into its own. The presses knew it, the commercial publishers knew it, the public knew it,

and the parent institutions were recognizing it. T. J. Wilson, head of Harvard's Press, said in 1963:

The end of the Second World War was the real beginning of the change of Harvard University Press into a full functioning scholarly publishing organization; an important element in that change was the new attitude of the University administration, now determined to make Harvard's Press outstanding and to give it the support of varying funds necessary to that objective.³⁴

Unlike Harvard, for which the postwar years were the growing years, the University of Utah Press was experiencing its beginning growth. It was, nevertheless, moving toward independence and stability.

Notes

¹ Ralph V. Chamberlain, The University of Utah, A History of Its First Hundred Years, 1850-1950 (Salt Lake City: University of Utah Press, 1960), p. 511.

² Ibid., p. 526

³ Interview, Dr. Harold W. Bentley, May 10, 1972. Dr. Bentley stated also that Columbia was rated among the top ten at that time. A survey made by AAUP in 1949 shows Columbia as the publisher of more titles than any other press for the previous years. Kerr, op. cit., p. 42.

⁴ In 1949, 22 percent of all 727 titles published by AAUP member presses were printed at press plants, of which there were ten. Ibid., p. 125, Table II.

⁵ Interview, Harold W. Bentley, May 10, 1972.

⁶ Memo from Harold Bentley's office, "A Report on the Activities of the University Press, 1948-1958."

⁷ Interview, Harold W. Bentley, May 10, 1972.

⁸ The Press under Dr. Bentley also published the Western Political Quarterly, American Antiquities, and The Utah Law Review. Chamberlain, op. cit., p. 529.

⁹ Statements of Income and Expenses supplied to Dr. Bentley's office by the comptroller.

¹⁰ The AAUP is explained on page 21.

¹¹ Dean Harold W. Bentley, Letter to Vice President G. Homer Durham dated August 8, 1959.

¹² Printing Services was divided from the Press in 1964 and Mr. Smart was made Director of Printing Services.

¹³ Interview, M. Neff Smart, April 13, 1972.

¹⁴ Interview, Dr. Philip M. Sturges, August 3, 1972.

¹⁵ Ibid.

¹⁶ President A. Ray Olpin, Letter to prospective University Press committee members, October 4, 1955.

¹⁷ Minutes of the Publications Committee meeting, November 21, 1955.

¹⁸ President A. Ray Olpin, Letter to Chairman L. H. Creer, December 13, 1955, included in Minutes of the Publications Committee Meeting, February 2, 1956.

¹⁹ H. J. Swinney, Region Nine chairman, Awards Program, American Association for State and Local History, Letter to the Press, September 29, 1960.

²⁰ A publicity flier, "Checklist of Scholarly Publications, Published by the University of Utah Press," printed in 1956 lists 25 books and 25 papers in the Anthropology Series, noting also that the press printed the Western Political Quarterly, The Western Humanities Review, The Utah Law Review, American Antiquities and Proceedings of the Western Economic Association.

²¹ Allen Maxwell, Chairman on Admissions and Standards, Letter to Dr. Bentley, November 16, 1955. The directory of the Association containing necessary qualifications was enclosed.

²² Requirements are listed on page 21.

²³ Interview, Don Henricksen, printer and former staff member, March 14, 1972; Norma Mikkelsen, acting director of the Press, March 14, 1972; and M. Neff Smart, former director of Printing Services, April 13, 1972.

²⁴ Dean Harold Bentley, Letter to President Olpin, May 29, 1959.

²⁵ The requirements for admission and for maintenance of standards defined the affiliated members as those university presses outside the United States and Canada and those museums, foundations, and libraries sponsoring publishing programs in the United States and Canada.

²⁶ The Association of American University Presses--Directory, 1955-1956, pp. 1-12.

²⁷ In answer to a letter of inquiry from Tomas Warnken of Arizona State College, Dean Bentley outlined the publication program of the Press. He stated that the Press had the equivalent of two full-time staff members, one short of the AAUP requirements. Letter, December 5, 1956.

²⁸ Hawes, op. cit., p. 41.

²⁹ Kerr, op. cit., pp. 54-56.

³⁰ Ibid., p. 267.

³¹ "Press of Business," Time, October 5, 1959, p. 56.

³² Ibid.

CHAPTER III

TOWARD GROWTH AND STABILITY

For two years after Dr. Sturges resigned in 1959, the Press had no director. Dean Bentley continued his administrative duties under the Extension Division, and E. Keith Loosli, the Printing Services foreman, was made manager of the Press, "with full responsibility for its operation."¹ Mr. Loosli was a competent printing production manager whose knowledge of the business helped him greatly in his new capacity. The Printing Service was greatly hampered by the lack of space and equipment to provide efficient service.²

In the publishing area, however, the problems were less concrete and required a different kind of judgment. In a letter to Dean Bentley in November 1960, Mr. Loosli demonstrated remarkable insight in his assessment of policies and suggestions for correction. He analyzed the pricing and discount policies, particularly as they applied to Mr. Arthur Babcock, the representative hired earlier by Dean Bentley to sell Press publications. An analysis of the discount policies showed books selling at a loss. Referring to figures from the Kerr Report,³ and his own figures, Mr. Loosli concluded that direct mail and space advertising were more effective and less expensive than having a sales representative. He also suggested a remainder sale to increase storage space, a direct mailing on each publication, and a yearly Catalog of Publications, and asked if steps should not be taken toward membership in the Association of American University Presses.⁴

Membership in the Association of American University Presses (AAUP) was an important issue for everyone connected with the Press and the question kept recurring. The Publications Committee went on record by means of a letter to the President that the administration of the University of Utah should do everything necessary to qualify for membership in the AAUP.⁵ The letter clearly showed the emphasis they placed on membership:

A formal motion was passed urging the Administration of the University of Utah to do everything necessary to qualify for membership in the Association of American University Presses. This will entail recognition and adequate support of the University of Utah Press through such means as (1) the appointment of a full time, competent Director, (2) the provision of a first class physical plant with adequate space and equipment (especially a new press), and (3) an adequate budget. To further express the attitude of the committee, it was our feeling that a decision must be made whether the press shall be a University press in fact or go back to a print shop for the University. The former alternative, of course, is desirable if the University is to be a great University. However, if we are to have a press, there must be recognition of its role and firm support by the Administration. The Director must be one who knows about the quality and publication of books. It would not be a satisfactory situation to obtain the services of a first class director and⁶ than have a second class physical plant or insufficient budget.

In a letter to President Olpin, Dean Bentley addressed himself to the issue again:

. . .your general approval of the plan to proceed with the appointment of a competent director for the University of Utah Press and implementation of a program under him which will attain the objectives we once set--first-rate publishing arm for the educational work of the University, membership in the American Association of University Presses, invitation to our own faculty members and other scholars for publication of their works, etc.⁷

A. Russell Mortensen

With the sanction of the administration, a full-time director, Dr. A. Russell Mortensen, was hired in July 1961.

Upon being formally released from his duties with the Press in 1961, Dean Bentley said in a letter of appreciation to Keith Loosli, "I think the Press is fortunate not only in what it already has in personnel, including you, but also in the new addition it is getting in the person of Dr. Russell Mortensen. He is a competent, imaginative, energetic person and inspires those who work with him to do their best and enjoy it."⁸

Dr. Mortensen came to the Press from the Utah State Historical Society, where he had been Director and editor of its publications for eleven years. He promoted several publications and co-authored a book, Among the Mormons, published by Alfred A. Knopf in 1958. He taught in a college in California, where he did his graduate work, and had also taught high school in Utah.

His interest in making the Press grow is evidenced in his letter of application:

During these same years I have been interested and hopeful that the Press would be given the opportunity to expand to its full potential, for I have felt that here in Utah and the West generally there has been a vacuum with respect to this kind of program, which only the University of Utah could properly fill.⁹

For the first two years, Dr. Mortensen worked to change the organizational structure of the Press. In a letter to Vice President Daniel Dykstra he showed the organizational structure on two charts, one for printing and one for the Press, indicating for the first time that the Press might become a separate entity.¹⁰ There were university presses operating both with and without their own printing operations, but Dean Bentley's attitude had favored having both functions under the Press.

Dr. Mortensen also pressed for an appropriation of \$25,000 to the revolving fund and got approval to hire an assistant director, Ray L. Bergman.¹¹

In the introduction to the 1962 Catalog of Publications for the Press, there is a statement of goal and purpose of the Press under Mortensen. It reads:

With the awareness that the advancement of learning transcends all boundaries, a newly vitalized University of Utah Press is coming to the fore.

A strong University Press is in itself a stimulus to the creative activities and writing in all the disciplines represented on a university campus. And as the disseminator of knowledge gained through research, the Press becomes a partner in the basic function of a university.

In addition to its present very respectable list of books, monographs and periodicals, the University of Utah Press plans, in the coming months and years, to expand its publishing program. Subject matter will run the spectrum in the sciences, arts and letters, including the disciplines of philosophy, sociology, economics, geography, anthropology, and the history and culture of the American West, as well as studies in the whole area of Mormon culture and society.

The combined activities of the Press, which still included Printing Services and the Mailing Bureau, now produced a gross sales in excess of \$200,000. There was a recorded loss, however, but smaller in 1963 than in 1962.¹²

Among the titles the Press published during this period were Walter P. Cottam's Our Renewable Wild Lands, Lester A. Hubbard's and K. W. Whitlock's Ballads and Songs from Utah, Waldemer P. Read's Great Issues Concerning Freedom, and Parley A. Christensen's Of a Number of Things.

The Mailing Bureau became a separate entity in early 1963, with Margaret Harrison as Director. In October 1963, President Olpin

authorized the separation of the Press and Printing Services and named M. Neff Smart the Director of Printing Services.¹³

The proposed membership in the Association of American University Presses was not forgotten. Dr. Mortensen renewed the efforts and termed it "a must" in a letter to Jack Adamson, the academic vice president. Dr. Mortensen thought "there would be no problem" in becoming a member.¹⁴ But the elusive membership was not in the future of the Press under Dr. Mortensen. Circumstances were not yet right for application. It became the problem of the next director of the Press when Dr. Mortensen resigned in 1964 to accept another position.

The Press's progress under Dr. Mortensen was a reflection of what was happening to scholarly publishing nationally.

Scholarly Publishing Progresses Nationally

Chester Kerr reviewed his Report on American University Presses (1949) in 1956 and found that the major changes in seven years were an increase in numbers, both of presses and of titles, and an increasing concern about finding qualified personnel. The primary concerns in 1949 had been increased costs, then insufficient funding. In 1956 insufficient funding still held its second place, but lack of trained personnel had become the major concern.¹⁵

There was no Kerr report in 1963, but an article by Carroll G. Bowen, Director of the M.I.T. Press, brought the figures up to date. He noted that there were, in 1963, more than eighty university-owned presses in America. They published over 1,700 titles and 130 scholarly journals. Total sales were estimated at over \$18 million, or one percent of the total dollar volume of book sales even though they published

8 percent of the new books. Six large presses published 40 percent of the scholarly books and more than half the rest published fewer than twenty books annually. Only eight presses still had their own printing plants.¹⁶

Bowen concluded that "American university presses, despite a narrow view of their duties and serious undercapitalization, have survived and have grown significantly in performance and in number. Their future development rests heavily on their capacity for making changes in policy and in implementing these changes." He viewed the necessary changes as establishing a more balanced program of publication, including science and technology and textbooks, and establishing a firm policy of increase in capitalization through earned surplus.¹⁷

Capitalization and funding sources are the continuing problems of scholarly publishers. The University of Utah Press experienced a period of expansion over the next seven years (1964 to 1971), but the expansion was not only in their booklist. Staff and equipment were added, along with a sizable deficit, and funding sources became their major problem.

Notes

¹Harold W. Bentley, Memo to Members of the University Staff, November 10, 1959.

²Osmond L. Harline, Director, Bureau of Economic and Business Research, Letter to Paul Hodson, Activity Vice President, November 30, 1959.

³See page 22.

⁴Keith Loosli, Letter to Dean Bentley, November 4, 1960.

⁵University of Utah Publications Committee, Minutes of the Meeting, March 9, 1961.

⁶William H. Behle, Secretary, Publications Advisory Committee, Letter to President Olpin, March 28, 1961.

⁷Harold W. Bentley, Letter to President Olpin, March 3, 1961.

⁸Harold W. Bentley, Letter to Keith Loosli, November 19, 1961.

⁹A. Russell Mortensen, Letter to Harold W. Bentley, April 13, 1961.

¹⁰A. Russell Mortensen, Letter to Vice President Daniel Dykstra, February 12, 1961.

¹¹A. Russell Mortensen, Letter to Vice President Daniel Dykstra, April 13, 1962.

¹²The Statement of Income and Expenses, 7/1/62-6/30/63 lists the following:

	62-63	61-62
Sales	\$240,384.68	\$212,743.19
Loss	(5,798.95)	(22,541.66)

¹³President A. Ray Olpin, Letter to A. Russell Mortensen and M. Neff Smart, October 14, 1963.

¹⁴A. Russell Mortensen, Letter to Jack Adamson, September 20, 1963.

¹⁵Carroll G. Bowen, "When Universities Become Publishers," Science, May 19, 1963, p. 599.

¹⁶Ibid., p. 605.

¹⁷Ibid.

CHAPTER IV

THE MOVE TO BECOME A LARGE PRESS

Richard Thurman

Following Dr. Mortensen's resignation in 1964, Richard Thurman was named Director. Thurman attended Utah State University and the University of Utah. He had been the editor of a journal and was a technical writer, and as a free-lance writer had published in Atlantic Monthly, The New Yorker and Reader's Digest magazines.

The first four years of Richard Thurman's directorship were years of growth for the Press. The budget had increased from \$16,500 in 1965 to \$61,186 in 1968. Sales increased from \$26,770 to \$42,685 for the same years.¹

The sales increase, particularly in light of increases in the budget, is indeed modest. Without the sales volume generated by the Printing Service, losses at the Press became more visible. There were at this time, however, four sources of funds for the Press: the Research Committee Revolving Fund, the budget, sales income, and the Fellowship Institute funds. Still, to meet expense demands and continue a publication program, Mr. Thurman requested an increase in the budget for 1970.²

The University of Utah Press was not unique in this respect. Most university presses of whatever size showed an annual deficit. This averaged 11 percent in 1964 despite large increases in sales.

Subsidies to meet their deficits and help publish specialized works added up to around \$2 million a year.³

The 1960s were years of rapid growth in enrollment in universities. It is not surprising that the atmosphere of expansion should spread to the Press. Mr. Thurman increased the staff to seventeen people and began to negotiate for a computer for typesetting in cold type. Letterpress was not to be discontinued, but Mr. Thurman felt that cold type would be more economical for the printing of monographs and periodicals and low-budget books.⁴ The initial cost would be rapidly justified.⁵

In fact, the whole issue of computer typesetting and electronic reproduction was just arising in the publishing world. At the Allerton Park Institute, sponsored by the University of Illinois Graduate School of Library Science in 1967, a paper on "The Role of Computers" was presented. "So far the computer has only made a modest contribution to the economy of typesetting . . . the end of the line decisions must still be made . . . and somebody must still keyboard the manuscript at some point."⁶

The arrival of the cold type system at the Press placed additional responsibility on the Director and staff during the debugging period. There were delays in publishing commitments and complaints started.⁷

At the same time, the inadequacy of the budget became apparent. President James C. Fletcher called a meeting with the Business and Academic Vice Presidents and the Publications Committee chairman. The Press deficit was large enough to warrant consideration of discontinuing

the Press. The group voted to continue but with considerable constraints.⁸

Associate Vice President J. Boyer Jarvis consulted Mr. Thurman in early 1970 and suggested cutting the Press staff from the seventeen people he had to three people and concentrating on marketing effort instead of production.⁹

Dr. Jarvis had received a memorandum from the Controller, Dee F. Andersen, concerning the repayment of the deficit, now at \$112,000. Mr. Anderson suggested that \$28,000 be repaid every six months. "The above plan," he stated, "will necessitate strict compliance with the agreement that there will be no expenditures over the two-year period of time from the University Press revolving fund, and that all expenditures having to do with publications and sales from the University of Utah Press publications will be paid for through the appropriate budget accounts of the Press, or through other funds secured from departments on campus who desire publication work." The Press would no longer be able to draw publication money from the revolving fund. New publications would have to be paid for from sources other than sales income.

A new Publications Committee, the Press Policy Committee, was formed with Jack Adamson, former Vice President, as chairman. All of the pending commitments were reviewed and a conservative course of action was decided upon, including repayment of the deficit.¹⁰

Mr. Gary Hughes from the Accounting Department sent a memorandum to Dr. Jarvis on October 2, 1970, summarizing the problems of the Press. They were "not living up to their agreement," he stated. "The University Press personnel still appear to be 'production oriented'

and management and marketing procedures are not given the required emphasis."

Mr. Thurman resigned in October 1970.¹¹

Richard Thurman's view of the role of the Press was clearly influenced by the times. Few presses in that era did not envision a growth in scholarly publishing to equal that in higher education in general. The projections for 1980 were 10 million students, an increase of 4 million, and 13 million by 1985, with a corresponding growth in faculty and Ph.D.s. There would be a need for expert knowledge.¹² This growth would be a boon for scholarly publishing, placing the Press on a level with the football team in importance to the University.¹³ Presses would even change in scope, entering the popular market and publishing materials for larger audiences.¹⁴

In his attempt to make the Press a prestigious and important part of the growing University, Mr. Thurman did not forget membership in the Association of American University Presses. Formal application was never made, but the matter of membership was referred to in several memos to Associate Academic Vice President Jarvis.¹⁵ It is possible that the relationship of the increase in staff and the deteriorating financial condition were such that there was never an appropriate time to qualify for membership.

Mr. Thurman brought national recognition to the Press when The Montana Gold Rush Diary of Kate Dunlap won the American Institute of Graphic Arts award for design in 1969. Keith Eddington designed the Diary, named one of the fifty best books of over 30,000 published that year. The securing of the manuscript for Bright Essence: Studies in

Milton's Theology was also important to the prestige of the Press. With its new technology, larger staff, and the advantage of existing in a time of expansion for higher education, the Press showed every evidence of becoming a large press. But the financial problems were too great. In light of the failure of enrollments to reach predicted levels and the national economic crises that were to occur later in the 1970s, Mr. Thurman's aggressiveness precipitated a turn to conservative measures that was necessary to the survival of the Press.

Following Mr. Thurman's resignation, the administration decided to allow the Press to attempt repaying the deficit as had been earlier recommended, and continue publication, though on a reduced level. Stringent controls and conservative judgment would be necessary if the Press were to continue operations.

While the University of Utah Press was coping with its crisis, the rest of the scholarly publishers were looking at electronics both as a new vista and as a potential threat.

Scholarly Publishing Nationally

Harold A. Basilius, Director of Wayne State University Press, wrote in an article in 1960, "Crystal gazing is an exciting but also a nervous and worrisome business." He went on to explain that the future of book publishing would be affected by audio-visual media more because of a "generation bent on expiring by audial paresis," than by the threat of the audio-book.¹⁶

A decade later, the electronic media still seemed to threaten the publishing world, but in a more complex way. Electronic storage units, photo copiers, and computers for typesetting threatened the

traditional role of the publisher, and the book. The major concern at the 1970 annual meeting of the Association of American University Presses was the need to economize and the role electronic devices would play in the future.¹⁷

Joseph V. Brain of the Johns Hopkins University Press stated in a handbook for scholarly publishers, "the library as we know it today will continue to house large collections of books as the most convenient method of information storage and retrieval. But when the change does come, we should attempt to meet it more than halfway."¹⁸

Clearly, the technology of our era introduces fears for some, but for others, the adaptation of electronic methods to publishing opened new vistas. The University of Toronto began issuing all of its books simultaneously in conventional form and in microfiche.¹⁹

Computer typesetting as a means to reduce costs was a tempting speculation for many. Systems analysts claimed that there could be an 80 percent savings through the use of electronic typesetting. In reality, great savings can be effected only if the author does the compositor work and makes no corrections in proof.²⁰

Though some presses put the new technology to good use, fears for its effect on publishing were replaced for the majority by fears concerning the change in the economic pattern that was beginning at this time. An economic crisis appeared to be very near for the country, its institutions and, of course, university presses.

The University of Utah Press had already reached its economic crisis period.

Notes

¹ Though variations in accounting methods make these figures appear unrealistic, it is likely that the "budget" is the subsidy from the University. Richard Thurman, Memo "Survey of the Press," to Associate Vice President Boyer Jarvis, January 28, 1969.

² Richard Thurman, Memo to Boyer Jarvis, December 13, 1968.

³ Charles A. Madison, Book Publishing, p. 391.

⁴ In anticipation, perhaps, of a new market, Mr. Thurman had the Press listed in the Directory of Reprint Publishers in 1964, when, in fact, the Press had no experience in reprint publishing. Carol A. Newmeyer, Scholarly Reprint Publishing in the United States (New York and London: R. R. Bowker and Company, 1972).

⁵ Richard Thurman, Memo to Boyer Jarvis, February 17, 1967.

⁶ Catherine Luther Henderson, ed., Trends in American Publishing, Papers Presented at the Allerton Park Institute, November 5-8, 1967. Daniel Melcher, "The Role of Computers," p. 51.

⁷ Interview, J. Boyer Jarvis, July 19, 1972.

⁸ Ibid.

⁹ Ibid.

¹⁰ Ibid.

¹¹ J. Boyer Jarvis, Memo to Norma Mikkelsen, December 9, 1970.

¹² Hawes, op. cit., p. 11.

¹³ David Dempsey, "What a Way to Grow," Saturday Review, June 11, 1966, p. 46.

¹⁴ Wesleyan's School Services Department and Princeton's handling of campus and other school printing were examples of this kind of expansion. David Dempsey, "Big Scholar, Little Gypsy," Saturday Review, May 30, 1964, p. 30.

¹⁵ Memos dated January 3, 1969; February 4, 1969; October 31, 1970.

¹⁶ Harold A. Basilius, "The Problems of a 'New' University Press," Scholarly Books in America, May-July 1960, p. 2.

¹⁷ "Annual Meeting of AAUP," Publisher's Weekly, February 8, 1971, p. 46.

18 John V. Brain, A Marketing Handbook for Scholarly Publishers (The American University Press Service, Inc., 1971), p. 2.

19 Ian Montagnes, "Publishing the Pre-Shrunk," Publisher's Weekly, November 22, 1971, p. 28.

20 Henderson, op. cit., p. 50.

CHAPTER V

CRISIS AND RETRENCHMENT

Norma Mikkelsen

Richard Thurman recommended the appointment of Norma Mikkelsen as the acting director of the Press. Formerly with the Library, she had worked in the Anthropology Department for several years before she went to work at the Press as a copy editor.

Guided by the Press Policy Committee and keeping in close touch with the Accounting Office, Ms. Mikkelsen began implementing the plan to retire the deficit. It is to the credit of Jack Adamson, Boyer Jarvis, and Ms. Mikkelsen that the Press was not dissolved at this time.

Had they known of the difficulties, other faculty members would have undoubtedly responded as Professor Jesse D. Jennings did in a letter to Dr. Jarvis. His plea to keep the Press was supported by the statement that "the Anthropology Department received \$1.1 million in grants as a direct result of having the Press to publish the Anthropological Series."¹

But the good-will of the faculty and promises from the director are seldom enough to satisfy troubled financial officers. John Solon, Vice Chancellor of the University of Wisconsin, said at the 1971 meeting of the Association of American University Presses, "When fiscal officers are forced to look for savings, the university press appears sooner

or later as a particularly fruitful branch for pruning."² However, Ms. Mikkelsen immediately began a stringent program of cost-cutting and planning. With a staff of four and some part-time student help, she started working on the backlog of nineteen manuscripts that would have to be published as economically as possible.³

Norma Mikkelsen was officially named Acting Director in January 1971. In March she informed Boyer Jarvis by memo that she was getting rid of the cold type system. (She also disposed of the water cooler in the Press office because it was an added cost the Press could not afford at that time.⁴)

Retiring the deficit was the motivating force in the offices of the Press for the next six months. Keeping the staff informed about the progress with the deficit created a united and ambitious group. They became versatile by pinch-hitting wherever they were needed.⁵

The deficit and the backlog diminished simultaneously. By June of 1971, the deficit had been reduced by \$56,000. Unfortunately, sales income dropped considerably at that time and Ms. Mikkelsen requested a six-month extension for the deficit repayment.⁶

The Press Policy Committee considered the extension, and in November, Dr. Jarvis, in a letter to Vice President Jerry Andersen, requested the six-month extension stating, "Norma Mikkelsen has been forthright in her handling of every problem; she has demonstrated a capacity to plan and manage the operation within the limits of available funds." He also paid tribute in the memo to Dr. Adamson, whose "time and talent" had made the survival of the press possible.⁷

Dr. Adamson had indeed contributed to the success of the Press.

Meeting regularly with the committee and with Ms. Mikkelsen, he watched the Press retrench and start to build more solid foundations. "They needed a careful and strong Director," he said, "and Norma Mikkelsen grew to fill the position."⁸

In February 1972 Norma Mikkelsen was made Director of the Press. The six-month extension had been granted and fifteen of the titles in the backlog had been published. Bright Essence had been completed and the Modern Language Association had used it as an alternate selection in their book club. The reviews were excellent. Joe Hill by Gibbs M. Smith was a sell-out. It was the first of the Press's books to be reviewed in The New York Times. Though Joe Hill had some commercial value (a Swedish commercial publisher bought the translation rights and a Swedish motion picture was subsequently made), Ms. Mikkelsen does not intentionally seek out manuscripts with commercial value.

"We will seek quality manuscripts from the faculty and visiting professors," she stated. "We will not publish fiction or texts, but we will publish one volume of poetry each year." Clarice Short's volume of poetry, The Old One and the Wind, designed by Keith Montague, won the American Institute of Graphic Artists award in 1974, as well as the Bookbuilders West Award of Excellent in 1973.

The Jack Hiller diary, Photographed All the Best Scenery, designed by Paula Roberts and Rodger Reynolds, won the Bookbuilders award and several new manuscripts were being considered. In May 1973, the small balance of \$8,000 left owing on the deficit was erased by the Contingent Fund Committee.⁹ There was an attitude of excitement at the Press. Released from the deficit retirement, they could look forward

to new projects.¹⁰ However, the next two years became the "years of the reprint," as the staff became involved in revising and redesigning many of the out of print books that were still in demand. The Florentine Codex had several volumes out of print and revision was necessary on Volume XII, so Ms. Mikkelsen began a program of reprinting that will eventually bring all of the volumes in print at one time.

Several new publications were completed, among them another volume of poetry, Henry Taylor's An Afternoon of Pocket Billiards, On the Meaning of the University, edited by Sterling M. McMurrin, and The Water of Light: A Miscellany in Honor of Brewster Ghiselin, edited by Henry Taylor.

Almost as encouraging as the production of new publications was the discovery that the Press has acquired a reputation for its management techniques and the quality of its publications. Lack of money for travel had forced the staff to become rather isolated, attending only those conferences and book exhibits that were in Utah. In October 1973 almost the whole staff attended the Western Historical Association Conference at Fort Worth, Texas. There they discovered that competition with other presses is not impossible and that even the larger presses gave them recognition and respect.¹¹

The lessons of the salvage period have made the Press a stable and respected organization. By trying various approaches to production, the Press has found what appears to be the best method for them. A combination of hot metal typesetting for accuracy in the proof stage and aesthetic superiority, and a slick proof made into a plate for offset printing has proved to be the best method. Negatives and plates are

made in-house, but the typesetting, printing and the binding are farmed out.

Ms. Mikkelsen has hired a promotion director and, in her estimation, the staff will be complete with seven people. Publishing only about ten books a year, maintaining a high level of scholarship and quality in the publications, and maintaining the present level of confidence shared with the administration are the plans for the future. Membership in the Association of American University Presses is now financially possible and the Press will make application in 1976.¹²

Crises Begin Nationally

When the Association of American University Presses held its 1971 meeting in Tucson, few speakers overlooked the problem of funding. Publisher's Weekly, reporting the convention, said "Few of the presses exist entirely without some degree of university subvention; many are perforce sharing in university-wide budget slashing; and one or two are severely threatened."¹³

The magazine stated that "Wesleyan University Press . . . is now threatened with extinction through 'economy.'"¹⁴

Roger Shugg called scholarly books "marginal luxuries" at the same meeting, and the tone of the other speakers indicated a very real fear that the margin was too slim.¹⁵

Ralph Ellsworth, Director of Libraries at the University of Colorado, warned that library budgets would be cut back 10 to 50 percent overall. He suggested that small presses consolidate.¹⁶

William C. Becker sent a questionnaire to sixty-eight AAUP

members in 1972 to determine their publishing resources. The results indicated that losses were stabilized for larger presses, and also for smaller ones, but the leveling off was at too high a level. The overall average losses in 1970 were \$62,500; in 1971, \$90,500; in 1972, \$83,500. The smaller presses were in danger. He said, "To sum up, the stark realities of what almost certainly looms as a financial crisis of large proportions among a majority of university presses is not clearly evident in the statistical data, largely because the full impact seems to lie ahead. We have not touched bottom yet, and perhaps won't until 1973 or 1974."¹⁷

By 1974, the decline in student enrollments at universities had become a real concern. The press at Northwestern University had closed and there were reductions in size at many others. Thomas Webb, outgoing president of the Association of American University Presses, warned that "presses must make themselves as self-sufficient as possible."¹⁸

Case Western Reserve University Press was closed in 1973 and the list of AAUP members grew shorter. Charles B. Grannis and John F. Baker suggested strategies for dealing with the economic crunch. In addition to more efficiency in pricing, they suggested that presses cut production, eliminate publication of symposium proceedings, cut staff, seek out subsidies, and get into audio-visual material production. Interestingly, they also suggested in-house cold type composition, tried unsuccessfully by the University of Utah Press.¹⁹

By late 1974 there was talk among the scholarly publishers about placing emphasis on foreign markets and about the damage done by

ineffective copyright laws. Curtis G. Benjamin, former President and Chairman of McGraw-Hill Book Company, said in his article, "Who Will Save the Scholarly Book?", "the host of academic writers and publishers and users of scholarly books are standing by apathetically while a few of their members myopically batter the principle of copyright, the sine qua non of the book industry. For if this host does not move to save the scholarly book, who will?" The massive photocopying of scholarly books was cutting into the already slim income of their publishers.²⁰

It seems that technology, coupled with a sinking economy, was not making things easier for a very troubled publishing world.

Notes

- ¹Professor J. D. Jennings, Letter to J. Boyer Jarvis, November 11, 1970.
- ²"Report from Tucson, Scholarly Publishers at AAUP Meeting under Pressure but Undismayed," Publisher's Weekly, July 14, 1971, p. 23.
- ³Interview, Norma Mikkelsen, June 30, 1972.
- ⁴Interview, Trudy M. Evans, copy editor at the Press, June 30, 1972.
- ⁵Ibid.
- ⁶Norma Mikkelsen, proposal to Boyer Jarvis, June 30, 1971.
- ⁷Boyer Jarvis, Memo to Jerry Anderson, November 30, 1971.
- ⁸Jack Adamson, Interview, July 10, 1973.
- ⁹President Alfred C. Emery, Letter to Norma Mikkelsen, May 8, 1973.
- ¹⁰Interview, Norma Mikkelsen, July 15, 1976.
- ¹¹Ibid.
- ¹²Ibid.
- ¹³"Report from Tucson," Publisher's Weekly, p. 41.
- ¹⁴Ibid., p. 23.
- ¹⁵Ibid., p. 28.
- ¹⁶Ibid., p. 29.
- ¹⁷William C. Becker, et al., "The Impending Crisis in University Publishing," Scholarly Publishing in America, April 1972, p. 202.
- ¹⁸John F. Baker and Chandler B. Grannis, "Scholarly Publishers Tighten Their Belts," Publisher's Weekly, July 8, 1974, p. 42.
- ¹⁹John F. Baker and Chandler B. Grannis, "Scholarly Publishers Tighten Their Belts," Publisher's Weekly, July 23, 1973, p. 40.
- ²⁰Curtis G. Benjamin, "Who Will Save the Scholarly Book?," The American Scholar, Spring 1972, p. 221.

CONCLUSION

The University of Utah Press is an important and successful part of the academic function of the University. It is supported by the administration of the University and respected by its peer organizations. The Press's backlist includes many important contributions to scholarly publishing and the list is maintaining a high level of scholarship as it continues to grow.

These achievements must be credited to many people. Though circumstances played a role in the development of the Press, it is clear, when its history is compared with that of scholarly publishing in general, that circumstances were far less influential than the leadership of the directors and the administration.

With President A. Ray Olpin's foresight and Harold W. Bentley's vision, the Press had solid beginnings. Without the allied services--the Mailing Bureau, Printing Services and the Stenographic Bureau--it is doubtful that the expenditure for publishing would have appeared justifiable. Dr. Bentley felt that Printing Services and the Press were natural partners and the publishing function moved carefully forward under his direction. Few presses in the country started with as small a subsidy as the University of Utah Press.

Dr. Philip Sturges suggested division of the publishing function from the others at a time when the Press had a good backlist and the Printing Services had grown to be too time consuming to be under the

same director. Dr. Sturges also added many significant books to the list and developed a strong and capable staff.

Dr. A. Russell Mortensen effected the division of publishing from the other functions and supervised the addition of more solid titles to the backlist.

Richard Thurman initiated a growth of the Press staff and budget consistent with his apparent belief in the larger role the Press should play in the world of scholarly publishing. The crisis resulting from the budget deficit he accrued has had many beneficial effects.

The appointment of the Press Policy Committee to supervise the Press in its critical period allowed the Press the services of Dr. Jack Adamson, the Committee chairman. Dr. Adamson's wisdom and sense of scholarship were essential to the development of the Press under Norma Mikkelsen.

Ms. Mikkelsen's administrative ability and steadfast devotion to a high level of scholarship in the publications has resulted in a solid organization at a time when other scholarly publishers are experiencing great difficulties.

The University of Utah Press had reached a crisis in 1970 that pre-dated a similar crisis for the majority of the other scholarly publishers. Wise, realistic guidance saved the Press from extinction and provided the outline for future performance. Knowing exactly where the Press is going, what size it should be, and being assured of administrative support has added to the uniqueness of the history of the University of Utah Press.

Crises may have the same salutary effect on other presses

because they will force them to "use ingenuity to copy and to deal directly with the marketplace," their marketplace.¹

The history of the University of Utah Press has indeed been influenced by each director. It is a personal history. Now, however, the influence is that of the whole staff and the administration.² A sense of loyalty, dedication, and support, coupled with skill and competence, has created a sense of security about the future.

Notes

¹"AAUP: Coping With Crisis," Publisher's Weekly, July 24, 1972, p. 49.

²In a letter to Ms. Mikkelsen, J. Boyer Jarvis, Associate Academic Vice President, stated, "I share your satisfaction and appreciation in knowing that President Emery has made it possible for the Press to be free of inherited deficits and to contemplate a debt-free future. You and your very capable staff have earned this tangible demonstration of confidence." Letter, J. Boyer Jarvis to Norma Mikkelsen, May 16, 1973.

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- Letter, Dean Harold W. Bentley to Tomas Warnken, Arizona State College, December 5, 1956.

- Letter, Dr. Harold W. Bentley to Allen Maxwell, Chairman on Admissions and Standards, November 16, 1955.
- Letter, Osmond L. Harline, Director, Bureau of Economic and Business Research to Paul Hodson, Activity Vice President, November 30, 1959.
- Letter, Dean Harold W. Bentley to Vice President G. Homer Durham, August 8, 1959.
- Letter, H. J. Swinney, Region Nine Chairman, Awards Program, American Association for State and Local History, to University Press, September 29, 1960.
- Letter, Keith Loosli to Dean Harold W. Bentley, November 4, 1960.
- Letter, Harold W. Bentley to President A. Ray Olpin, March 3, 1961.
- Letter, William H. Behle, Secretary, Publications Advisory Committee, to President A. Ray Olpin, March 28, 1961.
- Letter, Harold W. Bentley to Keith Loosli, November 19, 1961.
- Letter, A. Russell Mortensen to Harold W. Bentley, April 13, 1961.
- Letter, A. Russell Mortensen to Vice President Daniel Dykstra, February 12, 1961; April 13, 1962.
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Harold W. Bentley, Salt Lake City, May 10, 1972

Trudy M. Evans, Salt Lake City, June 30, 1972

Don Henricksen, Salt Lake City, March 14, 1972

J. Boyer Jarvis, Salt Lake City, July 19, 1972

Norma Mikkelsen, Salt Lake City, March 14, 1972

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Dr. Philip M. Sturges, Salt Lake City, August 3, 1972

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and March 9, 1961

APPENDIX I

A CHRONOLOGY OF THE UNIVERSITY OF UTAH PRESS

(including University Subsidy Levels)

- 1949 The University of Utah Press is established by President A. Ray Olpin - Includes Printing Services, Mailing Bureau, and Stenographic Bureau
Director: Harold W. Bentley
Publication Fund authorized: \$15,000
- 1950 Revolving Fund created by University Research Committee
\$20,000
- 1952 Philip C. Sturges named Assistant Director - In charge of Printing Services, Mailing Bureau and Stenographic Bureau
- 1955 Philip C. Sturges named Director of the Press
The Press was brought administratively under the Extension Division and Dean Harold W. Bentley.
The first Publications Committee formed.
- 1959 Dr. Sturges resigns.
Keith Loosli named Manager of the Press.
- 1961 A. Russell Mortensen hired as the first full-time Director of the Press. The Press is placed administratively under the Academic Vice President.
- 1962 Assistant Director Ray L. Bergman hired.
- 1963 Press separated from Printing Services, Mailing Bureau and Stenographic Bureau.
General Budget: \$22,300
- 1964 Dr. Mortensen resigns
- 1965 General Budget: \$16,500
- 1966 General Budget level: \$34,750
- 1967 General Budget level: \$45,000
- 1968 General Budget Level: \$61,186
- 1969 Computer typesetting equipment installed
General Budget Level: \$70,433

- 1970 A large deficit, \$112,000, became apparent - Administration and Publications Committee vote to continue the Press.
New "Press Policy" Committee formed.
Richard Thurman resigns.
General Budget level: \$69,321
- 1971 Norma Mikkelson named Acting Director
Staff reduced to four.
Repayment of deficit begins
General Budget level: \$71,235
- 1972 Norma Mikkelsen named Director of the Press
General Budget level: \$72,219
- 1973 Deficit retired
General Budget level: \$72,500
- 1974 General Budget level: \$75,885
- 1975 General Budget level: \$81,945
- 1976 Promotion Manager hired
General Budget level: \$104,180

APPENDIX II

LIST OF PUBLISHED WORKS

The following list of published works of the University of Utah Press is divided into four sections:

Chronological List of Books published by the University of Utah Press

This list was compiled from sales records, catalogs in the University Archives, business records and the personal knowledge of the staff.

The list was cross-checked for accuracy and completeness and at least two sources were found for each book.

Miscellaneous Papers, Monographs, Workbooks and Manuals

The primary source for this list is a publication of the Graduate School of the University, The Advancement of Learning, Fifteen Years of Graduate Instruction Research and Service at the University of Utah, 1946-1961, Appendix B, Bibliography of Faculty Books and Manuals, p. 117.

The Anthropological Papers

All of the series.

Chronological List of Books Published by
the University of Utah Press

- 1949 Victor H. Sears, New Teeth for Old
- 1949 LeRoy E. Cowles, The University of Utah and World War II
- 1950 Keith R. Kelson, Speciation in Rodents of the Colorado River Drainage of Eastern Utah
- 1950 Charles E. Dibble and A. O. Anderson, Florentine Codex, Vol. I
- 1950 Ralph V. Chamberlain, Life Sources at the University of Utah
- 1951 Ordway Tead, Trustees--Teachers--Students: Their Role in Higher Education
- 1951 Charles E. Dibble, El Codice Xolotl
- 1951 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. II
- 1952 Lowry Nelson, The Mormon Village
- 1952 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. III
- 1953 Ralph T. Richards, M.D., Of Medicine, Hospitals and Doctors
- 1953 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. VII
- 1954 Edward Norbeck, Takashima: A Japanese Fishing Community
- 1954 Edward Norbeck and Katsunori Sakurada, A Romanized Bibliography of Publications in Japanese on Japanese Fishing Communities
- 1954 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. VIII
- 1955 Delbert W. Smedley, Creating Flower and Other Artistic Arrangements
- 1955 John W. Morrison, Modern Japanese Fiction
- 1955 N. P. Nielson and Glen W. Arnett, A Score Card for Use in Evaluating Physical Education Programs in Elementary Schools

- 1955 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. XII
- 1955 William H. Behle, The Birds of the Deek Creek Mountains
- 1955 Ralph V. Chamberlain, New Millipeds from Peru and Other Parts
- 1956 Calvin W. Taylor, Principal Investigator, The 1955 Research Conference on the Identification of Creative Scientific Talent
- 1956 Brigitte M. Bodenheimer, Manual for Justices of the Peace in the State of Utah
- 1956 ElRoy Nelson, Utah's Economic Patterns
- 1956 Stanley Mulaik, A Teachers' Guide for Conservation and Nature Study
- 1957 C. Gregory Crampton, Ed., The Mariposa Indian War
- 1957 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. IV and V
- 1957 Claire Noall, Intimate Disciple: Portrait of Willard Richards
- 1957 Allene A. Jensen, Utah Writers of the Twentieth Century
- 1958 William H. Behle, Bird Life of the Great Salt Lake
- 1958 F. Robert Paulsen, Cowles' The Administration of Public Education in Utah
- 1958 William H. Behle, John B. Bushman, and Clifton M. Greenhalgh, Birds of the Kanab Area
- 1958 William H. Behle, Birds of the Raft River Mountains, Northwestern Utah
- 1958 Calvin W. Taylor, Principal Investigator, The Second Conference (1957) on the Identification of Creative Scientific Talent
- 1959 Sherman Brown Neff, The Province of Art: An Approach Through Literature
- 1959 David E. Miller, Hole-in-the-Rock
- 1959 Sterling M. McMurrin, The Philosophical Foundations of Mormon Theology
- 1959 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. IX

- 1959 Jack Adamson, et al., Editors, Western Folklore - Utah
- 1960 Ralph V. Chamberlain, The University of Utah: A History of Its First Hundred Years
- 1961 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. X
- 1961 Lester A. Hubbard and K. W. Whitlock, Ballads and Songs from Utah
- 1961 Walter P. Cottam, Our Renewable Wild Lands
- 1962 Sherman Brown Neff, Lazarus and Other Poems
- 1962 Waldemer P. Read, Editor, Great Issues Concerning Freedom
- 1962 Parley A. Christensen, Of a Number of Things
- 1962 Frank H. Jonas, Editor, Western Politics
- 1962 Alfred Tozzer, et al., The Maya and Their Neighbors
- 1963 Emil Lucki, History of the Renaissance, Bk. III
- 1963 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. XI
- 1963 Campbell W. Pennington, The Tarahumar of Mexico: Their Environment and Material Culture
- 1963 Heber C. Snell, Ancient Israel, Its Story and Meaning
- 1964 Emil Lucki, History of the Renaissance, Bk. V
- 1964 Emil Lucki, History of the Renaissance, Bk. I
- 1964 Emil Lucki, History of the Renaissance, Bk. II
- 1964 C. Gregory Crampton, Standing Up Country
- 1965 David Freed, Cello Adventures
- 1965 David Freed, Cello Explorer
- 1965 Juanita Brooks, Editor, On the Mormon Frontier: The Diary of Hosea Stout, Vol. I and II
- 1965 Sterling M. McMurrin, The Theological Foundations of the Mormon Religion
- 1965 Emil Lucki, History of the Renaissance, Bk. IV

- 1965 Charles H. Monson, Jr., Editor, Great Issues Concerning Theism
- 1965 ElRoy Nelson, Utah's Changing Economic Patterns
- 1965 Calvin W. Taylor, et al., Report on Measurement and Prediction of Nursing Performance
- 1966 Harold Schindler, Orrin Porter Rockwell; Man of God, Son of Thunder
- 1966 John B. Dillon and Carter M. Ballinger, Editors, Anesthesiology and the Nervous System: Proceedings of the 1965 Western Biennial Conference on Anesthesiology
- 1966 Calvin W. Taylor, Editor, Selection and Recruitment of Nurses
- 1967 Elaine Dedrickson Dyer, Nurse Performance Description: Criteria, Predictors, and Correlates
- 1968 Roger B. Morrison and Herbert E. Wright, Editors, Means of Correlation of Quaternary Successions
- 1969 A. Russell Mortensen, Early Utah Sketches
- 1969 Annie Clark Tanner, A Mormon Mother
- 1969 Arthur V. Watkins, Enough Rope
- 1969 Sami A. Hanna and George H. Gardner, Arab Socialism
- 1969 Charles W. Mays, Editor, Delayed Effects of Bone-Seeking Radionuclides
- 1969 Lewis M. Rogers and Charles H. Monson, Jr., Editors, . . . And More about God
- 1969 Sheldon Reich, John Marin Drawings 1886-1951
- 1969 Vern Brechner and Carter M. Ballinger, Editors, Pharmacology of Anesthetic Agents: Proceedings of the 1967 Western Biennial Conference on Anesthesiology
- 1969 Campbell W. Pennington, The Tepehuan of Chihuahua
- 1969 Howard Peckham and Charles Gibson, Editors, Attitudes of Colonial Powers toward the American Indian
- 1969 Gibbs M. Smith, Joe Hill
- 1969 S. Lyman Tyler, Editor, The Montana Gold Rush Diary of Kate Dunlap

- 1969 Frank H. Jonas, Politics in the American West
- 1970 Stephen G. Taggart, Mormonism's Negro Policy: Social and Historical Origins
- 1970 Sachiko T. de St. Jeor, Betty Jull Carlston, Susan Christensen, Robert K. Maddock, Jr., and Frank H. Tyler, Low Protein Diets for the Treatment of Chronic Renal Failure
- 1970 JeDon Emenhiser, Editor, The Dragon on the Hill: Utah's 38th Legislature, Analysis and Comment
- 1970 Brewster Ghiselin, Country of the Minotaur
- 1970 Raye Carleson Price, Diggings and Doings in Park City
- 1970 Edward W. Hanley, Editor, Problems in Biology: RNA in Development
- 1970 Davis Bitton, Editor, The Reminiscences and Civil War Letters of Levi Lamoni Wight: Life in a Mormon Splinter Colony on the Texas Frontier
- 1971 Andrew Karl Larson, The Life and Times of Erastus Snow: The Life of a Missionary and Pioneer for the Early Mormon Church
- 1971 Don D. Fowler, Editor, "Photographed All the Best Scenery": Jack Hillers' Diary of the Powell Expeditions, 1871-1875
- 1971 ?
c 1970 Eleanore Bushnell, Editor, Impact of Reapportionment on the Thirteen Western States
- 1971 Frank H. Jonas, Editor, Political Dynamiting
- 1971 William L. Roper and Leonard J. Arrington, William Spry: Man of Firmness, Governor of Utah
- 1971 Michael Treshow, Whatever Happened to Fresh Air?
- 1971 Julian H. Steward, Basin-Plateau Aboriginal Sociopolitical Groups (Reprint)
- 1971 William B. Hunter, C. A. Patrides, and J. H. Adamson, Bright Essence: Studies in Milton's Theology
- 1971 Brigham D. Madsen, Editor, The Now Generation
- 1971 Thomas E. Cheney, Austin E. Fife, and Juanita Brooks, Editors, Lore of Faith and Folly

- 1971 Jan Harold Brunvand, A Guide for Collectors of Folklore in Utah
- 1971 Leslie Spier, A. Irving Hallowell, and Stanley S. Newman, Language, Culture and Personality: Essays in Memory of Edward Sapir (Reprint)
- 1972 David I. Folkman, Jr., Editor, The Nicaragua Route
- 1972 Clarice Short, The Old One and the Wind, Poems
- 1972 Chris Jensen, Sheepherder Sam Cartoons
- 1972 Raye Carleson Price, Diggings and Doings in Park City,
Second Edition
- 1973 Arthur J. O. Anderson, Rules of the Aztec Language; Classical Nahuatl Grammar
- 1973 Arthur J. O. Anderson, Grammatical Examples, Exercises and Review; For Use with Rules of the Aztec Language
- 1973 David E. Miller, Editor, The Golden Spike
- 1973 Claire Noall, Surely the Night
- 1974 Campbell W. Pennington, The Tarahumar of Mexico (Reprint)
- 1974 John R. Milton, Moderator, Conversations with Frederick Manfred
- 1974 Harold D. Langley, Editor, To Utah with the Dragoons and Glimpses of Life in Arizona and California 1858-59
- 1974 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. X (Reprint)
- 1975 Ephraim E. Ericksen, The Psychological and Ethical Aspects of Mormon Group Life
- 1975 Henry Taylor, An Afternoon of Pocket Billiards
- 1975 C. Gregory Crampton, The Mariposa Indian War, 1850-1851
(Reprint)
- 1975 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. XII, Second revised edition
- 1975 William S. Hendon, Economics for Urban Social Planning
- 1975 Charles E. Dibble and Arthur J. O. Anderson, Florentine Codex, Vol. XI (Reprint)

- 1976 Henry Taylor, Editor, The Water of Light; A Miscellany in Honor of Brewster Ghiselin
- 1976 Sterling M. McMurrin, Editor, On the Meaning of a University
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APPENDIX III

AWARDS AND HONORS

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Award of Merit - The American Association of State and
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Premium Award for Southwest Literature - Desert Magazine
- Harold Schindler, Orrin Porter Rockwell, Man of God, Son of Thunder
Award of Merit - The American Association of State and
Local History
- Brewster Ghiselin, Country of the Minotaur
One of 100 outstanding books published in the United States
in 1970 - Masterplots Annual
- Clarice Short, The Old One and the Wind, Poems; Designer, Keith Montague
One of Fifty Books of 1973 - The American Institute of
Graphic Art
Award of Excellence - Bookbuilders West Book Show, 1973
- Henry Taylor, An Afternoon of Pocket Billiards
One of Great Western Books of 1975 - The Rounce and Coffin Club
Utah Printing Week Award
- Harold P. Langley, To Utah With the Dragoons
Award of Excellence - Bookbuilders West Book Show, 1975
- Don D. Fowler, "Photographed All the Best Scenery"
Designers: Paul Roberts, Rodger Reynolds
Award of Excellence - Bookbuilders West Book Show 1972
Utah Printing Week Award
- Andrew Karl Larson, Erastus Snow
Utah Printing Week Award
- S. Lyman Tyler, editor, The Montana Gold Rush Diary of Kate Dunlap
Designer: Keith Eddington
One of 50 best books in 1969 - American Institute of Graphic Arts
- Hunter, Patrides, Adamson, Bright Essence, Studies in Milton's Theology
Chosen as an alternate selection for the Modern Language
Association book club