

Gage of Mergenthaler Company Says--

## Journalism Needs College Trained Workers

### Manthey Heads Young Editors Group For 1940

#### Guy and Johnston Speak To Scribes Of Young Tribe

### Press Delegates Visit Campus and Eat Barbecue

#### Executive Says Newspapers Are Making Advances

#### Advertising Should Be Sold On Merit Rather Than Parasite Basis

#### Sixth Annual Meeting Held By Journalists To Get Acquainted

John H. Manthey, Jr., of Cleveland, was elected president of the Young Editors of Texas for the 1940 convention, Garland Smith of Caldwell, vice-president and Roy Swift of Robstown secretary-treasurer. The election was held at the breakfast in the junior ballroom of the Hotel Lubbock Friday morning at the sixth annual meeting of the young editors.

#### Guy Speaks

Charles A. Guy, published of the Avalanche-Journal, welcomed the young editors to Lubbock and told them of the many blessings and opportunities in Lubbock and the great South Plains region. Joe T. Cook of the Mission Times responded to the welcome address. Joseph B. Cowan of Texas Tech gave the invocation.

#### History Traced

In recalling the history of the meetings which the young editors have had during the past six years at the annual conventions of the Texas Press Association held in Dallas, Galveston, Tyler, Brownwood, Port Arthur and Lubbock, Charles K. Devall of Kilgore, first president of the group, gave Frederick I. Massengill, Jr., of Terrell credit for conceiving the idea of an annual meeting for the young editors in order that they might get acquainted. The purpose of the group is purely social.

#### Buckner Speaks

Walter Buckner, vice-president of the Texas Press Association, attended the breakfast and expressed his appreciation. Roy Swift of Robstown, swimmer of the treacherous Santa Helena Canyon of the Rio Grande, was present at the breakfast and explained that the Big Bend country offered boundless opportunities for sightseeing and that the roads to that section are good.

Arthur LeFevre of Houston spoke to the young editors and told them how many modern changes had taken place in transportation and business during the past 15 years.

#### Young Men Present

Present for the breakfast were: Arthur LeFevre, Jr., C. A. Smith, John W. Newbern, Forrest Weimhold, Earl Braly, H. B. Fox, Franz W. Zeiske, Fred Massengill, Jr., Paul M. Fulks, Roy L. Swift, Jimmie Gillentine, J. C. Wilkerson, Jr., Jack Hawkins, Addison Buckner, Charles K. Devall, Walter Buckner, Joe T. Cook, Charles A. Guy, E. K. Johnston, John H. Manthey and Joseph B. Cowan.

### Texas Spas Bid For 1940 Meet

Among the convention bids being extended to the Texas Press Association for the 1940 convention are those of Mineral Wells and Galveston, two famous spots of Texas. Galveston is of the salt water variety and Mineral Wells of the mineral variety. Both cities are making strong bids for the convention and because the Texas editors give widespread publicity throughout the state to the city which it hosts, there is always strong competition to entertain the editors. Since the editors came to the high and dry territory of Lubbock this year, many are of the opinion that they should visit one of the famous watering grounds of the Lone Star State next year.

### Guy Beats Tambourine; It's The Gypsy In Him

Charlie Guy is a tambourine beater. We have no other authority than J. Willard Ridings. At Missouri University several years ago Ridings had Guy as a student. The latter was so "fed up" with students of journalism from the university that he developed the habit of whipping a tambourine out of his desk and beating it vigorously whenever a Missouri student hove into sight.



—Photos by A. B. Davis, Jr.

Editors and visitors from throughout the state were entertained at a barbecue lunch on the Tech campus yesterday. Here they are in action—top left, Sam Fore of Floresville and Ray Nichols of Vernon; center, up and

down, Tom Price of the Dallas News, David M. Warren of Panhandle, Mrs. W. A. Salter of Kerrville, president of the South Texas Press Association; top right, Prof. E. K. Johnston of the University of Missouri shoveling in the

ice cream; lower left, Mrs. John Newbern of Tyler; inset, Frederick I. Massengill, Jr., of Terrell; lower right, Robert Jacobs of Marfa, George Baker of Fort Stockton, Dexie Sudduth of Tech Press.

### Lubbock Night Life Stimulates Convention Goers

Surrounded by two tall blondes and a gallon of grapejuice, and smoking ten cent cigars, the country editor was singing his wings on Lubbock's white lights last night, and pouring coin into nickleodeons and glad-handing everyone within shouting distance he grew expansive and fairly emoted good will and friendship.

It all started with the dance at the Hilton. Ned Bradley had hardly swung into his second number until it became quite evident that the boys who run the country "colyums" were out for a big time. Requests to the orchestra were made from the far end of the room, and the "Three Ity Fishies" and "Beer Barrel Polka" combined with the raucous vocal efforts of the rural scribes made the ballroom resemble the charge of the light brigade.

Outside on the mezzanine Joe J. Taylor, snow-crested Casanova from The Dallas News, had women literally and figuratively at his feet. Running a one man beauty contest, complete with blondes, brunettes and busy-bodied kibitzers, Joe resembled the Sultan of Someplace enjoying a nocturnal pep-meeting with his harem.

Biscuit pitchers were prominently displaying their ability across the court, and sly sallies into the confines of the kitchen to engage in bouts with the cup that cheers resulted in hilarious climaxes when the journalistic followers of Bacchus found that the plumbing contractor for the Hilton was a liar a poor mechanic—for the water tap marked "cold" was just exactly the opposite. Confidentially, that's practically a murderous setup for an elbow bender.

After the dance the boys of the

### Jones, Slaughter Donate Beeves



(Cut Made by Lectrocuit Process by Western Newspaper Union)

President Clifford B. Jones of Tech, left, and Jay Slaughter, prominent Lubbock cattleman, each donated a large steer for the barbecue which fed hundreds of Texas editors and visitors. They, too, eat a plateful and predict a promising future for the cattle industry of West Texas.

Fourth Estate proved their ability to move into a fifth, and Lubbock's night clubs were subjected to several off-tackle thrusts. It was here that the country editor really shone. Falling naturally into the "hall-fellow-well-met" attitude, he took everything in, and vice-versa. Lubbock's Cotton Club, which must have been promoted by the Slaton citizens, it's that far out of town, and the Cactus Inn were the favor-

### Hines Praises Texas Editors In Address

"The press and its editors believe in simplicity of government, in a government based upon integrity and honor." Such was the theme followed by Harry Hines, state highway commissioner, in his address to the TPA at the banquet Thursday night. Hines emphasized the fact that the press is very influential as a moulder of public opinion and that editors should refuse to tolerate the downfall of freedom of speech and freedom of organization. He praised the Texas press for its fairness and for its accomplishments and cooperation with the state.

Senator G. H. Nelson welcomed the visitors to Lubbock and to the banquet. Sam P. Harben, veteran secretary of the association was presented with a scroll which paid tribute to him by E. A. Carlock of Paducah, a past president of the organization.

J. C. Kellam, state director of the national youth administration who spoke on the youth program of the government stated, "The press has been educating us, as we have been educating the people and the press." He urged recognition of the youth problem by newspaper men by saying that it is vital to both youth and the social welfare of the country that youth finds vocational adjustment—that they find jobs which they can hold with confidence.

Joe T. Taylor, associated with The Dallas News for 35 years and now managing editor was honored by the group.

Ned Bradley's orchestra presented several specialties and Mrs. J. Q. Sealey gave two readings.

### Texas Gulf Coast Editors Organize

John H. Manthey of the Cleveland Advocate, president of the newly organized Texas Gulf Coast Press Association, is attending the Texas Press Association convention in Lubbock and as vice-president of the young editors' organization made arrangements for the annual meeting of this group Friday morning.

Manthey explained that the gulf coast editors were so far from the other regional associations that they thought a regional organization would be to their benefit.

Other members of this organization who are in Lubbock are Mrs. Ross Woodall of Huntsville, George Atkins of Beeville, Arthur Lefevre of the Texaco Star in Houston and Franz Zieske of Bellville.

### S. D. Chesnutt Is In Lubbock

S. D. Chesnutt, vice-chairman of the Texas Prison Board, is attending the Texas Press Association convention in Lubbock and he has missed only two conventions since he joined the organization in 1912. One of the times he missed he was spending his vacation in Alaska and he was unavoidably detained during the Texarkana convention. Chesnutt has served as president of the Texas Press Association and is one of its most prominent members.

### Publishers Eat Barbecue While On Tech Campus

In the shade of spreading chinese elm trees Texas editors and their wives enjoyed a West Texas barbecue on the lawn of the Textile building on the Tech campus. One hundred per cent strong, the publishers feasted on meat from West Texas steers. Sitting on the lawn and in the shade of the building visitors renewed friendships and discussed convention highlights.

Immediately after the barbecue the entourage entered the historic halls of the Textile engineering building where they were presented with face towels, made of cotton grown on the Texas prairie, woven and corded by students of the textile engineering school under the supervision of M. E. Heard, head of the department of textile engineering.

Continuing the tour of the campus the members of the fourth estate journeyed to the Engineering building which they "took in," and down to the basement where they examined the offices of the Tech Press and The Toreador for an inside view of the shop and editorial quarters of embryo journalists. Here they witnessed work on this issue of The Toreador.

Next came a visit to the library, one of the most outstanding buildings on the campus, then to the Administration building, home economics school, and women's dormitory. The group then boarded special buses for a grand tour of the campus including the agricultural division.

### Fore For Tech's Red Raider Team

Sam Fore, Jr., Floresville's prize-winning editor has this to say about Tech and the Southwest conference. "The only way I know to judge a football team is by the results, and Tech sure has plenty of coonskins hanging in front of the cash-in." He is of the opinion that Tech deserves entrance into the conference, and makes no bones about stoutly maintaining his stand.

# Back In 1905 Lubbock Was Joke When Suggested As Location For Convention Of Editors

Back in 1905, at a press convention in Hereford, an elongated young man took the floor and stirred gales of laughter at his reference to Lubbock as the future metropolis of the great surrounding area.

Lubbock, at that time did not even have a railroad!

One of those who enjoyed the "joke" most was T. C. Richardson, then editor of a Shamrock newspaper.

He found in the speech slightly more than one would in the ordinary Chamber of Commerce or Rotary club approach to boosting one's home town, except that admittedly the address was a "stem-winder."

In a recent issue of Farm and Ranch, however, Richardson, now associate editor of the publication, turns about face and, in the best display offered by the magazine, refers to Lubbock, the Hub of the Plains, as having borne out the prophecy of the lanky one, who now is County Judge J. J. Dillard. The article, spread over a two-piece display section, is profusely illustrated.

Judge Dillard is entitled to his laugh, since the development of Lubbock is proof enough to verify the truth in his prediction and the misjudgment of these men attending the press association meeting at Hereford 32 years ago.

In 1880 the town in the prairies of the Llano Estacado, or stockaded plain, was "townless" with the exception of a few post-offices, and even 20 years later the population of the 15 counties totaled only 6,746. In 1935 the population of these same counties amounted to more than 170,000, \$75,000,000 taxable valuation, and a retail business of \$33,335,000 was done, making \$196 the average for every acre occupied in these counties, which signifies their high standard of living.

Following the buffalo hunter, trailed the cattleman who found an abundance of grassy country and plenty of water; later he started raising small crops of corn, sweet sorghums, melons, and finally he experimented with cotton, for which the plains is now noted. This steady rise of crops and the new discoveries of the valuable soil advantages were open to men with "stickability" and "workability." Farmers were attracted from countless regions, and soon the South Plains had begun its extensive campaign of progress.

Small villages began to grow, and other towns sprang up in every direction—Crosbyton, Brownfield, Lamesa, Amberst, Littlefield, Slaton, Ralls, Muleshoe, Floydada, Lockney, Morton, Levelland, Bledsoe, Tahoka, and others. Every thing about these hard-working, conscientious people spelled "progress."

Later, in 1925, Texas Technological college was located in Lubbock, adding culture, beauty and prestige to the area. Also Lubbock became the wholesale center of these growing counties, the headquarters for the Texas-New Mexico utilities, the WPA district No. 17,

# Deskins Wells and Wellington Leader Are Like W. A. White And Emporia, (Kan.) Gazette

Deskins Wells, who addressed press delegates yesterday, has done for the Wellington Leader what William White has done for the Emporia Gazette by making it a community newspaper with a national reputation.

Since he assumed editorship of the Leader in the spring of 1925, it has received much recognition outside of its home field. Copies of the paper have been used in the study of journalism in the University of Missouri, Medill School of Journalism at Northwestern University, the University of Southern California, Southern Methodist university, Texas Christian university, Baylor, the University of Texas, and as far away as Tiflis in the United Soviet States of Russia.

Recognition has also come in the form of various awards from different organizations. First of these was the selection of the Leader as one of the three best all-round agricultural weeklies—the Tyler Journal being first—by A. and M. College. Other years brought three prizes for the best set advertisements in contests held by the TPA. Still later, the Leader was selected as the second best all-round weekly in Texas by the TPA, the San Marcos Record winning first.

Probably the most outstanding recognition ever accorded this paper was its selection as the first weekly paper in Texas on the All-American Weekly Newspaper Eleven, composed of outstanding newspapers of the United States and Canada. This was followed by winning the cup for the best local edition of the first time it was offered by the Texas State Fair at Dallas.

In 1934, the Wellington Leader published a 92-page anniversary special edition for which it was accorded national honors. This edition also won the honor of being the most outstanding in the state of Texas at the Texas Newspaper Contest of the State Fair of Texas. In 1935, the Leader won the title of the most outstanding edition in the National Editorial Association contest, and in 1936 the paper won

# Johnston Brings Advertising Topic

E. K. Johnston, associate professor of advertising of the School of Journalism of the University of Missouri, will bring to the Texas Press Association convention program a wealth of academic and professional experience in the field of advertising and business.

Prof. Johnston has taught a wide curriculum of courses in the field of journalism at the University of Wisconsin, Northwestern University, Louisiana State University and the University of Missouri.

He has been on the faculty at the University of Missouri since 1924 with the exception of the year



E. K. JOHNSTON

he spent on Sabbatical leave at Louisiana State University.

Prof. Johnston is one of the most popular lecturers at the Missouri School of Journalism. His knowledge of the retail field of business is comprehensive which leads to his success as an advertising authority.

(Confidential note to the unattended ladies at the convention—Prof. Johnston is a personable bachelor and his first name is Emory.)

and location of the Panhandle-South Plains fair.

Richardson's article says "Eight railroad outlets, seven state and eight U. S. highway routes, give Lubbock every right to call herself the 'Hub of the South Plains.'" Lubbock is the third largest inland cotton market in the world.

When Coronado, the first explorer of this part of Texas, according to writer record, searched Texas hopelessly for gold in 1541, and returned to Mexico disappointed beyond words, he left a valuable treasure to be discovered by aggressive South Plains farmers.

The Dallas News Cup as the best weekly in Texas.

The Leader was established in 1909 by Thomas Durham, a little over a year before the M. K. and T. railroad was built into Wellington. At that time there were 36 business firms and shops in Wellington. In 1912, L. Ladd joined Durham in editorship of the paper. J. Claude Wells became editor of the paper in 1917, and it was under him that the present editor joined the Leader staff.

In the summer of 1925, the staff of the Leader started compiling a history of the county and the work was published in September of that year as "A History of Collingsworth County and Other Stories." It was the first history of a county in Texas ever written and published by a newspaper.

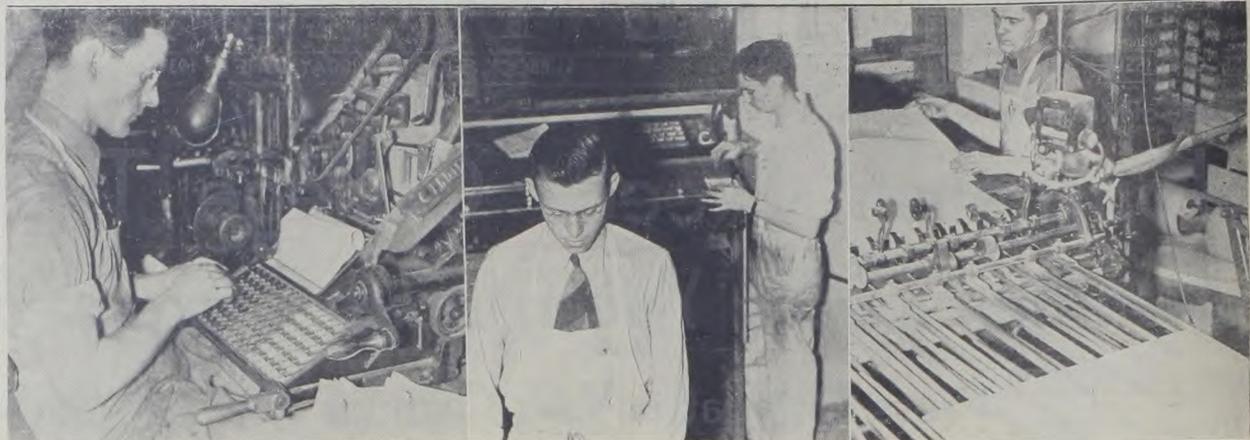
The Leader has been particularly active under the management of Deskins Wells in backing home demonstration work. When the local post of the American Legion was endeavoring to increase its membership, the paper turned over an entire issue to the Frank King Post, donating a double page to the need of converting war time insurance before it was too late and giving the local post a percentage of all advertising sold. The same kind of support was given the Boy Scouts, the Boys clubs, the luncheon club, and the Chamber of Commerce.

Publication of illustrated news pictures was started in 1928, and one of the foremost advertising services in the country was obtained.

Supporting the efforts of the public schools has always been one of the cardinal principles of The Leader's editorial policy. In 1937, The Leader and the Memphis Democrat went in jointly to secure a culinary expert to hold a cooking school for the instruction and entertainment of the women of the county.

Probably one of the least recognized and at the same time one of the most far-reaching parts of the Leader's work has been in the line of city beautification. As a part of this, the paper held a flower ex-

# Tech Press Employees Set Type . . . . . Make up Pages . . . . . Put Paper To Bed



When the members of the mechanical department of the Tech Press took over the editorial desk of the TOREADOR for the December 17 issue, they proved to the editorial staff they could take it as well as

dish it out. Above you see some of the employees who cooperated with the TOREADOR staff in getting the TOREADOR to members of the Texas Press Association. From left to right they are—

Dexie Sudduth at work at the linotype; Sylvester Reese, foreman, and Gene Rainwater, compositor, are shown making up advertisements; C. A. Kathman is feeding the press.

# Clyde Warwick and Canyon News Are Pioneers of Plains Region And Have Aided in Development

## Roy Swift Swims Canyon Current In Rio Grande

A member of the Texas Press Association who has been acclaimed a hero during the past few weeks is Roy L. Swift, 27, editor of the Canyon News in 1910, who recently swam the dangerous Santa Helena Canyon of the Rio Grande. The following story in the Texas Gulf Coast Press Association News, Volume 1 Number 1, tells of the feat:

Two weary, sunburned brothers emerged from the wild Big Bend of Texas Sunday to describe the beauties of lonely Santa Helena Canyon through whose twenty-one mile stretch they swam the treacherous Rio Grande.

Roy L. Swift, 27, editor of the Robstown (Texas) Record, and W. E. Swift, 37, Brownwood (Texas) Salesman, came out of the gorge Saturday night after thirteen hours of swimming and walking to be met by friends and relatives. The party camped overnight at the mouth of the rock-walled chasm.

"The going was easy and we walked and waded for the first ten miles down the river," Roy Swift said Sunday. "We lunched there where the gorge narrows to forty feet and the river seems from a distance to run into a blank wall."

"From there on the walls rise from 1,000 to 2,000 feet. Two miles farther down the river we encountered the dangerous rapids where several boats and lives have been lost. Boulders strewn in the river made it look as if impossible that any boat could get through."

"There were places along this quarter mile stretch in which no swimmer could live and we used ropes to get over and around boulders."

Swift said there were three stretches of about a half mile long through which they swam with the aid of inner tubes on which they carried cameras. They rested frequently on sand bars.

In the passage downstream they saw beautiful Fern Canyon, which made the going extremely difficult," Swift said. "We searched along the route for the body of the 'soldier' who drowned trying to make the trip last year."

Swift said the brothers swam and walked because it seemed the most practical way to explore the canyon. They wore bathing suits, heavy hats, knee pads and tennis shoes.

Leaving Friday morning they drove nearly 1,200 miles, made the canyon trip and expected to be back at work Monday.

"We recommend it as an ideal way to spend a vacation," Swift said.

Meeting them at the mouth of the canyon were Mrs. Roy Swift, Miss Frances Laughlin and Miss Norabel Hollebeck, both of Del Rio; J. Ashberry of San Marcos, and Roy Swift's 3-year-old son, Lee.

change and at the same time sold rebusads at cost.

The following excerpt from Deskins Wells' editorial prospectus, published in a March, 1925 issue, outlines the views and aims which the editor has adopted and held:

The present force believes that The Leader is an institution that is greater than any individual and that its work is one in which any man or woman is glad to take part. Believing this we intend to work earnestly in an effort to give Wellington and a Collingsworth county the best weekly paper in the Panhandle. We solicit your co-operation in this enterprise for upon your good will will depend whether or not this paper will be able to keep advancing in the future as it has in the past . . . .

# East Texas Now Has Paper Mill

From Lufkin, the city of the first newspaper mill in the south, comes Jack McDermott, co-editor and publisher of the Lufkin Daily News, to the Texas Press Convention.

The six-million dollar mill, construction of which was started in March, will be completed and producing paper by December 1, according to McDermott. This is a culmination of ten years of work by a group of newspaper publishers and East Texas lumbermen.

E. L. Kurth, a Lufkin lumberman, and the Southern Newspaper Publishers association were largely responsible for the promotion of this new industry in the East Texas city.

The new mill will produce 50,000 tons of newsprint each year, which is half the amount used in Texas; this year and one-half, one per cent of the newsprint used annually in the United States.

About four hundred men will be employed inside the plant, and the same number will work outside.

"We expect this newsprint mill to increase in size within the next ten years to an eighteen or twenty million dollar concern," McDermott said.

In the recent dedication services, the late Dr. Charles H. Herty, who perfected the process by which newsprint could be made from the Southern yellow pine, and Francis P. Garvan of the New York Chemistry Foundation, were honored for their aid in the realization of the Southern publisher's and lumbermen's plans.

McDermott, assistant traffic manager of the Pan-American airways for two years, has been co-editor with C. S. Boyles, Jr., formerly of Sweetwater, since 1934. A member of the Sigma Delta Chi, national honorary journalism fraternity, McDermott is president of the Northeast Texas Press association.

The Lufkin Daily News, published in the East Texas city of 11,000 people, received first prize for general excellence for small town dailies in a contest sponsored by the State Fair in 1937. In 1936, the paper received the same type of award from the Texas Press association.

# Howerton Edits Cuero Papers

Jack Howerton of Cuero is a member of the executive board of the Texas Press Association and served as president of the South Texas Press Association last year.

The Cuero Record—daily, weekly, Sunday—has been published continuously since 1869 by members of the Howerton family.

Howerton was born in Cuero March 12, 1898, and attended the University of the South, Sewanee, Tenn., and the University of Texas.

He joined the staff of the Cuero Record in 1921 as advertising manager, became business manager in 1925 and publisher in 1935 when his father died.

Howerton is an aggressive business man and successful publisher and has this to say about operating a newspaper for profit of the community: "My pet peeve is the columns of publicity the newspapers give to space graffers in the form of 'publicity releases.' During the past twelve months 62 South Texas publications have joined the Record in signing pledge cards barring this free publicity except to advertisers who are using our paid advertising columns."

# Prof. Ridings Is In Lubbock

Prof. J. Willard Ridings, head of the department of journalism at Texas Christian University and one of the leading sports publicity writers of the nation, is attending the press convention and is making this a stop on his West Texas tour as field representative for T.C.U. during the summer. Mrs. Ridings accompanied Prof. Ridings to Lubbock.

# Post Dispatch Has Engraving Plant and Produces Many Local Pictures For Reader Interest

Eddy Warren, who will speak on this morning's program, started the Post Dispatch, of Post, Texas, in 1926.

Although the Post Dispatch was started in competition with two other newspapers in Post the paper was immediately a financial success. Eddy Warren started with a capital of \$8,700 and today his plant is worth more than \$12,000. Warren says the paper is successful because it isn't in debt.

Has Circulation Campaign

When the Dispatch was first started, a circulation campaign was conducted during which an automobile and other prizes were given away, circulation figures soon began to climb. The paper now serves Garza county and reaches over 1,100 subscribers.

The staff today is almost the same as when the paper was established in 1926. E. A. Warren, Jr., editor; Mrs. Bailey, the editor's mother, acts as business manager; Mrs. Warren, society editor; Dan Cockrum, press foreman, and Curtis Neal, printer's devil. Combined salaries of the staff are about \$600 monthly.

Budget Plan For Ads

Advertising is handled in a unique manner, it is called the budget plan. For example, the paper makes a contract with a firm to print two ads a month and the firms never know what the ads will be until they are printed. About 40 per cent of the advertising is national.

Today instead of six columns and four pages the Dispatch has seven columns and eight pages. Its carries illustration furnished by Western News Service and other syndicated material by this same service.

The subscribers have a part in the paper they read, about forty per cent of the news is sent in by subscribers. This carries many advantages, one of which is the paper handles news from a wider rural area than would be possible otherwise. Although the paper is copy-read carefully, news sent in by subscribers is not changed a great deal and although this is not up to the highest journalistic standards, new subscribers are constantly being added. There is no editorial comment used in the news stories.

Engraving Added

Recently the Dispatch has added a photo engraving plant and when completed will cost about \$2,000. The editor and foreman act as staff photographers.

The Dispatch has received much favorable publicity because it has one of the cleanest newspaper offices in Texas, in spite of the constant activity that goes with publishing a thriving weekly.

The Texas Spur, has completed requirements by correspondence and will return for spring graduation.

The San Angelo Standard-Times employs Jim Lindsey, former Toreador editor, as assistant sports writer, and Dave Shanks as reporter. Shanks has completed work on a B. J. degree at University of Missouri since attending Tech.

Douglas S. Adams is linotype operator and collector for his father's Lubbock County Herald.

Only woman editor from Tech's journalism department thus far is Laura Lee Davis, editor of the Jefferson Jimplocute. Miss Davis has also been associated with the Holdrege (Nebr.) Daily Citizen as news editor, and the Childress Daily Index as society editor since attending Tech.

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

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

Burzeas Dixon, 1937-38 editor of The Toreador, has been named city editor of the McComb (Miss.) Journal, a daily published in a town of 10,575 persons. Dixon's father, now deceased, was formerly a newspaper man in Mississippi.

Harvey Bond has been made editor of The Taos (N. M.) Review, with which he has been connected for several years. Bond was graduated in June, 1935. The Review is an eight-page tabloid published half in English and half in Spanish.

# Tech Alumni News

More than a score of Tech-trained journalists have slipped into slots in newspaper offices in Texas, two in New Mexico, and one in Mississippi, in the seven years since the first major in journalism was offered at Texas' newest state college.

Carl Hyatt of Ralls and Frances Allison of Rockwood were married Sunday, May 21, in Lubbock. Miss Allison is a senior home economics major at Tech this year, and a member of Las Chaparritas social organization.

T. J. Harris, journalism senior, has replaced Tom Miller as assistant sports writer for the Lubbock Avalanche and Journal. Miller has been transferred to the general reporting staff. Newly employed assistant society writer for the Avalanche and Journal is Lois Marie Daniel of Post, junior journalism major.

Mary Bynum Cobb is employed in the classified advertising department of the Lubbock Daily Times. Paul White is managing editor of the Times and Mary Melcher city editor.

Travis Foster, who returned from a seven-month sojourn in Hawaii in March, is working in the print shop of a Brady newspaper.

Wayne Sellers, who joined the Goldthwaite Eagle staff in April as advertising and mechanical superintendent, has returned to Rising Star to assist his father with the Record. Sellers, a 1938 graduate, has worked on the Lubbock Avalanche and Brownwood Bulletin since completing his work at Tech. He was employed at Tech Press while a student here.

Ruby Lee Leary is now employed at KFYO, Lubbock radio station. Before going there, she was on the publicity staff of the Lubbock hotel.

Floyd Raymond, employed in the Avalanche-Journal pressrooms after graduation, has gone to the Dallas Dispatch-Journal as floor man.

Society editor for the Denison Daily Herald, Eva Rob Wainwright also does some local news reporting.

Forrest Weimhold, editor and publisher of the Sudan News, is also president of the Sudan Chamber of Commerce and manager of the Sudan baseball club.

J. W. Nichols is business manager of the Marshall News Messenger, and R. L. Read is reporter and linotype operator for his brother's Silsbee Bee.

David Rutledge is foreign advertising manager for the Amarillo News-Globe publications. Frank Tolbert, Star-Telegram sports writer, is also a former Tech journalism major.

Superintendent of Tech Press, Wilmot Eaton, works a staff of editing students in his shop and handles all college printing. Frank graduated in 1937 and has done graduate work during the past year.

Earl Braly of Eastland, who will receive his degree this spring, has been employed as advertising manager of the San Saba Star, which is owned by Joseph B. Cowan, instructor in journalism, and his mother, Mrs. A. Cowan. Braly has been assured a position in the advertising department of a metropolitan daily after he has one year's experience in the small town field.

J. B. Cearley of Levelland and Argo Peck of Lubbock will both begin work on master's degrees at Tech next year. Cearley, an employe of Tech Press and candidate for August graduation, will do advanced work in English and Peck in government. Peck is employed in the circulation department of the Avalanche-Journal publications.

Reeves Henly, Toreador editor and candidate for spring graduation, expects to leave for Mexico City early in June. He will do freelance writing and photography for a few months.

J. H. Nail of Petrolia begins work in June on the Lamb County Leader at Littlefield. His work will be reporting and advertising.

Morris Laine, now employed by

# Goodbye, Editors

## Glad You Came To Lubbock

### *Lubbock*

- Judged Cleanest City in Texas for 10 Years
- Among Fastest Growing Cities in Texas
- Ideal Climate----3250 Feet Elevation
- Hub of Plains Trading Area

### *Texas Technological College*

- Fastest Growing College in Nation
- Established 14 Years Ago
- Students from 222 Texas Counties
- 3894 Students----2008 Acres

Tech Department of Journalism  
Lubbock Chamber of Commerce  
Tech Press

# Johnston Sells Ideas In Advertising Field

## Dr. Sam G. Dunn Takes It Easy



(Cut Made by Lectrocut Process by Western Newspaper Union)

Dr. Sam G. Dunn, popular physician of Lubbock, visits with the Texas editors at the barbecue and in a reclining position under the shade of a tree gets a taste of Texas Tech hospitality.

# Working Student Rates Highest Among Employers

All around students, especially those who worked their way through college, have a better chance of getting a job after graduation than the campus hero or the college "grind," according to King Merritt, financier of Minneapolis.

Athletes and beauties, unlike a few years ago, are not being sought unless then can offer to their prospective employers some substantial qualities, such as character, scholarship, adaptability, leadership or personality, a survey of the 186 American colleges and universities reveals.

Although the job outlook for college graduates is brighter than in either 1938 or 1937, American employers are more exacting in their requirements, preferring employes capable of being developed into executives within the next decade over those who seem to have decided limitations.

### Character Rated High

"Character as a prime qualification for a job," explained Mr. Merritt in reporting on total replies, "was mentioned by 103 schools, scholarships by 29, personality by 18, adaptability by 12 and leadership by 6. Secondary qualifications put scholarship first with 66 mentions. Then followed adaptability with 36, character with 33, and personality with 19 mentions. A third qualifications group gave adaptability 49 and scholarship 45 mentions. Twenty-three mentions of campus popularity put it at the head of the fourth qualification group. Athletic prowess headed the fifth group with 24 mentions.

"Emphasis on character, which college placement officers tell me is a recent trend, is reflected in replies from 129 co-educational institutions who cited two to eight or more qualities now being sought by American employers. Qualities mentioned and their percentage of total mention in this group follow: character 90.7 per cent, scholarship 89.1 per cent, adaptability 64.3 per cent, campus popularity 31.8 per cent, athletic prowess 22.5 per cent, leadership 17.8 per cent, and extra-curricular activities, which includes outside jobs to pay one's way through college, 14 per cent.

### Officials Explain Preference

"The 186 institutions gave scholarship 88.7 per cent and character 83.9 per cent of the total mentions. The 45 men's colleges gave scholarship 9.3 per cent and character 74.4 per cent. Where scholarships ranked ahead of character, university placement officers frequently added such explanations as: 'good character is as-

sumed,' or 'good character is expected,' or 'character always is taken for granted'. One bureau head reported employers demanding students whose education 'had developed a true philosophy of life.'

"An appointment official of a non-sectarian college wrote: 'I have found a very pronounced trend toward and more emphasis on character, including a preference for a religious background.' Several denominational colleges, widely varying on dogmas, reported 'religious qualifications' mentioned less frequently than heretofore.

"Officials of American institutions of higher learning were asked two questions: 'In order of their importance, if possible, what are the qualifications principally sought by employers of graduates?' and 'From your observations what qualifications do employers the last few years seem to be stressing more?' Less? Most comments and explanations were made in answering the second question.

### Initiative and Self-Reliance

"The student who today works his or her way through college," continued Mr. Merritt, "and thus earns his or her educational expenses in whole or part can be counted on to solve difficulties after graduation, several officials emphasized. One typical reply to the query on what qualifications were being stressed more follows:

"Considerable emphasis is placed on the student earning part of his way through college. This is a business asset and improves the probability of getting a position, even though the scholarship has been handicapped somewhat by the process.

"Numerous replies mentioned: 'outside work done during the college course'; 'many employers are much interested in experience outside of college'; 'extra-curricular activities as indicative of ability outside classroom' and 'ability', 'dependability', and 'reliability', as shown by scholastic records and outside of college.' One wrote that 'the ideal would be the student who is in the top third of his class and at the same time has earned part of his way through school.'

### Personality and Adaptability

"The 186 institutions answering qualifications stressed more gave the following, in terms of percentage of mentions: character 37.1 per cent, scholarship 33.3 per cent, personality 29 per cent, adaptability 23.7 per cent, leadership 10.8 per cent and worked way through 7.5

# Professor Says Use Simple And Direct Writing

## Quality Of Editorials Prevents Development Of Reader Interest

E. K. Johnston sold "ideas" to every editor at the TPA convention Friday.

Associate professor in advertising at the University of Missouri, Johnston literally kept his audience in "stitches" in an exhibition of what he believes is important to every newspaperman and advertiser—a sense of humor.

He warned against the old and outmoded forms of advertising by saying, "Be simple. Such single words as 'life, death, birth and love' are more forceful than most poetic copy." He warned against complicated, extravagant advertising, advising editors not to go "high-brow." The people you like are common people and ads should be like people you know, Johnston further said.

His speech sparkled with play on words and punctuated with similes such as "—as informal as a sneeze as common as an old shoe—as important as a notched pain in a dance hall," and such expressions as "she was hostess to a tapeworm" and "a lowbrow is a highbrow relaxing."

Speaking on the editorial page Johnston remarked that people did not read editorials and that editors knew that the people did not read them—or they would write better editorials. He further said that news, not advertising, was the reason for the existence of the newspaper.

Back to advertising the speaker suggested that the editor should study the reaction of people to advertising, should find out why and how they react. He emphasized that the general public reacts favorably to human interest in advertising, giving as examples Marion Talley, the Dionne quintuplets, and numerous others. Continuing, he stated that the sale of a product is made in the minds of people.

Johnston ridiculed and poked fun at the many popular commercial products which were sold exclusively through freak advertising which happened to appeal to reader emotion, he pictured the importance of advertising by comparing the egg-laying process of the chicken and duck.

"Chickens crow. Chickens cackle. They jump up and give a nasty look at the egg and go off. But there's the duck. What does he do in laying an egg? Nothing. And nobody eats duck eggs."

per cent. Percentages for the 129 co-educational colleges follow: character 40.3 per cent, scholarship 35.7 per cent, personality 28.7 per cent, adaptability 27.1 per cent, worked way through 10.9 per cent, and leadership 9.3 per cent. In the men's schools, the percentages were: scholarship 37.2 per cent, character 32.6 per cent, personality 27.9 per cent, adaptability 16.3 per cent, leadership 14 per cent, industry 11.6 per cent, and extra-curricular activities 9.3 per cent.

"Personality, that much used and abused word, as one of my informants puts it, is mentioned with increasing frequency, but generally in combination with some other qualities like ability, adaptability and appearance. The latter word aroused the ire of the dean of a woman's college, who, after reporting she found increasing stress on personality, added 'personality is stressed ad nauseum in terms of striking appearance or beauty.'

"Adaptability, co-operative-ness, compatability, and the ability to work harmoniously with others are being stressed more, especially by large organizations, who emphasize team play even in research.

"The 186 institutions replying to the query on qualifications stressed less, in terms of percentage of mentions, cited qualities as follows: scholarship 21 per cent, athletics 21 per cent, campus popularity 12.9 per cent, and specialized training 7 per cent. Percentages for the 129 co-educational colleges follow: athletics 24 per cent, scholarship 19.4 per cent, campus popularity 15.5 per cent, and specialized training 9.3 per cent. In the 43 men's schools the percentages were: athletics 16.3 per cent, scholarship 14 per cent, and campus popularity 9.3 per cent. Eight women's colleges reported scholarship stressed less.

# Speaks To Students



Gene Howe See column at right

# Harris And Hanna Get Scholarships

T. J. Harris and Gordon Hanna are the winners of the journalism scholarships of \$50 each for work done in advanced reporting during 1938-'39.

Harris was awarded the Avalanche-Journal scholarship for his reporting during the fall semester. He worked with the sports staff of The Toreador and his outstanding work on the Avalanche-Journal won him a position on the regular staff of that newspaper where he is now employed.

Hanna was judged to have done the outstanding work of the advanced reporters during the spring semester and was awarded the Wilbur C. Hawk memorial scholarship. He has served as associate editor of The Toreador this year and will be a senior in the department of journalism next year. Besides his work on The Toreador Hanna has carried by-line stories in the Lubbock Avalanche and Journal and the Lubbock Daily Times.

# City Editors Cover Convention

Paul White and Mary Howell, alumni of the Tech department of journalism, have been advanced to managing editor and city editor, respectively, of the Lubbock Daily Times. This new daily newspaper was established in October and besides these two Tech alumni Mary Bynum Cobb is employed in the classified advertising department.

# A. C. Hyatt Is Sole Owner Of Ralls Banner

A. C. Hyatt, Jr., former journalism student and Tech Press employe, has purchased The Ralls Banner, which he owned with his brother, J. W., until a few weeks ago. He becomes the youngest editor of the plains at 22 years of age.



(Published May 11, 1939)

In Lubbock today—ostensibly to make a speech to the lads and lassies of Tech's journalism department but more probably to find out why Lubbock has taken the West Texas spotlight from his home town and run plumb off with it—is Eugene Alexander Howe, the Amarillo editor whom thousands know as Col. Erasmus Ebenezer Elberfeld Tack.

Although there are many larger and more influential newspapers in the United States than the Globe and News over Mr. Howe presides, the Amarillo is one of the most widely known and quoted editors in the entire country.

Gene Howe—he shuns the "Eugene" as if it were poison and has dropped the initial "A" from his legal signature—is the son of the late Edgar Watson Howe, famed "Sage of Potato Hill" and former editor of the Atchison, Kan., Globe. He is a brother of Jim Howe, who retired a few years ago after a quarter of a century as one of the Associated Press' topflight foreign correspondents. He also is a brother of Mrs. Mateel Howe Farnum, of New York, a celebrated author in her own right.

But to say that Gene Howe has become a nationally known editor because of any or all of his family connections would be both untrue and unfair.

It is a matter of record that he has carved his own niche; that by his keen knowledge of what people like to read, and through his superb showmanship, he has become more widely known than any small city editor in America.

The fact that Gene Howe is Ed Howe's son—and, incidentally, a great deal like his father—undoubtedly gave him an early entry into the councils of newspaper great. But it must be remembered that if he hadn't had the stuff of which good editors are made he would

# Enlarger Added To Darkroom

Addition of a Kodak auto-focus model B enlarger has been made to the department of journalism darkroom this year. The enlarger will accommodate negatives up to 4 1/2 inches and is equipped with glass-sandwich-in-frame negative carrier and will make a 3 1/2 diameter enlargement with the paper holder taking a 14x16 inch print.

Students who took photography this year are Willis Bledsoe, George M. Boswell, Jr., Mary Beth Clark, Tom B. Coker, Jr., Lois Marie Daniel, Arthur Fleck, Eugene Reid and John W. (Buddy) Wilson.

have lost professional stature, rather than gained it, because of his connection with the small town Kansas philosopher, who, in more than 60 years of active writing, became better known, more avidly read than any metropolitan newspaper editor of his era.

It is not infrequently that Gene Howe's editorial acrobatics land him on the front pages of his contemporary publications.

Whenever he stages a publicly aired private feud with a Mary Garden or a Lindberg; whenever—with tongue in cheek—he announces his imaginary candidacy for Congress; whenever he promotes a Mother-In-Law's Day party which attracts thousands of visitors and, mayhap, the First Lady of the Land, herself, Gene Howe makes news. And when he makes news, people around here ask The Plainsman "What kind of a guy is this Gene Howe? What does he look like? Is he a good fellow? Is he serious about all these things, or does he just do 'em to cause a hullabaloo?"

He is an interesting individual in company of whom one never encounters a dull moment. And since he is here today, this is a good time to draw a word picture of him—to give answers to end all questions hereabouts concerning a man who is likely to write anything, any time and bring about anything short of an earthquake!

Strong of chin and jaw and proud of being bald and big-footed, Gene Howe is 52 or 53—and makes no bones about saying so, even though the casual observer would guess him to be from 45 to 48.

He stands a little under six feet and, like most editors of long years of service, is a little humped across the shoulders from bending over a desk.

He weighs in the neighborhood of 170 pounds, although occasionally he slips a shade higher than that. Then, perceiving that his middle is protruding a little, he cuts down on his chuck until he gets back to normal.

If he dies before he is 100 it will be because he is hit by a truck or a building falls in on him. Careful of his health, he gets out in the open a lot at his fine ranch near Canadian, where he raises purebred Herefords—at a loss; on the golf links, or hunting and fishing. He is one of the top hunters in West Texas and some years ago was regarded as one of the best clay pigeon shots in America. If he gets a cold, he goes to bed and stays there, quietly resting, until he throws it off. If pneumonia ever gets him it won't be his fault.

Editor Howe—he claims he's a retired editor, but he'll never be retired as long as he lives—buys good clothes in good taste and wears them well. He buys good hats, too, but they usually look like he might have been sleeping on them. As a throwback from his reporting days—and the boys who knew him then say he was a crack-up good reporter—he often wears his hat when he works. On the walls of his glassed-in office off the Globe-News newsroom hang over 150 pictures of all kinds and descriptions. He has three desks,

and, judging from their appearance, he never cleans them off.

There is nothing swanky about Gene Howe's office. If anything, it could stand some brushing up.

Probably, however, he never has time to see to that, because all day long there is a parade of people from all walks of life passing through his office. They talk to him about their business and domestic affairs, their trials, tribulations and triumphs—and bring him all sorts of freaks of nature about which he delights to write.

Widely traveled, thoughtful, and with an unusually retentive mind, Gene Howe is an educated man in the sense that President Clifford B. Jones is an educated man. He didn't go to college, but he has never forgotten anything of value which he has learned during a life rich in experience. The Plainsman knows of no keener student or judge of human nature—a talent which has made Gene Howe about as foolproof as a man can get.

The Amarillo editor is a rich man, but his closest friends don't know whether he's worth a hundred thousand dollars, or a million.

Money, as something to seek, means nothing to him. He regards it only as a medium of exchange. That is probably why he is generous almost to a fault and why he is a setup for all sorts of organizations and individuals. He never talks about money and does not evaluate his friends by material success.

The Howe family is composed of the editor's attractive wife, who is probably 10 years his junior; his mother-in-law, Mrs. W. F. Donald; and his daughter, Jeanne, who is about 21 and who was educated in eastern finishing schools and at the University of Texas. Editor Howe is the monarch of all he surveys at the family's unostentatious, but tastily furnished and comfortable home—until his daughter appears on the scene. Then he takes a back seat in favor of the apple of his eye, who is a beautiful girl with a head full of common sense.

Mrs. Howe is a natural hostess and it is a good thing she is. From long years of association with her husband, she is never surprised when, with little or no notice, he appears for dinner with all the way from three to a half dozen cronies who may range from a United States senator to the editor of the Yahoo Corner, Minn., Gazette. Without batting an eye, Mrs. Howe takes care of the situation as gaily and graciously as if she'd known for a week that guests were to be on hand.

The Howes are home people and they use their home constantly for the pleasure of their friends and themselves. A few years ago when retired as long as he lives—buys good clothes in good taste and wears them well. He buys good hats, too, but they usually look like he might have been sleeping on them. As a throwback from his reporting days—and the boys who knew him then say he was a crack-up good reporter—he often wears his hat when he works. On the walls of his glassed-in office off the Globe-News newsroom hang over 150 pictures of all kinds and descriptions. He has three desks,

# Texas Editors!

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