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Communique, February 1953

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Montana State University (Missoula, Mont.). School of Journalism, "Communique, February 1953" (1953). *Communique, 1953-2020*. 45.

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Mel Ruder Tells Students About His Weekly Paper

"My paper is for the business man, the farmer, the forest ranger . . . everyone in the community, and it's my responsibility to keep it that way," said Melvin Ruder, editor of the Hungry Horse News of Columbia Falls, Mont. Ruder spoke to students and faculty of the journalism school Jan. 19-20.

Ruder has been publisher of the News since 1946. The paper won National Editorial association awards in 1949 and 1951. Prior to starting his newspaper "with a portable typewriter and a camera" Ruder worked as a news cameraman, university instructor, industrial relations specialist, and public



realtions man. He was a gunnery officer in the U. S. Navy during World War II.

While a journalism student at the University of North Dakota in 1936 and 1937, Ruder worked at Yellowstone National park as a photographer. He went on to obtain a master's degree in sociology at the University of North Dakota and taught there in 1940 as an assistant professor. He entered the Navy in 1942.

Westward Bound

After discharge from the service, Ruder traveled west, convinced that he wanted to be a country newspaper editor, and started the Hungry Horse News. The paper won third place for special editions in 1949 from the National Editorial association, and in 1951 it took a first place for best use of illustrative material. In paid circulation the paper is

J-SDX'ers Abduct Queen

The Montana delegation to the Sigma Delta Chi convention in Denver last quarter created an unexpected climax to the final banquet when they abducted the queen of the convention.

The queen, a Denver air line stewardess, was elected by acclamation earlier in the evening after being sponsored by the Missouri and Illinois delegations.

The Montana delegates had been arguing journalistic principles with Missouri and Illinois throughout the convention, so they decided to end the convention with a little merriment at the expense of their opponents. A note delivered during the banquet, a whispered conversation in the hotel lobby, and a car parked outside, resulted in the Montana delegation toasting the queen in the solitude of the Denver Press club.

The Missouri and Illinois delegations sat and wondered until a note arrived telling them what had happened to their queen. The banquet broke up in gales of laughter as the note was read by the master of ceremonies, and the two delegations ran for the exits to recover the queen.

The four-day convention included tours of the newspaper, radio, and television facilities in Denver. There were also serious speeches and discussions on journalism problems.

The five delegates were Lew Keim, Ted Hewett, Allan Rose, Frank Norberg, and Jack Zygmund. "Hitches" to the trip were carburetor and radiator trouble.

one of five top weeklies in Montana.

Analyzing the role of the country weekly newspaper in the community, Ruder emphasized that it is necessary to serve all of the community rather than to cater to one particular segment of the population. Editors need "to let their hair down," Ruder said. "If the community is bawling, bawl with them.

"Freedom of the press," Ruder said, "means that I have the right of fair comment and criticism—with no malice. You do not take personal spite and spleen out in your editorial columns. You can't sit down and say, 'I'm going to get this guy.'" Editorials, to have the best impact, must be on subjects dealing with community problems, he said. "They (the readers) read my paper to see what I have to say about problems which hit the community."

Four A Week

The News carries an average of four editorials a week. "Jobs make good editorials—anything that provides dollars and cents for the peo-

ple . . . and the place to start cleaning up government is at home," he said.

Pictures play an important part in the Hungry Horse News. With a background as newscameraman in Yellowstone park and for the Associated Press, Ruder has developed a number of "don'ts" for the news photographer. He urged avoiding stiff, posed pictures; the combinations of black against black and white against white; lack of close-up detail in photographs, and the routine picture which lacks imagination.

Picture Impact

To be effective, he said, "A picture has to hit you hard. It has to have impact." Ruder's 1952 Christmas edition included over one hundred pictures, many of them showing favorite scenic shots of Western Montana. Pictures have helped Ruder build his paper's circulation to about 2,800.

Ruder's favorite picture subjects are children and animals, both have high appeal to the average reader in his opinion.

The Ruder lecture series is a part of a program initiated nine years ago by Dean James L. C. Ford to bring professional speakers with rich backgrounds and experience in varied fields of journalism before the students. Ruder is the second professional speaker to address the group during the current school year.

Greek Girl Needs Assistance To Attend MSU J-School

If you've ever wished that you could help some student acquire a college education, here is your chance. Dean Ford has received several letters from Daisy Constantinidou, a Greek student, saying it is her "greatest desire" to attend the MSU School of Journalism.

She says, "I grew really enthus-

iastic after I had read about your School of Journalism. My greatest desire is to be able to attend it, not only because it seems to be one of the best in the United States, but also because of its warm and friendly atmosphere, which I have guessed from the kind way your letter was written."

Miss Constantinidou is a junior at Orlinda Childs Pierce college in Greece and has successfully passed the Fulbright examinations, but "unfortunately the number of undergraduate scholarships this year is quite limited. So some of my Fulbright teachers at college advised me to seek a scholarship on my own."

She speaks Greek, French and English, and is presently enrolled in a seminar in modern newspaper practices sponsored by the U. S. Information service in Greece.

"I cannot afford my expenses because of financial reasons," she writes. "My parents can send me 20 to 30 dollars per month for incidentals. I would like to know whether it would be possible for me to work at your college so that I cover part of my expenses. As for the travel expenses, the United States Educational foundation in Greece informed me that I can get a travel grant from them as long as I have a scholarship or work in a college so that tuition, room and board are covered."

Dean Ford has been attempting to find someone who will house Daisy while she is here or someone who will sponsor her by paying her room and board. To date he has been unsuccessful.

"I am willing and capable of doing any kind of work in the school, as typing, helping in the library, answering the telephone, or serving at the table, so that I cover a part of my expenses," Daisy writes. "As you can see I want to do everything that it is possible to attend your School of Journalism the next academic year."

If you are interested or know of anyone who would be, contact Dean Ford.

Family Announces First Addition Via First 'Edition'

"Lisa Conger Arrives on Non-Skied Flight" said the three-column announcement by her parents last November.

Under the Denver Post flag Lisa, the first home edition of the Conger family, was announced.

Column one said, "First definite warning of the arrival of Lisa came during a chess game." The estimated time of arrival was shattered by the speedy stork.

"I'm a father, I'm a father, I'm a father," exclaimed Ev Conger '42, as he floated into the Denver Post newsroom for work Nov. 22. The wild-eyed copyreader managed to lug in the customary box of cigars, but fellow copyreaders reported he was not up to standard in his work.

"He kept muttering something about a baby, and scrawling headlines with 'Father' in them," the slot man noted, "so we sent him home a little early," the paper said.

Communique

Volume XI

February, 1953

Number 1



A Smile and a Day's Work

"You've got to get along with everybody in this job." This is the formula set by the School of Journalism diplomatic custodian, Arne Rees.

"I'm always happy, smile to everybody, and get along as best I can," he said. "That's the main point of the whole thing—besides the work, of course," he added as an afterthought.

Arne is on the job from 6:15 in the morning until 3 o'clock in the afternoon, with a 15-minute break for lunch. He sweeps and mops and empties wastebaskets in 35 rooms, besides halls and stairways.

"I've never had any trouble with

anybody. Once in a while I'll have to shoo somebody out of my way when I want to clean, but if you know how to talk to people, you won't have any difficulty.

"Of course, you have to learn to talk to different people in different ways. You have to know the individual."

Arne came to the J-school in 1945, and, as he said with a smile, "I'll stay here until they kick me out."

He was born in Oslo, Norway, came to the United States when he was 18, and worked as a bookkeeper in Minneapolis. In Oslo he went to a business college after

Marge Hunter And Bo Brown Plan Marriage

Margery Hunter '51 and Firman H. Brown Jr. '49, both J-school graduates, plan to be married March 21 at Libby.

Miss Hunter, until February, was studying history and journalism in Auckland, N. Z., under a Fulbright grant. She will be remembered in the J-school for her work on the Kaimin and as president of Theta Sigma Phi in 1950. She is the daughter of Mrs. Lloyd T. Hunter of Libby. She is affiliated with Kappa Alpha Theta sorority, Spur, and Mortar Board.

The groom, better known as "Bo," is a journalism instructor at Northern Montana college in Havre, dramatics director, and works in the NMC Public Service division. At MSU he was active in Sigma Delta Chi, Sigma Nu fraternity, Silent Sentinel, and Masquers club. He is a veteran of the Navy. Bo is the son of Mr. and Mrs. Firman H. Brown of Billings.

Mrs. Kay Tihista Replaces Merlyn As New Secretary

Dean Ford acquired a new secretary, Mrs. Kay Tihista. Mrs. Tihista joined the staff in December. She replaces Merlyn O'Loughlin.

Mrs. Tihista is originally from Seattle, Wash. She was employed as secretary in Todd shipyard there for three years and was secretary in a real estate office for two and a half years.

After leaving Seattle, she took a position as executive secretary to a production firm in Alaska.

Mrs. Tihista was employed as a laboratory technician in Missoula for two years before coming to the J-school.

high school. He gave up his book-keeping job and started contracting in lumber between Minneapolis and Duluth. After that he became a painter, also in Minneapolis.

TV Writing Is Hectic, Says Hilgenstuhler

"The field of TV publications is just as confused and almost as maddening as TV itself," writes Ted Hilgenstuhler '50.

Ted is a staff writer for TV-Radio Life magazine in Hollywood, Calif. He has been with the publication for a year and a half now.

"It is hectic especially in Los Angeles where beginning on April 1 (or thereabouts) there will be five TV magazines in this area.

"We are now the largest (over 120,000 paid circulation per week), and we hope to stay the largest—increasing the circulation proportionately. But it will be a fight.

"TV-Radio Life magazine is a regional magazine for Southern California. Along with the television industry, the publication has grown tremendously. For two years its circulation was only 35,000 a week."

Ted is sports and feature editor for the magazine. He attended the graduate school of the University of Missouri for one summer. He worked on the Missoulian for a while, studied in England at the University of Exeter, traveled throughout northern Europe (where he met another Hilgenstuhler in Bremen, Germany), and then returned to the States to take a special writing course at New York university.

NORBERG AT POPLAR

Frank Norberg '52 is now editor-manager of the Poplar Standard in Poplar. Norberg graduated at the end of fall quarter and moved directly to Poplar. In the summer of 1952 he worked for Jere Coffey '43 as editor of the Choteau Acantha. He was sports editor of the Kaimin during his senior year.

COMMUNIQUE

Published by the seniors in the Montana State University School of Journalism for alumni of the school.

Editor **Art Lundell**
Staff: Dave Pugh, Betty Smith, Chuck Robey, Virginia Smith, Allan Rose.

SORRY?

Because my staff did such a good job of filling the space with news, I'm going to dispense with the un-needed editorial. Reba Turnquist turns editor next quarter, so why not keep sending up the fine announcements of your doings either to her or Jim?—A.L.

Teaching Certificates Are Possible for J-Grads, But Jobs May Be Scarce

If you are interested in the possibility of teaching journalism in a Montana high school, a special route for securing a secondary school teaching certificate is available.

This certificate is given in any field, including journalism, not classified as a regular teaching major. It entitles the possessor to teach grades one through twelve in any public school.

The certificate is good for two years and may be extended to five years if the applicant has one year of successful teaching behind him. It is renewable indefinitely for five-year periods if eight-quarter hours of undergraduate or graduate credits are presented each time. However, it is recommended that this be work toward the master's degree if the applicant does not have one.

To qualify for this certificate the student must have a bachelor's degree from a fully accredited teacher-education training institution, a minimum of 45 quarter hours in any special field (such as journalism), and 24 quarter hours of educational and professional training composed primarily of psychology and education courses. No teaching minor is required. Experience is preferred but not required.

This certificate may also be granted to anyone who presents unusual preparation or may have made an outstanding record in some particular technical field that is recognized by the state as being sufficient for instructing students in the public schools of the state. This recognition is at the discre-

tion of the State Board of Education.

James E. Short, acting dean of the education school, warns those considering obtaining this special certificate in such fields as journalism that job possibilities in the state are limited. Those receiving the certificate would be eligible to teach only in their special subject, i.e., journalism. And the number of high schools in Montana employing full-time journalism instructors is very small. There are less than seven in the state at the present time.

The majority of journalism teachers must teach other subjects as well, and with this certificate the teacher would not be eligible to do so. However, journalism and other special subjects may be offered as teaching minors for the secondary school standard certificate providing the student has a teaching major of 45 quarter hours in a subject usually taught in Montana high schools, such as English, history, etc.

"Students should be warned of the limitations of a special certificate," Dean Short said, "in order that they do not find themselves equipped with a certificate which is virtually of no use to them in obtaining jobs in Montana."

Dean Ford will send further information to those who are interested.

J-School Roof Blows Its Top

On Thursday, Jan. 8, the J-school lost a large piece of its roof.

A 50-mile-per-hour wind swept through Missoula and tore the copper roofing off the south end of the building, leaving debris scattered in the trees and on the ground. Tarpaulin was used until the roof could be repaired.

The rain and strong wind caused some leakage in one of the classrooms and the adjacent hall.

Cement asphalt roofing will replace the copper.

—Introduction to Radio—this last quarter. It drew 19 students, fewer than half of them from the J-school. We do all of our "written" work on tape. The response has been good. I wonder if the tape recorder doesn't have some possibilities for "correspondence" courses, perhaps in languages or in music.

I got cabin fever the other day. I did what I think everybody should do under such circumstances. I sold the cabin. Now, if you'll excuse me, I must be off to see a man about another cabin.

Yours,
Ole Bue

Here's Jim . . .

The School of Journalism is announcing two brand-new services for its graduates and publishers through the columns of this month's Communique, as stories elsewhere in this issue will tell you. The first, is an "Opportunities" or "help-wanted" column to tell about calls we have had from publishers to fill positions on their staffs. With the Armed Services keeping up their demands on recent graduates, it's not easy to find people. In addition, it's a delicate problem, putting out information about jobs, for those already employed but interested in a move. This new service may help.

In addition, we're listing, with the "Opportunities" column this month the names and addresses of spring quarter graduates who're interested in jobs. Out of that list, some publisher can be pretty sure to find just the man or woman for whom he's been looking.

Our second new service is to extend the loan operations of the School of Journalism library on a state-wide basis. Publishers, high schools, and alumni are invited to make use of our fine collection for their own reading. Whether it's a reference book to brush up on libel or a recent and readable tale by a foreign correspondent, here's your chance to keep up. The story on page four will tell you all about it.

Meanwhile, it's been nice to have a number of you drop in to see us here. Dating back to just before Christmas and right up to last week, we've had calls from Ken Campbell and Bob Crennen, both en route to army posts in California; from Mike Kennedy, following a year of graduate work at Northwestern; from Pat Graham, on his way to duty at Ft. Lewis, Wash.; John Willard, escorting a visiting Crusade for Freedom speaker around Montana; Dick Shirley, taking a few moments off from his publishing chores at Hot Springs; and Mary (Kidd) and Jud Moore, down on a trip from his state publicity job at Helena.

Bob Struckman's been under the weather lately and, I'm sure, would appreciate a note from those who know him. Maybe you'll keep his mailman busy.

A week ago the seniors got the idea (periodic) that they'd slaughter the J-staff in a bowling match. Although I'm not boasting (and how could I with my scores?), Din Alcorn and Ed Dugan made it possible for us to take two out of

That's the Roof?



Here's part of the J-school roof that blew away in January. Allan Rose, journalism senior, looks at the copper.

WHO'S DOING WHAT?

Paul E. Verdon '49 married Elaine Hendrickson at St. Mary's Catholic church in Malta on Nov. 21. Mr. Verdon has been with the Phillips County News for three years as news editor.

Jane Ann Jones, ex-'51, married Kermit Hathaway in Denver Dec. 27. She had been employed in advertising work in that city.

Dorothy (Bunky) Rochon Powers '43 is the chairman of the Educational Affairs committee of the Spokane Press club.

Dwain Hanson '50 and Russ Nielsen '50 are with the United Press bureau in Spokane, Wash. Russ' address is West 322 Park Place, Spokane 17.

Tom Ambrose '52 is at Camp Rucker, Ala.

Pat Graham '52 is at Fort Lewis, Wash.

Gene Beauchamp '52 has gone to Camp Atterbury, Ind.

Tom Anderson '52 is at Camp Roberts, Calif.

Thomas E. Bogardus '46 has been

three. Don Ross and Kay Tihista, the new secretary, contributed. I kept out of the gutter most of the time.

Budget's coming up and by this time next quarter we'll be able to tell you whether the legislature left us with any wings to fly. Here's hoping!

All the best,
Jim

Dugan Attends Pub Meeting

Prof. Ed Dugan attended the Pacific Coast conference meeting of school publication managers in San Francisco in the last part of January.

The meeting was held at the San Francisco Press club, and the managers studied publications problems. The meeting is held annually and considers budgeting problems as well as discussions of trends. Every three years, national advertising contracts are made at these meetings. Dugan explained, "All the papers make their contracts at the same time and they all expire on the same date. This has considerable effect in strengthening our bargaining powers."

"I called Donna Fanning '48 when I was in town, and I ran into Ed Reynolds '40 in the Press Club lobby. I didn't find out where he is working, because we made a quick date to talk later, and then I got side-tracked, and never did see him," Dugan said.

Ekalaka Eagle 45 Years Old

Tom Taylor '34 celebrated the 45th anniversary of his Ekakaka Eagle on Jan. 2. He wrote:

"With this issue the Ekakaka Eagle begins another year, its 45th, which means that in another six years your hometown newspaper will have served its community a half century, and is another way of saying that it has served and managed to make a living for 44 years.

"There are forty or fifty other newspapers in the U. S. named some kind of Eagle or other, but just as there is no other place just like Carter county, regardless of goodness, badness, wealth, or poverty, on the same terms there is no other newspaper quite like the Ekakaka Eagle, because no other newspaper has just exactly the same conditions, both good and bad, with which to reckon.

"And while the present publishers have grown nearly seven years older and uglier since taking it over in 1946. The Eagle, like any good newspaper, feels younger and looks better all the time."

with the Palo Alto Times for one year doing display advertising and is now classified advertising manager.

Tannise Brown Rost '47 left her job as homecraft editor of the "California Farmer" in Los Angeles to try freelance writing. Her new address is 1315 "I" street, Apt. 2, Eureka, Calif.

William Emery '50 won a \$5 award in the Multi-Ad builder mat service he submitted from The Standard-Examiner in Ogden, Utah. He said his ad "far exceeded all my expectations for pulling power!"

Lloyd V. Eastman '43 is now the manager of the Seaside, Ore., Chamber of Commerce.

Normamae Milkwick '51 married Edward Lamberg on Feb. 6 in Salt Lake City. She is employed by the Galigher Machinery company. They will live at 803 Green street, Salt Lake City.

Caroline Ketcham Karker has left the Kalispell Interlake and moved to Billings where her husband, Bob, is working at the Bureau of Reclamation, and she is working for the State Farm Mutual adjuster.

Lorraine and George Remington '51 are now in Honolulu. Their address is 1848 B. Palalo avenue, Honolulu 16, T. H. Lorraine is doing advertising and public relations for TPA-Alaska Airlines, an inter-island carrier. They mention seeing Mary Schmit '47 and Pat McLatchy.

Mr. and Mrs. Roger Grattan '36 have a new son, born in the middle of January.

Gene Hayden '52 is now working at McKay's Art Shop in Missoula.

Ray Sorum '52 is working in the advertising department of the Missoula Mercantile.

Noel Furlong '51 and his wife had a baby girl Feb. 3.

Anita Phillips '50 has moved to 260 S. Mariposa avenue, Apt. 308, Los Angeles 4, Calif.

Pat Schwarz, ex-'54, married Lt. Earl Sandvig Jr. on Jan. 24. Lieutenant Sandvig is a grad of MSU.

Mr. and Mrs. Cy Molloy '48, now at Darien, Conn., announce the arrival of a son, Thomas Allen, Dec. 22, 1952. The Molloy's have one other child, Dianne.

Fred Mills '52 is a newscaster and announcer for station KFBB, Great Falls, and is also "on call" at night for the W. H. George funeral home.

Jack Luetjen accepted a position as commercial and promotion manager for KSGA, Redmond, Ore.

Keith and Molly (Burke) '48 Herrin announced twin girls, Catherine Ann and Carol Fran, on Jan. 26, 1953.

Lt. Col. Gordon Miller '39 has a new address, 040386 (his service number), Signal Section, Hq. AFPE, 343, c/o Postmaster, San Francisco, Calif.

Dick Shirley '52, owner and editor of the Hot Springs Sentinel, was elected one of the directors of the Hot Springs Chamber of Commerce.

Jud Moore '48 and family stopped in Missoula while he attended to some business here in the city.

Arnie Rivin '47 visited the campus Feb. 16. He came to Missoula by way of San Francisco where he attended a convention of institutional hospital planning.

Mrs. Richard Knights (E. Jean Swenson '43) is now living in Medford, Ore. Mr. Knights is an IBM customer engineer there. Address: 822 S. Oakdale.

Here's Ole . . .

Dear Departed:

I'd start this note with a detailed description of the incredibly mild winter but I don't want to make anybody feel bad. For good reason, most of you remember your Missoula winters with chill overtones of snow and blow. This one is better characterized with budding forsythia, burgeoning day lilies and peonies. Nobody is unhappy except the cherry growers and the fuel dealers.

I've been trying to think of something new and different to add to the course in typography. I've been wondering, about half seriously, if that course should veer off into paper making or press washing. The idea has been growing since I read about some geniuses at MIT who have devised a scheme for printing without type.

You who were photographers will be happy to know that we recently got a big Arkay print dryer. We've retired that impossible cylinder job. We're also hoping to get a new camera or two and a good 35mm enlarger. From what I saw and heard in Chicago last summer, it appears that more and more photographers are using small, fast cameras and depending more than ever on natural light. Mindful of the demands of television, I'm looking to the day when we can include some work with movie cameras.

We started a new service course

Alaskan Chamber of Commerce Work Is a Challenge, Says Ed Lewis

"There's never a dull moment in chamber of commerce work," says E. D. Lewis '51, "and journalistic talent comes in good stead.

"There are countless things to be written—folders, bulletins, scripts, publicity articles, reports, surveys, ponderous letters, and crisp telegrams and speeches."

Ed is the manager of the Fairbanks, Alaska, Chamber of Commerce. He has been on the job since September of last year.

"The increasing number of fourth estaters who desert the press for the usually more lucrative fields of public relations and chamber work should be of considerable interest to the college student," he adds.

When he arrived in Fairbanks, he found the Chamber of Commerce in a rather doubtful status.

Just Interested People

"There was no office, just an information booth. No budget, no by-laws, no staff, no program, nor much organization. Just a batch of interested people cognizant of a job to be done and willing to do it.

"The total income for the year was \$5,300, scarcely enough to pay for secretarial help. I was expected to set up a live-wire organization according to U. S. standards. And, frankly, I wasn't sure I could do it," he wrote.

Mr. Lewis had been manager of the El Reno, Okla., Chamber of Commerce for a year when he got the bid from Fairbanks. His interest had been aroused in the chamber of commerce field after talking to a chamber manager in Boulder, Colo.

He set to work making a program for the Chamber, worked up a set of by-laws, arranged for a 15-man board of directors, conducted an all-out drive for membership, expanded office space, got a full-time secretary, bought new equipment, and raised the budget to over \$20,000.

"When I got up here, there were 110 members in the Chamber. Today we have 275. We are now handling a growing list of activities, ranging all the way from a weekly radio program in which I go on the air with a lot of corn about this and that to sending a slug of correspondence and hot epithets to Senators and Congressmen on such things as shipping strikes.

"Chamber work here in the frozen north offers much more a challenge than is to be found in the more prosaic chamber work in the States."

Mr. Lewis says the city of Fairbanks has doubled its population in the past two years. Its physical appearance is changing from the bearded prospector to modern mining methods, from dog teams to Cadillacs, and long-walled "wanigans" to eight and eleven-storied buildings. And more is in the planning stage. Greater Fairbanks has a population of 30,000, he says.

"Alaska is strange and silent and filled with scenic grandeur. It is spread over an area nearly as large as the continental U. S. Approximately 150,000 people, over a third of them Eskimos, Indians, or Aleuts, live here. Central and Northern Alaska have terrific winters (I guess) which send the thermometer to 60 below. It's been 54 below there this winter. But the winter weather here isn't bad, not

as bad as was the winter I spent in Missoula!

Friendly People

"The people of Alaska are different. Although they are of the same breed that populates the States, they have in coming to Alaska lost some of their hustle and bustle and have taken time out to be friendly and extremely hospitable.

"To most Americans, Alaska is a vague, faraway land of snow and ice, igloos and Eskimos. But the average snowfall of Fairbanks is less than that of New York City. Alaska has no snakes; its brown bears are the world's largest. Alaska has more college graduates per capita than any state in the Union. And Fairbanks is the only place in the world where a midnight baseball game is played on the 21st of June each year," he informs us.

Mr. Lewis is a native North Carolinian who was editor-publisher of "Southern Wings," a monthly aviation magazine for the two Carolinas. He sold that in 1948 to become editor of the Melbourne Times, Melbourne, Fla.

Went to Colorado

A WW II injury sent him to Colorado where he entered the University of Colorado. Then he says,

"I heard the MSU journalism school was one of the 'Big Five' in the nation. Caught Dean Ford in a benign frame of mind, and settled down to a final year featuring Dugan (a la carte), Alcorn, Bue, Lusk, Struckman (will always remember 'Farmer Bob,' solid as Mt. Sentinel), and Dean Ford."

He took the editorial sequence and was a member of Sigma Delta Chi.

New Course, Intro. to Radio, Offered Here

A new course in radio is being offered this quarter by the School of Journalism for the University.

Nineteen students have enrolled in Introduction to Radio, a course which was initiated at the request of the Montana Broadcasters association. Opening with lectures on the history of radio and problems of the industry, the beginning course may lead into more advanced study in newscasting, radio editing, special events broadcasts, and preparation of commercial copy—all courses offered by the J-school.

Professional radio journalism courses were started here in 1942. The School of Journalism is one of 13 schools across the nation which are accredited in the field by the American Council on Education for Journalism.

Radio journalism courses are offered with the idea that students will take all or part of other courses pertaining to radio offered in other departments of the University, according to O. J. Bue, journalism professor.

The English department offers radio speech, radio production and directing, radio drama, and voice and diction courses. In the music school, students study microphone and program techniques. And the physics department offers a course in electronics, looking to licensing of students as radio operators by the Federal Communications commission.

Other innovations have been worked out by Mr. Bue to give journalism students wider training for the field of radio. In Introduction to Radio, students record their recitations and all written work. These recordings are then played back to the class in an effort to point up mistakes made in a forceful and effective way, Bue said.

In a more advanced course, students plan and record taped interviews with University officials, other students, and visiting authorities. These recordings are mailed to Montana radio stations

New Lights Placed In J-School Office

The J-school's secretary's office was equipped with new lighting during Christmas vacation. Two louvred-bottom, 8-foot fixtures with intensities of 35 to 40 candlepower replaced the old lamps which had intensities of only 10 to 15 candles. Each fixture contains four eight-foot lamps.

The usual policy in University lighting has been to use incandescent lighting, but in this case, in view of the fact that the room has no outside exposure, florescent lamps were used.

Washington, D.C., Grew on Her, But She's Content Back at MSU

"We had one advantage over anybody else in coming back to Montana—we had many former friends who are still on the faculty. You can't help but be drawn to somebody who is not a perfect stranger to you." This was the observation of a School of Journalism graduate who has returned to her alma mater in a non-journalistic role.

She is Mrs. Carl McFarland, wife of the president of the University. Dr. McFarland, a graduate of the MSU law school, was appointed president in 1951. They reside at 667 E. Beckwith in Missoula.

Mrs. McFarland, a petite woman with a soft voice, would have trouble convincing many people she has been out of college for 21 years. She has the exuberant personality of a coed and is perfectly content in a collegiate environment.

Theta Sig Delegate

She remembers the School of Journalism of 1930 well. In particular, she remembers Dean Stone and Theta Sigma Phi, of which she was an active member.

"I remember going as Theta Sig delegate to the national convention in St. Louis. What an eye-opening experience! If I remember correctly, I was the first Montana delegate to attend a national convention, and I'll never forget it."

She graduated from the J-school in 1932. "In those days," she said,

Press Club Party Featured Acts, Type Race, and Hula

"Some of the best entertainment we've seen in a long time," was the comment made by J-school faculty members when the Press club dinner party was over. The shindig took place Friday, Feb. 6, at the Steak house, and by the time it was over Press club members knew that music majors didn't have a monopoly on musical talent.

One of the highlights of the show was the appearance of the Press club's equivalent to Arthur Godfrey's Cherry Sisters. Four sophomore men—Ray Moholt, Glendive; Bob Newlin, Lewistown; Don Brant, Glendive; and Murdo Campbell, Great Falls—couldn't

have painted a truer picture of the Gay Nineties if they were women. Their number was the can-can, and the boys were dressed accordingly, complete with wigs and balloons attached to strategic places to create the essence of femininity.

Moholt, who is president of Press club, "emcee'd" the program. While waiting for dinner to be served, the group watched a typesetting race between Prof. Ed Dugan and Dean Ford. The race ended with neither contestant winning, so both were penalized by rendering five-minute speeches.

Next on the program was a rendition of "It's in the Book" performed by the freshmen. The words were changed to fit the atmosphere, but the spirit and "great exuberance" of the John Standley recording were there. Kim Forman, Miles City, led the "revivalists" with a "Let's live it up, it's not raining inside tonight!"

A satire on sports commentators was presented by Bill Jones, Miles City, and Jack Zygmund, Havre, Kaimin sports editor. The program went from the ridiculous to the sublime then when Pat O'Hare, Stevensville, and Tom Needham, Ronan, sophomores, sang a duet. Both students are members of the University A Cappella choir.

Last number on the program was the appearance of "Haliloki Lenhart and Her Hula Honeys," imported from Honolulu via Theta Sigma Phi. Grass skirts, leis, and ukeleles contributed to the Hawaiian atmosphere. The Incinerator also appeared again.

All in all, it was "quite a party," and marked the second get-together of the 1952-53 school year of the revived Press club. Officers of the club, in addition to President Moholt, are: vice president, Muriel Griffin, Missoula; secretary-treasurer, Barbara Mellott, Hamilton; publicity chairman, Kim Forman, Miles City; faculty adviser, Professor Dugan; Sigma Delta Chi representative, Art Lundell; and Theta Sigma Phi representative, Betty Smith, Miles City. They promise bigger and better Press club parties yet to come.

Lyle Achenbach Is Named JC 'Outstanding Man'

Lyle Achenbach '50 was named the most outstanding Missoula Junior Chamber of Commerce member of 1952 at a meeting in January.

Achenbach is employed by the Mountain States Telephone company in Missoula. Achenbach is the JC's second vice-president. He received his award for "leadership and exceptional cooperation during the year." The presentation was made by Lowell C. Smith, a JC state vice-president. The award consists of a key to be worn on a chain.

1929 she worked for him, cutting stencils.

"Another time I remember meeting him was during a trial court of the law school. I was a member of the jury—it was required for reporters to serve in this capacity—and he was there as part of his law training."

17 Washington Years

They lived 17 years in Washington, D. C., where Dr. McFarland worked as assistant to the attorney general in President Roosevelt's administration.

"Because we lived there so long," said Mrs. McFarland, "I developed an avid appreciation of the city's beauty. It's the sort of place that grows on you. In summer the climate was hot and humid, but spring and fall were magnificent."

One of her greatest surprises in coming back to Montana was, as she put it, "I felt so energetic. It must be this mountain air that makes you college kids have so much ambition."

"Famous Last Words"—I won't need a filler.

Theta Sigs Initiate Two Pledges at Dean Ford's Home

Theta Sigma Phi initiated two pledges into the active chapter this quarter. The initiation of Margery Foot, Kalispell, and Winifred Dinn, Butte, was conducted Feb. 1 at the home of Dean and Mrs. James L. C. Ford, and was followed with a dinner at the Frontier club.

Theta Sigs are filling orders to newspaper publishers throughout the nation for copies of the "Handbook for Newspaper Correspondents." Helen Lenhart, Havre, president, reports that orders have been coming in satisfactorily all quarter. Sigma Delta Chi, which handled reprinting of the book, and Theta Sigma Phi are working together on the money-making project.

A special committee has been assigned to plan the publication of "Campus Rakings," traditional Theta Sig Aber day publication.

Cow's Legs, Tail Make Guthrie Tale

A. B. Guthrie Jr. '23 tells a humorous tale about his milking a cow in the January issue of Harper's magazine.

His main trouble comes from the legs and tail section of the registered Brown Swiss on a contracted Montana ranch last summer.

"That cow, improving with practice, scuffed my forearm, barked my knuckles, bruised my leg, batted me off the stool, belted pail after pail from between my knees," Mr. Guthrie wrote.

"Nothing Difficult About a Cow" is the title of the article. We suggest that you give it a look.



in New York as secretary of a law firm. The following spring she was married to Dr. McFarland in Washington, D. C. She had met her husband when both were students at MSU. During the summer of

John Scott Spoke Here On Journalistic Symbolism

"Subjective evaluation is becoming more and more important in writing news, and journalistic symbolism is a gimmick to accomplish this," said John Scott, Time correspondent, in a lecture to journalism students in January.

"People are still restricted to a 24-hour day, and there are more and more kinds of the news. This calls for a retrenchment on all the news that's fit to print, which is no longer possible. There is too much to ever get into even the New York Times on a Sunday," he said.

Subjective Reporters

The first postwar chief of Time's Berlin bureau said after the war the Allies were split over the body of Germany. The correspondents couldn't tell all the facts for a lack of space. So they had to become subjective reporters.

"We used one German to express the problems of the whole German people and made them sing, so to speak. TV is doing this. Two or three people do the talking, not the whole city. But, you have to pick the right people," he added.

As an example of journalistic symbolism, Mr. Scott gave the 1951 Man of the Year, Premier Mossedegh. He said Mossedegh was the symbol of nationalism which arose during that year.

Special Lecture

He gave two lectures in Main hall on European problems, and then he gave a special lecture here on journalism and Time, Inc. He has been touring the nation since October of last year lecturing in colleges and universities on Europe.

Mr. Scott left the University of Wisconsin in 1932 and went to Russia as a welder and chemist. He wanted to learn something about the Soviet experiment. He became

correspondent in Moscow for the London News Chronicle and a French news agency.

He was thrown out of Moscow by the Russian government in 1941 for "violating the Russian censorship."

There was quite a discussion of the very rewritten stories which appear in Time. Mr. Scott defended Time's policy.

When asked if Mrs. Luce had any influence in the policies and stories of Time, Mr. Scott said, "I don't know of anyone in the office who is on intimate terms with Mrs. Luce, except possibly Mr. Luce."

Where Is the Wise Haffinch?

And it has come to pass that the name and whereabouts of the Wise Haffinch is unbeknownst to the world. Do thou knoweth who and where he could be?

The Haffinch parables, written in the language of the ancients, were started in the April 10, 1934 issue of the Kaimin. They are being re-run in this year's Kaimin and the school would appreciate any information as to the name of the author and where he is.

Opportunity Waits for You

Maybe you need a job. Maybe you are interested in a new one. Maybe you need a journalism graduate to fill a job. If so, there are openings listed below and also a list of MSU journalism graduates who want to go to work in June. For further information, write Dean Ford.

Openings:

W. R. Littell, Western News, Libby, wants a reporter and advertising solicitor.

Harry Duntsch, Bozeman Courier, wants a reporter.

Jack Coulter, Ravalli Republican, Hamilton, wants a reporter.

Bill Wilmont, Colfax Gazette-Commoner, Colfax, Wash., wants an advertising solicitor.

W. E. Shemorry, managing editor, Press Publications, Williston, N. D., wants an experienced editor-reporter for a 16-page official county weekly in the heart of the North Dakota oil development. Would be expected to handle all important local news, editorial page, edit country correspondence, write oil news and miscellaneous features. Knowledge of Speed Graphic is an asset but not essential. Good salary for man who wants to work and will stay put. Can start immediately.

L. K. Lathrop, Fallon County Times, Baker, wants a reporter.

Cavalier County Republican, Langdon, N. D., wants someone to take over July 1 and to report as soon after school is out as is convenient to work with the girl on the job now. Applicant, man or woman, will take almost complete charge of the newspaper. He has been very satisfied with women in the past. It is a news editor's job, full time newspapering, carry most of the correspondence with the news desk, and be in general charge of the staff of about 20 correspondents. Contact Edward J. Franta, managing editor.

Available Graduates:

Graduates are listed according to name, Missoula address, and type of job preferred.

Leona Facincani, 1121 Harrison St., reporter or wire service work.

Eleanor Fisher, 1121 Harrison St., advertising.

Lew Keim, 511 Eddy, editorial, radio or public relations work.

Virginia Smith, New hall, retail advertising, radio advertising or public relations work.

Betty Smith, 501 University Ave., daily or weekly in medium-sized town or magazine work.

Jack Zygmund, 500 University Ave., radio, public relations, or publicity.

David Pugh, 4232 North Paulina St., Chicago 13, Ill., retail advertising, publicity or chamber of commerce work.

R. Hendon Named Personnel Chief

Robert Hendon '31 is a vice-president of the Railway Express agency. He is in charge of personnel.

He joined the Railway Express in 1947 and became general manager of the Allegheny department in Philadelphia.

Hendon had worked for the FBI for 12 years. He is also a graduate of the MSU law school.

It's in the Family . . .



These six journalism freshmen are keeping the field of journalism in the family. Each of them has a parent or relative active in the field. They are, left to right, Ken Byerly Jr., William Campbell, Carol Cushman, Ronald Munger, Jere Lee Rivenes, and Carolyn Porter. Their parents or relatives represent the Daniels County Leader, the Helena Independent Record, Lewistown Daily News, the Great Falls Tribune, and the McMinnville Telephone Register.

Versatility Plus . . .



Mrs. Pierson is keeper of the books, but her help doesn't end there. She can perform many odd

jobs with skill and resourcefulness. And to top it all off, she is a Phi Beta Kappa.

J-Student, Artist, Teacher, Editor; They All Add Up to Mrs. Pierson

"I started at the University of Oregon as a journalism major, so I feel right at home in this journalistic atmosphere," was the observation of J-school librarian, Mrs. Beatrice Pierson.

"Bea," as she is known by journalism faculty and students, has another reason to "feel at home" in a library stacked almost to the ceiling with newspapers. For 12 years she and her husband published the North Tillamook County News in Garibaldi, Ore.

Newspaper work isn't the only one of Bea's accomplishments. She excels in arts and crafts, and recently demonstrated the silk screen process of printing to Din Alcorn's graphic arts class. And Press club is never at a loss for publicity with her adeptness at poster printing.

Loves the Game

It was her love for the newspaper game that prompted Bea to accept her present job as assistant secretary and librarian of the MSU School of Journalism.

"There were several jobs open on the campus," she said, "but I was told that if I waited a few months I could have this one. And I'm glad I did." She joined the J-school staff in September, 1951.

The year before, she was employed at the Missoula county assessor's office. In 1948-49 she served as a substitute teacher of arts and crafts in Missoula County high school.

There's a good reason for her artistic ability. After graduating from the University of Oregon in the department of romance languages in 1935, she did graduate

work and received her Master of Fine Arts degree.

Modesty Becomes Her

Bea's modesty is becoming. She wouldn't tell you unless you asked that she wears the Phi Beta Kappa key and was also a member of Pi Lambda Theta, educational honorary. Following her graduate work she went to the East for four years of social settlement work in arts and crafts in Philadelphia and Pittsburgh.

Then she went back to Oregon, married Ed T. Pierson, and together they published the weekly newspaper in Garibaldi, population 1,000. Mr. Pierson took care of the business end of the North Tillamook County News, and Bea was the editorial staff. She collected all the news, edited the copy, did the make-up, and ran the Linotype.

It's easy to see why the journalistic atmosphere is not strange to her. She likes being around college students much more than high school. "There's no discipline problem here," she said.

When asked about her plans for the immediate future, Bea answered, "As far as I know, I'm staying right here."

Knowles Takes Job In Washington

Beverly Knowles '38 is a secretary to Rep. Lee Metcalf in Washington, D. C. She resigned as a medical secretary and bookkeeper in Spokane, Wash., to accept the position.

J-Library Lends Books For a Year

The journalism library is extending the use of its books throughout the state.

Selected books on journalism in special sets chosen for newspapermen and high school students may be borrowed by these groups:

"This service to the state newspapers and high schools has been organized to give them the best in reference works and useful topic textbooks. It extends the privileges of the journalism library to the entire state," Dean Ford said.

People borrowing books will pay costs of transportation two ways, and, of course, they will be responsible for damage they bring to the books. They will be lent for one year to newspapermen or for the school year in the case of high schools.

Interested persons are asked to write Dean Ford for information. The transportation cost for two ways is about 15 cents. Books are available for all major topics of journalism.

The library has added about 40 new books to the shelves since the first of the year. One book is a reprint of a book written in 1810 on the history of printing in America.

Another is a reprint of a book of the eighteenth century on the freedom of the press in England during that period. Others range from older books that are hard to find to make a complete library, to books published last year.

Pow Wow Plans Are Underway

The J-school's fourth annual Pow Wow for high school editors will be the week of Aug. 9-15, director R. P. Struckman announces.

The summer sessions are to help high school paper and yearbook editors prepare for the following year's work. The Pow Wow is divided into three main sections. One is for mimeograph newspapers, one for regular newspapers, and the third for yearbook editors. Elective courses are being offered in addition this summer, Struckman said.

Full Program

The students will live and eat in University dorms, and attend classes. They will be offered a recreational program of swimming in the afternoons, picnics, and dances. The courses will be taught by J-school faculty members, and Miss Fay Kirkpatrick, journalism instructor at Helena high, will join the faculty.

Tuition fee for this course is \$25. Many Montana publishers and radio stations are contributing scholarships for this course.

"We are ahead of last year already in gathering scholarships, and it looks like this will be a record year," Struckman reports.

Scholarships have been received this year from the following publishers and radio stations:

The Ravalli Republican, Jack Coulter '26, and the Western News, Miles Romney '22, have jointly sponsored a scholarship.

Others Contributing

Mel Ruder of the Hungry Horse News has contributed a scholarship, as has Larry Bowler of the Daniels County Leader. The Fort Benton River Press, Joel Overholser, and the Lewistown Daily News, Ken Byerly, are each sponsoring students.

Alex Warden and John Travis are sponsoring scholarships from the Great Falls Tribune and the Havre Daily News. Station KANA, Anaconda, has contributed a check signed by A. J. Mosby.

The Bozeman Chronicle, Jefferson Jones, is sponsoring two scholarships. Grace Holloway of the Townsend Star is paying a student's way. Jere Coffey '43 and his Choteau Acantha were the first to give a scholarship this year.