

The Lantern



ILLUMINATING HISTORY

September 2009

THE NEWSLETTER OF THE JOHN BROWN UNIVERSITY ARCHIVES

September 2009

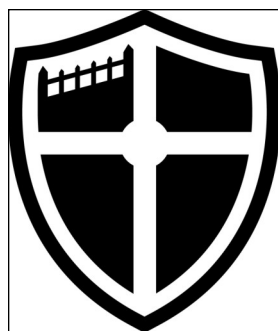
The History of the JBU Logo

The first John Brown University logo initially appeared in the 1938 yearbook, and has since been used off and on. The Trifold Advocate first used the image in their heading on the 14th of October 1938. Closer examination revealed that the JBU catalogues started using the logo around 1938 as well. The 1937 catalogue cover displays an incomplete shield with the head-heart-hand theme on it, not yet the full coat of arms. Therefore it is assumed that the school started developing the idea in 1937, and completed the logo in time for it to be displayed on all the 1938 documents.

The logo itself was referred to as the coat of arms, and it represented the ideals of head, heart,

hand which JBU stands for. The shield in the coat of arms was divided into three parts; the first part represented the head, the idea that all students need a strong academic core. The next third represented the heart, the idea that students should also receive Bible training. The final third was devoted to the hand, the idea that students should learn a practical vocation so that they would be equipped for success after college. President John Brown III said, "Emphasis should be placed equally on the head, heart, and hands. If we neglect any of these in our teaching, the result will be an unbalanced person." Above the shield is Christ, because Christ should be over all we do.

Almost 70 years have passed since the first JBU logo was revealed, and its influence continues into the present time. Throughout JBU history the school has had many logos; however the newest logo has gone back to the very first logo for inspiration. It is in the shape of a shield, reminiscent of the 1938 coat of arms. It represents the same ideals that were showcased in the original design: the three navy blue areas of the shield represent the head, heart, hand, and the center cross represents "Christ over all."



New JBU logo

Original Coat of Arms, 1938



Milestones

September 24, 1949

JBU's registered Hereford Bull placed second at the Siloam Springs Tri-state fair.

September 25, 1972

JBU begins a new Rapid Reading class; which taught students to read, not skim, quickly. The course was made possible through RapidReading, Inc. of Kansas City.

September 1980

52 solar panels were installed on the roof of the engineering building in hopes of heating the Building in winter



Insights

Quotes from
John Brown, Sr.

If it is true that our characters become the sum total of all or our thinking, and that by that in tangible, imponderable thing called thought, every boy becomes his own architect, his own contractor, his own builder, how careful parents should be to provide these growing children with their eager easily impressed minds, with the type of literature that is big and wholesome

and clean. It is not necessary that our children should confine their reading to books of a religious color, but it is necessary that they be taught to shun the books that carry underneath the surface, the suggestive note, or which culminate with a bad ending. No boy ever becomes a thief, a liar or an infidel, without first thinking along these lines. To think indecency is to become indecent; to think infidelity is to become an infidel. To think dishonesty,

is to become dishonest. All the king's horses and all the king's men cannot keep our young people out of the gutters of vice, immorality and crime, and cannot keep them from making a tragic failure of life if parents permit them to spend their golden hours, just at the formative period of life, reading literature that is vicious and bad.

- *Death in the Pot*

KUOA radio tower



ECHOES OF THE PAST

Excerpt from the 19 of January 1939 *Threefold Advocate*

“Radio Sets Now in Dormitory Rooms”

The radio receiving set, considered by some as a necessity and by others as a luxury, now appears in dormitory rooms on College Hill. An announcement [concerning] the status of radios was made before the student body Friday night in a general assembly by Stewart Springfield, University superintendent.

Use of the radio sets has been made possible by efforts of President Brown working with officers of the administration.

The question of the radio has been discussed by President Brown and

officers of the administration for several years. Why the step had been taken was explained by Vice-President Richard Hodges, recently returned from California, in a short talk.

Open discussions have also been held, concerning the use of radios in rooms, by the Booster and Live Wire organizations in meetings with Mr. Springfield and other administrative officers.

There are to be certain regulations concerning [the] use of the radio sets during study halls, worked out by the administration.

Practically every room in the two boys' dormitories, J. Alvin Brown Hall and the Memorial Building, has been equipped with a receiving set

by students in addition to several in the girls' dormitory, the California Building.

THANKS TO PRESIDENT

January 17, 1939

Mr. John E. Brown
408 Spring-Arcade Building
Los Angeles, California

We wish to thank you for the recent action taken in granting us certain additional privileges. We pledge our sincere cooperation and will to the best of our ability stay within the bounds of the privileges granted. Love and best wishes to the grandest president in the United States.

Your Young'uns