

Tech Journalism News

VOLUME II

LUBBOCK, TEXAS, MAY 25, 1938

TEXAS TECH

Awards Being Given Writers For Articles

Foster, White, Wilson Bizzell Contribute To Magazines

ARTICLES written by journalism majors this year have been published in four magazines, three of them in Texas. These do not include Texas Tech magazine, in which most of the copy written is done on assignment by journalism students.

John W. (Buddy) Wilson, Wink junior, has received \$25 for a 2500-word article on "Why Truck Drivers Hate the Cops", which will appear in Commercial Car Journal of Philadelphia. The story is based on his own experiences as truck driver for his father's line.

Paul White of Hamlin was paid \$10 for an article on the Tech agricultural division, which will appear in Farm and Ranch.

White Wins Contest

White has just received \$10 from Jarman Shoe company for submitting the best national advertising campaign in a contest sponsored by Hemphill Wells.

Students of advertising 436, under direction of Culver Hill, special instructor and advertising manager of Hemphill Wells, were entrants. They submitted layouts and copy for two newspaper ads, two national magazine ads, and two mail pieces including a folder and a post card.

Foster Wins Shoes

Travis Foster, Rising Star, received second prize, a \$7.50 pair of Jarman shoes. Foster is author of "Journalism Takes First Rank in West Texas Colleges" which appeared in the April issue of Texas Press Messenger. Foster will go to work as reporter for the Brownwood Bulletin immediately after graduation next month.

Betty Bizzell, Lubbock senior, wrote an article entitled "Ready-Made Mistresses of the Home", which appeared in the January issue of West Texas Today. Announcement of Miss Bizzell's marriage to Raymond Lamb June 17 was made recently.

Three To Get Scholarships

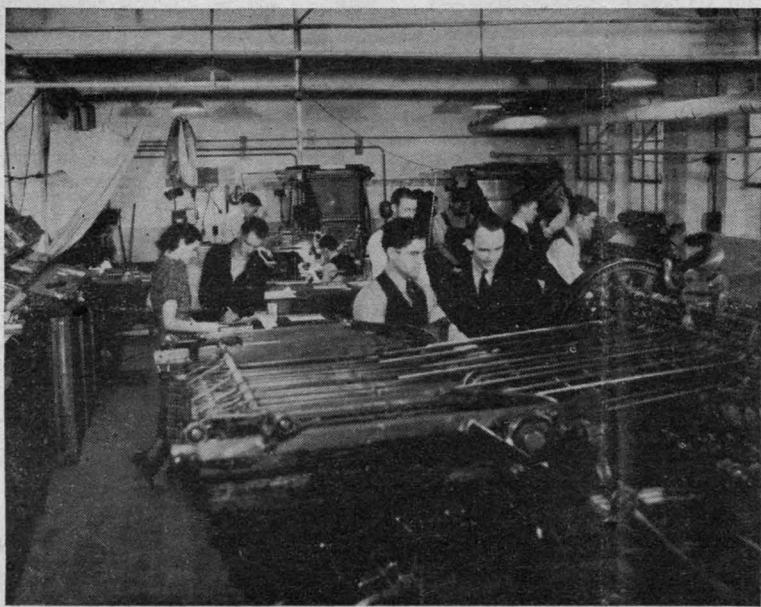
Mrs. Hutchinson To Give \$100 Scholastic Gift To 'J' Student

Scholarships will be awarded to three journalism students at commencement exercises, June 6, for high scholastic rating and for excellence in reporting.

The Mrs. J. T. Hutchinson Journalism Scholarship of \$100, given by Mrs. J. T. Hutchinson of Lubbock, will go to the journalism student of sophomore or junior standing making the highest scholastic average during the year.

Two junior journalism students will receive a \$50 scholarship each for doing the best work in reporting. The Avalanche-Journal Scholarship, offered by Chas. A. Guy and Parker F. Prouty, publisher and manager, respectively of the Avalanche-Journal publications, is given for best work during the fall semester. Wilbur C. Hawk Memorial Scholarship, given in memory of the late Wilbur C. Hawk of Amarillo, by Gene Howe, the "Tactless Texan", publisher of the Amarillo News-Globe, goes for the best work during the spring semester.

Press Employees At Work



Left to right—Mary Bynum Cobb, bookkeeper; Travis Foster, Wayne Sellers, Carl Hyatt, Floyd Raymond, Sylvester Reese; Wilmot Eaton, superintendent; Edward Kidd, C. A. Kathman, Roy Hamilton, and J. B. Cearley.

Students Get Printing Experience Working In Modern College Plant

More than forty-five students have been financially assisted at Texas Tech by work in Tech Press since its establishment in 1934.

At present nine students are employed regularly: Sylvester Reese of Tahoka, Roy E. Hamilton of Paducah, Floyd Raymond of Lubbock, C. A. Kathman of Portales, N. M., Travis Foster of Rising Star, Mary Bynum Cobb of Lubbock, J. B. Cearley of Levelland, Edward Kidd and Pat Mackey of Mexico.



Wayne Sellers of Rising Star Wilmot Eaton worked as an operator for three and one-half years and is now employed in that position at the Avalanche-Journal publications. Foster has also been employed by the Avalanche as part-time proofreader.

Foster, Sellers, and Cobb will receive journalism degrees in June, and Reese and Raymond will complete their work this summer.

Eaton Press Manager

The press has always served as a laboratory for students of journalism. Included in the group who have worked there are: Wilmot Eaton, 1937 graduate, now employed as press manager; Forrest Weimhold, 1935 graduate, now editor of the Sudan News; Burnice

Walker, 1936 graduate who is working on a master's degree at University of Louisiana; Fred Griffin, 1936 graduate, now graduate assistant in English; Carl Hyatt, operator of the Rails Banner; Harvey Bond, 1935 graduate, now working on the Taos Review; and Emmajean Douglas, 1936 graduate, now working for a Lubbock optical company.

Growth of Plant

After remaining in the basement of the Administration building for two years, an Intertype machine, which had been purchased by the committee planning the college printing plant, was moved to the basement of the Engineering building and operations began in February, 1934. Cecil Horne, head of the journalism department, and Houston Harte, publisher of the San Angelo Standard-Times publications and former member of the board of directors, made up the planning committee.

With \$3,000 appropriated by the board and funds taken from publications proceeds, a job press, wire stitcher, paper cutter, several fonts of hand type, and a Miehle press were added to the equipment. R. A. Mills, English professor, was chairman of publications during this period. Within the last two years a new \$6,000 number 8 Linotype, a new 12x18 job press, an offset gun, \$600 worth of new hand type, and considerable miscellaneous equipment have been added, bringing the total value of the plant and equipment to about \$22,500.

Prints Orders

All college printing, including records, forms, booklets, catalogs, programs directories, and advertising material, is now done in a modern and well-equipped plant.

Horne was in charge of the press at the beginning. H. M. Crain assumed duties as superintendent of the plant and assistant professor of journalism soon after opening. He was succeeded last September by Eaton.

Department Shows Gain Of 8.6 Per Cent In Year

Set up as a separate department for the first time this year, journalism has 164 majors for the long session, 74 men and 90 women. This represents an increase of 8.6 per cent over last year.

Majors by years since journalism first offered sufficient work for a degree are as follows:

1933-34—78.
1934-35—103.
1935-36—109.
1936-37—151.

Literary Meeting Ends Women's Press Activity

Newly Organized Theta Sigma Phi Petitioners Hear Free Lance Writer Speak On "Writing For Markets" In Final Meeting of Year

ACTIVITIES of the Women's Press club this spring ended May 18 with a literary meeting at which Cleveland Williams, Lubbock, free lance writer, spoke on "Writing for Markets".

Purpose of the club, organized Feb. 14, as a branch of the regular Tech Press association, is to promote an interest in journalism among women students, to raise scholastic standards of girls in journalism, and to petition Theta Sigma Phi, national honorary fraternity for women in journalism.

La Ventana Editor Announces Date To Get Yearbooks

Eighteen hundred and seventy-five Texas Tech yearbooks, following the modern trend by imitating recent pictorial magazines in both theme and layout, will be ready for distribution about June 6, according to Marie George, editor.

The 381-page annual includes the greatest number of class, club, feature, and sports panels ever contained in La Ventana. Sports panels include individual pictures of football lettermen, coaching staff, action pictures of football, basketball, boxing, wrestling, tennis, and all girls' sports.

A special feature of the book takes an average of a day's activities. Along with this section is a series of pictures termed "A Day with the President." Other 75 feature pages include college dances, football trips to Austin and El Paso, club affairs, and activities of various departments.

Blue, black, green, and brown, with intermittent silver rules, are colors used. Cover is brown fabricoid in burlap grain, with rope design "1938 La Ventana" on the front.

A view section in green ink includes airview pictures of campus buildings. Class panels are in brown, beauty panels in blue, and feature and sports panels in black. Instead of the college calendar in the advertising section, there will be traditions, customs, and reminiscences of Tech.

Miss George recently returned from Iowa City where she read final proofs in the Economy Printing company laboratories, and from Chicago where she consulted with the David J. Malloy company about covers.

Deluxe editions of La Ventana will be given to staff members who are Marie George, Lawson Stiff, business manager, Mary Bynum Cobb, Mary Melcher Howell, Lorena Owens, Fred Harrell, Elvira Smith, Tom Tutt, Marie Zimmermann, Sophie Alice Hardgrave, Sam Drake, Doris Jobe, Ray Simpson, Mary Margaret Carter, Louise George, Hortense Power, and George Ed O'Neal.

Students Given Alpha Chi Honors

Journalism majors receiving shingles at the annual Alpha Chi banquet May 5 were Sylvester Reese of Tahoka, Mrs. Emma Nell Neal of Lubbock, Cullen Tibbetts of Plainview, and Raymond Lee Johns of Slaton.

Alpha Chi is a national scholarship society, to which only the highest ranking ten per cent of the student body is eligible. Other journalism students who hold active membership in the organization are Betty Bizzell, retiring secretary, Marie Zimmermann, retiring vice-president, Artie Hicks, Paul White, Pauline Phillips, Doris Jobe.

The club set eligibility rules on a strictly scholastic basis. Junior and senior girls, majoring or minoring in journalism who have had as many as six hours of journalism, with an average of B in such courses, and of C in other work for each school semester, were admitted as active members. Women graduates and ex-students with the same average became alumnae members. Two graduate women who have taken only one course in journalism at Tech, but who have an active interest in the profession, were accepted as honorary members. The faculty adviser also was made an honorary member.

Officers Elected

Marie Zimmermann, senior from Tulia, was elected president of the club. Other officers are: Pauline Phillips, graduate student of Lubbock, vice-president; Betty Bizzell, senior from Lubbock, secretary-treasurer; and Charlotte Cooper, junior student from San Angelo, reporter. Mrs. Louise C. Allen, instructor in journalism and assistant director of publicity, is sponsor.

Other active members are: Maxine Fry, senior from Floydada; Eloise Hill, junior from Clarendon; Marie George and Pauline Coe, senior students of Lubbock; and Doris Montgomery, senior from Darrouzett. Mrs. J. T. Hutchinson and Miss Margaret Turner, both of Lubbock, are honorary members.

Alumnae are: Mesdames Mary (See LITERARY, page 4)

Degrees Given Twenty-Five

Greater Number of Senior Journalism Students To Graduate In June

Graduating the largest class in its history, Tech's journalism department will probably have 25 degrees awarded in June and August exercises.

Approximately 320 seniors of 1938, headed by Paul White, president, and Marie Zimmermann, secretary-treasurer, will present a neon electric "Double T" sign to the college. Plans are to erect the gift early in June, and it will be located midway between the Chemistry building and the new Library building, but 55 feet farther west than these two structures, White announced.

Campus beautification committee will landscape a special circle around this location, originally planned as a road through the campus to the college farm.

Candidates for June graduation in journalism are: Betty Bizzell, Mary Bynum Cobb, Travis Foster, Maxine Fry, Marie George, Fred B. Harrell, Artie Hicks, Mary Melcher Howell, Doris Jobe, Raymond Lee Johns, Ruby Lee Leary, Futrelle McClain, Thomas L. Miller, Anna Mae Puett, Wayne C. Sellers, Sylvia Smith, Marym Watson, White, and Zimmermann.

August candidates are Thad Doty, Morris Laine, Sylvester Reese, Claude Tucker and Floyd Raymond.

Tech Journalism News

Published Semi-Annually by
Journalism Department,
Texas Technological College



Burgess Dixon Make-Up Editor
Mary Bynum Cobb Copy Editor
Louise C. Allen News Editor

STAFF

Eleanor Jungman, Fred Harrell, Artie Hicks, Marie Zimmermann, Tom Coker, Fred Griffin, Mary Beth Clark, Claude Tucker, Thad Doty, Charlotte Cooper, Opal McMahon.

Advance of Journalism Profession Calls for Specialization of Writer

JOURNALISM is fast becoming a profession requiring special training and ability. It is no longer a field for just anyone with a flare for excitement, liquor, and poker. More and more it is becoming true that the journalist who has specialized in some particular field has the best opportunities for success and advancement.

Tech, because it is a technological school and yet has an excellent liberal arts division, is exceedingly well-fitted to offer valuable training to the young journalist who is farsighted enough to take advantage of it. Tech has facilities where one can acquire a good general education, first prerequisite of a journalist, but so have other schools. It is the opportunity for specialization offered at Tech which should especially appeal to the would-be journalist.

Today most all large newspapers and many smaller ones have a section or page devoted to criticism of the cinema, of drama, of music, of books, and of other forms of art. Besides a general course in criticism, Tech presents an opportunity for the future critic to obtain essential background material. The department of speech offers courses in radio speaking, stage technique, make-up, principles of dramatic interpretation and characterization, lighting and costuming, and other phases of drama and the legitimate stage.

Oil news is occupying a more and more conspicuous place in modern newspapers, especially those of the Southwest. The geology department offers complete training for anyone interested in specializing in this type of writing. For agricultural writers the agricultural school offers similar training.

Science articles logically occupy a position of great reader interest, but the presentation of such news in an interesting and authoritative manner requires special knowledge and training. Writing for and editing trade journals is another field with great possibilities for the specialist, particularly from the remunerative standpoint. The one desiring knowledge for such writing has courses in chemical, civil, electrical, mechanical, and textile engineering, in architecture, and biology, botany, and zoology.

These are but some of the opportunities for specialization offered at Tech, and in this direction lie the greatest possibilities for the journalist of the future. Today's "typical" journalist has outgrown the liquor and poker specialty. He finds he will have to add another—one that he can write about.—A. H.

Press Notes

World's first collegiate instruction in journalism originated at Washington and Lee University, Lexington, Va., in 1869, when Gen. Robert E. Lee was president of that institution.

* * *

Journalism students in 1869 confined their labors to regular college studies plus a course in stenography and laboratory work in a Lexington print shop.

* * *

Texas Press Association holds its fiftyninth annual convention June 9, 10, and 11, at Port Arthur.

Criticisms Of Journalism Schools Unjustified by Tech Students

PERIODICALLY, someone bewails the passing of the purely cultural colleges and universities with their emphasis on the Greek and Roman classics, and lets loose a blast against the vocational schools prevalent today. The schools of journalism have recently been attacked in *The Quill*, writer's magazine, by Robert M. Hutchins, president of University of Chicago, and one of the youngest college heads in the country.

He says that "what education cannot do is prepare men and women for specific jobs." From this he concludes that "... the shadiest educational ventures under respectable auspices are the schools of journalism. They exist in defiance of the obvious fact that the best preparation for journalism is a good education. Journalism itself can be learned, if at all, only by being a journalist."

Everyone will agree that a good education, formal or otherwise, is necessary to a journalist. That is obvious. What is also obvious to many, but is ignored by President Hutchins, is that no one can be a journalist, or anything else, until he learns to use the tools of his trade. That is something that schools and colleges can and are teaching, not alone in journalism, but in engineering, in medicine, in agriculture, and in all other fields where there are specific jobs to be done.

* * *

Let us look at the department of journalism of Texas Technological College, and see what it is doing to justify its existence.

First, its curriculum is designed to give the student a good background in history, English, science, economics, government, political science, and in addition, training in technique of news writing, feature writing, article writing, and familiarity with the mechanics of newspaper production.

This is the second year that Tech journalism students have done laboratory work in the Avalanche-Journal publications. They are assigned stories and features to write for publication just as would a full-fledged reporter. And the majority of the students give a good account of themselves, writing stories of which the veteran reporter need not be ashamed.

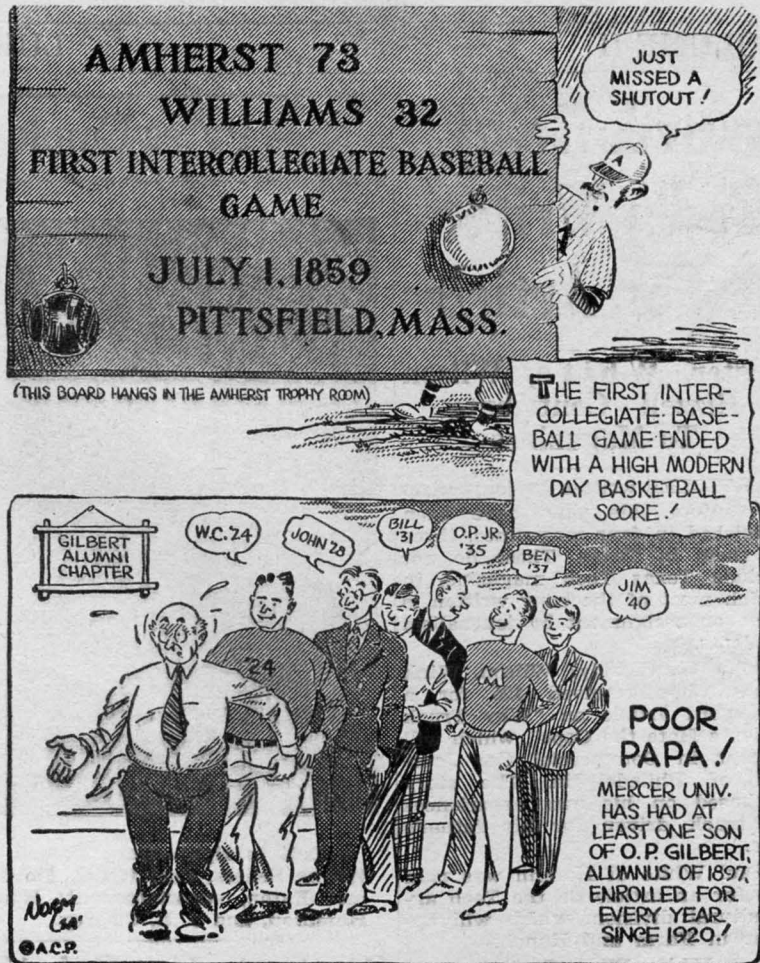
How can the green, raw student do this? The answer is simple. Because he has already been taught the fundamentals of news writing. In other words, the college has fitted the student FOR A SPECIFIC JOB!

Journalism schools will continue to exist in spite of condemnation from such persons as President Hutchins. They will continue to exist because they can train recruits for the newspaper field more efficiently than the newspapers themselves can do it. On this basis the schools justify themselves and rest their defense.—F. H.

Only Yesterday

ONLY YESTERDAY.
I WATCHED a man.
READING A newspaper.
THAT HE bought.
FOR A Nickel.
HE PICKED it up.
AND UNFOLDED it.
AND JERKED his head.
UP AND DOWN.
AND across.
THE FRONT page.
IN ABOUT thirty seconds.
HE OPENED the paper.
AND LOOKED inside.
AND GLANCED a moment.
AT THE sports page.
AND CHUCKLED a moment.
AT THE COMICS.
AND THREW it down.
AND LIT a cigaret.
THAT WAS his.
NICKEL'S worth.
OF INFORMATION.
GLEANED IN five minutes.
BUT GATHERED in a day.
ALL OVER the world.
—HE GOT his money's worth.
—F. G.

Campus Camera



'You've Got to Be Good' Is Trend Of New Course

From the journalism front come all sorts of news. First the Medill school of journalism at Northwestern university announced through its new dean, Kenneth E. Olson,

that it was to be reorganized as a five-year school. Close on the heels of this disclosure came word from the Pacific coast that the division of journalism at Stanford university under Prof. Chilton R. Bush was also to set up a five-year group of courses.

Dean M. Lyle Spencer of the school of journalism at Syracuse university plans to introduce next fall a graduate curriculum leading to the master's degree. The work may be combined with courses offered in the Maxwell school of citizenship and public affairs. Research in newspaper work is being emphasized, both editorial and business. Enrolment in the school is to be limited to 75 men and 50 women from the junior and senior classes. Registration of pre-journalism freshmen is restricted to 75 men and 50 women.

The trend seems to be toward selecting better and fewer prospects for journalistic training and to make the training culturally sound on the one hand and exceedingly practical on the other.

Students at Medill for instance will be expected to become thoroughly grounded in economics, literature, political science, history, English, sociology during the first three years of their college course. The remaining two years will be devoted to technical courses in the school of journalism. Dean Olson's new program is divided into four sequences: news, newspaper business, magazine and trade publication, and teaching. The degree of master of science in journalism will be given at the completion of the course. Students stopping at the end of the fourth year are eligible for a liberal arts or commerce degree. The new Medill plan will go into effect next fall.

Graduate courses at Syracuse are similarly interesting: comparative American journalism, foreign press, press and communications, public opinion, propaganda, law of the press, the American magazine, short story.

Henry Grady school of journalism at the University of Georgia has adopted the internship plan. For the past six years Director John E. Drewry has been sending juniors out to summer jobs in the state. Most of them serve without pay for the sake of the experience. Incidentally, ninety per cent of

last year's graduates have jobs now.

The University of Oklahoma put on a short course for photographers early in April, its second school for reporter-photographers. The flood of new picture magazines and the trend toward picture pages in daily and Sunday newspapers make such training useful. The February issue of the *Quill* runs an article on news photography by Henry Ladd Smith of the University of Wisconsin faculty.

Newly emphasized by leading schools is the training in circulation and business problems of the newspaper. Besides the general courses in marketing, accounting, statistics, retail merchandising there are specific courses in editorial administration, local, classified, and national advertising, typography, circulation and promotion, newspaper management.—The Matrix.

Seeks Office



Wayne C. Sellers, senior journalism student of Rising Star, is candidate for state representative from the 107th flitorial district. Sellers, who receives his B. A. degree in June, was employed as operator in the Tech press for 3 and one-half years and is now employed in that position at the Avalance-Journal publications.

Publication Candidates Unopposed In Election

Toreador and La Ventana Officers Chosen With No Poll Voting

Instead of the customary secret balloting, whereby students trekked to the polls to name their choices for student publication offices, for the first time in the history of the school, four candidates, passed the February 10 deadline unopposed and were automatically elected.

Reeves Henly, junior journalism major from Lubbock, will be Toreador editor-elect; Johnny Wells, junior journalism minor of White Deer, Toreador business manager-elect; Tom Coker, sophomore journalism major from Fort Worth, La Ventana editor-elect; and Raymond "Babe" Curfman, senior arts and sciences major of Electra, will handle the business end of the yearbook.

Henly has served as Toreador sports editor this year, and accompanied an expedition into the Yaqui country of Mexico this spring as publicity man.

Wells has been assistant business manager for the student newspaper.

Coker, president of the sophomore class, served as editor of his high school newspaper and has been connected with the reportorial staff of the Toreador this year.

Curfman has completed his eligibility on the football team, where he starred at both end and quarterback.



Maxine Fry, president of the student council, presided at the annual student council banquet May 19, and officiated in the installation of new officers. Project for this year was revision of the student constitution. Revised draft was presented and accepted at a general convocation April 27. Journalism students serving on the council this year are Fry, Mary Howell, secretary; Paul White, senior class president, and Tom Coker, sophomore class president.

Dallas Camera Fans Compete at Parties

Dallas entertainers, bored with bridge, have hit upon a novel plan for amusing guests. A Tech instructor who spends a small fortune each year on photographic equipment tells of attending a "candid camera" party, to which only kodak fiends were invited.

Each guest was instructed to go to any part of the city he wished, take a picture, return within an hour, develop it and make one print. Then a prize was awarded for the best shot.

This is just another version of the treasure hunts, so popular a few years ago. Chief advantage would be that the guests could be assured of finding what they went after.

Cecil Horne, head professor of journalism, spoke on "The Press Under Dictatorships" at a regional meeting of the Texas Academy of Science at Texas Technological College May 6 and 7.



REEVES HENLY

High School Papers To Receive Prizes From Press Clinic

Prizes to be awarded this year by West Texas Scholastic Press Clinic have been announced. Cecil Horne, head professor of journalism, and Mrs. Ross Ayers, journalism instructor in Lubbock High school, are in charge of the clinic.

For the best printed high school paper entered in the contest a Royal Standard portable typewriter, valued at \$54.50 will be given by Hester's Office Supply Company, Lubbock, Texas.

For the best mimeographed paper, \$40 worth of mimeograph supplies will be given by four West Texas A. B. Dick dealers; for the best annual, a \$15 camera will be given by Reeves Photo and Engraving Company, Lubbock; and for the best page in down-town paper, \$5 worth of office equipment will be given by the Baker company, office supplies, Lubbock.

Awards will be announced late in May and will be presented at the annual fall meeting.

Papers are being graded and rated by advanced Tech journalism students under supervision of journalism instructors in Tech and Lubbock public schools.

New Offerings In Department

Agriculture and Home Economics Journalism Courses Added Next Year

Desk course in news editing and a specialized course in agricultural and home economics journalism will be added to the journalism curriculum next year, bringing the total offering to 61 hours.

Journalism 231-2 will be revised to cover only problems and methods of gathering and writing news. Technical training in copyreading will be covered in the news editing class which is open to juniors and seniors. Completion of 30 hours of journalism above sophomore work will be required for graduation.

Laboratory work in advanced reporting at the Avalanche-Journal offices will be continued next year, and a similar but less extensive plan will be used in news editing and advertising courses next year.

Other courses included in the 1938-39 curriculum are press photography, typography, special feature articles, magazine article writing, problems of the community newspaper, history of American journalism, ethics of journalism and laws of libel, critical writing, high school publications, and editorial writing. The short story course, offered in the English department, may also be counted as journalism.

Staff members include Cecil Horne, head professor and director of publicity; Mrs. Louise C. Allen, instructor and publicity assistant; J. Culver Hill, special instructor in advertising; Winston Reeves, special instructor in news photography; and Dr. A. B. Cunningham, English professor who teaches one journalism course each semester.

Tomlinson and Daniel Are Forum Initiates

Mary Beth Tomlinson and Lois Marie Daniel, newly elected members of Forum, were initiated at a sunrise ceremony May 15. Mary Beth has also been elected financial chairman of the Women's Dormitory association for the year 1938-39.

Retiring members of Forum are Doris Jobe, Maxine Fry, and Mary Howell.

Tech Delegates Attend Political Club Meeting

State Young Democrats Elect Hazlewood To Office

The Young Democratic Clubs of Texas named Calvin Hazlewood, editor of Tech Magazine, second vice-president at the sixth annual convention in San Antonio May 20-21. Hazlewood is executive secretary of the Ex-Students and Alumni association, and assistant to the dean of men. He expects to complete work for a B. A. degree with a journalism major next year.

Mary Howell, senior journalism student from Knox City, is the retiring third-vice president of the state organization. She was named to that position at an executive committee meeting in San Antonio April 3, to fill the unexpired term of Miss Sarah Borschow, who was elected a national committee-woman.

Attending the San Antonio convention were Hazlewood, Howell, J. Doyle Settle who was named on the executive committee, Mrs. Settle, and E. C. Blythe.

Kermit Smith, retiring second vice-president, and a graduate of Tech was elected first vice-president at the San Antonio convention. He is county attorney at Gladewater.

Among the speakers at the convention was Charles West, under-secretary of the Department of Interior.



Mary Howell, who filled unexpired term as third vice-president of state Young Democrats organization, attended San Antonio meet May 20-21. Miss Howell has served this year as secretary of the student council, and has been a member of the Forum, La Ventana staff, and the Tech chapter of Young Democrats.

Toreador Softballers Encounter Profs June 3

Toreador staff members and faculty men play the second softball game in a home and home series June 3. The newspaper boys made good their boast that they could "lick any faculty group of softballers" in a 20 to 12 victory May 16.

The first game was a challenge meeting, and the profs expect to teach the journalists that victory is not so sweet in the return engagement.

Three Majors Figure In Cotton Carnival May 20

Journalism was represented by three persons in the annual cotton carnival May 20, at which Elray Lewis, junior business administration major, reigned.

Doris Jobe represented Ko Shari club in the queen's court and was escorted by Reeves Henly. Maxine Fry modeled, representing Stephens Dry Goods company.



Marie George, editor of 1938 La Ventana, member of Women's Press Club, and June graduate. Miss George returned last week from Iowa City, where she went to read proof on the college yearbook.

Scoops Don't Grow On Trees and Beginner's Luck Has Lost Its Charm, Ambitious Reporter Declares

A scoop! That is the ambition of every Toreador reporter, but they can't be picked off trees like cherries, and it seems that "beginner's luck" has lost its charm.

One o'clock. The hopeful and aspiring reporters gather in the Toreador office before making their beats, each one hoping that this may be his lucky day. But a squint at the future book shows there isn't a thing scheduled. Oh, well, anything can happen, the editor says, but it never has.

"We must have a lot of copy today," he warns before the grand march begins.

Well, maybe one of the instructors will break a precedent and give a story—or break a leg and make one.

"No, the Dean isn't in," the secretary says at the first stop, "but I'm sure he will be back soon. Won't you sit down and wait?"

Might as well, so it won't be necessary to climb those stairs again. It is too hot to be chasing around trying to find news anyhow.

The minutes fly—so does the patience of the reporter. Wonder if the Dean thinks a reporter hasn't anything to do but sit and wait all afternoon for a story. Ten minutes until 2 o'clock, and it is necessary to see another faculty member before 2 o'clock, so the reporter dashes out.

"Any news today?" he asks the instructor. He has already learned that there isn't any use trying to

make a clever approach; some people haven't any sense of humor, anyhow. Might as well be frank about it, instead of beating around the bush.

The instructor just looks at the reporter and blinks.

The reporter blinks back at him and wonders if he isn't saying to himself, "Any news? I gave you a story last week. What do you mean coming around interrupting me and taking up my time? What do you think I am, anyway, a news bureau?" But the instructor has started talking.

And he has a story, probably one that will get a banner.

He sees two more faculty members, then climbs the stairs again to see the Dean. It was all wasted effort; they were about as full of news as a sieve is water after a day in the sun.

It is time to get back to the office, before the rest of the reporters get there and monopolize the typewriters.

Too late, they have already swarmed in like a bunch of flies after sugar, and there is not a typewriter left.

Well, there is nothing to do but wait, but the editor is always yelling that a good story can't wait.

That girl at the end of the desk, she can't be writing a story, at least, not an important one. She probably is just killing time, so she won't be sent out to get another story. It might be a letter to her boy friend, because every time anyone passes she covers up what

she has written with her notes.

A break at last! The editor says he will be back after a while. There is no use letting his typewriter go to waste, with an important story to be written.

At last the headliner is started, but in walks a determined looking individual with his eye on the editorial chair.

"I'd like to talk with you about a little item that appeared in Sally Port," he said. "Suppose you step out here in the hall so we can talk in private."

It doesn't take long to explain that the editor is out, and there is no telling when he will be back. He may have even left the country—but he probably hasn't gone any farther than the bookstore.

Maybe the store can wait after all. There is no use taking any more chances by sitting in a chair that carries so much responsibility.

That girl at the end of the desk finally finishes whatever she was writing. It must have been copy after all, for she put it in the basket. Now to get that story finished so the editor won't have to tear up the front page layout in order to give it a banner. Finally it goes into the basket.

Does it get a banner the next day? Not so the reader would notice it. It was cut to three short paragraphs and put on the back page, and that tripe the girl at the end of the desk wrote got a banner with letters an inch high.—C. T.

First Class Rank Granted Toreador In Press Survey

First class honor or "excellent" rating was given The Toreador by National Scholastic Press Association in its annual critical service, according to Burgess Dixon, editor.

Judged with other publications in the semi-weekly or weekly class in universities and colleges with enrolments between 2,500 and 5,000. The Toreador scored 680 out of a possible 1,000 points.

The Toreador became a semi-weekly publication in 1935, and a class in advanced reporting was added the same year to make possible the gathering of sufficient news. Plans for next year include a course in news editing to be taught simultaneously with the reporting course, giving students actual experience in proof reading, copy reading, headline-writing, and make up.

This year, an assistant editor and business manager were added to the paid staff. Hoping to begin a tradition, freshman, sophomore, and junior journalists each have been given complete charge of one issue of The Toreador this spring. Sam Drake, Breckenridge, was freshman editor; Gordon Hanna, sophomore editor; and Reeves Henly, junior editor.

Johnny Wells Gets Office In Journalism Meet At Waco

Twenty-Six Tech Studies And Two Teachers Go To Journalism Meet

Johnny Wells, Toreador business manager-elect, was named by acclamation to serve as president of the business manager's group of the twelfth annual session of the Southwestern Journalism Congress to meet in Stillwater, Okla., next year.

Twenty-six Tech students and two faculty members attended the session held at Baylor university March 25-26. Morris Laine, Toreador business manager, presided over the business meeting of the session.

Outstanding speakers on the program were Dr. John H. Finley, editor-in-chief of the New York Times; Dr. C. D. Johnson, dean of Blue Mountain college, Mississippi, who founded the conference on Baylor campus ten years ago; and Dave Cheavens, state news editor of the Associated Press Dallas office.

Dr. Johnson described journalism and democracy as the world's greatest twins and said there should be no Mason-Dixon line among journalists. He said with the threat of war that it was time for America to realize the pen is mightier than the sword.

The editorial session voted unanimous approval of a resolution suggested during the editorial discussion that the college paper should be free from censorship and



JOHNNY WELLS

work toward democratic operation at all times.

Sam Byerly, Oklahoma A. & M., was elected president of the next student editorial session to be held at Stillwater; Hines Thomas, Texas university, was elected vice-president; and Jack Betts, L. S. U., secretary-treasurer. The faculty session of the congress elected C. E. Trout of Oklahoma A. & M. as president of the next meeting, George Simmons of Tulane, vice-president, and J. Willard Ridings, T. C. U., secretary.

History Of Press Club Shows Progress To Date

Yearly Steps In Building Of Departmental Club Indicates Interest

One chilly, autumn day back in 1925 the embryo of Tech Press club formed when several enthusiastic would-be-journalists gathered, desirous of an organization to sponsor student publications. Officers elected on October 8 by this group of 31 were: Harry Montgomery, president; John R. Forkner, vice-president; Agnes Kemp Brown, secretary-treasurer; and Kenneth Hemphill, parliamentarian. Later the club received admittance to Texas Intercollegiate Press Association.

Wilburn Edlemon presided over a group of 31 in 1927 and Cecil Horne, head of the journalism department, sponsored the organization. Members of this "open forum for students interested in journalism" tended toward a more serious frame of mind than had the first organization as membership was exclusive to "worthy workers of the press" and fees were paid more conscientiously.

Rejuvenation of the club occurred in 1930 with a membership of nine persons and following officers: H. Y. Price, president; E. B. Fincher, vice-president; and Fay Foote, secretary-treasurer. Hal Lary, editor of the Toreador, acted as delegate to the Texas Intercollegiate Association convention at Huntsville April 24-25. Also the late President Paul W. Horn, two faculty members, and ten students attended the Southwestern Congress convention at T. C. U. in Ft. Worth, April 4-5.

In 1931 officers elected by the 21 members were: E. B. Fincher, president; Eva Rob Watkins, secretary-treasurer; and Miss Lucille Gill, sponsor. Parker Taulman was president and Malouf Abraham sec-



Raymond Lee Johns

retary of the club in 1932. Social activities included a picnic at Buffalo Springs on April 9.

Bob Tracy, president, Lorene Childers, vice-president, and Mrs. Laurance Priddy, secretary-treasurer, held offices in 1933, and Cecil Horne, Dr. Allan Carter, head professor English, Dr. A. B. Cunningham, professor of English, and Charles Guy, editor of Avalanche-Journal, addressed members during the year. A dance and picnic were on the social calendar.

Climaxing the year of '34 was the convention of the Southwestern Journalism Congress on Tech campus April 20-21, with the Press Club acting as hosts. Thirteen schools were represented. Bruce Zorns, president, Lorene Childers, vice-president, and Ruth Hurmence, secretary-treasurer, served as officers for the group of 26.

In the spring of 1935 the association sent a delegation to Baton Rouge, to the Southwestern Journalism Congress held on the campus of the University of Louisiana. In 1935-36 officers elected were: Burnice Walker, president; Josephine Powell, vice-president; and Pauline Coe, secretary-treasurer. The first stagette dance was given in the men's dormitory in the spring, and the Southwestern Journalism Congress was attended at Norman, Oklahoma.

Chartering a bus, 25 club members, sponsored by Cecil Horne and Mrs. James G. Allen, instructor in journalism, attended the convention of the Southwestern Journalism congress at Denton April 18, 1937. During this year Burgess Dixon was elected president, Paul White, vice-president, and Maxine Fry, secretary-treasurer. The club boasted 55 members and their dream was a separate journalism department. The second girl's tag dance was given in Horn Hall and an all-college dance in the gymnasium was sponsored.

This year Raymond Lee Johns heads the association, Morris Laine serves as vice-president, Doris Montgomery as secretary-treasurer, and Charlotte Cooper, reporter. The 26 members have sponsored an all-college dance, and a girl's tag dance. They also chartered a bus to the Southwestern Journalism Congress at Baylor university in Waco March 25-26.

PERSONALITIES

Burgess Dixon—retiring editor of the Toreador—aspirent to editorship of a weekly newspaper—staunch supporter of "freedom of the press"—amiable—a six-footer.

His has been the editor's chair at the horseshoe-shaped desk of the student newspaper the last nine months. He was president of the Press club the preceding college year.

Since childhood, he has had the firm intention of following in the footsteps of his newspaper parents. Literally crawled from his cradle onto a printing press.

He registered as a senior from Big Spring. The 1937-38 edition of "Who's Who in American Colleges and Universities" selected him with 18 other Texas Technological college students on basis of character, scholarship, and leadership in extra curricular activities.

He has been the subject of controversy several times because of fiery editorials. Apparently took it all in his stride. One of his principal editorial campaigns has been that favoring a student union building. He and Chas. A. Guy editor of Avalanche-Journal publications, recommended the Double-T sign chosen by the 1938 graduating class as its parting gift to the college.

Likes the music of dance bands as well as that of the roaring press. Enjoys fishing, hunting, golf and other sports.

Literary

(Continued from page 1)

Lee Brock, Lubbock; Rosamond Langdon Collins, Beaumont; Ruth Hurmence Green, Spur; Emma Nell Neal, Lubbock; and Ruth Priddy, Sweetwater; and Misses Anna Louise Clayton, Borger; Marian Gross, Amarillo; Elizabeth Jones, Paducah; Jeannette Jones, Clarksville; LaVerne Lott, Shreveport, La.; and Lorene Childers, Emma Jean Douglas, Eleanor Jungman, Helyn Kinslow, Norma Lee Mills, Doris Mullins, and Josephine Powell, all of Lubbock.

Present Petition

First step in attaining the club's goal was presentation of a preliminary petition to the national organizer of Theta Sigma Phi. The petition, prepared by members, contained data on the college, facts about the journalism department including faculty, curriculum, history, finances, publications, future prospects, equipment, standing on this and other campuses; brief summaries of the Women's Press Club, with the personnel, and other honorary organizations at Tech.

The petition received commendation from national officers of Theta Sigma Phi, but they will require the Women's Press Club to petition three years before inspection for national affiliation.

While attending the Southwest-

Retiring Editor



BURGESS DIXON

Yaqui Easter Festivals Seen By Editor-Elect

Reeves Henly, editor-elect of the Toreador, and Winston Reeves, special instructor in news-photography, were members of the third Yaqui expedition from Texas Technological College April 15-20. Henly was news correspondent for the group and Reeves photographer.

Dr. W. C. Holden, head professor of history and anthropology and dean of archeological research, led the expedition, which set up headquarters at Torin, Sonora. For five days members observed "La Fiesta de Gloria," Easter festival of the Yaqui Indians, taking pictures of the entire procession.

ern Journalism Congress at Baylor university, Waco, in March, members of the Tech organization were invited to the Theta Sigma Phi breakfast.

During the first week of April the Women's Press club successfully sponsored the picture show, "Gold Is Where You Find It," a first run, technicolor picture at the Lindsey Theatre.

James G. Allen, acting dean of men and associate professor of English, reviewed "I Found No Peace" by Webb Miller at the club's first literary program, April 26. Journalism and English majors were invited to the review.

The nine active members of the organization were honored in the annual recognition service for women students who have won distinction on the campus during the year, Tuesday afternoon, May 17.

Club Project

Mrs. Allen entertained members and alumnae of the Women's Press club with an informal tea at her home, Saturday, May 14.

A scrapbook of newspaper clippings, letters, minutes of meetings, list of members, and other material was made to keep as a publicity record of the club's activities. The association's page in La Ventana, college yearbook, also will serve as a permanent record.

'Writing Is Art, Selling A Racket', Author Williams Tells Students

"Writing is an art, but selling what you write is a racket," according to Cleveland Williams, free-lance fiction writer of Lubbock, speaking before journalism majors May 18, at a meeting sponsored by the Women's Press Club. Williams, who writes adventure, western, and mystery fiction, uses five pen names. "People reading it under my own name will either say it's good, when I know it isn't; or they will say it's bad, when I know that already and don't want to hear anymore about it," he says.

Until two years ago, Williams did newspaper work. He found, however, that writing all day leaves one with little ambition to do outside writing. "A person who has a job selling hot dogs has a better chance of writing for magazines, than one who pounds a typewriter all day," he added.

Most of the things he writes about are taken from his own newspaper experiences. During

about 14 years of writing for newspapers from New York to Seattle and San Francisco, he has witnessed many different events.

Three principles should be observed in writing fiction, according to Williams. The first is use of the narrative hook, a beginning which has action, and therefore attracts attention. The second is plausibility, the art of describing several features in the story so accurately that the reader will feel that the writer is sure of his subject. Use of dialogue is the third principle. Readers are more apt to read a story with a lot of dialogue, because it looks easier to read, says Williams.

Williams, who has been in Lubbock two years, thinks this is a very inspirational part of the country. People in other sections of the nation are always interested in stories about the West, he commented.

Alumni News

Douglas S. Adams is employed by the Lubbock County Herald as linotype operator and collector, a position which he has held since October, 1932.

Mrs. Melvin C. Schumpert, nee Elinor Crenshaw, is living in Portales, N. M., where her husband is manager of a hardware store.

Mrs. Laurance (Ruth) Priddy is dictaphone operator and stenographer for International Harvester company in Sweetwater. Laurence coaches high school football there. They attended the athletic fiesta April 30.

David Rutledge took a position as advertising salesman and national advertising manager for the Amarillo News-Globe in May. He went there from Dallas, where he had been employed as salesman for Otey Envelope company.

J. W. Nichols is business manager for the Marshall News Messenger. His duties include purchasing, keeping accounts, and acting as office manager.

Elizabeth Dryden, teacher of third and fourth grades in Sierra Blanca, will attend Tech summer school the first term.

Katherine Hill is a reporter for the Winters Enterprise, where she has been employed since leaving Tech.

Marjorie Davis became Mrs. A. J. Curtis at Panhandle May 12. Her husband was a former football star for Spearman High school. They live in Kemmerer, Wyoming.

Jim Lindsey has been granted four months leave from his place as assistant sports editor of the San Angelo Times to act as campaign manager for Senator G. H. Nelson, candidate for the office of lieutenant-governor.

Leila Mae Zorns is now employed in the First State Bank of Brownfield, where Bruce has been assistant cashier since leaving Tech in 1936.

Bonnie Thomas is publicity director for the Baptist Student Union in Texas. Her headquarters are at the Baptist Seminary in Fort Worth.

Wilburn Edlemon has recently been elected superintendent of schools at Friona, where he will assume duties in September. He is now superintendent at Spring Lake.

Lang Wagner is employed in a drug store in Amarillo.

Isabel Warren is enrolled at Texas State College for Women at Denton, majoring in journalism. She attended the Southwestern Journalism Congress in Waco.

Bill Grigsby is employed at a filling station in Amarillo.

Roy Forkner is working in the advertising department of the Dalhart Texan.

E. D. Fyke is sports writer for the Wichita Falls Post.

Mrs. R. W. Sparks, formerly Mary Ann Stanberry, visited Tech recently. She and Robert both plan to start to Tulsa university next fall. He is at present employed by the Skelly Oil company in Tulsa.

Guy Witherspoon and Frank Bailey are both attending the Texas university school of journalism. Guy is on the staff of the Daily Texan.

Little Receives \$200 Scholarship

Ivan Little, senior journalism minor, has been given a \$200 graduate scholarship in philosophy at the University of Nebraska, Lincoln. Little will grade papers in logic, ethics, and aesthetics. He is receiving a B. A. degree in philosophy in June.

Little, who has contributed several articles to Texas Tech Magazine, and has done reporting on The Toreador and the Avalanche-Journal, plans to continue his minor in that field.

ROTC HONORS TWO JOURNALISM STUDENTS

Sylvia Smith and Lois Marie Daniel were elected honorary cadet captains of the Tech R. O. T. C. unit this year. They were presented at the annual military ball Feb. 18.