

Texas Press Asked To Set Example To Nation

Buckner Serving As Vice-President

Is Managing Editor Of San Marcos Record

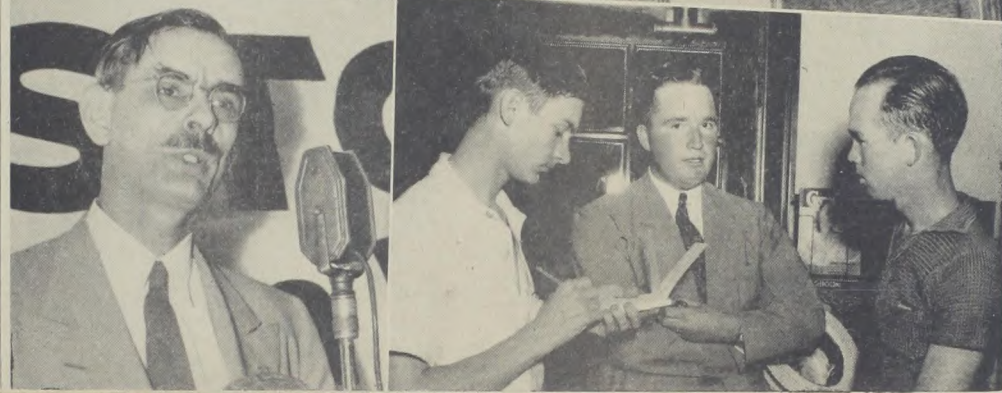
Walter Buckner—vice-president of the Texas Press Association—is one of the civic leaders of San Marcos and while he is not engaged in some civic enterprise finds time to be managing editor of the San Marcos Record, one of the outstanding newspapers of that section.

Buckner has served on the board of directors of the Texas Press Association since 1933 and has come into his high position in the association after several years of faithful service to its unbuilding.

He is associated with his father, T. A. Buckner, who has been a member of the association for more than 20 years, and his younger brother, Addison Buckner, in the ownership of the Record plant, which is one of the best equipped to be found in any city of the size of San Marcos. The Record won the A. H. Belo cup for being the outstanding weekly newspaper in Texas in 1933.

Buckner was born in Bandera

Harben and Wells... Mayor Slaton... Lynn Landrum... Student Interview



Top left to right—Secretary Sam P. Harben (left) and President Deskins Wells (right) make preliminary arrangements for the opening session of the 60th annual convention. Mayor Carl Slaton of Lubbock extends the address of welcome to the Texas Press Association at the opening meeting Thursday morning. Bottom left to right—Lynn Landrum, conductor of the famous front page editorial column, "Thinking Out Loud," in the Dallas News mixed a hopper-full of levity, economics and politics for the entertainment and delight of the members of the Fourth Estate. Gene Rainwater (left) and Keith Axline (right), students in the Tech department of journalism, interview Forrest Weimhold, Tech alumnus who is now editor of the Sudan News.



WALTER BUCKNER

and received his early schooling there and in Kerrville and after attending the University of Texas for three years, he left school in May 1917 to enlist in the 23rd U. S. Engineers for war service. He was soon commissioned a lieutenant in cavalry and served with the 14th U. S. Cavalry during the duration of the World War.

Not only is he a leader in the Texas Press Association, but Buckner has held many important civic positions in San Marcos—having been president of the Chamber of Commerce, president of the Rotary Club, head of the three Masonic orders, commander of the American Legion—in all of which he is still active.

Mr. and Mrs. Buckner have two children, a girl 11 and a boy 6 years of age.

Buckner's leadership among the South Texas editors was recognized when he was elected president of the South Texas Press Association in 1930.

Since his hobby is fresh and salt water fishing and his assets include an outboard motorboat which he frequently uses on week-end trips to rivers, lakes and the gulf, Buckner will have to content himself with hunting prairie dogs and antelope if the great outdoors call him while he is on the South Plains.

Devall Publishes East Texas Chain

Civic Leader Owns Three Newspapers

Meet the chain newspaper magnate of East Texas—Chas. K. Devall, publisher of the Kilgore Herald, Morris County News and Mt. Vernon Optic-Herald.

Devall is a member of the executive committee of the Texas Press Association and is one of the outstanding young publishers of Texas. He was mayor of Mt. Vernon from 1932 until 1934 and is a past president of the North and East Texas Press Association. He served on the State Democratic Executive committee from the Eighth Senatorial District from 1934 to 1938. He is now a director

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Itinerary of Texas Press Association Trip Through Campus of Texas Technological College

- FRIDAY, JUNE 9, 1939
- 1:00-2:00—Barbecue Rear Textile Engineering Building
 - 2:00-2:30—Textile Engineering Building
 - 2:30-3:00—Engineering Building (Tech Press in Basement) (Board Buses parked in front of Engineering Building)
 - 3:00-3:15—Library (Board Buses in front of Library Building)
 - 3:15-3:45—Home Economics Building; Women's Dormitory (Board Buses East Administration Building)
 - 3:45-4:15—Tour of the Agricultural Division
- STEERING COMMITTEE
- | | |
|---------------------|------------------|
| COLLEGE | LUBBOCK |
| W. T. Gaston | K. L. Riggs |
| Bill Parker | Tom Duggan, Jr. |
| T. C. Root | Powell McWhorter |
| Dutchy Smith | Bob Allen |
| Earl Heard | Marion Sanford |
| F. L. McRee | Knox Thomas |
| Doyle Settle | Bo Sexton |
| H. C. Pender | J. C. Sanders |
| S. T. Cummings | Roy McKinney |
| Cecil Horne | Bill Collins |
| Miss Troy Allen | Wyatt Hester |
| Miss Doris Buchanan | A. I. Glassman |

Volunteers To Help With Serving At Texas Press Barbecue

- Agricultural Division FACULTY MEMBERS
- | | |
|----------------|------------------|
| K. M. Renner | General Chairman |
| F. G. Harbaugh | Meat Carving |
| M. G. Pederson | Serving |
| T. L. Leach | Assistant |
| E. L. McBride | Assistant |
| Ray Chappell | Assistant |
| O. T. Ryan | Assistant |
- STUDENTS
- | | | |
|------------------|-------------------|------------------|
| West, Loren | Overton, Elbert | Carpenter, T. R. |
| Sanderson, W. G. | Thompson, Walter | Cravy, C. M. |
| Purtell, Kenneth | Bertrand, J. R. | Dobbins, C. R. |
| Legge, Payton | Baumgardner, John | Christian, Joe |
| Allen, E. D. | Jones, A. L. | Haley, Buford |
| Reaves, Herman | Stark, W. R. | McInnis, Winston |
| McKinzie, John | Hanson, H. H. | McCaskill, F. A. |
- CONTRIBUTORS TO THE TEXAS PRESS BARBECUE
- One Steer—President Clifford B. Jones
 - One Steer—Mr. Jay Slaughter, Post, Texas
 - 20 gallons potato salad—Mr. Roy Furr, Furr Food Stores
 - 36 gallons Ranch Style Beans—Mr. Chas. Files, Manager Waples-Platter Grocery Company
 - One Case Dill Pickles—Mr. Olin Stewart, Olen Stewart, Wholesale Grocer
 - 4 pounds tea and 30 pounds sugar—Mr. P. T. Glazner, General Manager, Davis & Humphries, Wholesale Grocers
 - One-half Bushel Onions—Mr. R. D. Erwin, Manager, Ben E. Keith Company, Produce
 - 1,000 buns—Mr. Walter Granberry, Proprietor, Good Eats Bakery
 - 300 pounds ice—Mr. Paul Faulkner, Crystal Ice Company
 - 700 Ice Cream Cups—Prof. K. M. Renner, Dairy Manufacturers Department

Harben Serving Thirtieth Year

Has Edited Richardson Echo For 39 Years

Sam P. Harben, publisher of the Richardson Echo, founded that newspaper in 1900 and is president of the Harben-Spotts Company, publishers of magazines, house organs, catalogues and general commercial work. This company maintains an office in the Allen Building in Dallas and a large modern plant in Richardson.

Serving his thirtieth year as secretary of the Texas Press Association, Harben can call almost every newspaper man in Texas by his first name and he has been a member of the association since 1902.

He is a native of Lampasas, and was engaged in drug, general merchandise and a railroad businesses before casting his lot with the newspaper business in which he has been an outstanding success.

Other activities outside the newspaper and association work, Harben is a director of the Citizens State Bank of Richardson, Great National Life Insurance Company, Fox-Coffey-Edge Company, wholesale military manufacturer of Dallas; member of the Presbyterian Church, Rotary Club, many branches of the Masonic Lodge, thirty-second degree Mason, member of Hella Temple Shrine, member both Subordinate and Grand Lodge IOOF.

Harben's hobby is fishing and hunting and he and his wife maintain a cabin in the mountains of Colorado where they spend their vacations.

Sam Fore Comes To Lubbock

Sam Fore of Floresville, publisher of the prize winning Floresville Chronicle-Journal, is among the prominent editors at the convention. Fore has the distinction of being the youngest man ever to serve as president of the Texas Press Association—he served in this capacity when he was 29 years of age.

COMMITTEE APPOINTED

The following committee was appointed as a nominating committee for officers: R. F. Higgs of Stephenville; Harry Koch of Quanah; O. C. Harrison of Seymour; R. L. Edwards of Denton; John Esten Cooks of Rockdale. They will meet Saturday morning.

Landrum 'Out Loud'-- Garner As Budget Man

Wells Challenges Editors; Landrum Lambasts Spenders

Deskins Wells, president of the Texas Press Association opened yesterday's meeting with a stirring defense of the American press and a plea for the restoration of the average man's faith in himself and his institutions.

"Whether we are radicals, liberals, conservatives or reactionaries, as editors, we might as well face the facts. There has been a definite loss of individual initiative and personal responsibility in the average American citizen in the last ten years," Wells declared.

Wells Is Winner Of Many Honors

President Is Editor Of Wellington Leader

When it was written that "a man is without honor in his home country," Deskins Wells had not come over the horizon to make journalistic history in Texas. The young president of the Texas Press Association returned to the town of his birth to edit a newspaper and has served as mayor of his home town for four years.

Press Should Pacify

Wells stated that it was the duty of the press to keep the United States out of war, and that the same propaganda and financial entanglements which dragged the United States into the last World War are dragging the nation into an even greater one today. "A decline in our culture and the lowering of our standard of living await our entry into the next war. It is time for us to realize that no permanent good can or will come from this nation mixing in an European or an Asiatic war. In this day of narrow nationalism we should realize that England will fight only for England, Germany will fight only for Germany, France will fight only for France, Russia will fight only for Russia, and that Italy will fight only for Italy, if she fights at all."

Preparedness Necessary

The youthful president of the association pleaded that his remarks not be construed as pacifistic, but that when nations reverted to tyranny and barbarism strong men had less to fear from bullies than a weakling and a degenerate.

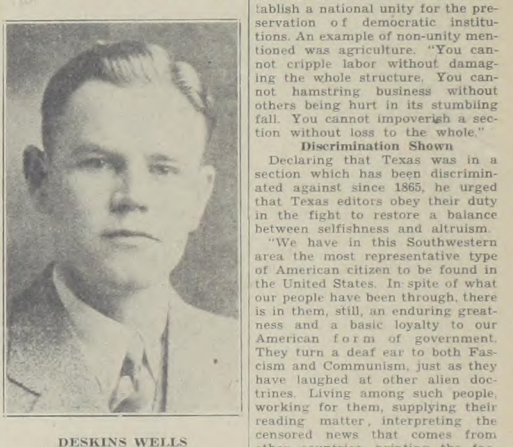
"Ships and airplanes and trained men are part of our democratic way, but the fields and factories, the churches and the hospitals, the newspapers and the schools are all part of our preparedness. Our real task is not to prepare men to die but to live."

Wells cited the importance of building back the pride of the individual in himself in order to establish a national unity for the preservation of our democratic institutions. An example of non-unity mentioned was agriculture. "You cannot cripple labor without damaging the whole structure. You cannot hamstring business without others being hurt in its stumbling fall. You cannot favor a section without loss to the whole."

Discrimination Shown

Declaring that Texas was in a section which has been discriminated against since 1865, he urged that Texas editors obey their duty in the fight to restore a balance between selfishness and altruism.

"We have in this Southwest area the most representative type of American citizen to be found in the United States. In spite of what our people have been through, there is in them, still, an enduring greatness and basic loyalty to our American form of government. They turn a deaf ear to both Fascism and Communism, just as they have laughed at other alien doctrines. Living among such people, working for them, supplying their reading matter, interpreting the censored news that comes from other countries, printing the factual news that develops in our own land, we have the opportunity of helping them to continue their chosen way of life. If we do this task well, we may set an example for the rest of the nation."



DESKINS WELLS

Newspaper Eleven and this honor was achieved in 1931. Other awards include the following: Best column in the Texas Newspaper Contest, State Fair of Texas, 1936; first award as the best all-around weekly, Dallas News contest, 1936; most outstanding edition, National Editorial Association, 1935.

President Wells is the second youngest man ever to serve as head of the Texas Press Association—he is 37 years of age and his rosy-cheek complexion makes him appear much younger. Sam Fore of the Floresville Chronicle-Journal served as president of the association when he was 29 years of age and holds the distinction of being the youngest ever to hold that office.

The Panhandle Press Association honored Mr. Wells with the presidency of its organization a few years ago.

Miss Marian Atkins, a niece of State Senator Clint Small, became Mrs. Deskins Wells on May 16, 1927, and attending the press convention with them is their attractive daughter, Diane, age 7.

Sycily Roberts Assists At Desk

Miss Sycily Roberts of Tech is assisting Mrs. Mattie Park who is in charge of the registration of members and visitors to the Texas Press Association convention in Lubbock. The booth for registration was furnished by the Lubbock Chamber of Commerce and M. D. Fannin, conventions manager, is looking after arrangements.

Continued on page 4

Former Student At Press Meet

Forrest Weimhold, first foreman of the Tech Press and publisher of the Sudan News, combined his attendance to the Texas Press Association convention with a homecoming to Lubbock.

Weimhold was one of the original promoters of the Tech Press, assisting Cecil Horne in obtaining the plant for the college, and installing much of the machinery. He remained as foreman of the Press from its establishment in 1933 until he graduated with a B.A. degree in Journalism in 1936.

After graduation Weimhold began work on the Sudan News, of which he is now publisher. In addition, he acquired a paper in Vega, Texas, which is published by his father, H. H. Weimhold.

George Weimhold, a sister of Forrest, is now a sophomore at Tech, majoring in Journalism. Another sister, Frances, graduated with a major in Home Economics in 1935 and is now county home demonstration agent in Lipscomb county.

About two weeks after Weimhold started work in the Press installing machinery and grading type he was joined by Floyd Raymond, now working with a Dallas newspaper, and Wilmot Eaton, who was promoted to foreman upon Weimhold's graduation and is at present superintendent of the printing plant.

Weimhold is intensely interested in the newspaper business and enthusiastic about his job of editor and publisher. "That's what I want to be," says Weimhold.



CHARLES K. DEVALL

Specialists Diagnose Texas Newspaper Ills In Clinic

Managers Urged Not To Oversell Their Customers

May, Smith and White Lead Topic Discussion During Afternoon Session

Country weeklies were torn apart and put back together again in the afternoon session of the "Newspaper Clinic" Thursday.

Advertising, the "heart" of the newspaper, was analyzed first with Donald May of the Memphis Democrat giving his diagnosis.

Selling advertising for a country weekly depends upon the ability of the agent to know his customers, their business and their interests, May said.

Next "heart specialist" to address the group was J. W. Smith, Jr. of the Lamesa Courier.

The "brains" of the newspaper, the editorial department, came under scrutiny, with diagnosis and recommendations by Specialists Jack Howerton of the Cuero Record and James White of the Brownwood Banner.

Columist White opened his examination of the editorial policy with the statement, "unless heart and brains work together, you won't have much newspaper."

Editor of a daily for 25 years, White said that he had no illusions about the power of the press.

Text of Speech Given by Wells

We have met today to renew the ties of fellowship and to consider the problems of our craft.

Conflicts often arise in the breast of a single individual from these two basic tendencies.

With this approach in mind, let us survey the present conditions, and with neglect to none, try to give major consideration to the most important. Many problems

East, North and West Texas Editors



R. J. EDWARDS
Denton Record-Chronicle



DAVID M. WARREN
Panhandle Herald



LUTHER M. WATSON
Nolan County News

Landrum Joined Dallas News After Editing Country Weekly

Texas Editors

Continued from page 1

in his column, and in an amazingly short period has built a reputation as one of the leading columnists of the day by his frank and individual style of presentation.

"Today food is so soft we ruin our teeth; economics are so soft we ruin our character; government is so prepared it is ruining our patriotism," Landrum commented.

come to mind. Some of these are: methods of presentation, mechanical requirements, increased competition from other media that has resulted in the loss of one-third of our revenue in the last ten years.

As your president I recognize these issues just as you do. We should give them earnest consideration.

But here and now I submit two problems which I consider paramount, for they are both broad in effect and close at hand.

I mention the duty of the press in keeping this nation out of war, because propaganda had its part in dragging us into the last one just as did financial entanglements.

A decline in our culture and the lowering of our standard of living await our entry into the next war.

With this approach in mind, let us survey the present conditions, and with neglect to none, try to give major consideration to the most important. Many problems

weak and destitute. One strong nation able to exert authority, inclined to exercise tolerance and disposed toward relative freedom for the individual, may be the means of saving other people from chaos.

This is no plea against preparedness. It is not a plea of a pacifist. When one people return to barbarism and set forth on a journey to the dark ages, there is no reason for us to pursue the same direction by either fighting or following.

Thus I have reached the second pressing duty of the newspapers, and you will notice that neither of these is a technical matter at all.

This unity is important. Agriculture was penalized over a long period of time and the nation has paid a dear price for this discrimination.

What group of editors have a better opportunity to restore this balance and this unity than we? On one hand we live in a section that has been penalized by discriminations since 1865, but it has endured them.

In pursuing this quest, let us remember that newspapers, just as people, can go too far afield.

Lynn Landrum chuckled as he recalled some of his hardest days on a newspaper.

Opportunity knocked on his door back in 1919 when he and his wife were editing, publishing and delivering the weekly Quana Observer.

must make democracy work—the road must be kept open. If a bridge is out, it must be repaired.

Begins "Thinking Out Loud" His good luck came about three months later when he received a second letter from the News suggesting that he apply for a job on their paper.

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Massengill Tells Needs Of Press

Outlines 10 Points Of Improvement

Freddy Massengill, Jr., of the Terrell Tribune discussed the need of a reorganization of the Texas Press association in an address Thursday.

Reorganization of the T. P. A. should be set up along the same lines as successful press associations throughout the country.

Massengill laid out a plan for future policies of the T. P. A. in ten parts. In effect, they are: (1) there should be a secretary acting only in recording capacity.

to his own reading public—but not to the editorial staff of the Dallas News. One day Landrum received a letter from the News inquiring about their subscription rate.

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Program Texas Press Association

Lubbock Meet, June 8-10, 1939

FRIDAY MORNING, JUNE 9th

- 10:00 Meeting Called to Order, President Wells, Wellington Announcements "See Carlsbad Caverns," Col. Tom Boles, in charge of Caverns, Carlsbad, New Mexico Comments
- 10:10 Gavel turned over to General Program Chairman, Ray Nichols, Vernon
- 10:15 "Making Better Newspapers," Harry L. Gage, Sales Manager Mergenthaler Linotype Co., New Orleans, La.
- 10:45 "Advertising and Its Place in Today's World," E. K. Johnston, Associate Professor Advertising, University of Missouri School of Journalism, Columbia, Mo.
- 11:15 Musical Numbers
- 12:10 Announcements Reports (No sessions in the afternoon . . . barbecue luncheon Texas Tech college . . . afternoon devoted to seeing the college)

SATURDAY MORNING, JUNE 10th

- 9:30 Meeting called to order, President Wells, Wellington Announcements: Special Order of Business
- 9:40 "Use Local Features but Give Local News First," Eddie Warren, Post-Dispatch, Post
- 10:00 "How to Develop an Interesting Woman's Page," Miss Laura Lane, Daily Record, Vernon
- 10:20 "Headaches of a Sports Writer and His Page," Collier Parris, Daily Avalanche-Journal, Lubbock
- 11:00 Reports Convention Committees: (a) Membership (b) Finance (c) Memorial (d) Constitution and By-Laws (e) Revision of Roll (f) Resolutions (g) Special Committees
- 11:35 Brief Invitations for Holding Next Convention (Convention city will be selected by Executive Committee)
- 11:45 Election of Officers Presentation Newly Elected Officers to Association New President Takes Over Gavel Remembrances Unfinished Business Adjournment

national and international affairs. His frequent human interest stories add untold interest. He has become a Texas columnist of first rank.

In advising young would-be-journalists he suggests several years' experience on a weekly or small daily paper before entering the field of the metropolitan dailies.

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Texas Editors!

On Demonstration . . .

The Chapman Electric Neutralizer

on the CLEVELAND FOLDER at the TECH PRESS Engineering Building Texas Technological College

See how the Chapman Electric Neutralizer eliminates static electricity which acts as a brake on efficient operation and which removes a formidable fire hazard by removing static in the presence of inflammable or explosive vapors.

Over 15,000 installations prove the Chapman Electric Neutralizer entirely and absolutely safe under the most hazardous conditions.

The Chapman Electric Neutralizer contributes to the elimination of waste—reduces fire hazards—increases the efficiency of machinery, especially in the paper and printing industries.

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