Language of Material: English
Contributing Institution: SJSU Special Collections & Archives
Title: San José State University Student Publications Collection
creator: California State University, San José
creator: San Jose State College
creator: San Jose State Normal School
creator: San Jose State Teachers College
creator: San José State University
Identifier/Call Number: MSS.2009.08.02
Physical Description: 19 boxes (23.33 linear feet)
Date (inclusive): 1880-2012
Abstract: The San José State University Student Publications Collection consists of publications created and written by students for students. The collection consists of student-created guides, magazines, newsletters, newspapers, pamphlets, and yearbooks.
Organizational History
In 1857, the San Francisco Board of Education established Minns' Evening Normal School for current and prospective teachers in the city. Named after its principal, George W. Minns, the institution was formally established as the first California State Normal School by the State Legislature in 1862. A decade later, the Legislature voted to move the Normal School to San José, and the school relocated to its new home on Washington Square prior to the fall term of 1872. After a fire destroyed the Normal School building in 1880, the Legislature authorized $200,000 to construct a new building on the same site. Completed in 1881, the building was commonly referred to as the Second State Normal School. After several names and curriculum changes, Minns' Normal School is now San José State University, offering more than 134 bachelor's and master's degrees with 110 concentrations, and is recognized as one of the top public universities granting such degrees in the West.
Student publications have been an essential part of campus life at San José State University since its founding. The first student paper was The Acorn, which debuted in 1867. This publication was followed by The Class Paper in 1880, The Normal Index in 1885, and The Normal Pennant in 1898. The Quill, a student literary journal, was initially published in 1925, followed by El Portal in 1932 and Reed Magazine in 1948, which is still published annually. Documenting such topics as athletics, student organizations, and social and intellectual activities, SJSU student publications have featured original works such as plays, poetry, short stories, and essays, as well as news reporting and publicity for campus events. Publication formats include literary, feature, and humor magazines, a daily newspaper, club and organization newsletters, and guidebooks on a variety of topics. In addition, many of the publications cover national and international issues, as well as offering a local view of the student population by featuring in-depth profiles of individual students.
Other prominent SJSU student publications include the feature magazine Lyke (1946-1965), and the school yearbook La Torre (1911-1965).
Preferred Citation
San José State University Student Publications Collection, MSS-2009-08-02, San José State University Library Special Collections & Archives.
Arrangement
This collection is arranged in sixty series, each representing a publication title. The series are arranged alphabetically by publication title, and the publications in each series are arranged chronologically.
Scope and Content
This collection documents and reflects student life at SJSU through a wide array of publications created and written by the students of the institution. Publications from the earlier years of the university include Normal School titles such as The Acorn, The Normal Index, The Normal Pennant dating from the late 1800s; humor magazines such as the Spartan Spanker that date from the 1920s; and the short-lived San Jose State College Times from the 1930s, which was a precursor to SJSU's current campus newspaper, the Spartan Daily. The bulk of the collection consists of publications created from 1960-1990, representing a time of significant change for the university in terms of student demographics, enrollment numbers, and campus expansion.
Of particular historical significance in the collection are SJSU student publications documenting the counterculture of the late 1960s and early 1970s, which record the university's role in Bay Area social movements, as well as student perceptions of social and political issues related to Civil Rights, Vietnam War protests, and feminism. Examples include the publications
The Outside Agitator and Shaka. In addition, it should be noted that several of the publications produced during this time period were created or produced by students attending New College, an experimental, interdisciplinary liberal arts program in existence on campus from 1968-1981, including Jabberwock, Son of Jabberwock and Hieronymous.

Publication Rights
Copyright has been assigned to the San José State University Special Collections & Archives. All requests for permission to publish or quote from manuscripts must be submitted in writing to the Director of Special Collections. Permission for publication is given on behalf of the Special Collections & Archives. Copyright restrictions may apply to digital reproductions of the original materials. Use of digital files is restricted to research and educational purposes.

Conditions Governing Access
The collection is open for research.

Processing Information
This finding aid was created as part of the Survey and Cataloging Project, a two-year San José State University Library grant project funded by the National Historical Publications and Records Commission. The project began in 2008. The Project Director is Danelle Moon. The Project Archivist is Erin Louthen.


Subjects and Indexing Terms
College publications -- California -- San Jose.
College student newspapers and periodicals -- California -- San Jose
Student activities -- San José State University
Student publications -- California -- San Jose
California State University, San José
San Jose State College
San Jose State Normal School
San Jose State Teachers College
San José State University

Box 1, Folders 1-18, Box 15, Folder 1
Access Magazine 1986-2012
Scope and Contents
Access is a general interest magazine published once a term. Article topics range from national to local issues. Articles featuring national topics use local interviews or perspectives to relate the content to San José State University or the San José metropolitan area. First published in the fall semester of 1987, it is currently available online at http://access-magazine.blogspot.com/.

Box 2, Folder 1
Air Tower 1956-1968
Scope and Contents
Air Tower was the SJSU Air Force ROTC's newsletter. Although primarily aimed at sharing information between members, it also served as a method of outreach to the wider SJSU community. Some issues included a "Front and Center" column, which featured students' answers to questions about aspects of membership in the Air Force ROTC.

Box 2, Folder 2
Banter 1984
Scope and Contents
Banter was a student-written humor magazine funded by the Associated Students. The first date of publication is not listed, but the Letter from the Publisher implies Banter was a new, relatively unknown publication at the time the materials in this series were published.
The Class Paper 1880-1882

Scope and Contents

The Class Paper appears to be printed in honor of commencement ceremonies, since both issues feature Valedictory and Salutatory speeches. Neither issue features advertisements. The May 1880 issue was printed at the office of the San José Mercury News.

The Campus Voice 1963-1964

Scope and Contents

The Campus Voice was founded as an alternative to the university's official newspaper, the Spartan Daily. The aim of The Campus Voice was to attract and satisfy a more intellectual audience than the Voice's editors felt the Daily did. This publication accepted article contributions from students and faculty and eventually featured stories from Berkeley, San Francisco, and Stanford University, as well as "on the road" reporters. The paper documents the attempt to distribute the Voice on Stanford's campus, and the subsequent problems arising from this action. The editors were Richard Rubacher and Ernie Barry.

The Clarion Call 1927-1930

Scope and Contents

The Clarion Call was a monthly publication featuring articles about the San José State Teachers College Demonstration School. Articles include updates on classroom activities, as well as student-written poems or short essays, ranging in grade level from kindergarten through sixth grade.

Conservative Review 1970-1971

Scope and Contents

The Conservative Review was first published in December of 1970. The San Jose State Young Americans for Freedom explained that their purpose was to "analyze the ideas that dominate our liberal world . . . This paper will critique liberal ideas as well as present conservative alternatives."

El Portal 1932-1941

Scope and Contents

El Portal was a monthly literary magazine published by the English Department featuring student writing. The genres include fiction, poetry and essays. The May 1934 issue featured the winners of the Phelan Literary Awards, endowed that year by Senator James D. Phelan with a gift of $10,000. This is the second incarnation of the literary journal The Quill, which in turn becomes Reed Magazine in 1948.

El Toro 1935-1936

Scope and Contents

El Toro, Founded in 1935, El Toro was a college humor magazine featuring short jokes, cartoons and articles of a satirical or humorous nature. It was founded by Jordan Kellogg and published "under the auspices of the Controller's Office." The May 1936 issue claims the sorority girl is, "Good for two things: dancing and tying bowties."

The Em Quad Journal 1954

Scope and Contents

The Em Quad Journal, published by the SJSU Laboratory Press, was a one-time publication for the Industrial Arts Department's IA: 181 Journalism Printing course, which took place during spring semester in 1954. Articles are written on several topics, but are primarily about retiring Executive Dean and Assistant to the President James C. De Voss. Out of 17 articles, nine are about aspects of De Voss's life.
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<td>Scope and Contents</td>
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<tr>
<td>The <em>The Golden Bridle</em> was a monthly publication created by the Pegasus Creative Writing Society, part of the English Department. The publication's motto was, &quot;Neither gods, nor men, nor booksellers have granted poets the right to be mediocre.&quot; The publication was mimeographed, and some of the issues have faded as a result.</td>
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<tr>
<th>Box 3, Folder 16</th>
<th>The Greek Spartan 1996</th>
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<tr>
<td>Scope and Contents</td>
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<tr>
<td><em>The Greek Spartan</em> was a newsletter reporting on Greek organizations and their activities on the SJSU campus. It was published by the Interfraternity Council.</td>
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<tr>
<th>Box 15, Folder 4</th>
<th>Hieronymous 1968</th>
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<td>Scope and Contents</td>
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<tr>
<td><em>Hieronymous</em> was published twice a month by New College students. The publication was a feature journal, and covered such political issues such as abortion in Mexico, birth control on campus, and problems within the Black Militant movement.</td>
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<tr>
<th>Box 3, Folders 17-23</th>
<th>In Writing 1971-1979</th>
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<tr>
<td>Scope and Contents</td>
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<tr>
<td><em>In Writing</em> was a literary magazine published by New College Students and featuring student writing. The publication began as part of a New College literary seminar, and features genres such as poetry and fiction.</td>
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<tr>
<th>Box 3, Folders 24-30, Box 4, Folders 1-6</th>
<th>The Intercom 1959-1977</th>
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<tr>
<td>Scope and Contents</td>
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<tr>
<td><em>The Intercom</em> was the newsletter for Business School students, published by the San José State University chapter of the national organization, the Society for the Advancement of Management. The publication contains news about the department and organizations associated with the Business School, as well as profiles of professors, guest speakers and students.</td>
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<tr>
<th>Box 15, Folder 5</th>
<th>Jabberwock 1967</th>
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<td>Scope and Contents</td>
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<tr>
<td><em>Jabberwock</em> was a weekly New College publication, covering radical activities and organizations on both the local and national levels. The publication was renamed as <em>Son of Jabberwock</em> in 1968.</td>
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<tr>
<th>Box 4, Folder 7</th>
<th>KSJS Program Guide 1972-1973</th>
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<tr>
<td>Scope and Contents</td>
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<tr>
<td><em>KSJS</em> 90.7 is a student-staffed public radio station located on the SJSU campus. The program guides featured here were published monthly and include talk, information, sports and music programming.</td>
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<tr>
<th>Box 14, Box 15, Folder 6</th>
<th>La Torre 1916-1981</th>
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<tr>
<td>Scope and Contents</td>
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<tr>
<td>Originally titled <em>Senior Year Book</em> between 1910-1915 for the San Jose State Normal School, <em>La Torre</em> was the university year book from 1916-1965. It officially discontinued publication in 1965 with the exception of additional year books published in 1973, 1976, 1980, and 1985. The contents of each year book include face book pages of the students, faculty and administration, and representations of student activities from student organizations to athletics. This series includes a mock-up of the 1980-1981 <em>La Torre</em> yearbook. A published version of the 1980-1981 yearbook is not available. Published editions of <em>La Torre</em> are available to patrons in the Special Collections Reading Room.</td>
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Box 4, Folders 8-23, Box 5, Folders 1-8

**Lycurgus / Lyke 1946-1965**

**Scope and Contents**

Originally titled *Lycurgus* between the years of 1945-1948, and published by the Department of Journalism and Advertising, it was shortened to *Lyke* in mid-1948. This publication was named after Lycurgus, the figure often attributed as the creator of Sparta’s constitution in the seventh century BCE. The publication was founded in 1945 as a feature magazine, with article topics ranging from fashion to sports to campus life. The magazine also included student profiles, as well as cartoons and jokes. Of special note are advertisements from local San José businesses from the 1940s-1960s.

Box 15, Folder 7

**The Mobius Strip undated**

**Scope and Contents**

The *Mobius Strip* was a student-run newspaper that featured short writings on many subjects. Many biblical and musical allusions are featured in this issue, as well as a full-page ad for a new fantasy-adventure comic strip slated to start in the next issue.

Box 15, Folder 8

**The New Campus Wit 1967**

**Scope and Contents**

The *The New Campus Wit* was a student humor publication featuring articles about topical subjects like Vietnam, campus events like Homecoming, and other political events such as student protests. Note: this issue is in poor condition.

Box 5, Folder 9

**The New College Mouth 1971-1976**

**Scope and Contents**

*The New College Mouth* was intended to be a weekly publication by New College Students, but as Volume I, Issue 2 states, “The New College Mouth has been suffering from Lockjaw . . . How does one stay a weekly publication when there is nothing to publish?” The Mouth included campus news, student writing, and event announcements.

Box 5, Folder 10

**New College News 1977-1978**

**Scope and Contents**

*New College News* was a weekly publication created to allow New College students to communicate with one another, express opinions via essays and articles, and to advertise campus events and announcements.

Box 5, Folder 11, Box 15, Folders 9-10

**The New Student 1965-1966**

**Scope and Contents**

*The New Student* was a radical newspaper printed weekly by individual students. The articles focused on the counterculture of the mid to late 1960s, and included articles on divisive political issues such as the Vietnam War and controversial university policies of the 1960s. The newspaper also featured interviews with such notable individuals as Beat poet Alan Ginsberg. Note: Publication documentation for *The New Student* can be found in Box 5.

Box 5, Folder 12

**Nightshade 1970-1971**

**Scope and Contents**

Another literary magazine created with the aim of publishing student writing from New College, *Nightshade* began in 1970. Poetry, fiction and other genres are featured. Student Edvins August is a consistent name in all three issues, and his editorial opens the first issue and gives a brief insight into the creation of the magazine. The writing is notable for its frankness and use of profanity.
The Normal Index 1885-1891
Scope and Contents
The Normal Index was published monthly by the senior classes of San Jose Normal School. Submissions were accepted from current students and alumni. In addition to editorials and articles, obituaries and alumni notes were also featured.

The Normal Pennant 1898-1909
Scope and Contents
The Normal Pennant was published monthly as a campus-wide magazine by the students of the State Normal School with the aim of sharing articles, reviews, poems, lyrics, and campus updates among the student body.

Normal School Senior Year Book 1910-1915
Scope and Contents
The Senior Year Book was the student year book for the San Jose State Normal School between the years of 1910-1915 before the title changed to La Torre in 1916. These publications were beautifully illustrated with woodcut designs, photographs, and line drawings created by the student body. The content of these early year books replicated other literary and humor publications produced by San Jose Normal School students.

The Normal Times 1911
Scope and Contents
Now known as The Spartan Daily, The Normal Times was the original title for the student newspaper that now currently covers news, sports, arts and entertainment, tech, and opinion relating to the campus and its students. The newspaper ran as The Normal Times from October 1909 to June 1920, as The College Times from September 1921 to October 1921, as State Teachers College Times from November 1921 to June 1926, as State College Times from September 1926 to April 1934, and finally as Spartan Daily from April 1934 to present day.

The Old Ranger Speaks 1968
Scope and Contents
The Old Ranger Speaks was a poetry anthology featuring the writing of students from New College. Little information is included in the publication about the authors, poems or publication.

The Outside Agitator 1969
Scope and Contents
The Outside Agitator was a publication created by students to voice concerns about politics, education, and current events.

Passports 1977-2002
Scope and Contents
Passports is published by the SJSU History Department and Phi Alpha Theta, featuring outstanding research papers by SJSU history students. In general, a paper needs to be nominated by a History Department professor to be considered for print.

The Peacock 1961-1964
Scope and Contents
The Peacock was a full-color supplement to the Spartan Daily, and was published to mark special occasions, such as the 25th Anniversary of the Spartan Daily and Founder's Day. It was published by the Department of Journalism and Advertising.
Box 8, Folder 6  The People Book 1973  
Scope and Contents  
The *The People Book* was an informal yearbook by New College students featuring candid pictures and captions of students taken primarily in the New College dormitory. Some of the images include other campus settings, as well as off-campus trips.

Box 8, folder 7  Prism 1968  
Scope and Contents  
The *Prism* was created and published by a group of proactive New College freshmen who were interested in producing a vehicle of communication for reflection. The direction of the publication was determined by reader submissions.

Box 8, Folders 8-13  The Quill 1925-1931  
Scope and Contents  
The *Quill* was an English Club publication featuring fictional short stories, poetry and nonfiction written by the club’s members. In 1931, it was renamed *El Portal*. Its current incarnation is entitled *Reed Magazine*.

Box 8, Folder 14  Quips & Crafts circa 1950s  
Scope and Contents  
The *Quips & Crafts* was a publication by San Jose State College Association of Childhood Education and Alpha Chi Epsilon that contained various crafts and games to entertain young children, such as making a pinwheel.

Box 8, Folder 15  Reed Magazine 1948-1954  
Scope and Contents  
The *Reed Magazine* was created with the aim of publishing winning student compositions from the Phelan Competition, as well as from the English Department’s creative writing courses. It is currently the third incarnation of an SJSU literary magazine, the first being *The Quill*, then *El Portal*. *Reed Magazine* is still published today and maintains a website at http://www.reedmag.org/drupal/.

Folder 8, Folders 16-19, Box 9, box 10, Folders 1-17  The Rule 1961-1974  
Scope and Contents  
The *Rule* was a student publication in magazine format by the students of the Engineering Division, published four times per year with the aim of igniting interest in relevant engineering issues, as well as creating a forum for students to share mutual pursuits. Included are engineering-based articles, job market information, student and faculty biographies, the Dean’s Honor List, and university concerns.

Box 16, Folder 3  San José Community News 1976-1977  
Scope and Contents  
Originally titled *Sedition* and published by the Graphic Offensive, *San José Community News* was a radical, free press paper that "sought to revolutionize the nation," and contained articles about San José State University, as well as the City of San José community. The newspaper published articles such as where to find inexpensive meals, women’s health issues, drug use, and how to take action against the government, as well as hotline and helpline numbers relating to community needs and services. The newspaper’s name was changed from *Sedition* to *San José Community News* starting on Volume 5.
| Box 16, Folder 4 | **San Jose Free University: Free You 1972**  
*Scope and Contents*  
*San José Free University: Free You* was created in 1968 as a lifestyle publication aimed at expanding San José State University education to include "any creative or learning processes" found in San José. Compiled as a catalog, the issue at hand presents a summary of three years' worth of accumulated sources. |
| Box 16, Folder 5 | **San Jose State College Times 1930-1933**  
*Scope and Contents*  
Published by the Associated Students, the *San Jose State College Times* included articles, updates, and reminders written primarily by students, along with some materials submitted by faculty. It was published Tuesdays through Fridays during the school year. In addition, the publication also featured relevant announcements from various educational institutions, as well as national news stories. |
| Box 16, Folder 6,  
Box 17,  
Folders 1-4 | **Sedition 1971-1976**  
*Scope and Contents*  
Published by the Graphic Offensive, *Sedition* was a radical, free press paper that "sought to revolutionize the nation," and contained articles about San José State University, as well as the City of San José community. The newspaper published articles such as where to find inexpensive meals, women's health issues, drug use, and how to take action against the government, as well as hotline and helpline numbers relating to community needs and services. In Volume 5, the newspaper's name was changed to the *San José Community News*. |
| Box 17, Folder 5 | **The Senior Journal 1883-1885**  
*Scope and Contents*  
*The Senior Journal*, May 1883 - December 1885  
Like *The Class Paper*, *The Senior Journal* appears to be printed in honor of commencement at the State Normal School at San Jose, as it includes the Normal School president's commencement speech. Advertisements for *The Normal Index* are also printed in this publication. |
| Box 17, Folder 6 | **Shaka 1970-1971**  
*Scope and Contents*  
Published by the Black Studies Department, *Shaka* was created by the Black Journalism Workshop with the aim of communicating issues of relevance and importance for black students and community members. |
| Box 10, Folder 18 | **SHiFT 2012**  
*Scope and Contents*  
Published by the School of Journalism and Mass Communication, *SHiFT* explores social innovation for both those who need help and those who help in innovative ways. This publication strives to act as a catalyst for social change in the Silicon Valley and hopes to go beyond reporting by inspiring readers to take action to contribute time, energy, and resources to overcome the challenges that communities may face. |
| Box 18, Folder 1 | **The Son of Jabberwock 1968**  
*Scope and Contents*  
Published by New College students, *The Son of Jabberwock*, originally published as *Jabberwock* in 1967, was a weekly New College publications, covering radical activities and organizations on both the local and national levels. Of particular note is the April 5-19 1968 issue, which features an article about the assassination of Dr. Martin Luther King, Jr. |
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<th>Box, Folder</th>
<th>Source 1973</th>
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| Box 18, folder 2 | **Source 1973**  
Scope and Contents  
The *Source* was an informative newsletter covering student activities, events, and campus news. It was the main news media printed for students attending summer classes in the early 1970s. It was published by the Associated Students and Continuing Education Department. |
| Box 10, Folders 19-20, Box 18, Folders 3-5 | **Sparta Life 1966-1969**  
Scope and Contents  
*Sparta Life*, a publication of the Department of Journalism and Advertising, proclaimed itself to be a combination of fellow SJSU publication *Lyke* and the campus yearbook, *La Torre*. It published a variety of articles relating to the university and the college experience in a magazine format. The Winter 1968 issue of the magazine features *Harry Edwards: "We Get What's Ours Or We Burn It Down,"* an article on part-time sociology teacher Harry Edwards who, at the beginning of the fall semester of 1968, had assailed San Jose State College's community for racism and discrimination in housing, athletics, fraternities, sororities, as well as during the admission process. |
| Box 10, Folder 21 | **Sparta Sprite 1959-1960**  
Scope and Contents  
The *Sparta Sprite* appears to be a continuation of the *Spartan Baby*, a publication by the San Jose State College Freshman Class. |
| Box 10, Folder 22 | **Spartan Baby 1958-1959**  
Scope and Contents  
The *Spartan Baby* served as the official newspaper of the San Jose State College freshman class, featuring short articles regarding upcoming events, class members, news, and reminders. |
| Box 10, Folder 23 | **Spartan Daily: Staff Manual and Style Guide undated**  
Scope and Contents  
The *Spartan Daily Style Manual* was created as a guideline for publishing the *Spartan Daily*, and includes examples of essays, articles, and op-ed pieces, as well as the proper methods for interviewing, editing, and layout. |
| Box 19, Folders 1-2 | **The Spartan Review 1986-1989**  
Scope and Contents  
The *Spartan Review* was published monthly as an independent news magazine by Students for the Free Market. Topics included gun control and illegal drugs on campus, and many issues feature a "Pro and Con" column about a controversial topic. Issue No. 1 positions *The Spartan Review* as an alternative to the *Spartan Daily*, saying that the *Review* "will, in general, be conservatively unbiased, in contrast to the *Spartan Daily*'s liberal unbiasedness [sic]." |
| Box 11, Folder 1 | **Spartan Spanker 1926**  
Scope and Contents  
The *Spartan Spanker* was published as a college humor magazine, with jokes, short stories, book reviews, and current events. It was renamed *Spartan Spasms* after the first issue, and was published by the San Jose State Teachers College Times. |
Spartan Spasms 1926-1929

Scope and Contents

Originally titled Spartan Spanker, Spartan Spasms was published as a college humor magazine, with jokes, short stories, book reviews, and current events. It was renamed Spartan Spasms after the first issue, and was published by the San Jose State Teachers College Times.

Spectrum '71 1971

Scope and Contents

Published by the Associated Students/Student Government, Spectrum '71 served to update the campus community about student government concerns and upcoming election issues.

The Telescope 1894

Scope and Contents

The Telescope featured writings about musical concerts and fashion, as well as articles about such topics as the Mohammedan University in Cairo, Egypt. It was published by Normal Societies and Athletics.

The Tower List 1964-1984

Scope and Contents

Published by Tau Delta Phi, The Tower List was an attempt to systematically and responsibly compile SJSU student opinions regarding the teaching abilities of SJSU professors and faculty members, in order to assist students in choosing their courses each semester.

Training School Enterprise 1905-1910

Scope and Contents

Published by The Normal Training School Press, the Training School Enterprise was established by students of the San Jose State Normal School. The publication includes campus announcements, news articles, updates, poetry, short stories, and song lyrics created by the students.

West Coast School of Nature Study 1931-1934

Scope and Contents

The West Coast School of Nature Study was "one phase of the nature study services made available by the Natural Science Department of the San Jose State Teachers College." The publication began after the first field week, in which students attended a six-day course that included academic instruction and hikes or other outdoor recreation. The publication includes highlights from the students' field weeks, including jokes, articles and a directory.