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Montana State University (Missoula, Mont.). School of Journalism, "Communique, Winter 1956" (1956). *Communique, 1953-2020*. 51.

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# COMMUNIQUE

MONTANA STATE UNIVERSITY

Vol. 13 No. 2

Missoula

Winter, 1956

## Ackler Describes Difficulties Covering Floods in California

Things were a bit moist in Northern California during the holidays, but the newsmen of Sacramento—four Montanans among them—simply made it the occasion for demonstrating how to do a superb job under most difficult circumstances. The crew included Ed Heilman '28, Mitch Sheridan '33, Ed Dolan '47, and Bob Ackler ex-'25. Copies of the papers were placed on display in the Journalism Reference room.

In a letter to Dean Cogswell, Mr. Ackler said:

"I'm sending you copies of some of the flood editions of the Bee, together with the supplement we put out later with most of the pictures we published during our week of excessive wetness. I regard the aerial picture of Marysville surrounded by water as the best flood picture I have ever seen.

"Perhaps somebody in the journalism school may be interested in the papers. Frankly I'm very proud of them, especially the Christmas Eve edition, which I think is the best paper the Bee has published in the nearly 16 years I've had anything to do with it. Of course, my part in this story was a minor one but I did play a part.

"You'll note Ed Heilman's by-line on the flood story in the first paper—the next day he went on vacation. He handled it from the office, from reports of correspondents and of men we had sent into the flood area. Mitch Sheridan and Ed Dolan did yeoman work on the pictures. Ed handled the mechanical chores of working them through the art room and the engraving department and with some assistance wrote the cut-lines. Mitch took care of laying out the picture pages and did a very fine job of it, so much so that he was taken off his regular job to handle pictures every day we ran layouts. Of course, being Mitch, he did a lot of his regular work in his spare time, too . . .

### By Land, Sea, Air

"When the Marysville situation got tense early in the afternoon of Dec. 23, a photographer took off by plane and another cameraman and a reporter left for Marysville by car. They were there for nearly 48 hours before we could relieve them, and they covered the crisis minute by

minute. They separated and the reporter was slowed up a bit when he was impressed and had to fill sandbags for three or four hours, but that was in the waiting period before the levee broke. The photographer wound up in a dukw, however, you spell it, helping rescue people, taking pictures and winding up by writing a fine human interest story.

"As the flood moved down the valley we sent crews to the delta area south of Sacramento and kept that well covered, while other photogs and reporters, with the correspondents, kept on the Yuba City story, the return of refugees, etc. . . .

"I hope you find something of interest in the papers I'm sending."

## Dr. Jesse Dies Of Heart Attack

Dr. Richard Henry Jesse died unexpectedly two days before Christmas while he and Mrs. Jesse were visiting at the home of their daughter Mrs. Ward A. (Margaret) Fanning Jr. '51 in Anaconda. Dr. Jesse was 71. Death came of a heart attack.

Dr. Jesse came to the University as head of the chemistry department in 1912; served as dean of men from 1918 to 1924, as dean of the faculty from 1924 to 1935, as dean of the college of arts and sciences from 1936 to 1945. Subsequently he served as vice president and as acting president of the University. He retired in 1954. Through his long service and his energetic participation in all phases of University life he was quite probably known to more students than any other member of the faculty.

## Haugland Wins Cash, Praise Writing on Air

"For consistently excellent reporting of developments in commercial aviation," Vern Haugland '31 was recently presented with the top award in Trans World Airlines annual competition. Mr. Haugland is aviation editor of The Associated Press.

The award consisted of \$250 in cash and a trophy. The presentation was made at a dinner for a group of aviation and travel writers who had been brought to Phoenix, Ariz. for a weekend vacation.

Mr. Haugland worked for Montana papers before joining the Associated Press in Salt Lake City in 1936. As a correspondent in World War II he was the first civilian to receive the Army's Silver Star for valor. Last year he was cited by the Air Force association as aviation's outstanding man of letters. He first attracted national attention in 1942 when he bailed out of a falling B-26 over New Guinea jungle. Five horrible weeks later he staggered out. His adventure was recounted in "Letter From New Guinea." He published another book, "The AAF Against Japan," in 1948.

## Kaimin Goes AM to PM

The Kaimin became an afternoon paper with its Jan. 5 issue to continue the evolution from its original literary magazine format. Papers hit Main hall, the Lodge, living groups, and family housing between 3 and 5 o'clock.

More thorough readership, better breaks on night news, and better instruction and production schedules head the list of advantages, says Ed Dugan, faculty adviser and lab supervisor.

"During my salt mine years I have seen the paper go from morning to noon to afternoon distribution, from weekly to daily, and from blanket to tab. The new setup seems the best of the lot," Dugan reports.

For reminiscing purposes, the schedule calls for about five galleys down by 5 p.m. and two more by 9 a.m. Forms close to hit a 1:30 press time. Ad deadlines are 3 p.m. of the day prior to publication.

Currently the Kaimin staff includes 11 reporters, 8 copyreaders, and 6 ad salesmen, plus the higher echelon. The ad load averages about 135 inches and the Kaimin's cut of the activity ticket gross is \$5602 in a \$16,500 budget.

## Lodders Heads Denver Agency

Denny and Georgia Lodders '49 have a brand new home in Denver and a handsome family — two boys and two girls — to fill it.

"As for work," Denny writes, "I have been general manager of Bezoff & Co. for a little over a year now (it's now Arnold & Co.) Although I've had my hands more than full, it's rewarding and interesting work.

"In addition to managing the agency, I'm account executive on the Colorado Motor Carriers Association, Republic Loan, Colorado Kenworth Corporation and Mechanix Corporation accounts, and editor and advertising manager of the Colorado Motor Carrier magazine. Thought I'd enclose several copies of the magazine—we've nearly doubled the advertising in it in the past year—and The Cog, a monthly publication for trucking industry employees which I also get out.

"Last year I handled a \$200,000 advertising program for the motor carriers' association . . . We used just about all media — newspapers, radio, tv, outdoor, trade and farm publications.

"The future looks bright for the agency, as Denver is really "bustin' at the seams." We are slowly expanding our staff and I plan to specialize in motor transport accounts . . ."

Denny didn't bother to include his home address, but he can be reached care of Arnold & Co., 220 Majestic Building, Denver 2.

## Mathison Resigns Casper Sports Job

Art Mathison '55 resigned his post as sports editor of the Casper (Wyo.) Tribune-Herald the first of the year to go into the service.

By way of demonstrating an unusual versatility that includes several sports, photography, short-story writing and printing, he presented his year-end summary of sports in a five-column drawing. In this, as in everything else he turned his hand to, he did a much better than average job.

Pending his call, the Mathisons are visiting their parents in Deer Lodge and Art is getting in a few shifts of railroading.

"Great is Journalism. Is not every editor a ruler of the world, being a persuader of it?"—Thomas Carlyle.

## With Grads Afield . . .

Betty Smith, '53 (now Mrs. Lowell Hoskins), started work with Western family Magazine in August. To quote: "Beyond the fact that my education is paying off, my work is varied and interesting," she said. "Until I learn the ropes, I'm doing a bit of everything—I'm official custodian of the manuscripts, do routine correspondence, read fiction, and will, in time, compile a column of household hints, food tips, etc., submitted by readers. It promises to develop into something worth while, and it's fun to be part of the journalism atmosphere again." The Hoskins live at 1234½ Cahuenga Blvd., Hollywood 38, Calif.

Anita Phillips '50 is with the Linley Publishing company of Los Angeles as the assistant editor of the Western Paint Review. She recently represented her publication at the fifty-first annual convention of the California Painting and Decorating Contractor's association in Reno. While in school Anita served a year as an associate editor of the Kaimin and was also on the staff of the campus literary magazine, then called The Mountaineer. Her address is 5772½ West Olympic Blvd., Los Angeles 36.

Bob Jordan '51 joined the state forestry department this summer and is now working under the direction of State Forester Gareth Moon. Jordan makes his headquarters in Missoula. He is a journalism graduate with side specialization in forestry. He prepared the State Forestry exhibit at the recent Western Montana Fair in Missoula.

Mr. and Mrs. George Shrum (Leona Facincani '53) of Puyallup, Wash., are the parents of a boy, Mark James, born June 25, 1955. Mark weighed six pounds, one ounce at birth.

Roy E. June '48 is one of the publishers of the Livestock Market Digest which is now going into Vol. III. June, who holds degrees in law as well as in journalism, is associated with the Billings law firm of Sanders, Cresap and Koch.

Mrs. D. B. (Irene Vadnais) Gaines '32, is purchasing agent for the Sparkler Manufacturing Co. of Mundelein, Ill. Mr. and Mrs. Gaines, with their three sons, live at 49 N. California street in Mundelein.

## Communique

Published by the staff of  
The School of Journalism  
Montana State University  
For those who have left the campus  
But cherish its memories

## Disney Editorializes

When a new man comes to the School of Journalism staff, he is not surprised to find that it is an exciting and challenging place to be.

He already has learned the school's academic reputation throughout the country. He already has seen MSU grads doing solid jobs in the profession—some of them climbing to imposing heights.

The ideas you get from advance reports are not everything, however. So, it's a happy man who finds expectations matched by the real thing.

The newcomer here finds a school with facilities that are well-tuned to the kind of teaching and learning job it undertakes. It doesn't have everything, of course. But what school does? Here is an excellent building, well thought out for its purpose. Its journalism reference room, for instance, is as useful and usable as any I've seen.

We find a small, well-integrated staff which is seriously interested in teaching techniques of the trade, yes . . . but also is thoroughly imbued with the belief that journalism is something more than typing and spelling. And such a spirit is vital, if a school is to produce good editors and media managers, as well as good legmen and sports announcers.

We find a small school. With some of the disadvantages of smallness (but not as many as we anticipated) and all of the advantages of moderate size. Close, continuing relationships between faculty and faculty, and faculty and student—which spell, ultimately, a kind of education—that sticks. Here's a school that doesn't pretend to spread itself across every specialty that touches on journalism. No good school does, but MSU is particularly conscientious about trying to provide its students with rock-solid fundamentals in key areas, knowing that if it does its job well, its students will be ready to meet the challenge of special-knowledge when they meet it.

This is a good school. But you know that already.

I'm glad to be here.

## Joyce Rayfield Writes About 'Deep South'

Mrs. J. W. Rayfield (Joyce Phillips '46) writes that she and her husband are spending the winter in the Deep South. Mr. Rayfield is installing the turbines at Buford Dam for his company, Newport News Shipbuilding & Dry Dock Co. By May they expect to be in their new home at 305 Central Parkway, Warwick, Va. They were in Bridgeport, Wash. for a spell, but call Virginia home.

"We are located just north of Atlanta in the 'poultry center of the world," Joyce wrote. "There is a hosiery mill here, but most of the industry consists of chicken hatcheries and feed companies. In any restaurant in the area a customer can get all the fried chicken he can eat for \$1.25. The North Georgia hill area surrounds the town in which we live, and I have learned the true meaning of the word "hillbilly."

"I am also getting an opportunity to observe, first hand, conditions for the rural Southern Negroes. They are everything the Northern press represents them to be, although I do not feel that enough recognition has been given to the great number of liberal, intelligent Southern whites who are doing so much to combat these conditions in their own areas.

"We have met very few young, educated Southerners who are not striving for equality of opportunity for the Negro, even though they are solidly opposed to public school integration . . . I detect no deep-rooted opposition to the ICC rulings, or even to the public recreation rulings, but when it comes to forced social intermingling such as the public school would inevitably bring, there is a solid wall of opposition. And all things considered, I agree that forced public school integration is premature in the South.

"There should have been a great deal more work toward improving the existing health, moral, educational and economic situation of the southern Negro before throwing him into an integrated school situation. We in the South are living through history-making times, and I hope Virginia's efforts toward solution of this great problem may point the way for the deep south states.

"I am enjoying the opportunity to read daily the Atlanta Constitution and Journal. Not since leaving St. Louis and the Post-Dispatch have I enjoyed a newspaper so much . . ."

## With Grads Afield . . .

Tom Ambrose '52, and Bob Petty '49, are employed on the Spokane Daily Chronicle. Bob writes, "Three boys at home and a busy beat at the office keeps me occupied." Tom has the courthouse beat.

Joan Harbolt and Lloyd Kjorness, both '55 graduates, have jobs on the Havre Daily News. Miss Harbolt is society editor, and writes other news. Kjorness is advertising manager.

Mary Lu Zimmerman '55 is news editor of the Wolf Point News-Herald. She started the job immediately after graduation and likes it. The summer of 1954, Mary Lu worked as photographer and feature writer on the Cut Bank Pioneer Press.

Jack and Muriel (Griffin) Daniels '55 spent his leave visiting in Missoula before he was sent overseas. Jack took basic training at Fort Benning. Muriel has taken a job with the Board of Christian Publications in St. Louis.

When last heard from Tom Needham was at KFBB in Great Falls. His address is 715 Eighth street North.

Barbara Mellott, president of the active chapter of Theta Sigma Phi, came home from the national convention in St. Louis last summer and promptly started getting out an interesting little publication for her group entitled "Theta Significance." "No comics, no slugs up, just the straight scoop.

Joan M. Kilburn '54 was married to John Everett McRee of San Francisco. (This story would indicate the time except that it doesn't appear anywhere on the clipping from which this item is being written.)

Elaine Almos '55, who went to the Christian Board of Publications in St. Louis last July, has been given responsibility for the regular layout and production of a 16-page magazine, along with her several other duties.

Bob Petty '49 clips a note to a flamboyant front page of the Spokane Chronicle, inspired and produced by Petty and his colleague, Tom Ambrose '52. The item in question included a front page story and a six-column cut in color on Geiger Field's jet rocketeers.

Paul Hawkins '49 has left the United Press after seven and a half years of service which included a spell in Mexico City to go into public rela-

(Continued on Page Four)

## Mag Students Roll Their Own

This year's class in Magazine Makeup and Editing invented a magazine — "something like seventeen, but for teen-age boys."

Suggested titles for the magazine ranged from tongue-in-cheek "Delinquent" to the one selected—"Cool." Editorial and advertising policies caused brisk discussions in class: Should we accept cigarette advertising? How about publishing an informative article on the dangers of dope? The instructor Dorothy M. Johnston, as top editor, made final decisions—but was sometimes talked out of them.

Students contributed a great deal of policy-making advice, especially those who had younger brothers. The brothers never came to class, but "what my brother likes to read" or "what my brother wants to know" became criteria in setting policies.

Magazine Article Writing, winter quarter, includes a study of markets and methods of slanting articles to specific magazines.

"It's different with fiction," says Miss Johnson, who writes both stories and articles. "A fiction writer should just write the very best story he can and worry later about selling it. Creating the story is the important thing. But most nonfiction is written for specific markets — and for money."

Last year she warned students not to write articles about dead-and-gone persons because the market, she said, is almost nonexistent. She will not be so definite about this rule hereafter, because she later sold, to a new magazine for men, an article about the violent Captain Slade, who has been dead and gone since the Vigilantes strung him up in 1864.

The difference between essays (which editors call "think pieces") and informative fact articles is emphasized in this course.

An excellent collection of specialized periodicals is on hand at the J-school for the spring course of the magazine sequence, Trade and Technical Journalism. Several of these are edited by J-school graduates of past years.

"The staff of an employee magazine is usually small," Miss Johnson points out. "Therefore the editor has to be able to do everything. He must write, plan, encourage correspondents, lay out pages, style manuscripts, read proof, perhaps take pictures, and interpret company policies to employees or customers."

## They Get the Grades . . .



Four students were initiated last quarter into Kappa Tau Alpha, national journalism honorary. Left to right: Rick Lee '56 of Butte, Carole Lee '57 of Hamilton, Virginia McBride '56 of Butte, and Joan Hoff '57 of Butte.

## Wally O'Donnell Goes to AEC

Walter O'Donnell '55 recently was chosen from among 20 applicants for the post of assistant information specialist for the Atomic Energy Commission. His address is Apt. 9, El Rancho Apartments, Idaho Falls, Ida.

Following his graduation a year ago he returned to his home town, Havre, to take charge of advertising for Buttreys. After a very successful year with that large department

store he resigned to accept this latest offer.

In a recent letter O'Donnell said, "Just had a letter from Frank Milburn '55 and learned that he has been voted a member of the New York Music Critic's Circle. (Milburn went to New York following his graduation is now an associate editor of Musical America.) Helen Lenhart '53 is here in Idaho Falls with the Post Register.

"Had a nice year and on my birthday in November announced my engagement to Joan Wielinski of Little Falls, Minn. We plan on being married sometime this summer . . ."

## With Grads Afield

(Continued from Page Three)

tions work. He has joined Carl Byoir & Associates, Inc. in their California office. His new business address is 727 West 7th Street, Los Angeles 17. He'd like to hear from a recent graduate who would like to get started in public relations work.

Elwyn F. Peffer '50 has moved from Leavenworth, Wash to Portland, Ore. His new address is 2926 SE 20th Avenue, Portland 2.

One of the handsomest employee publications that we see is the Edison News published by the Southern California Edison company of Los Angeles. The editor is T. E. Shardlow '49. The publication is distinguished among other things for superb photography and good coverage.

Mr. and Mrs. Ross Hagen of Helena are the parents of a new son, their second. Ross was graduated with the class of 1952 and is on the AP staff.

Patrick McLatchy '51 visited in Missoula in November on his way home to Helena following three and a half years with the Navy. Most of the time he was stationed at Pearl Harbor. In Hawaii he reported seeing George and Lorraine (Kurfiss) Remington, Bob Crennen, and Mary Verploegen. Mary, he said, was writing for the Honolulu Star-Bulletin.

Charles Robey '53 has joined the Spokesman-Review ad staff after a hitch in the army, according to word received from Pat Graham '53. Pat is helping his father run the Statesman-Examiner at Colville, Wash.

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