



# The Ring-tum Phi



Washington and Lee Semi-Weekly Newspaper

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## 20 Publications Earn SIPA Trophy Awards

## Over 1,000 Students Attend Convention

### Woestendiek Urges Press To Remedy Public Views

By PHIL GROSE

Newspaperman William J. Woestendiek and novelist Burke Davis delivered the main addresses Friday to gatherings of SIPA delegates in Lee Chapel and duPont Auditorium.

Woestendiek, speaking before an overflow morning assembly at Lee Chapel, called on three groups—the people, public, and press—to remedy the current shortcomings of the Americans in realizing the proper perspective of world events in relation to local or more trivial affairs.

In placing a part of the blame on the public in general Woestendiek asserted that their was "no excuse" for the American people to be uninformed. But he claimed that the people are now more interested in "the shape of car tail fins rather than the shape of world affairs."

"They have no conception of the important things now going on around us." On the college level, Woestendiek told of a current events quiz which was given among students and the results showed "many of the answers were wrong, even ridiculous."

**IN LAYING BLAME** upon the politicians, Woestendiek described this group as being in the state "of the same complacency as the general public. Even the President and top officials disregard the dangers and keep the public misinformed. The right to know is being abused by the administration, we're being lulled to sleep."

As for the third group, the press, Woestendiek called on newspapers to print "more fully, with vigorous comments."

"Today their are too many word games, puzzles, and other gimmicks designed only to increase circulation. Americans must realize that main street runs all the way to Tokyo now. Foreign news is becoming more and more local."

**"REPORTING IS** not enough, the writer must analyze the actions he is reporting. Too many of the reporters of today are becoming flabby. Beautiful writing has become an occupational disease."

"The same principles apply for high school papers," he continued. "We need more initiative, more than just routine stories."

"Censorship has become quite a topic of discussion. Unfortunately, there is too much of it—the public would be better off if more freedom were allowed."

**IN CONCLUDING,** Woestendiek (Continued on page four)

### Dance Tops Calendar of Social Events

From the time SIPA delegates began to arrive Thursday, they were treated to many planned and informal social activities on the W&L campus.

Besides the usual "rush" given the female delegates by the W&L students, the SIPA program also included many planned social events.

An informal reception was held for those delegates who arrived early in Doremus Gym Thursday night. Entertainment was provided by a W&L dixieland band and a W&L singing group, The Sazeracs. Junior journalism student Mike Norell was master of ceremonies and SIPA president Jo Anne Parsons was on hand to welcome delegates.

**THE BIGGEST** social event was the annual SIPA dance held last night in the Gym, sponsored by the W&L chapter of Sigma Delta Chi professional journalistic fraternity.

Another social highlight was the Quill and Scroll banquet meeting, also held last night in the Lexington Presbyterian Church. This year's sponsor was the Nora Payne Hill Chapter of the George Washington High School in Danville, Virginia. Remarks were extended by Mr. Vernon V. Greene, of King Features Syndicate, and a skit was presented by members of the chapter.

Both nights delegates were able to watch actual broadcasts of Kaleidoscope and Home Edition, feature and news programs produced by W&L journalism students.

Guided tours of Lee Chapel and other places of historic interest on the W&L campus were conducted both days by members of the Washington and Lee Student Service Society and students of the journalism laboratory.



VERNON GREENE



BURKE DAVIS



WILLIAM WOESTENDIEK



MERLE MILLER

### McClister Elected SIPA Prexy; Defeats Others by Large Margin

Mike McClister of Tennessee High School in Bristol, Tennessee, captured the presidency of the Southern Interscholastic Press Association today.

McClister defeated four other candidates for the post with his nearest competitor, Robert Warf, of Clifton Forge High School, Virginia, receiving 57 votes to McClister's 167.

Miss Linda Wright, Orange High School, Virginia, tallied 51 votes, Miss Sandra Jones, Lebanon High School, Virginia, received 16 votes and Miss Scottie Sue Gadd, Claremont High School, Hickory, North Carolina, got 15 votes.

The new SIPA president will succeed Miss Jo Anne Parsons of Manchester High School, Richmond, Virginia. He is a rising senior and will serve as editor of his school newspaper next year.

A total of 303 votes were cast out of more than 800 eligible voters. This total is somewhat less than the 368 votes cast last year when only two candidates ran for office, and there were approximately the same number of eligible voters.

The election box was open this morning and closed at noon. The ballots were computed by Dom Flora and Mrs. Jay Cook.

### Three Papers Win Top Press Association Awards

By DICK ANDERSON

Fair Facts, of Fairfax High School in Fairfax, Virginia; The Hickory Twig, of Hickory High School in Hickory, North Carolina; and Green Briers, of Green Brier Military School in Lewisburg, West Virginia, walked away with the top newspaper prizes at the annual SIPA awards luncheon held in Doremus Gymnasium at noon today.

### SIPA Judges Tagged 'Heart' Of Convention

Seventeen professional judges including newspapermen, college professors, high school advisers, a yearbook executive and a radio expert passed final criticism on high school publications this morning.

Director of Criticism Services Rod Gelatt, described the clinics as "the heart of SIPA."

**THE JUDGES** of more than 266 publications in classes of printed and mimeographed newspapers, yearbooks, magazines and radio productions began early in March. Each publication was read, scored and rated with written criticisms submitted.

The judges were:

**NEWSPAPERS**—Richard Wilson, assistant city editor of the Richmond Times-Dispatch; Edward P. Berlin, Jr., managing editor of the Waynesboro News-Virginian; Fred Lackmann of the Richmond Times-Dispatch; Abe D. Jones, of the Greensboro (N.C.) Journal; and William H. Fishback of the Richmond Times-Dispatch.

**COLLEGE PROFESSORS** — Dr. Arthur R. Borden, Jr., associate professor of English at Washington and Lee; and Major Chester B. Goolrick, assistant professor of history at Virginia Military Institute.

**HIGH SCHOOL ADVISERS**—Ernest Mooney, assistant principal, Thomas Jefferson High School, Richmond; Mrs. Marie Morris, publications adviser, Manchester High School, Richmond; Dr. Regis Boyle, publications adviser, Woodrow Wilson High School, Washington, D.C.; Mrs. Katherine S. Hopper, Fairfax High School, Fairfax; C. Clark Chism, McCallie School, Chattanooga, Tennessee; Benjamin W. Allnut, publications director, Bethesda (Continued on page four)

Seventeen other trophies were awarded to high school newspapers, yearbooks, magazines and radio productions for winning their respective divisions in the 29th annual Southern Interscholastic Press Association publications contests.

More than 1,000 student delegates and faculty advisers, representing 152 preparatory and high schools from 11 southern states and the District of Columbia attended the three-day convention. Some 266 publications were entered in the contests.

Fair Facts, edited by David Riddick, received the Scholastic Press Award of the Virginia Press Association "for improvement in appearance, content and circulation, and for leadership in a well-planned and executed campaign for a year of achievement," citing its success in creating a student government, improving school morale, and developing respect for academic accomplishment.

The award was presented by Mr. Walter Potter, Vice-President of the Virginia Press Association, and Editor and Publisher of the Star-Exponent of Culpeper, Va.

The Hickory Twig, edited by Elaine Lawson, received the North Carolina Scholastic Press Award of the Winston-Salem Journal and Sentinel. The paper was cited "in recognition of its new look for '58—the change from slick paper to newsprint, versatility and freshness of style, concise, top-quality and up-to-the-minute newswriting, active cooperation in community affairs—for general excellence done with spirit and flair."

The award was presented by Mr. James B. L. Rush, Editor of the Editorial Page of the Winston-Salem (N.C.) Journal and Sentinel.

Green Briers was awarded the third West Virginia Scholastic Press Award of the Charleston Press Club by Mr. Brentz F. Thompson, chairman of the Board of Governors of the Press Club of Charleston, West Virginia.

Edited by Chuck Hoffman, it was cited "for thirty-eight years of continuous service to its students, al-

### D.C. Boy Sets Contest Record

A Washington, D.C., high school junior broke the SIPA Current Events Contest record when he answered correctly all but one of the questions.

Robert Goldberg, of Woodrow Wilson High School in Washington, scored a total of 49 points out of a possible 50 to win the event. Second place went to Anne Lewis of George Mason High School in Falls Church, with 43 points.

Three of the remaining six winners were all delegates from Woodrow Wilson High School, as the group walked away with the school honors. Third was Lawrence R. Gross, fourth was Ruth Brown, fifth was Ian Gilbert, and sixth was John Via, of William Fleming High School in Roanoke.

Rod Gelatt, W&L journalism instructor who served as Director of the contest, reported that there were 30 contestants and there were 50 questions on the test.

Student monitors for the quiz were Pres Rowe, junior from Fredericksburg, Virginia, and Ed Webster, freshman from Norfolk.



SIPA PRESIDENTIAL CANDIDATES were (left to right) Mike McClister, Linda Wright, Sandra Jones, Scottie Sue Gadd, and Robert Warf. Campaigning this year was marked by a battle of posters. (Roanoke Times Photo)

### Whirlwind Schedule of Events Keeps SIPA Delegates Jumping

A whirl-wind program of clinics short courses, lectures, and other special events again kept the average SIPA delegate jumping throughout the 29th annual convention during the past three days.

This year, as in the past, the short courses played an integral part in the activities of the convention. Four—yearbook, photographic, newspaper, and magazine—were held.

The photographic short course was conducted in four sessions by Mr. Robert S. Beeler, of the Eastman Kodak Company. Subjects of the four sessions were "Organization of Photographic Activities," "Staff Training Methods in Photo-Journalism," "Special Photography Problems," and "Preparing Photographs for Publication."

**THE NEWSPAPER** short course consisted of five sessions, each one being given by a different lecturer on individual topics. Mr. Ernest Mooney, assistant principal of the Thomas Jefferson High School in Richmond, spoke on "Organizing

the Newspaper Staff and Its Work." Mr. James B. L. Rush, editor of the editorial page of the Winston-Salem (N.C.) Journal and Sentinel, gave the second lecture on "The Editorial Page—Possibilities and Requirements."

The third newspaper short course session featured Mr. Dudley Digges, an editorial writer for the Baltimore (Md.) Evening Sun, who spoke on "Writing Fundamentals—News and Features." Designing the Newspaper—Make-up and Editing" was the subject of the fourth session given by Mr. William G. Levery, chief of the copy desk for the Richmond Times-Dispatch. The final session was conducted by Mr. Edward Backus, of the W&L Journalism Laboratory Press on "Mechanical Production of the School Newspaper."

The yearbook short course was also conducted in five sessions. They were: "Planning the Yearbook Design," "Covering the Year's Story," "Planning the Yearbook Copy," "Writing and Editing the Copy," and (Continued on page four)

# '58 SIPA 'Lasses' Forewarned About W&L 'Men'

By **BILL MILLER** and **PHIL GROSE**

What has become of the sweet young SIPA lass who used to grace the white columns of this southern institution each spring? Is this innocent charmer gone forever?

It is our sad task to report that she has learned that Traveler's bones are not kept in the basement of the DU house, and that the Liberty Hall ruins are not in the backyard of the Phi Gam house.

The 1958 miss has been forewarned of the evils of the fraternities. "We'd be thrown out of school if we went to a fraternity house," said one young thing, and several others reported similar ultimatums.

But while the threat of the Faculty Adviser has imposed serious handicaps to the fraternity man, it is still apparent that the SIPA girl of yore is still present in spirit.

Said Shirley McCullar of Princess Anne, Va., "I think W&L boys are great. We are just here for the parties, we have already won our awards."

And Betty Nunnalee of the same school chimed in "Kappa Sigma is

my favorite fraternity. The boys are such fascinating creatures... have such dreamy eyes... and think all girls are nit-wits. I have never had a date with a fraternity man, and would love to have one." (Need-



Miss Bernice Taylor

less to say, she was surrounded by Kappa Sigs at the time.) Linda Stein, a blonde lass from Culpeper, Va., said, "Boys are my only avocation. Our girls can date as long as we don't show up in a fraternity. I don't think this is right. I know what I'm doing. I have been in fraternities before and I like the bars."

Bernice Taylor and Patsy Slater, a pair of cuties from Sissionville, W. Va., also wanted to see more than the inside of a lecture room. "We're here to have fun," said Bernice. "I would like to date a fraternity man if everyone else did. I've never been in a fraternity, but I'd like to—I like parties."

Patsy added, "My boyfriend didn't know much about W&L. If he knew more about it, I'm sure he wouldn't want me to mess around here too much."

And then there were a few somewhat less dazzled by the ivy-clad men. Mary Hughes of Princess Anne, Va., "It's real pretty here and the boys are nice, but I prefer VMI to W&L."

Peggy Poff of Christiansburg, Va., put it bluntly, "I don't like fraterni-

ties—I came here to learn a lot about journalism," and Sue Summer of Princess Anne said, "I don't know what I'm doing here."

How does a faculty adviser feel during SIPA? Mrs. Mary Ann Long, of Sissionville High School said, "We came here to have fun. I wouldn't allow a girl to go out with a fraternity man to dinner, but I have nothing against taking our girls as a group to a fraternity house."

The fact remains that the Washington and Lee fraternity has anything but a simon-pure reputation among high schools. Why? Apparently there hasn't been time for the recent bold expose of the fraternity system to reach the high schools, so we can only conclude that the evils of fraternities have existed for quite a while. "My mother never lets me come to W&L dances," said one high school gal, "but I can go to other colleges."

How does the SIPA girl feel on the more pertinent topics of the day? Sack Dresses received rather general approval from the crowd, except for one rather belligerent, "I think they're obnoxious," from a Richmond delegate.

And what about men in general? There was the usual smattering of "Where would we be without them?" comments, along with a few "I think W&L men are wonderful!" observations.



Miss Patsy Slater

The activity went on into the night, and the usual rush for the Robert E. Lee and Mayflower Hotels for dates occupied a great deal of the time. One girl, standing in the Lee Hotel lobby waiting to find a room, had three dates.

All the advisers were not strict and did give the girls some freedom. Commenting on one of the fraternity parties Thursday night Cecilia Boykin from Richmond, Virginia, said: "I went to one last night and I like it fine."

Mary Agnes Martineau was not so talkative about her first night in Lexington and commented, "Never mind what we did last night."

In a different vein, Carolyn Deal of Martinsville, Virginia, said "I think W&L is just a country club. Nobody seems to be working." Her companion Virginia Heschdorfer said, "All the professors seem to be smoking pipes. Is this supposed to mean something?"

And thus spoke several of the representatives of SIPA's delegation of young ladies, who, as one adviser put it, "Will go back home with their eyes bloodshot from looking at so many boys."

## The Ring-tum Phi

Friday—Special SIPA Edition

### Lessons To Learn

The Ring-tum Phi should have many lessons to learn from the almost phenomenal rise in quality of Home Edition during the past few months.

The newscast, which originates five nights a week from the W&L communications laboratory under the auspices of the department of journalism and communications, is rapidly approaching a professional status, while using only amateur personnel.

This near-professional status has been achieved by applying a few basic journalistic principles which should also be applicable to the campus newspapers.

In addition to a thorough coverage of world happenings, Home Edition delves into campus activities with amazing dexterity and makes a noble effort to broadcast all the news that is news—when it is news, despite equally enthusiastic efforts on the part of many student leaders to withhold this information until the "opportune time for publication."

For example, last Wednesday night Home Edition announced the names of the bands scheduled to play for Final Dances. This story has not been published in either edition of the campus newspaper. While this story is a publicity release, it is still news by definition and certainly of extreme interest to the entire student body. But, both editions of the campus newspaper were soundly "scooped" by an alert Home Edition reporter.

But occasionally, a spark of "freedom of the press" ignites in the W&L newspapers. For example, the editor of the Tuesday edition is to be commended for printing the "expose" on the campus political system last Tuesday. The story was published although many campus "leaders" tried every way possible to prevent the printing of the article, which was by-lined and placed on the editorial page of the paper.

It is indeed an injustice to the Washington and Lee student body that the campus newspapers do not follow more of the principles adhered to on Home Edition. The W&L faculty and administration offer practically no interference with the campus newspapers, and are fair and correct by following this policy, but rather the obstacle of "freedom of the press" on this campus comes from the student leaders.

## SIPA Delegates, Welcome

For 29 years, high school journalists have convened at Washington and Lee for the annual meeting of the Southern Interscholastic Press Association. During the two days the delegates attend lectures, panel discussions, class sessions and short courses, clinics and informal get-togethers to learn a little more about their hoped-for vocation (or already elected avocation), journalism.

The SIPA has contributed much to newspaper, yearbook and magazine standards in secondary schools throughout the South. Each year the size of the convention has grown and in a like manner, the improvements in high school journalism in the South have increased.

Two of the primary reasons lying behind the convention are these: (1) to provide a meeting place for high school journalists where they can discuss their problems and ideas as well as get first hand information from distinguished lecturers; (2) to create through the presentation of annual awards to the top publications a competition and thus a continual effort to improve publications.

If General Robert E. Lee were alive today, he would be proud of the advances made in college-level journalism instruction. His "dream" of 1869 was laughed at but if he were to see the present school of journalism at Washington and Lee and see the activities of the SIPA, he would be the one to laugh last.

It is with a great deal of pleasure that the Ring-tum Phi welcomes the Southern Interscholastic Press Association delegates and their advisers to this year's convention.



W&L JOURNALISM STUDENTS register delegates for the 29th annual SIPA convention in Payne Hall last night. Over 1,000 delegates were expected to register.

### "America's Baskerville Printer"

## Lauck Heads 5-Man Print Shop Staff

The special SIPA edition of the Ring-tum Phi and the official activities program of the convention were both printed in a small shop on the Washington and Lee campus under the direction of a man known as "America's Baskerville Printer."

And in addition to the once-a-year chore of printing the SIPA materials, the five-man Washington and Lee Journalism Laboratory Press crew turns out most of W&L's campus publications, posters and pamphlets. C. Harold Lauck heads this crew of professional printers and is an instructor in the journalism department.

**WORKING UNDER** Mr. Lauck are Lynwood Pullen, Edward Backus, Edwin Walker and Charlie Perfetti.

The title, "America's Baskerville

Printer," was bestowed upon Mr. Lauck several years ago as a result of national recognition he received for his skillful use of Baskerville type.

Since his middle teens, he has been connected with the printing business and has built up a backlog of more than 45 years of experience. Next year he will begin his 27th year at Washington and Lee.

**FOLLOWING AN ISSUE** of the W&L newspaper through the print shop, the first person concerned with the copy is the linotype operator, Lynwood Pullen. Setting type for campus publications, he must often act as proof reader and copy editor.

Next, the type goes to the skilled hands of Edward Backus, the print shop's chief compositor. Mr. Backus,

a native of Somerville, Massachusetts, places the type into the page forms. He formerly ran his own print shop at his home in Buena Vista, and annually teaches a newspaper short course to SIPA delegates.

Often Mr. Backus is assisted by Edwin Walker. He is probably one of the most versatile men in the shop. In addition to doing composition and running the shop's two smaller job presses, he operates the machine which folds newspapers after they come off the press and casts plates for pictures and newspaper advertisements.

**THE COMPLETED FORMS** for the paper then go to pressman Charlie Perfetti, a graduate of the Rochester Institute of Technology.

All five men work in a small shop behind Washington Hall. Steps are currently being taken to expand the capacity for work which the print shop can handle, and recently a new linotype machine was added to the shop's equipment.

**THE LIST OF AWARDS** won by Mr. Lauck's typography efforts is an impressive one. In the *Inland Printer*, the printing industry's leading trade journal, Mr. Lauck has been featured as one of the nation's top-flight craftsmen.

He is a past president of the International Graphic Arts Education Association and two years ago was awarded a Distinguished Service Citation at the annual SIPA awards banquet "in recognition of outstanding accomplishments in the field of scholastic publishing and in acknowledgement of devotion and effective service to journalism, to education, and to youth."

Some of Mr. Lauck's work was selected for the 1954 Commercial Printing of the Year Exhibition of the American Institute of Graphic Arts. The exhibition, which has traveled throughout the nation, represents the work of some 200 out of 3,000 printers who entered.

**LAUCK** conducts classes for the journalism foundation, teaching journalism students the rudiments of type-setting and printing, and explaining the various machines used in production of printed materials.

### To Grimp Is Inhuman

## Yellow Dog Foundation Plays Host to SIPA at Stevesville

By **MIKE NORELL**

To the casual, stultified student reader of this column, the prospect of reading yet another scenario may be revolting, but since I am told this issue is dedicated to dulling the young minds of several million SIPA delegates now the subjects of a sort of intellectual journalistic blitzkrieg at Washington and Fishwick, I will proceed on the assumption that none of them have had the pleasure of reading one of my hack scenarios, which is to say, they do not yet realize that I am a miserable hack, which is again to say, suffer on.

**SCENE:** The office of J. PAXTON DAVIS acting director of the William Randolph Hearst Memorial Yellow Journalism Foundation at Washington and Fishwick University. The office is cluttered with old sandwiches, rejection slips, Leyden jars, etc.

**PAXTON DAVIS**, a balding young

man in his early thirties, sits hunched at a typewriter. At the moment, he is balding furiously, first with one hand, then with the other, then with both feet. Sometimes he has been known to bald with only an old beanbag. He looks up futively as ROD BLUEBLADES, poet, gourmet, and bon vivant, enters. ROD is helping PAXTON DAVIS prepare to receive 14,000 high school students at the approaching SIPA convention. (PAXTON DAVIS thinks ROD is helping because he is on the journalism faculty; in reality Mr. BLUEBLADES merely wants a ticket to the dance.)

**ROD BLUEBLADES:** Say, Pax, I've misplaced all the newspaper and yearbook entries. You haven't seen them around anyplace, have you?

**DAVIS** (munching ominously on an old tennis shoe): No.

**BLUEBLADES:** Well, they're just lost. (He exits as DAVIS viciously balds the tennis shoe.)

(Enter now **MRS. COOK**, Paxton's secretary. She hands him several telegrams. The camera pans them as they lie open on Davis' desk. All of them are from the speakers at the SIPA convention. None of them can come. PAXTON DAVIS thrusts his fist thoughtfully through the wall. **MRS. COOK** exits, screaming.)

(Enter now **MRS. BARRETT**, followed by Dean Gilliam, President Gaines, Col. Coates, and Tommy Sands. They are on a special committee for something or other. They heathedly inform Paxton Davis he can't use the Washington and Fishwick campus for the convention. It must be held at Stevesville Restaurant and Tommy Sands, recently presented with an honorary degree from W&F, will be the chief speaker. They exit as Davis crumples the filing cabinet with his head.)

**SCENE:** The footbridge. PAXTON DAVIS, absent-mindedly balding a soggy dish of collard greens, is seen jumping off the footbridge. Tommy Sands is made head of the Yellow Journalism Department and ROD BLUEBLADES elopes with one of the delegates named Melaine Nostil. They move to Sarawak where Rod goes into the rumrunning game and Melaine is a beanbag coach. They have fourteen children all named Leon F. Sensabaugh.

## The Ring-tum Phi

Friday Edition  
Special SIPA Edition

SIPA EDITION EDITORS

Dick Anderson, Jim Bryant, Phil Grose and Bill Miller.

Member of Virginia Intercollegiate Press Association

Holder of VIPA's "First Award in Collegiate Newspapers"—1955-56-57

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Steve Friedlander, Business Manager

Sid Whipple, Sports Editor

Editorial Board—Bill Miller, Jim Mason, Bill Clark, Paul Plawin, Fred Rowe, Bill Ashworth, Dave Goller, Mike Norell, Jim Kressler, John Towler.

Editorial Assistants—Jim Goar, Jerry Wilbourn.



GOING OVER COPY are C. Harold Lauck, Director of the Washington and Lee Journalism Laboratory Press and Lynwood Pullen, the linotype operator for the University print shop.

# Gelatt Expands Radio Instruction At W & L

Newest addition to the faculty of the Lee Memorial Journalism Foundation is Rod Gelatt, instructor in radio-television and supervisor of the Communications Laboratory. He also was in charge of lining up the judges for SIPA this year (which brought him the additional "title" of Director of Criticism Services) and, among other duties in connection with the convention, helped arrange the 30 roundtable discussions.

Gelatt joined the W&L Faculty after seven years with the news department of stations WHO and WHO-TV in Des Moines, Iowa. He was a morning news editor there, broadcasting an early morning 15-minute newscast that consistently was rated as the most listened-to morning program throughout Iowa.

**BEFORE JOINING** the staff of WHO, Gelatt was night news editor of KSTT, Davenport, Iowa. And while attending the University of Iowa, he was student news director of the university's 5,000-watt radio station.

His work with youth groups, such as Iowa's largest Explorer Scout organization, and his interest in promoting more professionalism among young aspiring journalists led to his decision to teach. Since coming to Washington and Lee in September, he has directly supervised the nightly news broadcast of Home Edition. And to further the practical work of students in his television course, an internship program has been functioning with WLSL-TV at Roanoke.

**GELATT'S PHILOSOPHY** about journalism-teaching is somewhere between the two extreme views that "you can teach anyone to be a reporter," and "no one can be taught to be a reporter." He feels there has to be some talent to begin with; that certainly a student has to be above average in his ability to express himself; and he must have more than the usual interest in people, places and 'things.' "Without a deeply penetrating and constantly inquiring mind—the tendency to accept nothing and ask about everything—a fellow has a rough time being a good reporter."

On the other hand, he feels the

journalism courses a student goes through in college can "polish up the rough points. More important, the curriculum is so designed as to expose the student to as many other studies as possible—history, political science, the social studies, English, economics—subjects about which every reporter must know a little and about which good reporters know a lot!"

He also points out the need for would-be journalists to know of more specialized subjects which they'll encounter daily: libel and slander, copy editing, broadcasting

(Continued on page four)



GELATT



DAVIS

# Davis Acting Director Of SIPA Convention

Serving as director of SIPA this year while O. W. Riegel is on leave of absence in Paris, is Paxton Davis, assistant professor of journalism by trade, and a novelist in his spare time.

Davis took over as acting director of the Lee Memorial Journalism Foundation this year when Riegel accepted a fellowship to work on a research project. It will be the first SIPA event he has missed since 1930.

**A MEMBER** of the journalism faculty at Washington and Lee since 1953, Davis is author of the novel *Two Soldiers*, published in 1956 by

Simon & Schuster, Inc., and in addition has published several short stories and novel excerpts.

In 1956 he became a Fellow in Fiction of the Bread Loaf Writers Conference, a literary organization in Vermont which stimulates the exchange of ideas between novelists and prospective writers.

Prior to accepting his position at Washington and Lee, Davis spent four years in the newspaper business in Richmond and Winston-Salem, N. C. Following his graduation from Johns Hopkins University in 1949, he joined the staff of the *Winston-Salem Journal* and remained in that position until 1951, when he accepted a reporter post on the *Richmond Times-Dispatch*.

**WHILE SERVING** on the *Times-Dispatch*, Davis received the first place award from the Virginia Press Association for series writing in 1951.

In 1952 he returned to Winston-Salem, this time on the staff of the *Twin City Sentinel*, the afternoon newspaper of the city. He held this position until 1953, when he came to Washington and Lee.

**A NATIVE** of Winston-Salem, Davis graduated from R. J. Reynolds High School, and attended Virginia Military Institute for the 1942-43 session before entering the army.

He graduated from Johns Hopkins in 1949 with an A.B. degree in English, after serving for two years as editor of the university yearbook, and columnist for the student newspaper.

He is married and has two daughters.

# Home Edition Is Campus Radio Voice

By PAUL PLAWIN

"From the studios of the Washington and Lee department of journalism and communications. This is Home Edition—with the late evening news from around the world, the nation, the state, and the Rockbridge County area."

Every week night at exactly 10 p.m. this introduction opens another Home Edition broadcast to a

background of ticker type machines bringing in the night's news. There is a note of urgency in the voice of the editor as he swings into the top headlines of the night, and this air of importance is carried over the airways until the show closes 15 minutes later.

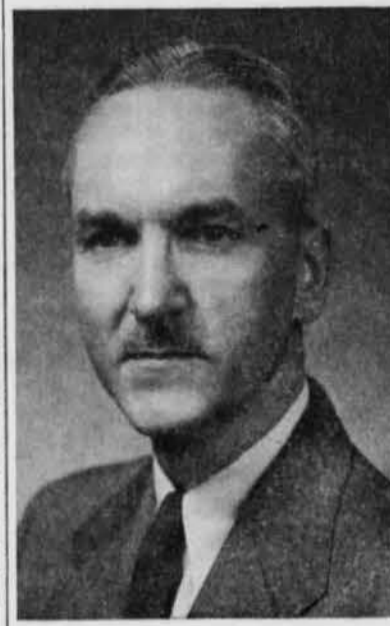
**HOME EDITION** is a nightly 15-minute news program broadcast over station WREL in Lexington, com-

pletely in the hands of the W&L students. Editing, producing, directing, and even operating the control panel are all jobs handled by the student broadcasters. Supervising the overall operation of the news series are Rod Gelatt, instructor in the Journalism department, and Howard Packett, W&L senior journalism student, who is city editor for the series.

Packett heads a large staff of journalism reporters who daily file copy for the evening newscast. News on the international, national, and state scene is received over the wires of the Associated Press. In charge of each individual show is the senior editor. In fact he produces the show each night.

For all practical purposes, the senior editor is completely in charge of the broadcast. He makes all the decisions as to the program's news content, and he handles the assignments for rewriting, editing copy, and constructively criticizing his writers. He may choose to have a particular individual handle certain types of stories; for instance, one man is in charge of national and international news, another dealing with state and regional news, and a third compiling the sports news.

**IN ORDER** to produce the 15-minute show each night the individual staffs work for several hours preparing copy for the broadcast. The editor and his staff report to the studio at 8 p.m. to start working on the night's show. Copy from the AP wire must be edited and rewritten; local copy must be compiled; and the editor must assign



RIEGEL

## O. W. Riegel To Miss First SIPA

For the first time since 1931, Professor O. W. Riegel, Director of the Lee Memorial Journalism Foundation and head of the Department of Journalism and Communications at W&L, will miss a SIPA Convention.

Mr. Riegel is on a year's leave of absence from W&L to study on a Fulbright grant in France. His study is devoted to an investigation of international communications.

The perennial SIPA Director first came to W&L in 1930 and he began directing the high school journalistic convention in 1931. In 1934 he became Director of the Lee Memorial Journalism Foundation and head of the W&L Journalism Department.

**PROFESSOR RIEGEL** is an authority on propaganda and psychological warfare, having written a standard work in these fields, *Mobilizing for Chaos*, in 1934.

For three years during World War II, Mr. Riegel served with the Office of War Information and spent three months in Germany for the State Department in 1950 making a special survey of public opinion research and training.

He also worked in Europe in 1952 under the auspices of the Woodrow Wilson School of Public and International Affairs at Princeton. Previous research work brought him the first research award granted by Sigma Delta Chi professional journalistic fraternity in 1935.

A native of Reading, Pennsylvania, Mr. Riegel has had newspaper experience on the *Neenah*, Wisconsin *Daily News*, Reading, Pennsylvania *Tribune*, the Paris staff of the *Chicago Tribune* and the New York

(Continued on page four)

# Visiting Instructors Give W&L Students Practical Experience

Practical reporting and newspaper management experience, in the persons of four visiting instructors, come to Washington and Lee journalism students each week.

The accent is all on working conditions as they would be on today's papers. Coming over every Monday, Wednesday, and Friday afterwards is managing editor of the *Roanoke Times*, William Atkinson. A Tuesday evening course in news photography is conducted by Herb Patchin of VMI.

**WILLIAM LEVERTY**, Richmond *Times-Dispatch* copy editor, journeys here every Friday for a "work shop in reporting." A course in newspaper management is taught every Thursday afternoon by Shields Johnson, general manager of the *Times-World Corporation* of Roanoke.

Atkinson teaches the W&L journalism department's course in copy editing and newspaper make-up. As he explains it, "The aim of the course is to prepare the boys so that eventually they can become department heads on newspapers." The students take turns at editing the national, state, and sport pages, do-

ing the work of page composition themselves. Several times during the semester the students find themselves working at writing heads for an actual edition of the *Roanoke Times*.

**PHOTOGRAPHY** and its problems receive a thorough investigation weekly by the class of Herb Patchin, the visiting instructor in news photography. The course is designed to "accent" practical work and makes it possible for students to start making news pictures immediately.

Teaching the advanced reporters is William G. Leverty. He directs the embryo professional journalists through a stiff course of beats, supplementing the work with personal interviews and feature assignments.

**SHIELDS JOHNSON** covers all aspects of newspaper direction in his newspaper management course, including advertising, circulation promotion, and problems on the business end of a paper.

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# W & L Journalism School Was Dream of General Robert E. Lee In 1869; Many Opposed To Proposal

Journalism celebrates its 32nd anniversary on the Washington and Lee campus this year, but the history of the Lee Memorial Journalism Foundation goes back to 1869, when General Robert E. Lee dreamed of collegiate instruction in the field.

As president of Washington College, which was the college from which Washington and Lee grew, General Lee asked the faculty to establish "50 scholarships for young men proposing to make printing and journalism their life work and profession." These "Press Scholarships" were first offered to students in the fall semester in 1869.

However, the General did not live to supervise the instruction of his dream. General Lee died in 1870, and his death coupled with the hard times of Reconstruction which followed, caused the suspension of journalistic instruction in 1878.

**PRACTICAL INSTRUCTION** in journalism was to have been offered in the plant of the Lexington Gazette, a newspaper still in operation. This suspension, however, failed to kill the germ of the idea of journalistic instruction as the press scholarships had aroused considerable nation-wide interest.

Henry Watterson, of the Louisville (Ky.) Courier-Journal said that "Such a school would no more make a journalist than West Point makes a soldier. But it would lay the needful foundation."

**WHITELAW READ**, of the New York Tribune said that the teaching of journalism should develop a

valuable "esprit de corps" and professional spirit among journalists.

There were other editors, however, who were opposed to the idea of founding a journalism school.

**FREDERICK HUDSON**, of the New York Herald, and E. L. Godkin, of the New York Evening Post, were both against the idea. Godkin even went so far as to call the whole idea "absurd."

But whatever the critics were to say, the idea of journalism taught not by practitioners, but by colleges, did not die. General Lee's dream of a professionally trained group of newspapermen who could accurately gather and evaluate the news was eventually to become a reality.

It was not until 1921, 43 years after the shut-down was forced by the Reconstruction that a revival of journalism at Washington and Lee was considered.

**IN THAT YEAR**, the president of the University, the late Dr. Henry L. Smith, appeared before the Southern Newspaper Publishers Association Convention in Asheville, N.C. He asked the publishers to help him in the reestablishment of journalistic instruction here.

The SNPA accepted his idea and voted to foster a school of journalism at the University. Subscriptions were received from members in Alabama, Arkansas, Florida, Mississippi, Tennessee, South Carolina, Georgia, Virginia, Kentucky, West Virginia, Louisiana, North Carolina, and Texas. More contributions came

from other newspaper organizations and private citizens.

As a result of this campaign, journalism instruction was resumed on September 18, 1925, with professor Roscoe B. Ellard heading the department.

**THE FIRST JOURNALISM** majors graduated from a building where today's Student Union stands. This was in 1927.

The growth of the Lee Memorial Journalism Foundation has been steady since that time. In the closing months of 1927, the school moved to its present location.

At the same time, one of the first journalism libraries in the South operated here.

**EXPANSION CONTINUED** in 1929, when the Journalism Laboratory Press was opened. Here students were able to learn the practical aspects of journalism.

In the same year, the school was granted "A" rating by the American Association of Schools of Journalism.

Professor Ellard left the Foundation in 1930, but in his five years as head of the department, he had done much to start its successful growth and expansion.

**HIS SUCCESSOR** was Professor William L. Mapel, a graduate of the University of Missouri journalism school. Mapel was active in laying out the curriculum of the school, but in 1934 he resigned to become executive editor and director of the Wilmington (Del.) Morning News and Evening Register.

The present director, Professor O. W. Riegel, succeeded Professor Mapel, and with the exception of the war-time leave of absence to serve in the Office of War Information, he has headed the department since Mapel's resignation.

**UNDER MR. RIEGEL'S** supervision, the activities of the Foundation have been expanded and the number of courses of instruction have been greatly increased.

From a total of seven courses offered in 1925, the number of journalism courses has grown to 20. Included in the curriculum are such specialized courses as propaganda, criticism, editorial writing, photography, layout and typography, and law of the press.

**THE DEVELOPMENT** of radio journalism here on the campus was begun by the journalism department in 1948.

Today programs are written and broadcast by journalism students from facilities in the journalism laboratory. Students in other journalism classes act as reporters for the nightly town radio program.

Alert to the changing demands of time, the Foundation recently expanded courses to include study of psychological warfare. Such "cold war" weapons as the Voice of America and Radio Moscow are analyzed in this course.

Thus the history of Journalistic education at Washington and Lee has been one of constant growth since the establishment of the Lee Memorial Foundation in 1925.



THREE MEMBERS of the five-man W&L Journalism Laboratory Press crew inspect a chase of the Ring-tum Phi before going to press. Left to right they are Edward Backus, Edwin Walker and Charlie Perfetti. (See story on page 2.)

## Top Papers Receive Awards At Banquet Concluding SIPA

(Continued from page one)

marked by an ever-improved appearance, clear presentation of its news and features, and the excellence of its editorials."

Assistant Professor J. Paxton Davis, Acting Director of the Lee Memorial Journalism Foundation at W&L, which sponsors SIPA, and acting head of the Department of Journalism and Communications at W&L, was toastmaster for the closing banquet program of the convention. Remarks were extended by Dr. Francis P. Gaines, President of Washington and Lee.

SIPA Student President Jo Anne Parsons introduced the newly elected president, Mike McClister.

Mrs. Marie N. Norris, present chairman of the SIPA Advisory Committee, introduced the 1958-59 chairman, Dr. Regis Louise Boyle.

The new chairman was chosen at the Advisers' luncheon meeting Friday.

**THE WINNER** of the Current Events Contest was announced by Mr. Davis, and prizes were also awarded to the delegate coming the longest and shortest distance to the convention.

Mr. Davis presented the SIPA trophy awards to delegates representing the following publications:

**NEWSPAPERS: Printed**—Group I: Crossed Sabres, Washington-Lee High School, Arlington, Virginia;

Group II: The Hickory Twig, Hickory High School, Hickory, North Carolina; Group III: The Scroll, Drewry Mason High School, Ridgeway, Virginia; Group IV: Tornado, McCallie School, Chattanooga, Tennessee; Group V: The Meteor, Virginia Episcopal School, Lynchburg, Virginia.

**NEWSPAPERS: Duplicated**—Group I: Tatler, Luray High School, Luray, Virginia; Group II: Dispatcher, Crewe High School, Crewe, Virginia.

**YEARBOOKS: Group I: Cavalier**, George Washington High School, Danville, Virginia; Group II: Hickory Log, Claremont Central High School, Hickory, North Carolina; Group III: Cestrian, Chester High School, Chester, South Carolina; Group IV: The Hi-Ways, Wadesboro High School, Wadesboro, North Carolina; Group V: Chilvalee, Chilhowie High School, Chilhowie, Virginia; Group VI: The Warrior, Troutville High School, Troutville, Virginia; Private School Group: Pennant, McCallie School, Chattanooga, Tennessee.

**MAGAZINES: Group I: Penman**, Washington-Lee High School, Arlington, Virginia; Group II: Penman's Palette, George Mason High School, Falls Church, Virginia.

**RADIO: Quill and Scroll Times**, Claremont High School, Hickory, North Carolina.

### New J-School Instructor

## Gelatt Expands Instruction; Explains Philosophy

(Continued from page three)

techniques, the important role in daily life played by the press and broadcast media. "These are things a student might pick up hit or miss once he lands a job as a reporter; but I think it's far better to get a solid background in such matters before applying for the job."

**IN HIS CAREER** as a reporter-news-caster, Gelatt "covered" about every conceivable type of news story. He was assigned to stories dealing with presidential visits four times—three times with former President Truman, and once with candidate Eisenhower. (On one of his meetings with Truman, Gelatt thrust a microphone into the president's face before a presidential aide intervened and said "this is just not done!")

**IN HIS COVERAGE** of holdups, fires, plane crashes, trials, auto wrecks, council meetings, governors' news conferences; panel discussions, interviews, news analysts, commentaries, etc., Gelatt says "always look for the human element... the little sidelights that make a good story even better or a so-so story worth reading or listening to. We've got to remember, no matter what the story, 99 per cent of the

time it involves people in some way.

While covering a sensational Iowa murder trial in 1950, Gelatt had the profitable experience of learning how some reporters stretch their imaginations, as well as facts, to sensationalize a story. "It was a yarn that had drawn a good many reporters from Chicago and other larger cities," he recalled. "I sat in the courtroom every day and heard the testimony; after I had written my own story, I'd check over the wire service accounts, or the other reporters' newspaper stories appearing the next day. It was darn hard, sometimes, to realize we all were covering the same story—and one of the Chicago boys was threatened with a contempt citation if he didn't stop writing completely untrue versions of the trial."

**ONCE**, acting on a tip from police, Gelatt raced to the scene of what was thought to be a drowning; it turned out a woman had jumped from a 70-foot high bridge into a river, but miraculously wasn't injured. Gelatt ground away with a movie camera while rescuers retrieved the would-be suicide victim from the waters. Later that day, police came to view the film, disclosing that one of the rescuers

had given his billfold to another bystander while he waded into the water, only to discover later he'd been robbed. Gelatt's film showed the rescuer handing over his billfold, but did not show the other man removing money from it. But the identification was clear enough to bring an arrest. That film won a spot-news photography award in a contest that year.

Many times these people have something to say that's in addition to the usual who, what, where, etc., that stare you in the face. Along this same line, I believe it's vitally important to get to know your news source so well you know at least as much about his job or his career as he does. It's also important to make these sources have faith in you. Many times I was able to come up with a good police yarn because the cops had confidence that I wouldn't break confidential information they'd given me as background. But it's also important not to let news sources pressure you into holding back a story, or pressure you into reporting such and such a story, merely because they think it shouldn't be public or should be aired to serve their purposes. At all times, the newsman should remain the judge of what he reports."

### Riegel Experienced in Field Of Psychological Warfare

(Continued from page three)

Daily News, and the Lancaster, Pennsylvania News-Journal.

**BEFORE** coming to W&L as an assistant professor of journalism in 1930, Mr. Riegel had been instructor of English at Dartmouth. He also holds degrees from Wisconsin and Columbia Universities. At W&L, besides serving as Director of the Foundation, head of the Department, Director of SIPA, and Curator of the duPont Awards Foundation, he teaches courses in psychological warfare and propaganda, law of the press, audio-visual media, public relations and public opinion, the editorial and motion picture and television.

## Whirlwind Schedule of Events Keeps SIPA Delegates Running

(Continued from page one)

"Producing the Yearbook."

**THESE LECTURES** were given by Mr. Benjamin W. Allnut, publications director for Bethesda-Chevy Chase High School in Bethesda, Maryland; Dr. Regis L. Boyle, adviser to publications at Woodrow Wilson High School in Washington, D. C.; and Mr. Neill Watson, of the Myers Yearbook Company in Richmond.

The magazine short course was given in three sessions. Mr. Thomas Carter, of Martinsville High School in Martinsville, Virginia, spoke on "Scholastic Magazine Editorial Requirements," "Magazine Design and Make-up," "Fiction and Verse in the School Magazine."

Special features of the program this year were a workshop conference in newspaper make-up conducted by Mr. William Atkinson, editor of special editions of the Roanoke Times and World-News and a lecturer in Journalism at W&L; a special address by Mr. Hoke Norris, of the Chicago Sun-Times on "Journalistic Contrasts: Small-Town vs. Metropolitan Journalism"; a workshop conference in cartoon-

ing given by Vernon V. Greene, of the King Features Syndicate; and a special address on "Humor and Newspapers" by Charles R. McDowell, Jr., a columnist for the Richmond Times-Dispatch.

**THE CRITICISM** clinics were once again an important function of the program. Seventeen clinics, dealing with every grouping of newspapers, yearbooks, magazines, and radio shows were held this morning. The judges of the SIPA Criticism Service served as chairmen for the clinics.

Panel discussions, offering every possible subject in all four publication fields, constituted a large portion of the program both yesterday and today. Led by school advisers and other professional persons, the panel featured student participation and discussion. A total of 32 panels were held.

**TWO MOTION** picture programs, illustrating the use of film as a medium for information and opinion and released by the U.S. Information Agency, were shown both this morning and yesterday morning at the State Theater in Lexington.

## Davis Terms Most Novels 'Accidents'

(Continued from page one)

called on the high school journalists, "Don't forget about the right of the people to know and think."

At an afternoon session in duPont Auditorium, Burke Davis, author of *The Grey Fox*, *They Called Him Stonewall*, and *Jeb Stuart*, the *Last Cavalier*, spoke to another capacity crowd of delegates.

In talking informally about his own writing career, Davis said, "I got into writing by accident, and every day I stay in it is an accident."

**IT MAKES** me physically ill to read over some of my books. To be good, there has to be something that make you reject the things you do yourself. When I began, I was just a country boy writing novels about the Revolutionary War. Nobody bothered me until I got into the Civil War. Then people called me from every state to ask my opinion of things like women and liquor."

Davis told the gathering that there can be no definite formula for writing novels. "I'm almost ashamed to tell you what I've learned about writing—they're so insignificant."

"Most of my books are accidents. One of the most important things I've learned, though, is to tell the reader only one thing at a time. What's wrong with bad writers is that they can't wait to tell a lot of things—they throw it all at you at one time and all they do is confuse you."

"TO ME there's only one rule, get them told, told well, and told for a long time."

Commenting on his own techniques, Davis said, "I have concentrated on the creation of scenes by using one of my trade secrets—finding an eye witness, somebody who knew the person I'm writing about and saw him out of context. While I was writing about Robert E. Lee, I talked to a man who once saw General Lee, under cannon fire during the war, get off his horse to help a little bird get back in his nest."

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### SIPA Judges Tagged 'Heart' of Convention

(Continued from page one)

Chevy Chase High School, Bethesda, Maryland; Miss Mary George Bolen, Culpeper High School, Culpeper; and Mrs. Pearl Hanson, Washington-Lee High School, Arlington.

**YEARBOOK EXECUTIVE**—Neill Watson, Myers Yearbook Company, Richmond.

**RADIO NEWS DIRECTOR**—Don Murray, Station WDBJ, Roanoke.

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