Tar Heel Celebrates 100th Anniversary

(Continued from page 1)

1893-1918

The Tar Heel celebrated its 25th anniversary in modest wartime fashion, yet the editors hardly were modest about the paper's achievements of its first 2 1/2 decades. In the three front-page stories that constituted their silver anniversary commemoration, editors traced the newspaper's short history, largely focusing on what seemed to them as the odd, antiquated techniques of The Tar Heel's earliest editors.

Indeed, the style of the first Tar Heels seem even odder to contemporary readers. But it is important to remember that those old Tar Heels reflected trends in writing and design in American newspapers of that time period, just as The Tar Heels of the present era reflect

trends in newspapers today.

The Tar Heel made its first appearince in 1893 as a "dingy little four-page sheet," and had grown into "an ample six-page paper" by 1918. Its dimen-sions had also increased — the first issue was 10" x 14 1/4" with four 2 1/4" ns; by 1918 it was 12 1/2" x 19 1/ 2" with five 2 1/4" columns.

Financially, the paper was hardly lucrative. Students paid \$1.50 for a yearly subscription or 5 cents for a single issue. Editors received no compensation, and the Athletic Association umed any debt the paper incurred. In 1893 more than 60 percent of the students were subscribers. By 1918 sub-scriptions had fallen to less than 50 percent of the student body.

The Tar Heel's advertising and edi-

torials of the period reflect their perpetual quest for increased readership Business managers appealed to students sense of school loyalty to encourage them to subscribe and, once they had subscribed, to pay their bills. The May 3, 1898, issue never appeared because so many subscribers had failed to pay An early editorial titled "Shall The Tar Heel prosper of shall it be discontinued?" warned students that if subscrip tions did not increase, the paper would

The Tar Heel competed for subscrip ons for a short time with the White an Blue, which was founded in 1894. The rival weekly newspaper declared itself the "anti-fraternity" newspaper and bit-terly denounced The Tar Heel as nothing more than mouthpiece for Greek interests on campus. After 1 1/2 years however, the paper was forced to fold for financial reasons. Though the two newspapers did not merge officially, many of the White and Blue editors agreed to help improve The Tar Heel if the Athletic Association would take over the White and Blue's debts. The folding of the White and Blue marked the end of The Tar Heel's first and last formidable

competition on campus.

The Tar Heel's first home reflected its humble financial situation. In 1893 the seven founding editors used the upper floor of a store room in a house next to the Old Methodist Church at 201 East Rosemary St. In 1906, they moved to new offices in the northeast corner of the newly-constructed Y.M.C.A. building, now known as the Campus Y.

Editorializing in news articles was common. For example, in an 1896 front page article on the Commons, a new cafeteria service, the writer declared that the institution was of great value to the University, and promised that The Tar Heel would "do all it could to promote its success

Editors in 1918 seemed to consider changes in headline writing as the great-est achievement of the first 25 years.

The first headlines, they said, were "genand indefinite rather than specific and concrete; they hardly ever con-tained a verb." The headlines by 1918, however, contained all the "latest styles and wiggles." eral and indefinite rath

But the editors of 1918 realized that there was much room for improvement. Their hope was that "in the years to come" The Tar Heel would "continue to develop and carry out its mission with increased zeal."

1918-1943 The Tar Heel's second 25 years was a period of rapid and profound change and, for the most part, growth. Shortly after the editors of 1918 boasted of the arter the editors of 1918 boasted of the paper's "ample" six-page size, they were forced to scale back to four pages as the campus mobilized for World War I. Editor Forrest Miles, who only served for one month before being drafted in fall 1918, was able to cram six pages of material into four pages by using smaller type. The paper, during the next 25 years, would only expand beyond four pages for special editions.

Though the newspaper's size and

type were smaller, it increased in frequency. In a June 5, 1920, farewell editorial, editor Thomas Wolfe proposed a semi-weekly Tar Heel. The following September The Tar Heel did indeed begin publishing twice a week — first on Wednesday and Saturday, and later on Tuesday and Friday. In an editorial published at the end of the 1920-21 school year, editors declared that the "Tar Heel had in a great degree in-creased its usefulness to the whole University by advancing from a weekly of estionable value to a live and influential semi-weekly

In Jan. 1921 The Tar Heel stopped printing the slogan "The Official Organ of the Athletic Association of the University of North Carolina" below the - the beginning of the end of The Tar Heel's connection organiza-

It was not until May 4, 1923, that The Tar Heel officially changed from the hands of the Athletic Association to the charge of the Student Publications Union which would be elected by the student body to oversee the financial affairs of The Tar Heel as well as of the Carolina Magazine (formerly the University Magazine), the Carolina Bucca-neer and the Yackety Yack. The idea for the board was first proposed by former editor Daniel Grant in 1922, and stu-dents in 1923 voted overwhelmingly for its formation - 876 to 141.

Tar Heel business managers would no longer have to beg for subscribers, as all students automatically would be charged an annual \$5.50 publications fee. Overnight, the plan quadrupled The Tar Heel's circulation, which had fallen to an all-time low of 25 percent of the student body by 1922. Business manag-ers were able, however, to put greater

emphasis on advertising.

In 1927 The Tar Heel published a weekly summer edition for the first weekly sunmer edition for the first time, responding to the "need for a campus newspaper during the summer school just as there [was] during the regular scholastic year of the University." After the summer of 1927, how-ever, The Tar Heel wouldn't publish a summer edition again until the 1940s.

The movement for a daily Tar Heel did not seriously begin until Jan. 1929, when the UNC Activities Committee began to discuss the need for a daily news source like the ones enjoyed by schools such as Harvard University, Columbia University and University of Wisconsin.

The decision process was highly publicized, and the entire student body eventually voted on whether they wanted to support a daily and on the method of finance. The activities board agreed with Tar Heel Editor Walter Spearman that it was The Tar Heel, and not some other campus publication, that should become

the daily Organizers offered four finance plans which would make an increase in student fees unnecessa

1. merge The Tar Heel with Carolina Magazine, making it a bimonthly liter-

2. abolish the Carolina Buccaneer, a

mpus comic magazine.

3. scale back the Yackety Yack. 4. cut from the budgets of all three of ublications and reallocate them for the publications and r The Daily Tar Heel.

On Feb. 7, students voted 666 to 148 — "a surprisingly large majority"—to approve The Daily Tar Heel. The first finance plan received the most votes, despite protests from the Carolina Magazine editor. Editors deemed the me 'the most notable achievement of the present student generation." The paper could begin publishing six times a week — every day except Monday.

Gleeful editors ran this witty editorial on Feb. 9, 1929:

"Despite rumors to the contrary, The Tar Heel next year will not be a `sextuplet.' The editors will keep the paper clean at all cost."

But before Tar Heel editors could begin printing the slogan "Only Col-lege Daily in the South" below the masthead, controversy struck. On May 18, 1929, DTH Editor Glenn Holder, Carolina Magazine Editor John Mebane and several othTr members of the Sigma Upsilon literary fraternity were temporarily suspended for publishing the "Yellow Journal" and selling it at the UVa .-UNC baseball game.

The publication was described as "a coarse, indecent and libellous influence to young girls, all of whom are locally known." Ironically, Spearman had cam-paigned against the Yellow Journal in editorials written while he was editor

Holder and Mebane published frontpage formal apologies and withdrew from the staff until the fall. Spearman returned to the helm long enough to publish the first Daily Tar Heel — which made its debut on June 7, 1929 in the form of a special commencement edition. Spearman would later be called the "most innovative and daring editor ever" for shepherding the change

Holder returned as editor in the fall of 1929 with lofty goals for The Tar Heel's

first year as a daily:
"If The Daily Tar Heel succeeds in welding the various subdivisions of the University together to some extent by providing a medium for such an interchange of ideas and for the dissemination of accurate information about campus events, it will have fulfilled the

purposes for which it was established."
The Publications Union board promised that if the daily showed a great financial loss after the first year, it would immediately revert back to a tri-weekly per did show a loss, and the fate of the DTH was put to a campus vote once again. Editors worried that, in the midst of the Great Depression, students would want to scale back to three times week. But the student body voted - by a margin of 33 to 1—to keep the daily and raise fees by 33 1/3 cents to support

As The Tar Heel's circulation, size and frequency of publication grew, so did its dwellings. In November 1921, when The Tar Heel moved from the Campus Y building to larger offices in West, the former home of the ROTC, editors boasted that the "click of the automatic rifle would give way to the more monotonous, swifter click of the typewriter.

The Tar Heel moved to the southeast corner of the basement of Alumni Building in August 1926. Editors remarked that the quarters were "by far the most spacious and convenient offices that its had ever had in its many years of existence

On Sept. 20, 1931, the DTH moved to Graham Memorial, which had just been completed for use as the Student Union. The staff had two rooms on the second floor — one small room for the business staff and a larger one for the editorial side. For their new suite, they said they hoped to procure a "complete supply of equipment, including one or two more tables, a bulletin board, telephone, typewriters and a few other necessary furnishings."

When The Tar Heel reached its 50th anniversary in 1943, it had become "a small replica of a metropolitan newspaper." The evolution took place, not by accident, but through a conscious, progressive effort by each editor. In 1923, the editor announced a major recogni editor announced a major reorganization of the staff, and promised to 'give the campus something closer to a real newspaper.

In a farewell edit, the staff of 1931-32 proclaimed that The Tar Heel had "progressed from an unknown college et to be one of the ranking dailies in America, enjoying at present among many editors the reputation of being the most liberal collegiate journal in this

The paper was one of only 38 college dailies in the country at the time - the only in the South until 1941, when the Daily Texan was founded. Under editor Jack Dungan (1931-32) the newspaper received national attention as he conducted symposiums on disarmament prohibition, presidential campaigns and University issues. In 1933 editorial entitled "Fat, Forty and ah — Fair," editors bragged that the DTH was the "best college daily between Pennsylvania and

By 1934, editors proclaimed that the paper was "progressing out of its youthful stages to a higher plane of college journalism." In 1938 the paper adopted

A CENTURY OF NEWS many of the latest characteristics of newspapers of the day: smaller 8-point type, simplified headlines, a front page designed around more and bigger pictures, and a daily crossword puzzle. They referred to the "ultra modern"

es as "streamlining." Tar Heel writers also seemed to be aware of their increasing role in the growing University community. In 1920, the staffs of 1919-20 and 1920-21 jointly published a special pictorial edi-tion which included pictures of every University president, the sports teams, and campus leaders. In it, they referred

and campus leaders. In it, they referred to The Tar Heel as a "memory book": "a complete, unbiased record of col-lege life. It records the ebb and flow of student sentiment - success and failure; it shows who played the greatest role in the different phases of college

ifie during your own college develop-ment — it's The Tar Heel." Editor J.T. "Bumps" Mary (1926-27) had a different view of the role of the paper. In 1928 he remarked to staff members that there were six kinds of college newspapers — "the College Billboard, the University Mouthpiece, the Village Gossip, the Journal of Edu-cation, the Local Gadfly, and the Zeal-ous Crusader." Editor Judson Ashby claimed The Tar Heel in 1928 was "happy blending of all six."

When students voted on whether to

When students voted on whether to keep the paper a daily in 1930, one supportive professor declared that the Tar Heel had become, "like breakfast, classes, study, the Carolina theatre and many other habits we are more accustomed to have." The Tar Heel, he said,

was a "daily necessity."

But perhaps the most important role the DTH played on campus was alluded to in a April 1938 editorial entitled "The Place of The Tar Heel," in which writers remarked that "the presence of a daily newspaper [was] probably the chief unifying force" of the rapidly expanding student body.

THE WAR

growth of The Tar Heel stunted slightly by the advent of WWII. Advertising revenues and student fees plummeted 25 percent due to the war, and on Nov. 27, 1942, The Tar Heel experienced its first wartime revision when they switched from "modern" 8point to "gangly" 10-point type. Editors seemed to consider the cost-cutting action a major setback, as it reduced the amount of news they could fit in the paper by one-fifth, or three full col-umns. "Lavish plans" for a golden anniversary celebration in 1943 had to be set

The staff was entering their second 50 years under the restrictions of war. But they promised that they would "cover their typewriters" only "if and when wartime circumstances dictated narrowed freedom of the student press."

1943-1968

Shortly after finishing his term as editor in March 1943, former editor V.J. "Bucky" Harward proposed that the DTH suspend publication for the duration of the war. Harward and others believed that when the campus was converted into a training ground for military officers—a "V-12 institution"

— in July, the paper's cherished editorial freedom would be threatened. Rather than endure such censorship, Harward said, the paper should be replaced by another publication.

The staff had hoped to continue publishing, but on May 20, 1943, citing lack of staff and funding and printing difficulties, the Publications Union and nounced that the DTH would cease publication the next day and be replaced by a weekly Tar Heel in July.

They were despondent: The dreams were beautiful, and the hopes for the survival of near normal campus activities were high. But the anesthesia is beginning to wear off, and a few are beginning to realize that a wartime campus is going to have practically no time for peacetime 'luxu-

And with those words The Tar Heel ended 15 years as a daily, and became,

at least temporarily, a casualty of war.
As predicted, the wartime Tar Heel as nowhere near normal. On July 21, 1943 The Tar Heel was published with the slogan "Serving Civilian and Military Students At UNC" below the mast-

During the war the editorship ch hands six times. Editor Walter Damtoft left for battle a few months into his term, and Katherine Hill, like so many other American women during WWII, was asked to fill a position normally reserved for males. She became the first female ever to be elected editor in Octo-

ber 1943. Horace Carter was elected editor in Spring 1944, but, like Damtoft, was forced to leave because of military duty in June. He was replaced by another women, Muriel Richter, who was later forced to resign in October 1944 be-cause of alleged incompetence. Fred Flagler served as acting editor until Charles Wickenberg was elected in November.

Uncle Sam called Wickenberg away from his post as editor in January 1945, and Robert Morrison was elected to

When peace was declared in Aug. 1945, the staff set Jan. 1, 1946 as the tentative date for the return to daily publication. They were optimistic about the future, but aware of the profound setback The Tar Heel had suffered dur-

Not since the War Between the States had a student publication suf-fered such a decrease in size, quality and rate of publication....During the years of the war, the continuity of The Tar Heel was shattered; the organiza-

tion built up over many years was disbanded; techniques passed down for many student generations were lost." The staff resumed daily publication

on Feb. 5, 1946. Their goal: to become "the greatest college newspaper in the world." Even then, they believed that it was within their capability to "forge ahead to become the foremost college daily." Ebullient about the switch to six days a week, editors declared that the DTH would "spread words over the campus at the rate of over 50 million a day" — enough words to reach from "Virginia to South Carolina, or from Chapel Hill to the ocean." The Daily Tar Heel returned with a new United Press teletype machine and expanded quarters in Graham Memorial comprised

of five large rooms.

By September 1947, editors proclaimed that the DTH had "thrown off the mantle of [their] stunted growth."
They aimed to publish a six or eight page paper at least once a week after the stringent rationing of newsprint caused by the war eased.

War once again crushed plans for expanded publication in 1951. The sharp drop in enrollment due to the Korean War caused revenue from both student fees and advertising to drop. In Febru-ary 1951, the paper scaled back to four days a week, publishing Tuesday through Friday.

In order to resume publication six days a week, Editor Glenn Harden opted to move to tabloid size, which was less expensive than regular, broad sheet size Harden's "Operation Tabby" began in May 1951, and lasted 1 1/2 years, despite some student protest. After the newspaper moved back to broad sheet size in September 1952, it fluctuated between publishing five or six days a week for several years.

Despite the inconveniences of war and problems of understaffing, the news paper still managed to make swift progress during its third 25 years. In 1959, Editor Curtis Gans announced three fundamental goals of the DTH:

To disseminate news of interest to students and other members of the

2. To keep a beady, skeptical eye on the workings of the student bureau-cracy at Graham Memorial and the big-

ger bureaucracy at South Building.

3. To be the individual student's public friend and counsel when he collides with either of the bureaucracies mentioned above.

The newspaper was keenly aware of its responsibility to narrow the growing gap between the individual student and University's burgeoning bureau cracy. And an increasingly defiant spirit. usually found in only the feistiest of septuagenarians, was becoming obvi-

"College newspapers are the last com-ponents of student life that should succumb to this false ideal of nice-guyism and mealy-mouthed super-maturity," said one 1962 edit. "If the editor of this, or any other college newspaper feels that the mayor, the governor, the chancellor, a professor or anyone else is a bumbling idiot, he should be able to say

Editors would need this new sense of purpose to face the challenge of reporting the news during the 1960s — arguably the most turbulent period in the University's history. Desegregation, the speaker ban law and U.S. involvement in the Vietnam War forced editors and reporters to deal intelligently with pro-foundly divisive issues, a task they eagerly accepted.

e pride the editors' took in The Tar Heel's progress bordered at times on arrogance. But they were also humble and realistic about The Tar Heel's short-

"By the standards which makes news papers great," wrote former editor Hugh Stevens in the 75th anniversary edition, "she fails miserably...young reporters misspell words, omit commas, employ hackneyed phrases and in general make mistakes which no self-respecting com-mercial paper can afford."

As the Tar Heel neared its 75th birth-

day, editors obviously had great hope for the paper's future. And with this expanded vision came a perceived need for an increase in editorial space. In Jan. pages from four to six. But to do so, the 1966 editors increased the number of ad to ask the student legislature to allocate \$10,000 in extra funds. Previously, the paper was more than four pages only on days when advertising

Along with the increase in size came minor changes in style, typeface and type size which were ushered in with each editor inauguration. But by the newspaper's 75th anniversary, a DTH tradition of "printing the news and raising hell" was firmly entrenched.

1968-1993

The last 2 1/2 decades of DTH history were marred by a series of threats to the newspaper's funding. Editor re-calls had been tried before by disgruntled readers, but in the late 1960s campus politicians seemed to be just discover-ing that they might be able to wreak havoc on the newspaper editorially by threatening its financial stability. The conflict drew the newspaper into a lengthy court battle in one case, even after the student body voted overwhelmingly to guarantee the paper 16 percent of student fees in 1977.

That same referendum also established a separate board of directors for The Tar Heel, to consist of four students, two faculty members and one individual from the community. Supporters of the change believed that the financial matters of the newspaper had become complex enough to warrant a separate board. The Media Board (which had been called the Publications Union

until the mid-1970s) continued to govern other campus publications. Today, The Tar Heel's board of directors has

students and two faculty members. As the newspaper became more fi-nancially stable, DTH business managers came to believe that the newspaper could operate using essentially only rev-enue from advertising. And editors became increasingly aware that the paper's editorial freedom could be threatened as long as it was receiving any portion of student fees. In 1990, students agreed, and they voted to allow the DTH to give back student fees over a three year period. The change should ensure the cessation of funding threats. In that sense, it could be said the 1993 will be the first ear of true editorial freedom for the DTH.

The increased funding stability did not ensure, however that editors would be able to publish papers as often or as large as they might have liked. In De-cember 1970, Editor Tom Gooding announced that the paper would stop publishing on Sunday but would begin Monday publication. The newspaper, he said, was taking a "significant finan-

cial beating" by publishing on Sunday.

And in September 1972, the DTH was forced to stop publishing on Satur-days. Editors, however, looked on the

bright side. "A rested staff will put out a better paper," wrote Editor Evans Witt, promising to publish Saturday editions on home football weekends and a weekly feature magazine.

The paper continued to publish on home football Saturdays throughout the 1970s and early 1980s, depending on the financial state of the paper and the preference of the editor. In 1992, editor Peter Wallsten revived the tradition by bringing readers "SportSaturday" a free tabloid circulated at home football games by DTH sports staffers.

During the last 25 years, the number of pages in each issue has fluctuated greatly, but essentially it has grown since 1966, when the paper moved to six pages. Today, the size of an average DTH is eight pages, with editors "bumping up" to 10 or 12 pages when advertisrevenue allows, and falling back to six pages when necessary.

The office space used to house the

newspaper has grown. In 1969, the DTH moved to the north gallery of the newlyconstructed Frank Porter Graham Student Union. And in 1981, the paper was the first student group to move into the Union's annex, which is today a bastion of student journalism.

Despite the fact that the newspaper had stopped delivering door to door in the late 1960s, The Tar Heel continued to have circulation problems throughout the 1970s. The problem, editors said, was the number of newspapers being printed and the location of drop boxes. In 1975, the paper printed 17,500 copies, despite the fact that there were well over 18,000 students. Editors estimated that they would need to print 25,000 to satisfy everyone who wanted a copy. And, they said, some drop boxes located on the outskirts of campus often had several extra copies remaining in them at the end of the day, while the in more populous locations emptied out

early in the day.
In 1976, the situation became so desperate that editors asked faculty and staff members not to take copies of the paper unless they paid a subscription fee. The plea did little to alleviate the problem, but adjustments in the number

and location of drop boxes did.

The magnitude of complaints that editors of the 1970s received from readentiors of the 1970s received from read-ers who couldn't find a copy of that day's newspaper is evidence of the grow-ing role that the DTH played in the daily lives of individual students. A 1977 poll showed that 82.1 percent of students considered the DTH their primary source of campus and local news. And 68 perof campus and local news. And 68 percent considered the DTH their most frequently read newspaper.

The DTH is still the most widely read ewspaper on campus, but it competes for stories and for advertising with professional newspapers such as The (Ra-leigh) News and Observer and the Chapel Hill Herald.
Of course, the extent of the changes

has varied with each editor, a condition which is considered by some to be a disadvantage for the newspaper. In an April 1970 lecture on campus, Wall Street Journal editor Vermont Royster, who in the early 1930s was a DTH editorialist, commented that the quality of the newspaper seemed to run in cycles He said the drastic changes implemented by new editors each year only served to stunt the growth of the newspaper.
But he also said that The Tar Heel,

like other newspapers, had improved in that it had moved away from "event oriented" coverage and had begun writing more "news analysis." The trend toward more analysis continues today, as the issues and events covered by The Tar Heel become more complex. The Tar Heel's deep sense of tradition does not preclude editors from making necessary changes.

After weathering a century of change. the DTH is not the graying, battered lady one might expect. For she is reborn each year, with the coming of a fresh crop of new writers and editors. With them comes a renewed sense of enthusiasm, a fresh set of ideas, and a vibrant hope for the future.

Writers still "misspell words, omit commas, and employ hackneyed phrases" that reveal them as inexperienced journalists.

But the eternal youth of The Tar Heel nevertheless is considered a blessing, because it is youth that keeps it, like a typical adolescent, defiant in the face of authority, eager for growth, and protective of its freedom.



ick one up at The Intimate Bookshop, Bull's Head Bookshop or the DTH office for \$3.