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**A History of Student Run Publications at Lehigh University**  
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**Senior Thesis**  
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**May 17, 2001**  
**Lehigh University**  
**Bethlehem, Pennsylvania**

## **Acknowledgement**

I wanted to take this time to say thank you to all the people that have provided me with guidance throughout the writing of this paper and my four years here at Lehigh.

First, thanks to Phil Metzger and Ilhan Citak of the Special Collections Library here at Lehigh. I have never met two people more willing to go out of their way to help students. Ilhan, thanks for the 10:00am time slot Monday, Wednesday and Friday as well as all of your help in finding my sources and making numerous copies and Mr. Metzger, thanks for the encouragement and for turning on the lights each morning. You are both very appreciated!

Second, I want to thank the very dedicated Professor Nicola Tannenbaum. Without you I would never have found this wonderful project nor would I have been successful in its completion. Thanks for your effective, yet gentle critiques of each section and for your time and patience each week. I hope you have enjoyed putting this together as much as I have.

Thirdly, I would like to say thanks to Professor Rosemary Mundhenk who came onto the project in the last semester, but made a big impact. Thanks for taking me on even though your schedule didn't allow it and for showing great interest and dedication.

Last, but certainly not least, I want to thank my family and friends who have supported me throughout these four years. Without them I couldn't have done it. They have provided me with a great support system that never seems to fail. I can't thank you enough!

## Introduction

This project began in the Spring of 1999 when I attempted to take the production of the Lehigh Review as a class. Unfortunately, my schedule conflicted with a class that was required for my major. My advisor, Vivian Steele, contacted Nicola Tannenbaum and asked if she would be willing to work with me as an independent study. Professor Tannenbaum did not hesitate for a second before saying “yes.”

I originally thought that I would be doing work on the actual *Lehigh Review*, but instead a different kind of project was presented to me that related to *The Review*. The project was to look through Lehigh’s past and see what kind of history was within student run publications. I originally wanted to look at every one that had been produced, but when I saw that there were numerous journals that idea changed. Instead, I narrowed my research down to three journals and so this paper was born.

I did an initial paper that was a very broad overview of *The Burr and The Lehigh Review*. The paper only totaled ten pages and just skimmed the surface of the history of publications here at Lehigh, but it got me excited about the project and gave me the motivation to continue with it in the Spring 2000 semester as my senior thesis. With more time to devote to my research I knew that I could really get a feel for what Lehigh and its publications have gone through.

During the Spring 2000 semester I wanted to focus on journals that overlapped so that I could see what kind of competition was going on between them and how they presented Lehigh. Unfortunately, I found no more than two that would do this and that didn’t seem to be enough to really get a feel for what was going on in these journals. In the end, I decided that I would look at three different journals from three different decades. I settled on *The Lehigh Bachelor*, *The Lehigh Review* and *The Lehigh*

*Burr*. Respectively, the years that were looked at were 1920-1924, 1930-1934 and 1940-1944. These journals allowed me to look at Lehigh from three separate decades, which allowed for a very interesting perspective.

My research was done in the Special Collections section of the Linderman Library where all of Lehigh's old journals and newspapers are stored. The research was broken down by journal and within each journal I looked at the content, the staff and the advertisements. This gave me an overall view of each publication and allowed for me to get a real feel for what they were trying to do within each issue.

I hope that whoever reads this paper, be it now or far in the future, will be successful in really understanding these journals and their reasons for existence as I have presented it. This really was a fun, interesting and exciting project to do. My research was filled with twists and turns that only added to the whole experience. I hope that the readers of this paper will find the subject as fascinating as I have.

## **The Burr Content**

One of the most successful journals ever to appear on Lehigh's campus was *The Lehigh Burr*. This student run journal first began publication in the fall of 1881 and remained for the entertainment of the campus community and surrounding areas until 1934. During its fifty-three years of publication *The Burr* entertained and educated numerous generations of Lehigh students, faculty and staff. This journal was not only popular with the Lehigh community, but was also well liked by other universities. They got other universities involved through a contest held each year for women authors. Their attempted involvement was successful and they managed to receive entries from several surrounding universities. This journal should truly be the pride of Lehigh's publications.

With the on going success of this journal came an amazing amount of consistency. In looking at the academic years of 1919/1920 through 1922/1923, there is little change in the layout and the content of the journal. The journal was printed on the typical eight and one half by eleven pieces of paper and bound by two staples in the center. The cover of this journal was always very bright and bold and this had a way of drawing the reader in. The cover contained the words "Lehigh Burr" written boldly across the top, a picture having to do with the theme of the issue in the middle and the bottom had the title of the issue. There were times when the journal would have no title and so that bottom section was filled by the theme's picture.

Nine issues were produced each year with the last issue of the academic year being devoted to the alumni of Lehigh. Other topics that were covered in issues were the Lehigh Lafayette competition, exams, house parties and fashion. Each of the issues had anywhere from twenty-five to thirty-three pages.

Within the four years that were researched only four journals did not have titles or themes. I was surprised to find that there were themes or titles since the theme or title did not connect to what was focused on within the content of the journal. There would be a piece or two, but nothing more. It was more likely that the title was given as a way to draw prospective readers in. The only major way that the theme was ever recognized outside of the cover was by a poem that was located before the official title page of the issue. For example, volume XXXI, issue number four was “The Adam and Eve Number.” The poem was:

“Here’s to the first one of us all,  
To Adam, the dear old thing.  
Who wore no clothes in early fall,  
And wore the same in Spring.

And here’s to Eve, his mate so neat,  
A nifty little kid;  
Who dared her hubby dear, to eat  
An apple, which he did.

So when God called him, from his seat,  
What had he then to say?  
‘That woman tempted me to eat,  
So could I but obey?’

And so he blamed his fig-leaf dame,  
As men will, I’ve heard tell.  
But I’ll bet that before Eve came,  
That Garden Life was Hell!”

The cost of the journal was an aspect that remained stable. The four-year period saw subscription prices of \$2.50 or \$2.00. The individual issue price changed from \$.25 in 1919/1920 to \$.50 in 1920/1921. Along with subscription income, *The Lehigh Burr* also depended on income from the numerous advertisements they received from local and international patrons for each issue.

Once the journal was purchased it was time to open the pages and begin enjoying what lay inside. Each issue began with four or five pages of advertisements.

If the staff could not get enough advertisements then blank ad spaces would be filled with short jokes. After the advertisements and limited jokes came several pages of jokes, blurbs and short poems. A small graphic such as an asterisk or a thin line of flowers separated each one of these. These short pieces were often very humorous and acted as a good way to draw readers in.

The next section listed the staff, prices of individual issues and subscriptions, and the date of the issue. It was also made known that the journal accepted "...communications to the Editor, Bethlehem, Pa...entered at the Bethlehem, Pa., Post Office as second-class mail" (Volume XXXIII, Number 6, Page 10). This information was given as a way to show that the journal was open to contributions or feedback.

Located on the same page as the staff listing and the page next to it were the only long articles (by long I mean a paragraph) of the entire journal. These short paragraphs had to do with what was coming up in that particular issue of *The Burr* or campus happenings. For example, issue number four of volume thirty-one tells us about the newest fraternity on campus. The reader learns that

"last June the Alpha Rho chapter of Pi Delta Epsilon was founded...Pi Delta Epsilon is a national honorary fraternity. One of the qualifications for election is two years consecutive service on one of the college papers. In other words, men are not taken in because they belong to the right crowd or know the right men-they make the fraternity because they have, in the opinion of the active chapter, deserved the honor" (Page 111).

The reader also learns from this same issue that

"Among the buildings of a university, the one that should be used most is the library. This is, however, not true at Lehigh. In fact it may almost be said that the opposite is the fact. There is, undoubtedly, some reasons for this state of affairs and if possible, it should be remedied, because it certainly is not right to allow such a wonderful collection of books, on almost any subject, to go practically unused" (Page 111).

Anything could and was discussed in this section throughout the four years. The only change was that the content shifted from information about what was going on around campus to what was going on in the journal.

After the reader learns about campus happenings, or what is going to appear in the journal they are about to read, they turn the page to encounter fifteen or so pages of jokes, short blurbs, silly letters, comics, and sketches. These writings were what made the journal so popular and helped it to stay in print for fifty-three years. Contributors submitted jokes about anything. Volume thirty-one, issue one tells its readers that “an optimist is the man who comes home at night and makes lemonade out of the lemons handed him during the day” (Page 11). Volume thirty-three, issue three has a short poem called “The Frog”

What a funny bird  
The Frog are.  
When he sits he  
Stands almost,  
When he hops he  
Flies almost  
He ain't got no  
Tail hardly  
He ain't got no  
Brains hardly either.  
He sits on what  
He ain't got  
Almost

The content was meant to be light and funny and the staff was successful in achieving this.

Along with the jokes and poems that appeared, there would be letters. These letters were not as prominent because they appeared only a limited number of times, but they were just as funny and entertaining. The letters would range in topic. There was everything from letters from parents to their Lehigh man to letters written to Santa Clause. In “A Father’s Letter to His Son” we see the humor through the

misspellings and grammar mistakes that are meant to show the father's lack of education. For example, he spells civil war "sivil war," automobiles "attomobile" and anything "ennything" (Volume XXXII, Number 5, Page 140). "A Letter to Santa" was written from a Lehigh man who feels that he has to write his letter early because "...there was no Santa Claus post-box here at college last year..." and he fears "...the same misfortune may occur again this year, and that would be very disappointing..." (Volume XXXIII, Number 3, Page 7). This Lehigh student wishes that Santa would send him "...a few dew points, as they told [him] in class that [he] would have need of them the second term..." (Volume XXXIII, Number 3, Page 7). He also asks for "...a box of debits and credits..." (Volume XXXIII, Number 3, Page 7). He hears "...the boys are wearing them a good bit around college at the present time" (Volume XXXIII, Number 3, Page 7).

Each year *The Burr* staff would hold a contest for women writers. The format of the issue remained the same, but women would write every piece of content. Most of the entries were received from women going to school in New York and Pennsylvania. There were three prizes given out: one for "...the best cover design...;" one for the "...best pen and ink sketching...;" and one for the "...cleverest text contribution..." (Volume XXXIII, Number 6, Page 11). These three women would receive "...the gold Burr charm...a year's subscription to *The Burr*..." and the issue which their piece appeared in (Volume XXXIII, Number 6, Page 11).

Submissions had to be left out of the women's issue because it was so popular to enter the contest. The staff made it a point to thank "...those girls who contributed...[but did] not appear in [the] issue..." (Volume XXXIII, Number 6, Page 10). The editors had the responsibility of choosing which submissions would be published. It was noted that the staff felt a burden in doing this because of "...such a

wealth of good material...” and the difficulty that came with choosing what pieces should be accepted and what pieces should be denied (Volume XXXIII, Number 6, Page 10).

On occasion, one of these women would be lucky enough to have more than one piece published. Helen Whitmore from the class of 1922 at Maryland College submitted “ ‘Hell yes,’ said the devil picking up the phone” (Volume XXXIII, Number 6, Page 167) and a joke that asked the question “When was Adam Married?” and answered “On his wedding Eve” (Volume XXXIII, Number 6, Page 173). The women got a chance to show off their talents and Lehigh (all male at the time) got to enjoy reading what the women submitted.

Having the opportunity to look at this journal was a very rewarding experience. It was so successful and the consistency of the format and the content are so entertaining. One look at an issue can help you understand why it was so popular and how it managed to remain in print for such a long period of time. This journal was effective in showing Lehigh, life here and major events that took place in its fifty-three year run. Lehigh should be very proud of the success of this journal put together by several generations of Lehigh students.

### **The Burr Staff**

The years from 1919/1920 to 1922/1923 were ones of particular success for the journal and its staff. These were years of great prosperity for America as a whole because of our victory in World War I and *The Lehigh Burr* also enjoyed this prosperity.

The staff consisted of four staffs: the Board of Editors, the Editorial Staff, the Art Staff, and the Business Staff. Students were chosen for these position based on an election process. It was noted that “men from any class [were] eligible for the art

staff and men from the three lower classes [could] make berths in the editorial or business departments” (Volume, XXXI, Number 1, Page 9). *The Burr* staff made sure that everyone who came out was elected to one position or another. No one was ever left out.

During these four years there was a total of eighty-one members. Forty-two of these members remained on the staff for one year or less, seventeen remained for two years, twelve remained for three years, and only one stayed on for all four years and that was the faculty advisor. The dedication of the staff, its willingness to accept new members and new ideas are what helped make this journal a success.

The 1919/1920 staff consisted of twenty-two members when it started up in the fall and by the spring had lost only three of its members. The two members that left were actually elected the year before, but for one reason or another did not return to fulfill their duty as staff members.

The journal’s success continued in the 1920/1921 academic year, but the staff lost some of its consistency. The year began with only twelve members, which was down considerably from the previous year. By December the journal saw an influx of thirteen new members and February brought in three more. The journal now had twenty-eight members, which was an improvement from the previous year. The one small downfall that occurred for the staff of this journal was the loss of five of its members by March. Three of these departed members were only a part of the staff since December, which indicates that the idea of working to produce a journal may have looked good for a while, but they got tired of the work easily.

By the 1921/1922 academic year *The Burr* and its staff were back on the consistency track with twenty-five staff members. They had enough members to produce two journals, but they traded that in for one successful journal. In December

two more people joined as did three more in March. Unfortunately, in that same month the staff saw the loss of four members, and in April two more followed.

In 1922/1923 *The Lehigh Burr* began with a staff of only thirteen, but still managed to produce several successful journals until they were able to encourage more students to join. After a whole semester with a limited staff, fourteen people joined in January. Although the journal was doing well with a limited staff, a few extra hands helped make the process more efficient and organized. After this major increase in staff *The Burr* saw no more drastic changes for this year. In fact from January until the May, when elections were held to choose new staff members, the journal saw no changes in the staff. This is an indication that the members were working well together and producing a product that they were all happy with.

### **The Burr Ads**

Journals that were student run and had an audience of young adults, like *The Lehigh Burr*, were popular places to run advertisements. They served as a way for students to search for the products they needed without ever having to leave the comfort of their dorm room or fraternity house. For the students lucky enough to attend Lehigh between 1881 and 1934 there was *The Lehigh Burr* that carried so many advertisements that it would have been very difficult to not be able to find what you needed.

The advertisements placed in *The Lehigh Burr* were for everything from Stetson Hats to Pittsburgh Water Heaters. *The Burr* relied heavily on the financial support brought in from their advertisers. It was not uncommon for each issue to have fifty advertisements or more.

The journal was very rigid on their placement of advertisements within each issue. Advertisements were only placed at the beginning and the end of each issue. There were no advertisements in the middle of any issue between 1919/1920 and 1922/1923. This is an indication that the editors of the journal wanted their readers to enjoy the content of the issue without being distracted by advertisements. Advertisements that are placed throughout text take the readers focus off of what the journal is really about.

The editors were successful in making the advertisements stick in the minds of its readers because of the positioning. When the reader opens the journals the first thing he or she sees are two full page ads placed by national companies of the time period like Murad Turkish Cigarettes or Whitman's Chocolates. Full-page advertisements were limited and placed only by national companies.

The three pages following the full-page advertisements contained smaller ads of various sizes. Most took up only an eighth of a page, but there were some larger companies or businesses, like the Hotel Traylor or The Quality Shop, that placed larger quarter page ads. Local merchants who were trying to encourage students to purchase their products and/or services usually occupied the smaller ad spaces. The next sixteen or so pages would be devoted to the content of the journal without an ad to be found. When the content was complete the ads would appear again for six pages or so leaving the audience to be thinking about them at the finish of their reading. Because of their position the ads were always there enticing and influencing readers of *The Burr*.

The detail within each ad varied depending on the size. Smaller advertisements contained only text. Some of the quarter page ads had graphics, but they were very simple and took up little space. Often times they were hand drawn sketches. The half

and full-page ads tended to incorporate many more graphics that were very elaborate. For example, Brooks Brothers' Clothing put in a photograph of their department store

The advertisements represented a wide range of products. Some products were more popular to advertise than others. There were many clothing and shoe advertisements including Browning King and Co., Farr's Shoes and Norfolks. The national companies that occupied an advertising spot were Stetson Hats and Brooks Brother's Clothing. Amazingly enough these are also companies that are still in existence today and still advertise in modern magazines.

Entertainment was also a popular category within the advertisements. The playhouses or movie theatres that were advertised were all local. Unfortunately none of them still remain in existence today. Students could go and enjoy a variety of entertainment at such places as the Grand Opera House, the Lehigh Orphem Theatre or even Mealey's Auditorium.

It was, and is, a common practice for journals and magazines to depend upon advertisers for financial support and *The Lehigh Burr* was no exception.

### **The Lehigh Review Content**

When you open the pages of *The Lehigh Review* you can get a real feel for the history of this institution. This feeling comes from the fictional stories, book reviews and sketches located within the pages of each issue. The years of *The Lehigh Review* that were looked at for this paper were 1930/1931 through 1933/1934. Although this was a tough time in American history with the Great Depression beginning and World War II not that far off, the students of Lehigh were still very successful in putting together this journal.

The research for this section had to be split up into two parts because that is what happened to *The Lehigh Review*. After the 1931/1932 publication year, *The Review* vanished. The popularity of the journal dropped off and the staff realized that they were in trouble and had to do some re-working. They knew that they would need time to do this and so stopped publication for one year. Because of the pause in time, the reader gets the feeling that there are two journals they are looking at instead of one. While the content remained relatively similar, the appearance did not.

The first version of *The Lehigh Review* was small in size, but big in content. A first glance at the cover would classify it as simple. The cover had “The Review” written in the middle and below that it was mentioned that the journal was “published quarterly by students of Lehigh University” (Volume V, Number 1, Cover). The volume and the issue number were located below that and the seal of the university under the volume and issue number. In the upper right hand corner there was a picture of the Packer Chapel steeple and the upper left hand corner had the steeple of, what is today, Packard Lab. The bottom of the cover displayed an “L” in the lower left hand corner and a “U” in the lower right hand corner. All of the items on the cover were done in a cream color or brown. It was a very busy cover, but never anything flashy in terms of the color scheme. The cover remained this way for two out of the four years that were looked at for this paper.

The length of the journal varied. It seems that their main goal, in terms of length, was to have each issue be around sixty pages. Unfortunately, this goal was lost when the popularity of the journal began to decline. The fall and winter issues of volume five met the sixty page goal, but it was all down hill from there. By issue three the journal was down to fifty-six pages and by the last issue of the year it was down to forty-eight pages. Things really took a turn for the worst during the 1931/1932

academic year when the journal never exceeded the length of forty-eight pages. It hit its all time low in the summer issue when it was only thirty-six pages long, almost half the length of what the staff aimed to put out each quarter.

When the reader opens the cover he or she is greeted by a poem and an ink drawing. The poem was usually no more than half a page long and was usually done by someone famous. Several of Shakespeare's poems were used. However, in Volume V the staff chose to publish the poem *Bright Angel* by Harold Hunt Demarest:

"The Canyon of the Colorado  
Viewed at dawn from trail Bright Angel  
Awakes a dormant sense of beauty  
In the poorest stagnant being,  
A glimpse of Heaven on earth reflected,  
'Start life anew! I'll help you! Dare!'

Countless numbers of mere humans,  
Shifting 'round and mounting higher,  
Lose all thought of nature's beauty.  
Conventions heaped upon conventions  
Bind them in and dull their senses.

Bound to tumble, bound to crumble,  
Til unawares from earth they're taken  
Knowing never life's Bright Angel."

(Volume V, Number IV, Inside Cover)

This poem, like the journal, takes on a very solemn tone. To have something like this be the first thing you have your audience read is an indication that the journal is going to have a very serious tone. Located on the page next to this opening poem was an ink sketch done by an anonymous artist. This ink drawing was always of a building on campus. The drawing never took up a whole page and was put towards the bottom. Again, there was a serious tone to the drawing.

Following the drawing and the poem were several small ads placed mostly by local businesses. After the ads came the title page with the staff listing, volume and

issue number, date, subscription price and table of contents. Subscription prices varied throughout the life of the journal (please refer to the table below).

<b>1930/1931</b>	<b>1931/1932</b>	<b>1932/1933</b>	<b>1933/1934</b>
Subscription: \$2.00	Subscription: \$1.00	No	No subscriptions offered
Single Copy: \$.50	Single Copy: \$.25	Publication	Free

In the 1930/1931 academic year a student could purchase the review for \$.50 a copy or for \$2.00 a subscription. The 1931/1932 academic year brought a drop in the price. Individual issues now cost \$.25 while a subscription dropped to \$1.00. This drop in price is an indication that the journal was losing its popularity and the staff hoped a cheaper price would bring in a bigger audience. This makes logical sense because the 1932/1933 academic year saw no publication produced. When it appeared again in 1933/1934 an individual issue and a subscription were free. Making the journal free may have been a way for the staff to lure readers back into the journal.

After learning about who the staff was and what volume and issue number this was, the reader was again greeted with an ink sketch. This sketch was usually a picture of a campus building, but at times there would be a random sketch there. No one was ever given credit for these drawings and the significance of them was never explained.

When this last sketch was flipped past the reader was greeted by the content. The content of this journal can be classified as serious and diverse. The journal contained everything from editorials to book and art reviews to pieces of fiction. An example of fiction that was done in *The Lehigh Review* was by Roland Cannan and was titled "Cities that Kill." His essay was about

“...making [an] initial visit to the ‘Big City’ [and how it] has failed to sense [in him] a feeling of restriction, of awe, of bewilderment” (Volume V, Number 1, Pages 11-12). He questions whether or not this will cause American society to grow “...hunch-baked and club-footed or strong and tall” (Volume V, Number 1, Pages 11-12). Many of the fiction articles were about subjects that encouraged the reader to think. This is an indication that the staff choose the pieces for publication that were intelligent and complex in nature. It was rare for anything silly or unintelligent to be published.

On occasion *The Review* would publish poetry. The poems were never published on their own, but more likely under a common heading. For example, one set of poems was put under the title “Who Done This?” This section included poems by Dorothy Wheeler, Robert Burns and Henry Van Dyke (Volume V, Issue 1, Page 10). The poems were no more than six lines long, but again were the type that made the reader think. It was not something one could glance at once and completely grasp the meaning. The poems would have to be looked at closely and thought about in detail.

A more regular feature in the journal than poetry was that of book and art reviews. This was also something that remained within the content of the journal when it went through its revamping. The reviews were often harsh and at times witty. For example, in the second issue of volume five there is a review of Ernest Hemmingway’s *The Torrents of Spring*. From the author of the review we learn that “this opus is listed as a parody. We catch the author in a farcical, amusingly drunk mood, and the result is a pointlessness of beef froth” (Volume V, Issue II, Page 49). The author also takes it upon himself to tell readers that “the whole affair reminds [him] of a Marx Brothers act – funny as Hell, but on cool analysis ‘Gopher Feathers’” (Volume V, Issue II, Page 49). It seems like these are some harsh criticisms for one of the best writers to

ever grace American literature, but the author of this review obviously feels a very strong negative feeling towards the work.

Although many of the pieces written in *The Lehigh Review* did have a serious tone, there were some that had a lighter side. One of the regular features that had this lighter side was that of the *Editorials*. These were featured in most of the issues and were carried through after the revamping. One example of this takes place when the annual Gridiron Banquet is announced. The reader learns that “it is the one influence in the university that coalesces the spirit of the year into one great caricature of purely local humor and fun” (Volume V, Number III, Page 29). It gives “students and faculty...the opportunity of seeing themselves as others see them with their funny side uppermost and their pet foibles revealed” (Volume V, Number III, Page 29). Editorials were a way for the staff of *The Review* to provide their audience with some of the news that was happening around campus. This particular section is an indication that they wanted to have a lighter side of each issue as a way of attracting a bigger audience.

Sadly, after the publication of the 1931/1932 issues *The Lehigh Review* went under. Their attempt to attract more readership failed and they now they would have to take time to re-establish themselves. It took them only one academic year to accomplish this. By the 1933/1934 academic year *The Review* was back with a whole new staff and a whole new look. The most obvious change was the size of the journal. It was now being printed on standard eight and one-half by eleven pieces of paper and, due to the larger paper size, was shorter in length. The staff now aimed to have the journal be between thirty and forty pages.

Another addition that the staff hoped would attract a wider audience was a new cover. The bland cover associated with the old *Review* was gone and a new flashier and creative one stood in its place. The new cover was always done on a bright sheet of paper. The color of this changed from issue to issue. There was a picture of a Lehigh building in the upper right hand

corner followed by “The Lehigh Review” written to the left of the picture in a down sloping half circle shape. The date of the issue was written below that. The bottom half of the cover page contained the words “Included in this Issue” and this was followed by a brief list of major articles that were going to appear in that issue. The addition of the flashier cover and the preview of what was to come were two things that were used to draw readers in. This was a big change from the last format and the editors hoped it would aid in the success of the journal.

When the reader opened this newly formatted *Review* he or she was greeted by one simple page of ads or some ads and a short article. For example, in issue one of the seventh volume there was a “Lehigh Review Short Story Contest” being advertised (Volume VII, Issue 1, Page 1). One of the big lures was that they were ‘...offering a cash prize of \$15.00 for the best short story submitted by any undergraduate of Lehigh” (Volume VII, Issue I, Page 1). This contest was a way for the new *Lehigh Review* to find writers for their issues. This is indicated when the contest advertisement says that the staff “...in the course of this contest [hopes] to find writers as yet hiding on our campus” (Volume VII, Issue I, Page 1). It was a great way to find people to join the staff and a great way for people to learn more about *The Lehigh Review*.

After the opening ads and the occasional article or contest announcement, there would be sixteen or so pages covered with articles and pictures. Included within these articles and pictures were many of the same things from the old format of *The Lehigh Review*. There were also some new ones that aided in lightening the mood of the journal. One example of this is in issue two of the seventh volume and is a map of Lehigh’s campus. It is hand drawn and shows some of the well-known landmarks on campus including many of the fraternities, Packard Lab and the chemical engineering building. It is obvious that this map was drawn as a way to show the pride of Lehigh. This becomes even more apparent when the reader discovers that the alma mater is printed on the left hand side and a poem called “The Old Silver Goblet” was printed on the right.

“The Old Silver Goblet”

Get out the old silver goblet  
With Lehigh Upon it,  
And we'll open up another keg of beer;  
For we all came to college,  
But we didn't come for knowledge,  
So we'll raise hell while we're here”

(Volume VII, Issue II, Page 3)

At the end of each issue there would be a mix of ads and articles. The ads tended to outnumber the articles in each issue. It seems as though the articles were there as a way to fill in spaces where ads could not be obtained.

Overall, *The Lehigh Review* was a huge success on Lehigh's campus. They made some mistakes in the first run, but realized what these were and were able to bounce back bigger and stronger than before. *The Review* was becoming “a serious magazine devoted to the interests of Lehigh” (Volume, VII, Issue I, Page 2) and the student body realized this and favored it. *The Lehigh Review* began to be a publication that everyone looked forward to.

### **The Lehigh Review Staff**

*The Lehigh Review* has been one of the most successful journals ever to appear on the campus of Lehigh University. It was so successful in the past that it actually went through a revival and still exists for the reading pleasure of today's Lehigh students. A lot of this ongoing success is owed, in great part, to the hard working staff.

The staff, though never large, always seemed to do a good job organizing themselves in order to have an entertaining and informative journal. Some of the top titles to have on *The Lehigh Review* staff were Editor in Chief, Business Editor and Art Editor. These positions were gained through an election process that took place in the

previous academic year. Current members of the staff chose who would fill the top positions. Along with the top positions, students could also work on the Board of Editors, the Business Board and later the Editorial Board. These positions were open to anyone interested in joining the staff.

Throughout the four years that were researched the staff remained very consistent (refer to the table below). In the 1930/1931 academic year only two members quit. Luckily, four new ones replaced those two members. In the 1931/1932 academic year the staff began the year with thirteen members and ended with thirteen members. Amazingly, no staff members quit, nor were any added. This, however, may have a lot to do with the trouble that the journal seemed to be facing. The last thing they needed was any kind of inconsistency in their staff. The next academic year (1932/1933) there was no publication of *The Lehigh Review*. When the journal returned in the 1933/1934 academic year, the staff and its consistency also returned. The staff began their publication year with thirteen solid members, including the addition of a faculty advisor, and ended the year with fourteen members. The year saw the loss of only two members and three new members joined to replace those that had quit.

The Lehigh Review	1930/1931	1931/1932	1932/1933	1933/1934
<b>Number of staff in the beginning</b>	20	13		13
<b>Number of staff at the end</b>	22	13		14
<b>Number Quit</b>	2	0		2
<b>Number Added</b>	4	0		3

One of the more interesting trends that seemed to be occurring with the staff of *The Lehigh Review* is that when members quit or were added they all seemed to do so at the same time. For example, in the 1930/1931 academic year there were two people that quit and four that joined. All of this movement within the staff took place sometime between the winter and spring issue because the staff listing deletes those that quit and adds those that joined by the spring issue. This is the only time we see any kind of change in the staff.

This limited movement of staff happens again during the 1933/1934 academic year. This year saw the addition of three new members and the loss of two. All of these staff changes appear in the November issue. There is never another time during that year where any staff members join or quit. This limited movement may just be coincidental or may be an indication that the staff only allowed people to quit and join during certain times of the year. In the earlier years of the publication it was in the spring and when the journal went through a re-vamping it was during the fall.

Unfortunately, no staff is perfect. For the staff of *The Lehigh Review*, the imperfection comes during the 1931/1932 and 1932/1933 academic years. The trouble began in 1931/1932 when the staff could no longer produce the sixty page journals that they had been. The length of the journals continued to fall throughout the entire academic year and the staff knew they were in trouble. Even though the staff members remained consistent and continued to work just as hard as they had done previously, there was nothing they could do and in the 1932/1933 academic year there was no *Lehigh Review*.

The strength of this journal managed to come through in only one academic year when the journal began production again during the 1933/1934 academic year. The staff members were all new and because of this filled with enthusiasm for the

project that lay in front of them. They succeed in recreating the success that the journal had experienced in past years.

With out a hard working and dedicated staff, no publication would succeed on the content alone. The staff is the heart of a publication and when a reader picks up a journal or magazine, he or she should be able to feel the beating heart of the staff within the pages. *The Lehigh Review* had one of the strongest heartbeats that was recognizable by its readers.

### **The Lehigh Review Advertisements**

Like many journals and magazines, advertisements are a very important aspect to the overall publication. *The Lehigh Review* was no exception to this. Most of the ads that were placed within *The Lehigh Review* were very simple. They tended to be located in the front and back of each issue with only an occasional ad appearing within the content. This is an indication that the staff did not want their readers to be distracted by too many ads within the article that they were reading. *The Lehigh Review* usually carried about thirty ads an issue. This is not an overly abundant amount, which is an indication that they did not depend solely on their patrons for financial support.

The simple ads that were placed by patrons were usually no more then one-quarter of a page. The ad was usually all text placed within a simple white box with a black outline. The Old Sun Inn, Fountain Hill Meat Market, T.M. Hogan Florist and The Menne Printer placed some of the more simple ads.

On rare occasions there would be full-page ads. Out of the four years and nine issues that were researched there appeared only four full-page ads. Some of the patrons that could afford to purchase such a large space were companies or

organizations like Sears Robuck & Company, Bethlehem Steel Company and Swift & Co. Bank. In the first issue of volume seven there appeared a full-page ad for the American Red Cross. As most people know this is a non-profit organization that can not afford to through around money for ads in college journals. This ad was, as was noted underneath the ad, "...contributed by *The Lehigh Review*" (Volume VI, Number 1, Page 48). *The Lehigh Review* donated this large space to the American Red Cross so that they could help in the efforts to encourage more volunteers. This was a very generous thing for them to do and an indication that they did not depend solely on ads for their financial support.

Ads are often a reflection of what was becoming popular during a certain time period. From *The Lehigh Review* today's reader can see that owning and maintaining a car was becoming popular during the early 1930s. Within the four years that were looked at the reader can see ads from Drive-It-Yourself Inc., Hauser Chevrolet Company and J.C. Miller Garage. These ads show readers that students were beginning to keep their cars on campus which means they were in need of places that could fix them or sell them a new one.

Another product that was very popular to advertise within the pages of *The Lehigh Review* was that of heating and plumbing stores and services. The ads for these products always seemed to be aimed at the fraternity houses. This is an indication that Lehigh had no such thing as facility services to come fix and maintain their houses. The students who were members of these fraternities were responsible for finding these services on their own and the owners of these stores obviously knew that. Some of the heating and plumbing supply places that advertised were Bethlehem Electric Construction & Supply Co. and Lehigh Navigation Coal Co.

When the overall journal went through a re-vamping in the 1933/1934 academic year so did the ads. The staff of the journal would now put one or two major ads in the front and put the remainder of them in the back. The ads that were placed in the back were often mixed in with the content. This is a big change from the old issues where the editors did not want ads mixed with the content for fear of distraction. These ads in the back were usually two inches by three inches with mostly text and very few graphics. The journal was now accepting about forty ads an issue. This is an increase from the thirty they took in the old issues, which is an indication that they were depending more and more on patrons for their financial support.

Advertisements are a very important part of any student run journal and provide a great way for local businesses to support their university while drumming up business at the same time. Ads are often flexible and can be placed just about anywhere within the pages of one of these journals. *The Lehigh Review* had an effective way of attracting and organizing its patrons. They did their job so well that many of the patrons who advertised in the older issues of the journal came back after the re-vamping took place.

### **The Lehigh Bachelor Content**

*The Lehigh Bachelor* first appeared in the academic year of 1940/1941. This journal contained a wide variety of written works that could suit anyone's taste: everything from satire, to jokes, to news. *The Bachelor* only lasted three years, disappearing by September of 1943. One could speculate as to why – too much variety, World War II, a competing journal – but because the journal doesn't give an explanation, we may never know exactly what happened to cause its failure.

The format of *The Bachelor* was very simple. The variety of the content was laid out on standard eight and one half by eleven pieces of thick, soft paper. The pages glided through the reader's fingers as he or she turned the pages in anticipation of the surprise that lay on the next page. The pages were held together by two small staples that allowed for smooth turning of the pages. The cover provided the staff with a way to catch their reader's attention. The majority of the journals published during its three year run had a cover that contained bright colors and the words "Lehigh Bachelor" running down the left side and the bottom in the shape of an "L." In the center of the cover was a picture or drawing that related to that particular issue's theme.

The theme could, at times, be difficult to find, but once the reader looked close enough he or she realized that it was hidden under the cover picture or placed conspicuously in the upper right hand corner. For example, in the September 1942 issue, the cover contained what was supposed to be a lowly freshman, with a dirty face, holding a house bill. He looks very confused, as most freshmen do during their first weeks at Lehigh. Below this picture is the theme "Freshmen Issue," the volume and issue number and the price. The price of the journal per issue was not always printed on the cover. Instead, the reader had to search out the table of contents in order to find the price. This may have been a way for *The Bachelor* to suck their readers in. After all, one look at the table of contents and who would have enough will power to put the journal back on the shelf?

When the cover draws the reader in he or she opens the front page to find a big bright advertisement. On the page to the right was the first on-going article of the journal titled "Beer and Skittles." "Beer and Skittles" was a part of *The Lehigh Bachelor* from the first to the last issue. It is obvious from reading through this

section of the journal and its placement next to the table of contents that the staff had a great deal of confidence in it.

“Beer and Skittles” started out as a place to put small bits of poetry and short jokes. In the September 1940 issue there was a short poem that went like this:

Beneath the moon he told his love,  
The color left her cheeks,  
But on the shoulder of his coat  
It plainly showed for weeks. (Volume 1, Number 1, Page 3)

The humor is obvious and had a way of drawing the reader into the journal to search for more of the same type of writing. “Beer and Skittles” also continued its short blurbs about concerns of the campus. For example:

Before Lehigh men go any further with their registration, if they’d look at the calendar for the following year they might have a change of heart. We certainly hope that there will be nothing at home to detain the boys from coming back to school for their New Year’s Day classes. It would certainly be a shame if anything were to disillusion the naivete of the boys in the Alumni Memorial Building... (Volume 1, Number. 1, Page 5).

As the years progressed “Beer and Skittles” went through some changes. The jokes and humor remained, but the poetry and short creative writing pieces did not. Instead the short pieces became focused on letting the readers know what was to come in that particular issue. It was also used to explain pictures on the cover or to explain the reasoning behind a cover. It did not take long for “Beer and Skittles” to grow to a full page and eventually spill over onto another. The fact that the length was increasing was an indication that it was becoming more popular to readers. “Beer and Skittles” experienced more minor changes and alterations as the years moved forward, but it was never skipped in an issue and remained one of the most important entities to *The Lehigh Bachelor*.

Another popular on-going article that appeared within the pages of *The Lehigh Bachelor* was called “Platter Prattle.” A platter is what they used to call a record and so logically enough this section was a review of current music. Jazz was a popular focus in this section, which is an indication that jazz was popular music for the students to listen to. For example, we learn that “*Rock A Bye Boogie* and *Scramble Two*...are two attempts by Bradley to equal his past recordings of *Beat Me* and *Scrub Me Mama*, both of which have boosted Bradley’s stock tremendously. They fall short of expectations” (Volume 1, Number 1, Page 18).

“Platter Prattle” like “Beer and Skittles” began with the first issue of *The Lehigh Bachelor* in November of 1940, but unlike “Beer and Skittles” it became less a part of each issue. Finally, in the spring House Party Issue of 1942 “Platter Prattle” made its final appearance stuffed between ads with one brief paragraph on the late Leon “Chou” Berry. Reading this last installment gave me no reasons for the disappearance of this section suggesting that the staff did not know this would be the last for “Platter Prattle.”

One of the biggest effects on *The Lehigh Bachelor* was that of World War II and it was often the main focus of an issue. For example on the cover of the Graduation Issue of Volume Two was the poem “Here Is My Son”

Here is my son my pride, my heir,  
I deliver him unto you.  
Though I hate to see him over there,  
He has a job to do.

I’m babbling patriot, perhaps as some of you.  
I was a soldier, and I carried the cross,  
Maybe as some of you – and now I pray that  
He can do what we once failed to do.

I’ll miss him badly, he’s all I have.  
Oh, I know he’ll be brave,  
But I’d rather see him dead than be,  
The rest of his life a slave. (Volume II, Number 9, Cover)

Many of Lehigh's students at this time were called to serve for their country and so *The Bachelor* thought it important to keep the Lehigh community posted on the war events and what some of their fellow classmates were facing.

When *The Lehigh Bachelor* was not focusing on Lehigh's involvement in the war efforts, they spent time competing with other publications that were available on Lehigh's campus. One of their biggest competitors was the *Brown and White*. They did a spoof called *Lehigh Bachelor's Frown and Bite*. The publishing company was "Who Killed cock Robin Publishing Co.," the office was located in "Easter-Baucon Hall," the editor was "to be chosen" and the distribution was to be done "occasionally." Reading the headlines would also be an indication that this was a spoof of another publication. One headline read "Honorary Frat Takes 106 Suckers for Ride." This article was about a new fraternity established on campus called "goony-goony-goonyes" that had inducted several new members. Another headline read "Lousy Campus Magazine Still Gripping for Stuff." This was a short article that talked about how *The Lehigh Bachelor*, a publication on campus, was looking for students to submit contributions for the next issue. This spoof on the *Brown and White* continued for three pages before coming to an end. These types of spoofs were very common in *The Bachelor*.

Another popular element of *The Lehigh Bachelor* was that of its drawings and comics. One of the most extensive drawings in the journal was that of a map of Lehigh's campus. Each individual building was drawn along with major landmarks around Bethlehem like the Hill to Hill Bridge and Bethlehem Steel and given a name that was meant to poke fun. For example, The Hill to Hill Bridge was labeled as the "Hill to Hell Bridge," Lamberton Hall was labeled as "Lambchop Hall" and the Alumni Memorial Building was known as the "Home Office." The drawing also made up landmarks on campus that did not exist. They added the "Moron Cemetery for

Promiscuous Women” and “The Lehigh Motorcycle Club.” The drawing and comics were elements that remained a part of *The Lehigh Bachelor* throughout its entire run. Their popularity is obvious as they are spread out over all the pages of each journal.

*The Bachelor* also focused on the hot topic of sports particularly wrestling and football. Occasionally, the subject of baseball was discussed. In issue five of the first volume there were two articles on wrestling and legendary wrestlers that have influenced the sport. These two articles were actually written by people outside of the university. The article on the famous Ed Gallagher was written by a man named Weldon Barnes who was the Sports Publicity Director for Oklahoma A&M. Ben Bishop, who was a formal national wrestling champion, wrote the article on Billy Sheriden, another famous wrestling legend.

This was the only time during *The Bachelor's* run that any outsiders had written articles. Articles for this journal were written by Lehigh students and occasionally, members of the staff. Most issues were filled with pieces written by students outside the staff of the Bachelor, but on occasion it was necessary for a staff member to write an article.

Another popular topic was the House Party weekend when women were allowed to spend three consecutive days on the all-male campus. House parties were very popular during the early years of the university. They could be compared to today's spring break or Greek Week which takes place on an annual basis. *The Bachelor* participated in House Party Weekend by devoting the majority of an issue to it. One of the more popular things to do within the issue was to have the center two pages of the issue be covered with pictures of some of the dates that the Lehigh men would be bringing. These were located on the center two pages of an issue and contained a picture of the girl with biographical information below her photo. Within that

biographical information would be the name of the escort that would be taking her to the weekends activities. It was set up similarly to that of today's yearbook.

Christmas was another popular subject to devote an issue to. In the second issue of the first year of publication, *The Bachelor* featured a column called "Shopping in Bethlehem." This article suggested appropriate gifts to buy for the people in the Lehigh man's life. It suggested gifts to buy "for a motorist...for an athletic father...for a chum or brother...and, of course, for man's best girl." This was one of the more useful columns produced in the journal at Christmas time and is a good example of how articles were tied into the theme of an issue.

Content layout was somewhat confusing. The regular features were laid out in a simple manner with the title in bold faced letters at the top, a dark black line separating the title and the content of the article and an asterisk separating each review, small creative writing piece or current news event. Articles that were not regular features were laid out in a way that could easily cause the reader confusion. The reader could not just glance at a page, find an article they liked and begin reading. The title of an article would be placed in a very arbitrary position. Often times the title of one article would be placed in the text of another article causing a great deal of confusion.

The length of *The Lehigh Bachelor* remained very consistent with anywhere from twenty-nine to thirty-three pages. By the second issue in volume two the journal remained at twenty-nine pages in length for the remainder of its run. The number of articles per issue changed randomly throughout the run. Each issue could have anywhere from seven articles to nineteen articles. During the third, and last year, each issue had at least twelve articles. Since the length of each issue remained at twenty-nine pages, more meant that the articles were getting shorter and shorter.

Issue and subscription prices, like many other parts of *The Lehigh Bachelor*, experienced changes as the years of publication progressed. In the 1940/1941 academic year a subscription to *The Lehigh Bachelor*, which consisted of nine issues, cost \$.75 and a single copy cost \$.15. By the 1941/1942 academic year the subscription price increased to \$1.00, but the single copy price remained at \$.15. By the 1942/1943 academic year both the subscription price and the individual copy price rose. A subscription of nine issues now cost \$1.50 and a single copy rose to \$.20. The staff put forth a great amount of effort when it came to circulation of the journal. They even went as far as employing twelve women by October of 1942 in hopes that their beauty would encourage more male students to purchase the journal.

*The Lehigh Bachelor's* run ended after only three years of publication. As I searched through the last volume of issues, I found no indication as to why this journal was ending. The staff and the price of an issue were consistent, as were the amount of pages per issue. The article amount jumped around, but there was never an issue that was lacking in material. The journal really seemed as though it was heading for great success, but sadly it took a turn for the worst and failed.

### **The Lehigh Bachelor Staff**

*The Lehigh Bachelor* was published during a difficult time in history, World War II. Lehigh was an all-male institution, and because of this Lehigh lost many of its student body to the war effort. This is reflected in everything from the number of participants in the journal's production to the incorporation of women into the production efforts.

The impact of World War II is obvious in the first year of production due to the small staff size of only fifteen members (refer to the table provided below). During the

first year of production, the staff realized that they were short handed, so they added seven new staff members by the December 1940 issue, including a faculty advisor. After this addition in December the staff had no more new additions and, only four people that left the staff. One of these members left and a few short months later came back.

<b>The Lehigh Bachelor</b>	<b>1940/1941</b>	<b>1941/1942</b>	<b>1942/1943</b>	<b>1943/1944</b>
<b>Number of staff in the beginning</b>	15	12	17	
<b>Number of staff at the end</b>	13	12	36	
<b>Number Quit</b>	4	4	5	
<b>Number Added</b>	2	5	23	

*The Lehigh Bachelor* was going to make it to a second year when a new staff was elected by the summer issue of the first year. This new staff would be taking over the reins and continuing to publish the journal.

By the second year of production (1941/1942) there were sixteen staff members. The faculty advisor did not return, but his absence did not make much difference because the staff remained consistent and organized in their efforts to put the publication together. By this second year they were producing nine issues, which was two more than the seven they had produced in the previous year. This is an indication that the popularity of the journal was growing.

With the minor changes in the staff, and the fact that the journal was only a year old, came some minor problems. It seems as if the staff could not come to an agreement on a common structure of the journal. When the staff changed from the first year to the second, so did the content and format. The changing of the guard with the staff is reflected in the changing content of the journal.

The fact that the journal increases its number of issues per year during the second year of publication indicates that the first year's staff had it off to a good solid start. They were consistent with their choice of content and organization of the journal's layout. *The Bachelor* remained popular in the second year, but it was obvious to the reader that things were changing and that these changes would affect the success of the journal.

The third and final year of publication for *The Lehigh Bachelor* was chaotic. They started the year out with eighteen members, but by October the staff began to fall apart. The Feature Editor was gone by October of the 1942/1943 academic year and replaced by a member of the contributing staff. A member of the Business Staff was appointed to be the Managing Editor and another member of the business staff took over the position as the Circulation Manager. There was even a new student who joined in October of 1942 and was appointed to be the Assistant Feature Editor and another brought on at the same time to fill the new position as Music Editor. In October of 1942 the staff added twelve women to help with circulation. These women were added to the staff because it was thought that they would help increase sales. This is an indication that sales were dropping and their thinking was the hiring pretty girls to sell their journal would help them get back on their feet.

### **The Lehigh Bachelor Ads**

Ads have played a crucial role in magazines and journals for decades. They provide financial support, entertainment and a way for readers to search for products. Ads also provide a way for future generations to see what was popular during a past time period. We can also learn how products and services have changed, as well as see what business have remained in existence. Through close observation of *The Lehigh Bachelor*, it is obvious that very few of the roles that ads play have changed.

During the first year of production *The Lehigh Bachelor* saw very little participation from advertisers. This may have occurred for several reasons. One of these reasons may have been that businesses were not comfortable paying money to advertise in a journal where they were not sure if it was even going to be read. The small amount of advertisers may have also had to do with the fact that the focus of the staff may not have been on advertisers, but instead on increasing circulation and content.

The ads that did exist in the first few issues of *The Lehigh Bachelor* were placed only at the very front and very back of the journal. This is an indication that they wanted their readers to really focus on the content and not be distracted by ads. The ads that were placed were very small. Most were a quarter of a page or less. Because technology was not as advanced as it is today most of the ads had very few, if any, graphics. The only ads with extensive graphics were the ones done for Camel Cigarettes and Chesterfield Cigarettes. It is obvious to the reader that the Camel Cigarettes and Chesterfield Cigarettes companies designed these ads.

The ads that had little or no graphics attached to them had many of the same fonts and same layout. This is an indication that the staff may have done a good deal of designing these ads. This may also hold true because many of the business that were advertised were local and small in size. The small size of the businesses

indicates that a chance of them having someone to design their ad was slim. They depended on the magazine or journal that they were patronizing to design their ad for them.

As the run of *The Lehigh Bachelor* continued there were some increases in the number of ads that they managed to solicit, but not a large increase. This would be an indication that the primary sources of income for this journal were not the ads, but the amount of subscriptions they could sell. The ads that were placed remained very consistent from issue to issue. This may be an indication that *The Lehigh Bachelor* sold ads for extended periods of time, not just per issue

The topic that was addressed most frequently within each journal was that of food. Some of the most frequent advertisers included Purity Food Market, Mower's Dairy and Bricker's Bread. This is an indication that Lehigh provided limited dining services and so the students were required to make some of their own meals (*I want to look into this assumption a little more*). Laundering services were also popular in the advertisements. It was obvious that the dorms did not provide laundering facilities as they do today and that people depended on tailors and seamstresses for clean well fitting clothing.

Entertainment was another popular category. It was smart of dance halls and ice rinks to place ads in a campus journal because it is a really good place to attract business. Some of the entertainment places that the students could find advertised in the journal were the Central Bowling Academy, the Una Houston School of Dance and the Al-Beth Ice Rink. Along with entertainment came an increase in the advertisements for car dealerships and car maintenance shops. For the few students who had a car or were considering purchasing one, this list came in very handy. Some

of the care dealerships and car maintenance places included Five Points Auto Body, Hauser Chevrolet Company, and Ungerleider Motor Co.

When advertisements, like the ones in *The Lehigh Bachelor*, were placed in a journal there was usually an advertisers index located towards the end of the issue. For *The Lehigh Bachelor* this was only the case in very few issues. Although there were very few advertisers indexes ever listed one of the most unusual came up in the Christmas Issue of the 1940/1941 academic year. Instead of placing the advertisers under categories such as food or clothing, they took a more unusual approach. Tobacco products were placed under a category called combustibles. Food markets were placed under the comestible category, barbers were placed under the tonsorialists category, clothing was placed under the harberdashers category, restaurants were placed under the hospices category and finally banks were placed under the sumptuaries category.

It is surprising to find that advertisements were not a key to the success of this journal. Most journals depended on patrons to advertise because it is what kept them afloat in the financial sense. The fact that *The Lehigh Bachelor* could not attract numerous amounts of advertisers may have played a role in why this journal failed after only three short academic years.

## Sources

The sources for this paper were generously provided through Lehigh University's Special Collections Library located in Linderman Library.

### ***The Lehigh Burr***

Academic Years and Corresponding Volumes Looked At:

1919/1920	Volume 30
1920/1921	Volume 31
1921/1922	Volume 32
1922/1923	Volume 33

### ***The Lehigh Review***

Academic Years and Corresponding Volumes Looked At:

1930/1931	Volume 5
1931/1932	Volume 6
1932/1933	No Publication
1933/1934	Volume 7

### ***The Lehigh Bachelor***

Academic Years and Corresponding Volume Looked At:

1940/1941	Volume 1
1941/1942	Volume 2
1942/1943	Volume 3

## Appendix A: Subscription and Issue Prices

### Subscription and Issue Prices: The Lehigh Burr

1919/1920	1920/1921	1921/1922	1922/1923
Subscription = \$2.50 or \$2.00 if paid by Dec. 1st	Subscription = \$2.50 or \$2.00 if paid by Dec. 1st	Subscription = \$2.50 or \$2.00 if paid by Dec. 1st	Subscription = \$2.50 or \$2.00 if paid by Dec. 1st
Issue = \$.25	Issue = \$.30	Issue = \$.30	Issue = \$.30

### Subscription and Issue Prices: The Lehigh Review

1930/1931	1931/1932	1932/1933	1933/1934
Subscription: \$2.00	Subscription: \$1.00	No	No subscriptions offered
Single Copy: \$.50	Single Copy: \$.25	Publication	Free

### Subscription and Issue Prices: The Lehigh Bachelor

1940/1941	1941/1942	1942/1943
Subscription = \$.75	Subscription = \$1.00	Subscription = \$1.50
Single Copy = \$.15	Single Copy = \$.15	Single Copy = \$.20

**Appendix B: Advertisement**

**The Lehigh Burr**

Food	Cigarettes/ Tabacco Products	Laundry Services	Hotels/ Housing	Clothing/Jewelry/ Shoes
A. HafnerChoice Meats Bethlehem Baking Co. Bevo-The Beveage Co. Geo W. Buss Groceries Gross Candies & Ice Cream Ice Kist-Ice Cream Kolb's Bakery Meyer Dairy Co. Oppelt's Confectionary Readline College Grocer The Cherker Shop Whitman's Chocolates	A. S. Moyer Pipes Elmer J. Gangewere Tabacco Products Julius Turnquer Tabacco Lucky Stike Cigarettes Murad-The Turkish Cigarette The Lehigh Smoke Shop	B. Berkowitz-Your Taylor Bethlehem Cleaning and Dyiing Co. E.A. Murin & Co. Custom Taylors Electric Laundry Knauss-Merchant Taylor Lehigh Steam Laundry The Quality Shop-Taylor	Hotel Traylor Hotel Wyandotte New Merchants Hotel	E. Keller & Sons 5 Points ElectricShoe Repair Shop Arrow Collars Brooks Brothers Clothing Browning King and Co. Cullingsworth Conservative Clothing E. Keller & Sons-Jewelers Farr's Shoes Frank Brothers Shoes J. Scripellti Shoe Repair Jacob Reed's Sons Kach Brothers Norfolks Stetson Hat Company The J.M. Degnan Co. Dep. Stores The Quality Shop Wallach Brothers

Retail Shops	Restaurants	Insurance	Photo/Engraving	barber shops
A.G. Spalding and Bros. C.H. Kressly Sporting Goods Drissel & Eberts Hardware Edwin A. Young Druggist Metzger's Drugs Pete's Book Exchange Snyder's Drug Store Weand's Stationary Store	Fritz's Lunch Wagon Garden of Sweets High Grande Delicatessen & French Pastry Jack's Lunch Kurtz Restaurant Deluxe	Hildenberger & Goodwin ins.	Alpha Photo Engraving Lindenmuth Photo Studio McCaa Photographer	College Barber Shop Colonade Barber Shop

Banks/Trust Co.	Entertainment	Schools	Other
E.P. Willber Trust Co. First National Bank Lehigh Valley Nat. Bank <i>People's Trust Co.</i>	College Syncopators Grand Opera House Harry Herzberg's Orchestra Kurtz-The Theatre Beautiful Lehigh Orpheum Theatre Lehigh Pool Parlor Mealey's Auditorium Phillips Grafonola Shop Torpey's 2 Music Houses	Bethlehem Preparatory Schools Lehigh University Philadelphia College of Osteopathy	Barry McCormack Theatrical Producer Beck-Davis Decorating Co. Bethlehem Motor Service Bethlehem Steel Co. C.E. Howell Furniture and Rugs Casellucci Brother's Garage Dietrich's Heating-Plumbing Dr. D.A. Culhare-Dentist Dravo-Doyle Company Durham-Duplex Razor Co. General Electric Co. Jacoby Electric Lehigh Taxi Milton S. Grim Printer Monessen Foundry and Machine Co. Newton A.K. Bugbee & Co. Inc. Engineers and Contractors Pittsburg Water Heater Co. Practical Mathematics Quinlin Printing Co. The Globe-Newspaper Tom Bass, Your Haberdasher United States Rubber Co. Venus Pencils W.C. Lazarus

**The Lehigh Review**

<b>Food</b>	<b>Laundry Services</b>	<b>Hotels/ Housing</b>	<b>Clothing/Jewelry/ Shoes</b>	<b>Retail Shops</b>
Artificial Ice Company Bricker's Golden Flake Bread C.C. Weiss Dairy Products Fountain Hill Meat Market Hafner Meat Co. Hershey Ice Cream J.A. Trimble Co.-Grocer Mowrer's Dairy Penn Fruit Store Romeo's Famous Spaghetti Yuengling's Ice Cream	Arthur M. Rosenberg Co. Tailors Edward Tailoring Company Silverberg and Goldberg-Tailors Smith Broad St. Cleaners The Electric Laundry Co.	American Hotel and Bus Terminal Hotel Bethlehem New Merchant's Hotel The Old Sun Inn	C. Elwood Hager Men's Wear Earl H. Gier - Jeweler Ed Newmam Clothing Hoover and Smith Fraternity Jewelers Koch Brother's Clothing Laubach's Clothing Lipkin's Clothing Morrison's Clothing The College Shop-Clothing The Man's Shop Tom Bass Men's Wear	A.S. Radios Austing Electric C.A. Dorney Furnishings Delong Furniture Company Dietrich's Heating and Plumbing Edwin H. Young Drug Store Eros Bookplates Foulsham-The Florist kresge Home Furnishing Co. Lehigh Stationary Co. Sear's Robuck and Co. Snyder's Drug Store T.M. Hogan Florist The Book Exchange The Supply Bureau

Restuarants	cars/ repairs/travel	Photo/Engraving Printing	Banks/Trust Co.	Other
U Eta Lunch Car The Round Table Coffee Shop Wee Tea Room The Lehigh Lunch Summit Street Coffee Shop King's Restaurant Keady's Café Crystal Restaurant Silver Star-Dine and Dance Heidelberg Grill Bob Moser Grill	Drive-it-yourself-Inc. Hauser Chevrolet Company J.C. Miller Garage-car repairs <i>Union Bus Terminal</i> Yellow Cab Yellow Drive-it-U-self	McCaa Studios Quinlin Printing Company Sanders-Reinhardt Co. Inc. Schlechter's Printing The Menne Printer	Bethlehem Banker's Assoc. E.P. Wilbur Trust Co. Swift Co. and Bank	Bethlehem Electric Construction & Supply Co. Bethlehem Steel Company College State Colonial Salvoy Joe's - Barber Lehigh Navigation Coal Co. Lehigh University Lehigh Valley Supply Co. Smoker's Satisfaction The American Red Cross Zollinger Harned Company

**The Lehigh Bachelor**

Food	Cigarettes/ Tabacco Products	Laundry Services	Hotels/ Housing	Clothing/Jewelry/ Shoes
Bricker's Bread Coca Cola Dairy Milk M&M Market Mower's Dairy Norberth Purity Food Market Ross-Cannon Spring Water Supreme Beer Suter's Dairy Trimble	Camel Cigarettes Carburetor Kaywoodie (pipe company) Chesterfield Cigarettes Lucky Strike Cigarettes Prince Albert Pipes Sir Walter Raleigh Smoking Tabacco	Edwin A. Murin & Son Smith's Broad Street Cleaners Smitty's Dry Cleaning The Electric Laundry	Americus Hotel Hotel Traylor	C.E. Roth Earl H. Gier Jeweler Endicott-Johnson Shoe Store Haber's Reliable Jewelers John David Clothing Langines-Wittnaver Watch Co. Tom Bass Custom Clothes Victor Figlear Tuxedos

Retail Shops	Restuarants	Insurance	coal, gas, etc.	barber shops
Goodenoughs Music Store Lehigh Stationary Co. Phillips Music Store Typewriter Supplies	Brown & White Tavern Christy's Tavern First World Café Hoffman's Restaurant Modern Diner Pioneer Taproom Tally Ho Tavern The Old Sun Inn The Roxy Restaurant	Hidenberg and Green Inc. New York Life Ins. Co.	Berkshire Oil Co. Calypso Coal Co. King Coal Co. Shive's Place-gas station Weidner's Service Station-Gas	Borda Barber Shop Hotel Bethlehem Barber Shop

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barber shops	Banks	Entertainment	Cars and Car Care
Borda Barber Shop Hotel Bethlehem Barber Shop	Union Bank & Trust Co. <i>of Bethlehem</i> Bethlehem National Bank	Central Bowling Academy Mealy's Rink-Roller Skating Una Houston School of Dance	Five Points Auto Body Hauser Chevrolet Co. Mike's Glass works-auto glass Morganstern's Esso Servicemaster Ungerleider Motor Co.