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Communique, May 1954

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Journalism School Invited To Become MPA Member

One of the largest associations of magazine publishers in the United States, Magazine Publishers Association, Inc., has invited the MSU School of Journalism to become an "Education Associate member."

Only five other journalism schools in the country have been admitted to membership on a similar basis, according to Dean James L. C. Ford. They include schools of journalism at Minnesota, Missouri, Northwestern, Syracuse, and Wisconsin. These schools and Montana are the only ones accredited for magazine training.

MSU thus becomes the only school west of the Missouri so honored. The recognition is the second which has come during the current school year to the MSU journalism school. In early Dec-

ember the school was named an associate member of Associated Business Publications.

Chief value of both affiliations will be in materials made available for instructional purposes and in contacts with working members of both the business and general magazine fields, said Dean Ford.

The MPA was organized November 3, 1919, in New York state and now includes most of the major general-interest magazine publishers in the country. Education Associate members are entitled to attend meetings and receive regular mailings. But they have no vote.

A number of MSU graduates in journalism now hold responsible positions in the magazine publishing field, according to Dean Ford. Among them are Arnold A. Rivin

Haugland Relates Past On AP Aviation Beats

BY VERN HAUGLAND '31

The aviation run on a news service or major newspaper is just plain wonderful. So many stories that you never really get caught up with your work. Some of them are new and startling—sensational items for the world's front pages. Others are of top regional or local interest. Mainly they're easy to find and easy to write.

The gathering of these stories involves much travel, for the most part by air. From Washington you may hop over to Paris for a weekend, or to Miami for lunch. You're away from home only long enough to free your wife from the kitchen routine for a few days, barely long enough for the children better to appreciate you when you return. You meet unusually interesting and important people. And you work with a grand, companionable gang of writers. Not long ago a former Associated Press staff man told me, "I think you have the most attractive job in the AP." I didn't disagree with him.

Most of my mail comes addressed to the AP Aviation Editor. That's a bit of a misnomer. Aviation writer or reporter expresses it more correctly. I do almost no editing of other persons' copy in this job, but I write all the time—about all phases of civil and military aviation. When I'm in Washington I cover the Civil Aeronautics board with a fine-tooth comb and keep an eye also on the Civil Aeronautics administration, the airlines, certain committees in Congress, the aircraft industry, the National Advisory Committee for Aeronautics, the many aviation organizations and a good hunk of the Pentagon.

Because it so happens that I stick exclusively to aviation and am the only remaining full-time specialist in that field on any news service, and because of the AP's tremendous "circulation," I probably write and file more words on aviation read by more people, day in and day out, than anyone else.

I'm speaking only of quantity, mind you—not quality. I make no bold claims there.

An attractive quality of the field of aviation is the variety it offers. Even a variety of transportation. A quick rollercoaster ride in a T-33 jet trainer or a 20-hour mission in a 10-engine B36—take your choice. A helicopter ride from Washington

to Baltimore, or in the Detroit to Dayton areas or from Santa Ana to Los Angeles—or best of all, over the medieval towns of Belgium, from Brussels to Liege.

Forty minutes of soundless soaring, in a sailplane high over the dunes of Kitty Hawk, in 50th-anniversary celebration of the first flight of the Wright Brothers. A DC7 inaugural flight, nonstop, Los Angeles to New York. A flying press conference with Eddie Rick-enbacker in the Super-C Constellation. A "flight-seeing" tour of the Caribbean. An inaugural flight from New York to Manchester, England. And so it goes.

There are times that the job is heartwrenching, sickening. A Banshee jet fighter, giving a firing demonstration at Inyokern, fails to discharge its rockets, plunges straight into the ground before your eyes.

An F-89 in an air show at Detroit goes out of control, narrowly misses crowded throngs and destroys itself and its two occupants, just beyond a thousand parked cars. A Navy training plane coming in for a landing misses the arresting cable, caroms against the carrier Monterey's island superstructure and plunges overboard into the Gulf of Mexico. . . .

That may be why you sprout new gray hairs when things turn sour on trips of your own when the cockpit of your B-25 starts filling with black smoke over the lonely semi-desert of the Texas Panhandle, for example.

The pilot radios the nearest airfield he has an emergency, has no hydraulic power and must land without flaps, without brakes, perhaps without the landing gear lowered. You see fire engines rush out to the airport from the nearby town, and realize that it's to your possible assistance they are coming.

The landing gear, luckily, locks down into place, but without brakes the plane lands "hot"—much too fast—scoots down the wonderfully long runway, slows gradually, and finally rolls gently off the far end of the strip. All five of you jump out, look at each other and then double up with laughter at the way everyone's hands are trembling.

The weekend round trip to Paris, for a gourmet's dinner at the Ritz and a party at Margaret Biddle's chateau in Fontainebleau, was fun. The plush tour of Belgium (by way of Iceland), as the guest of Sabena, was a great experience.

But the big event of 1953 in this reporter's log was the journey to England and back in a six-jet B-47.

The first time a reporter had crossed the Atlantic in this fashion—the first time the B-47 had flown the big ditch with four men aboard. We made it from Limestone, in Maine, to Fairford, near London, in four hours and 45 minutes, for an average speed of 616.8 miles an hour. Our top speed, nudged along by an 85-knot tailwind—665 miles an hour. That's movin'—and the speediest crossing on record; a mark that was to stand for almost half a year before another B-47 exceeded it.

About the only serious gripe the aviation writer has about his job is that because of the shortage of time, he has to miss out on some mighty fine story possibilities. Broke my heart to reject a helicopter ride from Washington down the Atlantic coast to Panama—a wonderful way to see the country. Broke it again to pass up the recent month-long Air Force goodwill jet-plane tour of South America. Been broken a lot of times, matter of fact. It'll heal quick the day an aviation story takes me to and through my favorite state, Montana.

Communique

Volume XII.

May, 1954

Number 2

Montana Publishers Honored At Sigma Delta Chi Initiation

Two veteran Montana weekly newspaper publishers were honored at the annual spring initiation of the Montana State University chapter of Sigma Delta Chi, professional journalism fraternity.

The two chosen for "professional" membership in the fraternity because of their leadership for many years in the weekly publishing field in the state were Joseph Gehrett, retired publisher of the Laurel Outlook, and T. J. Hocking, publisher of the Glasgow Courier.

Gehrett was publisher of the Outlook for nearly 40 years before his recent retirement. During that time his paper was known for its community leadership and was highly rated in state contests. A son, J. O. Gehrett, is now publisher of the Deer Lodge Silver State Post.

Hocking became publisher of the Glasgow Courier in 1913 and last year published his fortieth anniversary issue. His paper also has been highly rated in both state and national contests. He is a past pre-

sident of the Montana Press association.

Nine journalism majors initiated as student members at the same time were Glenn Chaffin, Corvallis; Dick Edgerton, Whitefish; Bill Heintz, Moccasin; Lloyd Kjorness, Spearfish, S. D.; Dick Lillie, Great Falls; Frank Milburn, Missoula; Allan Porter, Shelby; Ed Stenson, Spokane; and Dan Zenk, Tampico.

At a banquet following the initiation, Mr. Hocking told student members that they were entering one of the world's most interesting and rewarding vocations. Each work day represents a new opportunity and new challenge, he said.

Other speakers included George McVey, Butte Standard editorial writer and state chairman of the fraternity.

Professional members of the organization attended from Missoula and Butte.

Publishers Honored by SDX . . .



Pictured above from left to right are Dr. James L. C. Ford, Dean of the School of Journalism; Joseph Gehrett, retired publisher of the Laurel Outlook; T. J. Hocking, publisher of the Glasgow Courier, and Ray Moholt, Glendive, president of the student chapter of Sigma Delta Chi.

Buzzetti Missing; Automobile Found On Bay Bridge

An auto belonging to John (Jack) Buzzetti '47 was found in the early morning of May 8, on the San Francisco-Oakland bridge. No trace of Buzzetti has been found.

Two notes were discovered in the car. The first read "God will know I'm innocent." The other asked that three persons be notified—Capt. Helen J. Buzzetti, Indianapolis, Edward J. Buzzetti, Missoula, and Josephine Hurley, Parks Air Force Base, Calif.

Buzzetti was assistant Red Cross field director at Parks Air Force base for the last year. He was a native of Hardin, Mont., and was graduated from MSU in 1947. He received his master's degree from the University of Wisconsin. He has worked for the Salt Lake Telegram and the San Francisco Chronicle.

His booklet, prepared for the use of country newspaper correspondents, is used widely around the country.

Jim Bormann Gives Talks To J-Students

Jim Bormann, director of news and public affairs for radio station WCCO, Minneapolis, Minn., gave two professional lectures at the School of Journalism on May 4 and 5.

In the first lecture entitled "Freedom of Information" Bormann stressed that information from government sources should flow freely. A person should have as much information as if he were at a government proceeding first hand.

The televised Kefauver and the recent McCarthy hearings were cited as examples of how people were able to have full access to information.

Taking photographs and broadcasting judicial proceedings should be allowed in the courtroom without restraints, according to Bormann.

"The traditional pure objective writing is now outdated," Bormann said in his second lecture on integrity in the news.

Superficiality of news writing or only getting the facts straight without interpreting them, is one of the main threats to newspapers.

Bormann is past president of the National Association of Radio News Directors and has been a member of the Council on Radio Journalism and a director of the All-Media conference. He received the Marquette university By-Line award "for performance of competent journalism."



JIM BORMANN

Jim Bormann, director of news and public affairs for radio station WCCO, Minneapolis, delivered two professional lectures in the MSU School of Journalism May 4 and 5. He has worked for the Associated Press in Chicago as chief of bureau for AP's radio division.

BUE, MELLOTT, LEE SPEAK TO HAMILTON JOURNALISTS

Olaf J. Bue, professor of journalism, was the guest speaker at the annual Quill and Scroll banquet in Hamilton on April 14.

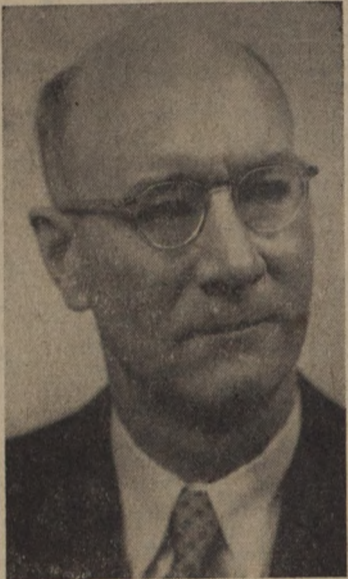
Professor Bue was accompanied on the trip by Barbara Mellott and Carole Lee, journalism students at MSU, both of whom are Hamilton high school graduates with outstanding records of activity in high school journalism.

Kain Writes of Journalism Career From MSU Shack To State Department Work

BY RONALD KAIN '22

The beaten-up World War I barracks at the University where I first learned to write a news lead and edit copy was well named "The Shack." A crude, uncomfortable, ugly shell of a building, it stood as eloquent testimony that the worth of a school is determined not by the luxury of its physical appointments but by the quality of its teaching staff and student body. Even in those days the "J" School had established a reputation as one of the best in the country.

To me, as to most of its graduates, the Shack remains a golden memory. We were blest with a faculty of exceptional quality—kindly, lovable, wise, old Dean A.



RONALD KAIN '22

L. Stone and his young assistants, Ralph Casey and Art Christiansen, both destined for distinguished careers. They opened for us the door to the most interesting, the most stimulating, the most educational, and, from a strictly financial standpoint, perhaps the least rewarding of all the professions. In the more than thirty years that have elapsed since I said goodby to the Shack in 1922, I have never made much more than a modest living. But I have savored, enjoyed, and, I believe, comprehended this weird and wonderful world as few outside of the journalism profession could hope to do.

The first stop in my journalistic career was Great Falls. For about a year and a half I was managing editor, reporter, copy reader, business manager, and circulation promoter of the Montana Banker, a monthly trade magazine.

I was paid \$27.50 a week plus a valuable bonus in the form of a worm's-eye view of the banking profession. Fortunately this venture into trade journalism was cut short by the publisher's failure in a business venture in California. He returned to take over the reins of his one-man journal. Unceremoniously I joined the ranks of the unemployed.

Determined this time to get into real newspaper work, I set out for the West Coast. In Spokane, my first stop, there were no openings. I rashly undertook to sell Spokesman-Review subscriptions to the

Theta Sigs Install Officers for Year

Shirley DeForth, Glendive, was installed as president of Theta Sigma Phi, women's journalism honorary, on April 30. Installation of officers was held at the home of Mrs. James L. C. Ford, alumnae advisor to the group.

Muriel Griffin, Missoula, took office as vice-president; Mary Lou Zimmerman, Billings, as secretary; Verna Johns, Great Falls, treasurer; and Joan Harbolt, Chinook, keeper of the archives.

Mrs. Beatrice Pierson, journalism school librarian and Miss Griffin were initiated into Theta Sigma Phi.

Mrs. Ford received recognition for her service to the group during the past year.

good people of the town, hoping at least to earn board and room while waiting (and praying) for a local newsman to quit or get fired. One day of utter frustration and humiliation convinced me that I was not cut out for a salesman, and I took off for Seattle.

For a solid week, spurred by the steady attrition of my small savings, I sloshed through an almost incessant Seattle midwinter downpour looking in vain for work. In the nick of time a friendly editor told me that the Yakima Herald was looking for help. I telephoned, boarded a train, and a day later began my first job as a courthouse and police reporter, at \$35 a week. I was coming up in the world.

In addition to covering my regular beat, I tried my hand at feature writing, with encouraging results. Later on, the proficiency that I developed in the feature field paid off, adding not only wider opportunity and variety to my work but also some more than welcome supplementary income.

Nine months after I started work in Yakima a telegram from Dean Stone advised me that the Butte Miner had an opening at \$42.50 per week. That was \$7.50 more than I was earning, and I climbed that rung in the ladder of financial success with alacrity.

Butte in those days was rough and tough indeed—New York later seemed a model of law and order, by comparison—and a year on the Butte police and courthouse run gave me a thorough indoctrination in the seamier aspects of life in the Copper City. The late Gene MacKinnon, another top-notch product of the Shack, was my friendly but enterprising rival on the Anaconda Standard. He kept me on my toes. City Editor Don Noel, a wonderfully patient and helpful man, enabled me to round out my experience by filling in occasionally as telegraph editor, as state editor, and as make-up man.

Hoping to find my way into big-time newspaper work, I left the Miner in the fall of 1925 to take a year of graduate work in history, political science, and economics at Harvard university.

It took all of my carefully hoarded savings, but was the best investment I ever made. Harvard gave me some good kicks in the pants along with many quite unofficial benefits. One of these benefits was the opportunity to study economics under Professor Edwin Gay, distinguished former editor of the New York Post.

At the end of my year at Harvard Professor Gay was kind enough to give me letters of introduction to several of his former newspaper colleagues in New York. Owing entirely to his help I landed a job on the New York Herald Tribune shortly after I reached the big town. True, my starting salary of \$25 a week was anything but impressive; yet with scores of far more experienced newsmen knocking at the doors of the Gotham papers, I was phenomenally lucky to get aboard.

I was lucky again when I timidly entered the Herald Trib's vast city room my first day on the job. Imagine my surprise and delight to find Dick Crandell, a fellow student from the Shack, waiting for the city editor to hand out the day's news assignments. A day or two before my arrival Dick had begun what turned out to be, as every one knows, a long and distinguished career in New York journalism.

What formal education can compare with that offered a general assignment man on a New York daily paper? Day after day, and often far into the night, he must perforce delve into the myriad

Vacancies Listed By Ford's Office

With graduation only a few weeks ahead, job notices both for summer and permanent work have been received by the office of the School of Journalism. Anyone interested should contact the persons listed below or Dean Ford.

The regional office at Des Moines of the Doane Agricultural Service, Inc., is looking for a copyreader who will handle certain production phases of direct mail campaigns for the Doane publications. Agricultural courses will give the applicant a head start, but are not necessarily a must. Contact Deane W. Trick, Doane Agricultural Service, Inc., Regional Extension Office, Plymouth Building, Des Moines 9, Iowa.

Edward M. Yocum, Station KGH-L, Billings, Mont., is looking for a copywriter-reporter.

Ambrose G. Measure, Kalispell Times-Monitor, 219 First Ave. E., Kalispell, wants a person who can handle the front office. The person would have to sell advertising, solicit job work, buy supplies, make bids on jobs, and generally run the office.

R. B. Stauffer, Employee Relations Department, Spokane Daily Chronicle, Spokane, is looking for male candidates for full-time work.

newsworthy aspects of life in the world's most dynamic and many-faceted metropolis. He occupies a front-row seat at an endless procession of real-life dramas, some comical and some tragic, some sacred but most of them profane. Since the reporter's interest is so largely concentrated upon the unusual, the sensational, and the predominantly unwholesome aspects of life, he all too often becomes imbued with a corrosive cynicism. If not dissolved, cynicism almost inevitably ends his usefulness to his profession and to society.

A half-conscious realization that I was becoming a victim of this stealthy assassin was one of several factors that led me, three years after I joined the Herald Tribune, to leave the newspaper field for an editorial position with a New York publishing firm. The typewriter and the editor's pencil have been my constant companions and sources of livelihood ever since.

There followed years of study and writing in the foreign affairs field; World War II service in England, Belgium, and the Netherlands with the U. S. Office of War Information; a not-too-successful effort to establish myself as a freelance writer after the war; and finally, in 1949, appointment to my present post as chief review officer of a basic intelligence publication program in the Department of State. Here in Washington Lady Luck smiled on me again when Bob MacHatton '22 became one of my colleagues in the Department.

The road from the Shack has been long, winding, hard at times, filled with dead-end streets and other pitfalls and discouragements as well as with achievements and inspiration. Yet it has been interesting most of the way, highly exciting at times, and by and large extremely rewarding. I would like to follow the same path from the beginning once more. I believe I could do better the second time around the course.

FOUR KAIMIN ASSOCIATES CHOSEN FOR 1954-55 STAFF

Associate editors for the 1954-55 Kaimin have been announced by Publications committee. They are Ed Stenson, Spokane, Wash., news editor; Kim Forman, Miles City, campus editor; Pat O'Hare, Stevensville, society and feature editor; and Art Mathison, Deer Lodge, sports editor.

Communique

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

Editor: Frank Milburn Jr.
Staff: Winnie Dinn, Elmer Freedle, Bill Jones, and Walter O'Donnell



Ray Says—

Dear Grads:

(Ed. Note: Ray Wight joined the teaching staff of the journalism school in September, '53.)

The editors of this publication assure me that I'm about due to contribute a letter, regardless of other commitments. In preparation, I've studied the earlier effusion of such masters of prose style as Messers Ford, Bue, and Dugan, and find them pretty solidly made up of quips and comments on the doings of the alumni, a field wherein I'm not especially well informed.

Come to think of it, though, I have had working contacts with a few MSU J-School graduates. Colin Raff was city editor of the Salt Lake Telegram for a while during a period when I was on a desk job for the Salt Lake Tribune. I understand Colin is now in the near-Cadillac class with Montana Power.

Felictia Pease was doing re-write on the Tribune state desk when I had left the paper for a teaching job, but was still returning for an occasional vacation fill-in or what not on that desk. Last I heard of Fil she was sinking slowly into the obscurity of the Trib society department; I don't know whether she has managed to escape or not.

Then there was Earl Martell on the Trib-Tele copy desk. Earl is now vice-president in the firm of Cogswell and Co. here on the campus. If there were others, I've probably mistakenly figured them to be Missouri graduates, which is a statement to be pondered.

Your MSU School of Journalism is a splendid plant with a top-quality faculty in charge—better exempt me, though. I like the country. I like the climate, even; at least I would have said I did until the first of March, when winter arrived. Nice, anyway.

Well, more next time. Good luck to all of you wherever you are.

Sincerely,
Ray Wight

Seven on Faculty With Long Service Plan Retirement

Seven long-time members of the University faculty have announced their retirements as of the end of this year. By state law they are not allowed to continue on the faculty after reaching the age of 70 years.

Those leaving the staff are: Mrs. Mary Brennan Clapp, wife of former MSU president, Dr. C. H. Clapp, assistant professor of English, who joined the staff in 1937; Dr. Rudolph O. Hoffman, professor of French, who came to the University in 1921; Dr. Richard H. Jesse, vice president of the University, professor in and chairman of the Department of Chemistry, who joined the staff in 1912.

Dr. Charles W. Leaphart, Dean of the School of Law, a member of the faculty since 1912, former acting-president of the University; Dr. Harold G. Merriam, professor of English, chairman of the Division of Humanities and chairman of the Department of English, member of the staff since 1919.

Dr. Paul C. Phillips, professor of history and political science and director of the University museum and Northwest Historical collection, whose service to the University dates back to 1911; and Thomas C. Spaulding, professor of forestry, a 1906 graduate, who returned and joined the forestry faculty in 1915.

Jim Says—

Dear Alums:

I must have been pretty optimistic when I wrote that last Communique column—or perhaps I was carried away by a few vagrant sunbeams over Sentinel. For since then, Spring has really been chased back into its hole by Old Man Winter. In the past week (and May is here), we've had temperatures in the twenties, snow blanketing a few rash and now ruined spring flowers, and chill winds howling off Lolo. Maybe I'm going to have to snowshoe into Holland lake this summer!

But we know that Spring is here on the calendar, if not by the weather outside. For a bunch of seniors and juniors have rolled back into town after publishing trips around the state, we're swamped grading high school papers for the Interscholastic MIEA meeting, and Aber day has come and gone while posters bloom on every wall for the campus politicians.

High on the list of pleasant events in my day are the personal calls from former graduates, as well as the almost daily letters from many of you, telling me of your hopes and achievements. I hope those letters will keep on coming to me in the years ahead for it's a genuine pleasure to be kept in touch with what you're doing and thinking.

Among the calls paid recently have been visits from Tom Ambrose and Gene Beauchamp, both back from Far East service and looking just fine. Incidentally, they are a couple who can and will do a top job on any paper—yes, they're interested in going to work. We have four good girl graduates this spring, also, who are available.

Ed Dugan just walked in and slapped down another bunch of high school papers. I guess I'd better get back to business, instead of indulging myself in the fun of sitting here and chatting with you. But the rest of the paper's full of news and I'll look forward to hearing from you.

As ever, Jim

RMIPA Meeting Draws Delegates From Four States

Montana State University was the site of the 1954 Rocky Mountain Intercollegiate Press convention May 6, 7, and 8. The association is composed of 35 universities and colleges in eight Rocky Mountain states.

Some 40 delegates from four states attended the convention. Many of the meetings were conducted in the MSU School of Journalism.

Curry Gives Talk At Matrix Banquet

Peggy Simpson Curry, Scottish born, Wyoming novelist, was speaker for the annual Matrix Honor Table banquet in the Bitterroot room of the Florence hotel, March 28.

The keynote of her address, entitled "From Fact to Fiction," was that everyone has talent for something no matter what it is. Mrs. Curry said that it belongs to the individual to recognize and appreciate this talent as well as to use it.

As far as writing is concerned, she said that fact ends and fiction begins in the mind of the writer. In comparing news and fictional writing, Mrs. Curry concluded that fiction demands discrimination and distortion so that the facts of fiction are not the facts of life.

Mrs. Curry, who was a panel member of the summer writers' conference two years ago, is the author of the novel, "Fire in the Water," based on the life of Scottish herring fishermen. She has also written poems and short stories. Some of these have been published in the Saturday Evening Post, Colliers, and American Magazine.

Just Checkin' In . . .

Vern Haugland '31 is living at 219 Holmes Run road, Sleepy Hollow, Falls Church, Va.

Bob Crennen '51 is now at United Press, Advertiser Building, Honolulu 2. T. H.

Joseph Renders '50 has a new address. It is 3100 Fifth avenue North, Great Falls, Mont.

Bert Gaskill ex-'50 is living at 3507 East Lake, Butte, Mont.

Mrs. John S. Roberts (Merrilyn Wentz '46) writes that she is living at 2635 Louise Lane, Billings, Mont.

Mrs. Thomas E. Lommasson (Eileen Roy '49) is now living at 1921 Virginia, N. E., Albuquerque, N. M.

Mrs. Roscoe Herrington, the former Donna Ring '51, is the mother of a boy, born on April 5, 1954.

Mr. and Mrs. Ted Delaney '47 are the proud parents of a girl. They are living at 520 North Ave. E., Missoula, Mont.

Born to Mr. and Mrs. Harold Stearns was a 7 lb. 14 oz. son at the Wheatland Memorial hospital. He weighs three brothers and two sisters. His name is Thomas John. Hal is a '36 graduate and is publisher of the Harlowton Times.

Les Sooye, advertising manager of the Park County News in Livingston, has assumed the duties of business manager of that paper. Les is a '46 graduate.

Second Lt. Robert F. Alkire '53 is spending a 40-day leave in Missoula prior to service in Korea. He is assigned to aircraft control work and works with radar. Since his Air Force service began four months ago, he has been stationed at Lackland Air Force Base at San Antonio, Tex., and attended school at Panama City, Fla.

Nathalie McGregor '52 was married March 2 to Dick Pattison at Billings. Dick is a reporter for the Great Falls Tribune. They were married at the Episcopal church. Their address is 117 Park Drive, Great Falls, Mont.

William Forbis '39 wrote the feature article for Time magazine of Feb. 22 on Haiti and its President Magloire. The article rated the cover picture for that issue. Forbis is Time's contributing editor and spent a month on the island gathering material for the story.

Albert Erickson '31, state advertising director, has been elected to the board of directors of the National Association of Travel Organizations for a period of three years. He will represent the Rocky Mountain region.

Donna Fanning '48 was married to Roy Bryggman. Their home is 1227 Waller St., San Francisco, where he is attending dental school.

A daughter was born on Feb. 19 to Mr. and Mrs. Robert P. Van Luchene in Mesa, Ariz. Bob is a '49 graduate. Mrs. Van Luchene (Kathleen Koefod) is a '48 graduate. They have named the baby Lynn Marie.

Ken Payton '51 formerly with the Lewistown Daily News, is now employed by the Waterloo, Ia., Daily Courier as sports writer and photographer. He is married to the former Dolores May Umber of Lewistown and they are parents of a girl, Susanne Lynette, born Feb. 4, 1954.

Les Kares '50 is freelancing television news coverage in the northwestern area of the country. He works with sound movie equipment and is also making commercials for television. His address is N621 Burns road, Opportunity, Wash.

Art Lundell '53 is stationed at Scott Air Force Base near Belleville, Ill. He is attending communications school. He mentions having seen Bob Alkire '53 when he arrived at Lackland Air Force Base at San Antonio, Tex. He writes that about April 20 he will probably be set to leave Belleville for parts unknown. He is hoping for an assignment in the U. S.

Helen Lenhart '53 writes from Montreal, Can., that she is working in the advertising department of the Merck pharmaceutical company. She is living with a French family there and is teaching them English while she is picking up French. She is doing part-time reporting for The Monitor, a suburban paper in Montreal. Her address in Canada is: c/o Mme. Boulizon, 656 Wiseman, Montreal, Quebec.

Bud Scotten '52 writes that he is now in Korea. Before going there he became engaged to Rose White of Billings.

William D. Emery '50 is advertising director of the morning Clarksburg Exponent and the evening Clarksburg Telegram in Clarksburg, W. Va. He was previously with the Ogden, Utah, Standard-Examiner.

Joseph Stell '50 is a reporter and photographer on the Pueblo Chieftain, a daily in Pueblo, Colo.

Mr. and Mrs. Vincent Keller became the parents of a son, John Vincent, April 7. They also have a three-year-old daughter, Kristie Lou. Keller '48 is sports editor of the Little Falls Daily Transcript in Little Falls, Minn.

Clyde Reichelt '47 is now an area feature writer and photographer for the Morning Democrat in Davenport, Ia. Since he graduated, he has worked for the Lewistown Daily News, Lewistown, Mont.; the Antioch Ledger, Antioch, Calif.; the Salt Lake Tribune and Telegram, Salt Lake City, Utah; and the Marshalltown City Republican in Marshalltown, Ia.

Edwin P. Astle '32, former feature writer for the Kaimin, is chief of field party for Agricultural Natural Resources for the United States government in Haiti. He and his family are living in Port au Prince.

Norma Mae Milkwick Lamberg '51 has joined her husband, E. S. Lamberg in Honolulu, Hawaii, where he is stationed at Fort Shafter.

Mrs. C. E. Lanstrum (Blanche Coppo '30) is working in the clerk and recorder's office of Flathead county.

C. Darrell Coover ex-'49 has received a \$4,000 fellowship from the American Political Science association. This fellowship entitles him to spend nine months as one of 10 "Congress internes," learning the ropes on the staffs of congressional committees of the Senate and House. Coover has been a member of the staff of the Bozeman Chronicle since 1950.

Charles Preuninger '51 is out of the Army. His address is 820 Arthur, Missoula, Mont.

Pat Graham '52 can be reached at the Statesman-Examiner, 211-213 South Main street, Colville, Wash.

Dorothy Rochon Powers '43 has begun a column in the Spokesman-Review. The column, entitled "Our Town," appears in the Sunday editions.

Jack Seigle, graduate student in 1952-53, is stationed at Camp Gordon, Ga., where he is taking 14 weeks of training with the Signal Corps. He was employed on the Chateau Acantha during the summer and joined the army in December. He plans on returning to MSU to finish his master's degree when he completes his service time.

Great Falls Alum News

J-School products living in Great Falls include not only a number engaged in journalism and allied fields but also a lawyer, an insurance man, several housewives a promising actress, a number of would-be golfing greats and not a few ardent baseball enthusiasts.

Those actively engaged in journalistic fields include Gordon Cunniff '35, Great Falls Tribune advertising department; Bill Stellmon '51, roving reporter for the Montana-Farmer Stockman; R. D. Warden '27, Tribune executive editor; Bill James '41, Marianne Hodgkiss '51, Ron Rice '48, Joe Renders '50, E. P. (Dazz) Furlong '35, and Marge Cole, '46, Tribune news staff; Ray Fenton '43, Tom Kerin '40, and Bob Lathrop '37, Great Falls Leader news department; Zelma Hay (Mrs. George L.) Schroeder '28, Wendt Advertising Agency, and Robert H. Bennetts '46, Electric City Printing Co. Joe Shoquist, former J-School prof, is a member of the Tribune news staff.

Warden is also commanding officer of the Naval Reserve Electronics Battalion in Great Falls. Furlong was recently re-appointed local official scorer for the Pioneer Baseball League. James is correspondent for Time and Life.

Jack Kuenning '46 is assistant city attorney and active in the Cascade County Chapter of the American Cancer Society, having recently won a bout with that opponent. Jack Hollowell '42 is associated in the Cogswell Insurance Agency here. Lee McGregor (Mrs. Richard) Pattison '52 is with the Occidental Life Insurance Co.

Clary Kaufman (Mrs. Harlan) Cory '43, Mary Bukvich (Mrs. Ray) Fenton '43 and Marilyn Hillstand (Mrs. Robert) Bennetts '46 are housewives, busily engaged in raising families. Marilyn and Bob Bennetts '46 are state district vice presidents of JayCeens and JayCeens, respectively. Clary Cory is the promising actress, having brought down the house with her vocal selection in the first annual Junior League Follies here recently.

Ben Hogan and Babe Didrickson patterners-after include James, Hollowell, the Bennetts and Cole, while those who privately check up on Furlong's official baseball scoring are Cunniff, James, Bennetts and Renders—to name a few.

Offspring of the various families mentioned above are too numerous to more than mention, but it might not be a bad idea for the J-School to begin plans for an annex, because there's probably more than a little printers' ink flowing in their veins.

Publishers Praise Work of Students On Press Trips

Three publishers of Montana newspapers, which journalism majors put out for a brief time in April, have written Dean James L. C. Ford commending the work done by the students.

J. Russell Larcombe, publisher of the Phillips County News, wrote that the students were turned loose as far as the office was concerned.

"I didn't see a galley proof or a line of copy, except a couple of legal publications, all the way thru," Larcombe wrote, "so if they wanted to test out the freedom of the press, they sure had the chance to do it."

Ray Loman '49, publisher of the Ronan Pioneer Press, wrote Dean Ford that the program of sending three students worked so well that he hoped that it would be done next year.

"I'm quite sure we received some good publicity around the community as well as contributing to the education of the students," Loman continued.

Ken Byerly, publisher of the Lewistown Daily News, wrote,

Story Ideas Found Everywhere, Perhaps in Old Papers, Diaries

By Alice Hankinson Maxwell '23

Almost every writer is asked the same question—where do you get your ideas? The answer too is almost the same. From everywhere. Everywhere means listening and reading, keeping ever alert for an idea which you can develop into an article or short story. You may find an idea in an old newspaper, or a diary, or talking to a pioneer. You may find it when you are with a group of teenagers, or in a tiny item in a metropolitan newspaper or magazine.

In the beginning journalism trains individuals to have an awareness for news, especially the often hidden value of any happening. That training never leaves one. That we don't make more use of it is the pity. Somewhere along the line we get lost in jobs and duties.

The idea for a story is at first so nebulous that we have to hold on tight to keep it. With work and imagination it grows. Nevertheless it is first "idea." A real word of caution would be—keep it to yourself. Get it down on paper, write and rewrite until it is ready for market. If possible, sell it before you tell anyone about this idea.

Far too often young writers, on fire with some idea, tell it to others, and somehow in the telling

it is lost. Talking about it makes it lose some of its fire and glamor.

Once, long ago, a member of my family read a treasured letter to me. It was the account of my mother and father leaving Minnesota in the dead of winter for a new home in the west. There were five children. I was the youngest, an infant carried in my mother's arms.

I was deeply moved by the incidents in the letter and as soon as I could, wove it into a story. The Woman's Home Companion bought the story changing not one word or line, and even keeping my title, "The Journey."

In reality I had never known any of the happenings on that journey, so I hunted up old railroad conductors who told me what early trains were like, what distances they covered in a day, etc. I went to Sears Roebuck and made the acquaintance of its early catalogs which gave me the pictures of clothes worn at that time. Then with what I'd like to call a compassionate understanding of what this journey must have been, the events jelled into a yarn.

A small item in an Idaho newspaper intrigued me a few years ago. It was an account of a family living on a river island and their difficulties. This too went into fiction appearing as "Sanctuary" in Liberty. The idea which spurred me on was an island in a river. Up until that time I hadn't even been conscious of islands in rivers. Research revealed there were many, some of considerable size. A family made too many people in the story. In my final draft there were only two characters. This story resold later at a good rate to a Canadian magazine.

An elderly lady sitting out on the lawn at a summer resort said something like this to me: "When I was 12 years old my brother died and my father never whistled or sang again." The old lady was 86. I began thinking about that father. What kind of a man was he that 74 years later his memory was so fresh in that old lady's mind?

Out of this came "Pa Was Always Whistling," first appearing as a short short in Liberty, picked up by Reader's Scope, then appearing in two Canadian magazines, in England, and in Australia, as well as in two anthologies. The "Pa" in my story was a modern Pa—so were the children. I lifted the family from the long ago, to the present, understandable and I hope, interesting background.

My recent story in Colliers came about first because of the setter in the story. He belonged to a family in the neighborhood. I fell in love with him and he, gradually, with me, mostly because there was no one at home who gave him love. Before he left the neighborhood, when the family who owned him were moving away, I wrote a complete description of him, down to his last freckle. When the time came I was ready to put him in a yarn.

"Man Bait" in the Woman's Home Companion came as a result of a fishing trip in the remote Buffalo Hump country. "Oregon's Our Goal" in This Week came about as a result of reading a pioneer diary published in a small town newspaper. Two sawmill stories came from repeated visits to my brother's sawmill.

In all of these stories I had to do a lot of research, so every detail would be authentic. "High Pockets" in "Everywoman" came from the nickname given an odd character in my home town. "The Million Dollar House" in This Week was made possible through my real estate experience. "Shivaree" in The American jelled from hearing a friend's father tell about a man in his town who got his bride through a matrimonial magazine.

Idea are everywhere. I find it fun discovering them, then trying to clothe, warm, and glamorize them—hoping always, of course, for a sale.

Students Edit Four Montana Papers

Journalism students at MSU got "on the job" experience this spring by taking over for a brief time publication of four of the state's newspapers.

For the seventh successive year, a group of students traveled to Lewistown where they replaced the regular staff members of the Daily News in putting out the April 22 and 23 issues of the paper. Ken Byerly, publisher of the Daily News, reports that the students took over all of the duties of reporting, editing, photography, and advertising.

Journalism majors who took the Lewistown trip were headed by Bob Chesnov, senior journalism major from Bozeman, who assumed the duties of editor. Others included Shirley DeForth, Glendive; Winnie Dinn and Dorothy Reeves, both of Butte; Muriel Griffin and Frank Milburn, both of Missoula; Art Mathison, Deer Lodge; Patricia O'Hare, Stevensville; Jim Tutwiler, Drummond; and Dan Zenk, Tampico.

Three weekly newspapers, the Phillips County News, published by J. Russell Larcombe; the Ronan Pioneer published by Ray Loman, and the Terry Tribune, published by Dick MacDougall were also taken over by journalism majors for one issue.

Bob Newlin, Lewistown, was editor of the Malta paper. He, was assisted by Joan Brooks, St. Ignace, and Bill Jones, Miles City. They were in Malta from April 18 to 23.

Joan Kilburn, Ovando, a senior journalism major, was editor of the Ronan paper. Ed Stenson, Spokane, Wash., and Dick Lillie, Great Falls, went with her as staff members during the week of April 16 to 23. Mr. Loman is a 1949 graduate of the MSU J-school.

MacDougall, who took over publication of the Terry Tribune in February after approximately 10 years in the MSU printing shop, turned his paper over to Mathison, editor and Jo Ann La Duke, Ronan, and Walter O'Donnell, Havre, during the week of May 7 to 13.

"the students you send have always been excellent and a credit to themselves as well as to the School of Journalism and Montana State University. However, I do not think we have had a better group than this year's."

Byerly also extended an invitation for the program to continue

Letter From Reinemer Encourages News Guild Movement in Montana

Dear Gang:

I've let your invitation to contribute to the Spring Communique lie in my desk until almost deadline time because, frankly, I didn't think that any of my activities recently were of sufficient importance to warrant coverage in Communique. Most of us J-School grads are busy raising families (2 boys here), planting lawns (mine's up), knocking out copy (mine is duller than usual. Now that the dogwood is out I prefer to spend the late afternoon in the yard rather than in the office.) Life rolls on, and every so often there is a pleasant recollection of MSU days, like when a newsy letter from Jud Moore arrives, or when Ole Bue writes about life around the oval, or when the surprising intelligence comes in that ole Buddy Bottomly is married, or when you ask a former Utah editor if he knows Bob and Alice Blair and the reply is "Hell, I hired Bob", or when you land at Atlanta at 1 a.m. and call Oppenheimer out of bed.

But tonight the thought occurs that one of my activities is worth some space. That activity is the American Newspaper Guild.

We didn't hear much about the Guild back at MSU. One of the main reasons we didn't was because it wasn't—and still isn't—strong out there. The only local in the state is at the Great Falls Tribune and Leader.

Since leaving Montana I've had an opportunity to see, first hand, what the Guild has done for journalism, and I've been a part of the Guild. Here on The News, the Guild has obtained for newsmen what Hal Boyle, AP columnist and former Guild international vice president, once said newspapermen need most, "the dignity that a

decent paycheck brings." The local Guild, during its three years of existence, has raised the average salary of editorial employees by about 50 per cent. Because of the Guild, working conditions have been improved, rules standardized, frictions decreased.

Now other eligible employees, in the advertising and circulation departments, and in the business office, are becoming interested in the Guild.

The Guild is raising the standards of American journalism. It is doing this by providing wages and working conditions which encourage good men to stay in news work, instead of accepting attractive offers in public relations or government. By various projects in the hundred or so locals throughout the country, it is encouraging talented youngsters to go into journalism, and encouraging newsmen in the business to do better work.

And, if I may be permitted to localize the situation, I think that the next time some Montanan bemoans the exodus of young newsmen from the state, or the dearth of good dailies in the state, he should relate those situations to the lack of a strong Guild movement in Montana. It's no hard and fast rule but, generally speaking, where you have a good Guild you have a good, aggressive newspaper. The employees are alert, perhaps spunky, because they have to organize and talk up to the boss. And management is efficient, because it has to be to give the employees a fair shake and at the same time meet other rising costs of production.

Thanks for the space, and regards to the old gang.

Vic Reinemer '48
CMR No. 332, Box 562
Charlotte 7, N.C.

Seniors Take Kaimin Survey For Seminar

Nine out of ten students usually read the Kaimin, while the remaining tenth student reads the paper occasionally, so discovered journalism seniors in taking a readership survey on the campus paper as a seminar project.

More than a third of the students read the Kaimin advertisements usually or always, while occasional readership sends the ad traffic up to a total of 92.7 per cent for all three categories. Classified ads command exactly the same proportion of readers as do the display ads.

In a voluntary "remarks" section for suggestions, the three ideas most frequently proposed were:

1. More humor and more Bibler.
2. More pictures.
3. More stories about people rather than events.

Streit's Book On Sale Soon

Rhodes scholar Clarence K. Streit '19 has announced that his new book, "Freedom against Itself" will be off the press May 26. It is his first major book since "Union Now."

Streit was nominated for the Nobel Peace Prize in 1952. His work as peace delegate in Europe in 1918, and as New York Times correspondent from 1929 to 1939 won him the title, "Elijah from Missoula," in an article in a 1950 Times magazine.

In 1939 he was given an honorary degree at MSU when he was a commencement speaker.

Streit served as Kaimin editor in 1916-1917.

BRINK WORKS AS REPORTER ON MEXICO CITY PAPER

Beverly Brink '50 is working as a reporter on the only English language paper in Mexico, The News, located in Mexico City. She is temporarily working as society make-up editor while the editor is on vacation.

Nine Journalists To Receive BAs

Nine students will receive their Bachelor of Arts degrees in Journalism June 7.

Three men of the class are joining the armed services. They are Dick Lillie, Great Falls; Bill Jones, Miles City; and Jim Larcombe, Malta.

Four of the five women are seeking employment:

Margery Foot, Kalispell, is a news-editorial major and prefers editorial work on a small daily or weekly in the Flathead valley, if possible.

Joan Kilburn, Ovando, is majoring in the magazine sequence and would like to get general magazine work in San Francisco.

Beverly Praetz, Chinook, is also a magazine major and wants to work on the editorial staff of a home magazine. She would prefer to work on the west coast.

Dorothy Reeves, Billings, majors in advertising and would like radio or TV advertising work in Billings.

Another advertising major, Winnie Dinn, Butte, has a position with the Wendt Advertising Agency in Great Falls.

Al Porter, Shelby, intends to work for an independent oil company after graduation.

Article by Embody Used in Magazine

Shirley M. Embody '52 writes of her first job of selling advertising in the April issue of The American Press. The article, "The Ad and I," tells of her experiences working for The Colfax Commoner, a weekly newspaper published in Colfax, Whitman county, Wash.

Miss Embody tells of the pitfalls of a new job, her experiences with various dealers, and her general impressions of a new job.

"Looking for an advertisement is an experience in itself. I sometimes find it beneath a tractor where someone is doing a grease job, or in a flour mill with flying chaff in my nostrils and cats under my feet; or in the back of a grocery store while dodging flying watermelons being unloaded from a truck. . . ."

Former Graduate Wuerthner and Governor Dewey . . .



Pictured above is TV star John Cameron Swayze shaking the hand of Governor Thomas Dewey of New York. Behind Swayze is Julius Wuerthner, J-School graduate who is now director of public relations for the Fram Corp. For its "Vacationland America" series of TV shows, Fram presented a "Vacationland America State of the Week" plaque to the governor of each state Fram saluted. The gentleman behind Governor Dewey is unidentified.

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Seniors Examine Press Coverage On State Stories

(This article appeared in the March, 1954, Montana Press Bulletin.)

Montana newspapers' coverage of the operation of city and county governments and of other group activities appears to be on the increase, according to "clips" studied by senior journalism students at the university.

The weekly assignments involved searches through the Montana papers to find evidence of both routine and interpretative stories of the communities' organization and operation.

Several papers, in addition to news emphasis, have extended the picture to editorials of explanation. Two early in March used a question-and-answer evaluation story and urged readers to send to the publishers their ratings of their towns.

"The seniors found some excellent stories, and their sense of responsibility for that type of writing is sharpened by the stories and editorials that they clip," said Prof. E. B. Dugan.

The subject areas involved in the "treasure hunts" included: history, population, and resources; local government; crime, public safety, workers, wages, and conditions of employment; housing, planning, and zoning; health; organized care of the sick; provisions for special groups; education; religion; public assistance; family welfare, child care; minorities; planning agencies; clubs and associations, and recreation.

They also sought stories dealing with rural organization, including family life, migration, health, land division and operation, and elements of conflict.

"It would be unfair to cite examples of only a few of the newspapers, when the students have turned in hundreds of clippings in two months, but publishers can have the satisfaction that what they're doing by way of good sound coverage isn't passing unnoticed," Dugan reports.

Public Relations News Relates Wuerthner's Position at Fram

Julie Wuerthner Jr. '49, director of public relations at the Fram corporation headquarters, Providence, R. I., was featured in Feb. 1 Public Relations News, a weekly public relations publication for executives.

The News told the story of a relatively small company which tied public relations into its merchandising program to create greater consumer and dealer goodwill. Fram corporation, manufacturer of filters (oil, air, fuel, and water) decided to supplement the efforts of automobile and travel industries by promoting the travel-auto theme.

The Fram campaign was launched over the NBC-TV network, with the commentator, John Cameron Swayze, and his family taking part. During 13 "Vacationland America" shows, the Swayzes were seen touring 24 states and several Canadian provinces.

To supplement each TV tour, Fram prepared a vacation information booklet, with a press run of one million per trip. Distribution was first to customers of Fram dealers and was later extended to schools for use in geography classes, hospitals, Boy Scouts, libraries, company reading racks, etc. The United States Information agency distributed thousands in 69 foreign countries.

This year, to mark Fram's 20th anniversary, the booklets have been incorporated into a 64-page travel brochure which is being

DUGAN FEATURE SPEAKER AT STATE HEALTH MEETING

Ed Dugan, professor of journalism, was the feature speaker at the monthly meeting of the Montana State Board of Health April 19 in the Sam W. Mitchell building in Helena. He spoke on publicity techniques and methods.

The invitation was extended to Professor Dugan by Dr. G. Carlyle Thompson, executive officer of the board, who said that his associates repeatedly see the need of maintaining good public relations.

sent to editors by Pres. Steven B. Wilson.

The project was written in a two-week period by PR director Wuerthner. He worked 20 hours a day to meet the deadlines.

Months later, when the "Vacationland America" films were being shown over the nationwide hook-up, Wuerthner used the program as a peg for creating additional goodwill and recognition among the consumer groups in each of the areas filmed. Instead of using blanket releases, Wuerthner sent individual stories stressing local angles and saluting the specific section's tourist attractions. Some 4,000 stories and mats were prepared. More than 1,000 stories and editorials were published.

The entire cost for booklets released to the press; presentation plaques, some trips by Wuerthner, photos and releases; reprints, clipping services, and miscellaneous totaled \$3,000.

Wuerthner has led a busy life since his graduation from MSU. He completed work on a master's degree at the Graduate School of Retailing, New York university, in 1950. He worked on the New York Times classified advertising staff while attending NYU.

Following his work at NYU he worked at the Fred Eldean organization, public relations counsel, where he handled industrial and trade organization accounts. After a year there he joined L. Richard Guylay & Associates, a public relations firm specializing in political public relations. That firm was the late Sen. Robert Taft's counsel. After several campaigns Wuerthner left to join the Fram corporation.