

Acknowledgments

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"The Lee Memorial Journalism
Foundation---Its History"

by

C. Tom Garten

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Lexington, Virginia



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C. Tom Garten

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Chapter I

Lee's Dream and Its Realization

Following the War Between the States and as the South began to rebuild there came to Lexington, Virginia, the leader of the Confederate cause, General Robert E. Lee. He came to assume the presidency of a little college in Lexington, known then as Washington College.

Lee had refused more profitable offers and had told his friends that he felt it his duty to help in the rebuilding of the South, and he thought he should do that by training the young men of the South how they might best go about the period of reconstruction.

As a part of his plan to teach the young men how to rebuild he desired to see the establishment of four new courses of study at Washington College. These four courses were law, commerce, engineering and journalism.

The new president of the college could foresee the advantages of training in journalism. He knew the influence an editor wields over his followers, and Lee probably saw that through proper training of the future editors of the South, the people might be better taught the needs and work that must be done. His unwillingness after the war to meet reporters who might misconstrue an interview shows that he recognized a lack of dependability in many newspapermen of the day.

So, on March 30, 1869, in the fourth year of his presidency of the college, Lee sent the following recommen-

dation to the trustees of Washington College:

"I beg leave to submit for your consideration several propositions from the faculty....Should they receive your approbation necessary changes in the catalogue of the present session will be made.

"The proposition recommending the institution of 50 scholarships for young men proposing to make printing and journalism their life work and profession....

"I will only add that all the foregoing subjects have been maturely considered by the faculty and have received their unanimous assent.

Respectfully submitted,

(signed) Robert E. Lee

Pres. W. C."

This recommendation, expressed in a memorandum, sent to the trustees of the college, marked the first mention of instruction in journalism at any college in the world, and to General Lee must go the credit for its conception.

The trustees decided to carry out General Lee's recommendation, and their reply was:

"Resolved: that the board of trustees be requested to authorize the faculty to appoint to scholarships, to be called _____ scholarships, not exceeding 50 in number, young men intending to make practical printing and journalism their business in life, such scholarships to be free from tuition and college fees on condition that, when required by the faculty, they shall perform such disciplinary duties

as may be assigned them in a printing office or in other positions in line of their profession for a time equal to one hour each day.

"Resolved: that the trustees, in order to carry out such provision make arrangements for or with a printing office as may afford practical instruction to such men."

It must have been later decided to call the scholarships mentioned above "Press Scholarships," for they appeared thus in the catalogue for 1869-70.

Thus, President Lee's dream of instruction in journalism at Washington College was seemingly on its way to realization.

On August 19, 1869, a circular letter was sent out announcing the scholarships and telling the terms. The qualifications of an applicant for a scholarship included: age over 15, and of unimpeachable character. The men were required to take the prescribed cultural courses and to work one hour per day under an instructor in the line of his profession. Typographical unions in the Southern states were to nominate the candidates.

DeForest O'Dell, in his "The History of Journalism Education in the United States," has this to say concerning the scholarships:

"The 'press scholarships' were intended for printers and their helpers. Apparently the aim was to train the printer to be an editor, rather than to qualify the prospective editor in the art of printing. The plan was to buy \$5,000 worth of advertising and pay for it in tuition and college

fees."

About the purchase of advertising, I have been unable to find much in the way of explanation of the subject. I would suppose that an editor who wished his apprentice to receive the education offered by the college would grant the college the use of \$5,000 worth of advertising space in his paper, the college to dispose of the space as it saw fit. However, there may have been some other arrangement to cover the costs of these scholarships.

There is no definite proof of these scholarships ever having been given to any students; however, one professor of journalism, R.B. Ellard, has said that he once talked with an elderly man who averred he had been awarded one of the scholarships. (This information found in the correspondence files investigated.)

The officials of the college went ahead with preparations for starting this new instruction in journalism and in the summer of 1869 selected the office of the Lexington Gazette for a laboratory. The paper was owned by "Messer's Lafferty and Co.," to quote from the college records.

Major J. Lafferty, a former officer of the Confederate Army and editor of the Gazette, was officially appointed a member of the faculty and designated "Superintendent of Instruction in Typography and Stenography." According to Professor Ellard this could be described as what is now known as a teacher of makeup, head-writing and reporting.

Notices of the instruction in journalism were given in the catalogue for the College until 1878 when poverty and the loss of President Lee halted the work. It is believed that the scholarships were also abandoned at that time.

Like many another pioneer, Lee was criticized for his attempts to advance the field of journalism, strangely enough by journalists themselves. Frederick Hudson of the New York Herald said he did not see how the journalism school could be made serviceable. E. L. Godkin, editor of the New York Evening Post, went so far as to say a special class in journalism at a college was an "absurdity."

Few editors thought well of the policy of starting a class in journalism. Whitelaw Reid of the New York Tribune said, "We shall see the time when the strictly professional education for journalism is far better than it is now." He added that the school should develop a valuable esprit de corps.

Henry Watterson of the Louisville Courier-Journal supported President Lee when he said, "Such a school would no more make a journalist than West Point makes a soldier. But it would lay the needful foundations." What Mr. Watterson said, as we shall see, developed later into the real purpose of the school as it is today.

Mr. Lafferty of the Lexington Gazette probably typified what Lee really thought when he gave the suggestion that such a school of journalism should be started. The editor of the Gazette said, "He (Lee) was reorganizing the demands of an age and yet not ignoring the traditions of the

past. This is the first distinct recognition ever made by the so-called Centers of Wisdom of the true dignity and importance of the Press." The editor added the school would be the "coadjutor in public instruction." And in different words, Mr. Lafferty told his paper's reader the school lifted journalism from the ranks of trades and guilds and placed it among the learned professions of the time.

At this time it should be brought to the reader's attention that the papers of that day were not so well organized nor so well staffed as they are today. Few papers of the South had more than editor and perhaps one or two helpers. Thus the editor was the printer also, and that is probably the reason why the selection of men for the press scholarships was left to the typographical unions, and that, too, seems probably the reason for the amount of time which had to be spent in the offices of the Lexington Gazette each day. It was to acquaint the printer's apprentice with his role as an editor, besides giving him a cultural background from his other college subjects which might make him a better molder of public opinion.

The advent of the school stirred so much interest, in both North and South, that it was not long after the news had leaked out of Lexington that the New York Sun sent a reporter, a Mr. Tweed, to see about the plans for the school.

Mr. Tweed journeyed to Lexington and stayed several days to check on the plans being made by the college for the start of such a school of journalism. He was unable to obtain an interview with President Lee, but he got cme with

a Professor Johnson, a history teacher, who evidently was Lee's spokesman for such interviews.

Mr. Tweed in his interview with Mr. Johnson asked just what the idea of the school was, and the answer he received was that Washington College, through a class in journalism, offered to the newspapers of the country a source for newspapermen "who could furnish information accurately, fairly, comprehensively, with thought provoking illumination and interpretative organization."

Mr. Johnson, in answer to a query in regard to the press scholarships, said, "Printing is one of the arts which diffuse education and we should therefore seek to qualify printers for the task of educating as far as possible. We do not hope to make men fit for the editorial chair at once, but we do hope to give them as thorough a training as possible in the ways of their profession and to give them as good an education as possible that they may make better and more cultivated editors."

And so the first school of journalism was offered to the world at Washington College, later to be known as Washington and Lee University. General Lee did not live to see his dream of a class in journalism die out in 1878. Perhaps General Lee's death was one of the reasons the school did not continue such education. However, Washington College had convinced other educators that such a school could possibly benefit the people. It was not until 1921 that the establishment of a school of journalism was again considered at Lexington, and that time the school was to be a living

memorial to the far-sightedness of Lee, the pioneer in the education of men for journalism.

Following the establishment of a school of journalism in 1878, the thought of such a school as a part of Washington and Lee was no longer considered until 1921.

In that year Dr. Henry Louis Smith, then president of the University, appeared before the national convention of the Southern Newspaper Publishers' Association, meeting at Asheville, North Carolina, and suggested that as a living memorial to General Robert E. Lee and the part he had played in the beginnings of education for journalism, the publisher's association might play an instrumental part in the reestablishment of a school of journalism at Washington and Lee.

The Association accepted the idea and during their meeting voted to foster the establishment of such a school. A committee headed by Major Correll Glass, of the Lynchburg (Va.) News, and later by Major John S. Coates, of the Atlanta (Ga.) Journal, was appointed to make plans for the endowment of the school.

Also instrumental in the establishment of the plan for the school were the United Daughters of the Confederacy and Dr. Vernon K. Keap, alumni secretary of the University and executive secretary of the committee formed by the U. D. C.

All of the Southern state press associations had been contacted individually before the Asheville meeting and they

Chapter II

The School---1921-1942

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Also instrumental in the establishment of the plan for the school were the United Daughters of the Confederacy and Mr. Verbon E. Kemp, alumni secretary of the University and executive secretary of the committee formed by the S.N.P.A.

All of the Southern state press associations had been contacted individually before the Asheville meeting and they

had been requested to pass a recommendation to let the S.N.P.A. start the memorial and to let the S.N.P.A. be the steering committee.

A resolution which the state press associations were requested to pass was:

"Whereas the United Confederate Veterans, as their tribute to their Great Commander, have undertaken to endow and furnish with a building General Lee's School of Engineering, and

"Whereas General Lee, a generation ahead of his times had the foresight and wisdom to recognize the place of the editor in modern civilization, and established in 1869 the first school of journalism in America, which was discontinued eight years after his death for lack of funds:

"And whereas, it is proposed to reestablish and endow the Lee Memorial School of Journalism as the tribute of the editors of the South to the Founder of Journalism as a learned profession,

"Be it resolved;

"1- That the _____ Press Association heartily endorses the above movement, approves the plan of accomplishing this result by a simultaneous editorial appeal for popular subscriptions, and welcomes this opportunity to focus the gaze of the whole South upon the matchless character and service of her ideal hero.

"2- That it hereby requests the Southern Newspaper Publishers' Association to assume the management of this patriotic enterprise, and promises the active and energetic support of the _____ Press Association."

The S.N.P.A. represents papers in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. It may be presumed that the above proposed recommendation was passed in all those states where press associations were established, and thus when the Asheville meeting was held in 1921 the publishers were of a united mind to establish the school.

Again in 1922, President Smith appeared before the annual meeting of the S.N.P.A. to discuss the establishment of the school of journalism at Washington and Lee. He urged the members to plan a time for all the newspapers of the South to conduct a simultaneous campaign among their readers, that public donations might be received in sufficient amount to endow the school. Each member of the Association was also urged to make a contribution to the fund. President Smith offered the services of the University in conducting the campaign and said he would lend any member of his staff to aid the Association's members during the campaign.

Following President Smith's talk the Association passed the following resolution:

"1. That the Southern Newspaper Publishers' Association reaffirms its determination to re-establish, endow and equip the Lee Memorial School of Journalism as the tribute of Southern newspapermen to the founder of journalism as one of the learned professions.

"2. That the President of the S.N.P.A. appoint a special committee of three members, located near together, who shall, in consultation with the president of the Univer-

sity, devise and put into operation some well-devised plan for carrying this enterprise to successful completion.

"3. That we urge every member of the S.N.P.A. to make arrangements, at some suitable time, to conduct a short campaign for public subscriptions for the Lee Memorial School of Journalism."

After this resolution had been passed by the meeting, Major E. B. Stahlman suggested that the Association ought to start with a subscription from the various papers who were members of the Association. The following subscriptions were made during the session:

Major E. B. Stahlman.....	\$1,000.
Colonel Robert Ewing.....	1,000.
M. E. Foster.....	1,000.
J. D. Gold.....	100.
Mrs. W. W. Barksdale.....	100.
Lexington (Ky.) <u>Herald</u>	100.
Asheville (N.C.) <u>Citizen</u>	300.

It seems to have been the plan of the Association, although not found in the minutes of its meeting until the annual convention in July, 1923, that \$50,000 of the endowment fund was to be raised by contributions from the members. At the meeting in 1923 Major Cohen announced that members of the Association had subscribed \$37,000, and requested them to complete the proposed \$50,000 fund before the convention adjourned. As a result of contributions from the members and from certain visitors at the convention, the \$50,000 fund was oversubscribed by \$1,510.

Following is a list of the amounts pledged. The total of the publishers' subscriptions was \$45,760.

ALABAMA--\$3,750.

Anniston Star.....	\$ 150
Birmingham Age-Herald	1,000
Birmingham News.....	1,500
Florence News.....	100
Gadsden Journal.....	100
Gadsden Times-News...	300
Huntsville News.....	150
Selma Times.....	150
Albany-Decatur Daily.	150
F.H.Miller, Mont-	
gomery.....	150

ARKANSAS--\$1,100.

Helena World.....	\$ 100
Little Rock Democrat.	1,000

FLORIDA--\$1,710.

Daytona News.....	\$ 150
Miami Metropolis.....	500
Orlando Sentinel.....	150
Orlando Reporter-Star	300
Palatka News.....	60
W.Palm Beach Post....	250
W.F.Stovall, Tampa	
Tribune.....	100
C.G.Mullen, personal,	
Tampa.....	100
Paul Pynter, St.	
Petersburg.....	100

MISSISSIPPI--\$1,450.

Gulfport Herald.....	\$ 150
Jackson Clarion-	
Ledger.....	100
Laurel Leader.....	200
Meridian Star.....	450
Hattiesburg American.	250
Vicksburg Post.....	150
Vicksburg Herald.....	150

TENNESSEE--\$3,975.

Clarksville Chronicle	\$ 100
Jackson Sun.....	250
Johnson City Staff...	200
Johnson City	
Chronicle.....	300

GEORGIA--\$5,500.

Atlanta Constitution	\$1,500
Atlanta Georgian....	1,000
Atlanta Journal.....	1,500
John C. Cohen, per-	
sonal.....	1 500
Augusta Chronicle...	500
Albany Herald.....	200
Columbus Ledger.....	300
Rome Tribune-Herald.	100
Rome News.....	150
Jack Williams, Way-	
cross.....	50

KENTUCKY--\$1,900.

Lexington Herald....	\$ 750
Louisville Courier-	
Journal.....	1,000
Owensboro Messenger.	100
Hopkinsville New Era	50

LOUISIANA--\$5,500.

Alexandria Town Talk	\$ 250
Baton Rouge State-	
Times.....	150
Lake Charles Ameri-	
can-Press.....	150
Monroe News-Star....	150
New Orleans States..	1,500
New Orleans Times-	
Picayune.....	1,500
New Orleans Item....	1,000
Shreveport Journal..	300

WEST VIRGINIA--\$1,100.

Charleston Gazette..	\$ 500
Raleigh Register,	
Beckley.....	100
Huntington Advertis-	
er.....	500

NORTH CAROLINA--\$3,900.

Asheville Citizen....	\$ 300
Asheville Times.....	300
Charlotte Observer..	500
Charlotte News.....	50

TENNESSEE (con't.)

Knoxville Sentinel...\$ 500
 Nashville Banner..... 1,500
 Nashville Tennessean. 1,000
 W.C.Johnson, Chatta-
 nooga..... 125

SOUTH CAROLINA--\$2,700.

Anderson Tribune.....\$ 100
 Columbia State..... 1,000
 Columbia Record..... 500
 Charleston News-
 Courier..... 300
 Florence Times..... 100
 Greenville Piedmont.. 300
 Greenwood Index-
 Journal..... 100
 Sumter Item..... 100
 Spartanburg Herald... 150
 Union Times..... 50

VIRGINIA--\$7,775.

Alexandria Gazette...\$ 200
 Charlottesville Pro-
 gress..... 150
 Clifton Forge Review. 75
 Lynchburg News..... 1,500
 Newport News Press... 250
 Norfolk Ledger Dis-
 patch..... 1,000
 Roanoke Times-World.. 1,500
 Richmond News-Leader. 1,500
 Richmond Times-Dis-
 patch..... 1,500
 Staunton Leader..... 100

NORTH CAROLINA (con't.)

Concord Tribune.....\$ 100
 Gastonia Gazette.... 100
 Henderson Dispatch.. 100
 High Point Enter-
 prise..... 100
 Hickory Record..... 100
 Kinston News..... 100
 Kinston Free Press.. 150
 Rocky Mount Telegram 100
 Raleigh News and
 Observer..... 1,000
 Salisbury Post..... 100
 Wilson Times..... 100
 Wilmington Star..... 300
 Winston-Salem Senti-
 nel..... 400

TEXAS--\$5,100.

Austin Statesman.... 300
 Abilene Reporter.... 100
 Brownsville Herald.. 100
 Brenham Banner Press 100
 Corsicana Sun..... 150
 Denton Record-
 Chronicle..... 100
 Fort Worth Star-Tel-
 egram..... 1,000
 Gainesville Register 100
 Galveston Tribune... 400
 Houston Chronicle... 1,000
 Houston Post..... 1,000
 Marshall Messenger.. 100
 Temple Telegram..... 150
 Texarkana Four State
 Press..... 150
 Waco Times-Herald... 300
 Palestine Herald.... 100

Outside subscriptions in 1923 totaling \$5,750 were:

National Publishers Association.....\$ 500
 Editor and Publisher..... 200
 F. W. Bott, New Orleans..... 100
 Intertype Corporation..... 500
 G. R. Katz..... 1,000
 Hudson Trading Company..... 200
 International Pressmen's Union..... 1,000
 International Paper Company..... 1,000
 Fourth Estate (J. H. Lindsay)..... 100
 Mergenthaler Linotype Company..... 1,000
 V. E. Kemp, Lexington, Virginia..... 150

Sometime during the following year campaigns were held in the cities where member papers of the Association were circulated, calling on the readers to contribute to the endowment fund. Editorials and feature articles were the main means whereby attention was attracted to the fund and its purpose.

In 1924, at the annual Association convention, Major Cohen announced a total of \$70,030 had been subscribed. Of the amount \$54,585 was from S.N.P.A. members and \$15,445 from outside sources. The total number of donors was 624, of which 128 were members of the Association. The committee announced they planned to continue their public campaign throughout the ensuing year. Although only approximately one-half of the Association's members had subscribed to the fund it was announced that the success of the school was guaranteed as a result of the large amount subscribed.

In July, 1925, the committee in charge of the Lee Memorial Journalism School Fund announced that their campaign had been a success, and that the following September the school would formally open. The announcement added that Professor Roscoe B. Ellard had been elected to take charge of the new school.

Mr. Kemp announced that \$37,442.87 of \$80,082.38 pledged had been paid. Of these amounts, \$10,500 was subscribed and paid by Mrs. S. W. Richardson of Greensboro, North Carolina, this money to be used for the employment of a full-time professor of journalism for at least three years.

In October, 1925, the S.N.P.A. bulletin announced

the appointment of the committee of the Lee Memorial School of Journalism as follows: Major John S. Cohen, Atlanta (Ga.) Journal, chairman; Major Powell Glass, Lynchburg (Va.) News; and Colonel H. L. Opie, Staunton (Va.) News-Leader.

The bulletin announced that under Professor Ellard the school had opened on September 18, 1925, and a building facing the campus had been remodeled to house it. The building was what was then known as the "Alumni Building," and housed the offices of the University alumni secretary as well as the journalism school. It has since been torn down, and today the Student Union building of the University stands on the property it formerly occupied.

The bulletin further announced that the room allotted to the journalism school had been made up in newspaper plant style to create a newsroom, copy room, library and morgue. With the opening of the school it was announced that special attention would be given to small daily and weekly newspapers.

In July, 1926, the report on the progress of the school during the first year was made at the S.N.P.A. annual convention. It was announced that \$47,760.98 of the \$80,200 subscribed to the endowment fund had been paid.

There were also several donations of equipment during the first year. Some of these are listed under Chapter VI on the Journalism Laboratory Press; however, others were:

- 2 Reading tables, 1 copy desk, 7 Underwood typewriters, and 5 study desks, donated by Mrs. L. E. Richardson.
- 3 Corona typewriters, donated by the Corona Typewriter Company.

12 volume set "America," donated by John S. Cohen.

85 volumes journalism reference books, donated by
Dr. James Melville Lee.

1 framed photograph of Henry Watterson, 2 volume
set "Marse Henry," donated by Mrs. Henry Watter-
son.

1 volume Henry Watterson editorials, donated by
Henry Krock, New York.

It was announced that 61 students had enrolled in
the school during the first year of its existence. During
the year an editorial column was conducted for two days by
the students in the Roanoke (Va.) World-News and all town
and county reporting of the Lexington (Va.) Gazette had been
done by the students for a period of 90 days.

The entire class in reporting attended the convention
of the World Press Congress at Washington, D.C., by special
invitation that year. The bulletin also announced the first
convention of the Southern Interscholastic Press Association.
(See Chapter VII.)

In July, 1927, at the annual convention the committee
reported donations of equipment as follows:

1 font 60 point Gothic headline type, donated by the
Roanoke Times-World Corporation.

1 logotype for "The Lee Journal" donated by the same
corporation.

Additional volumes for the library donated by Dr.
James Melville Lee.

A year's supply of copy paper donated by the Staunton
Leader Publishing Company.

An assistant professor, Howard M. Thompson, was provided for the school by Washington and Lee University during the second year. Seventy students were enrolled in the school, and it graduated its first journalism majors in June, 1927.

During the second year the classes did town and county reporting for the local papers again for a period of 90 days. As a laboratory study the classes were taken on a tour of the Roanoke Times-World Corporation plant.

In the fall of 1927 the school moved its location to the main group of buildings housing the University. There they had a "well-equipped 'city room' serving as a laboratory, one of the few separate journalism libraries of the South, stones and forms for practical work in page makeup and two full-time professors of journalism of professional rank and four student assistants," according to the report given at the 1928 convention of S.N.P.A.

In 1929, Major Cohen, chairman of the committee in charge of the Lee Memorial School of Journalism, reported to the S.N.P.A. that at the end of four years the school showed "steady progress."

During the school year 1928-29, the enrollment of the journalism school was 116---the largest in its four years. Professor Ellard, director of the school, reported that with the exception of two men taking graduate work all students who had majored in journalism at Washington and Lee had found employment in newspaper plants. The field trips of the school were continued that year, the class in reporting taking two trips to Roanoke where they worked as reporters for

the Roanoke World-News, and it was announced that arrangements had been made to continue this work.

In April of that year a staff correspondence trip was taken to Charleston, South Carolina, and news and feature articles were written for the Charleston papers, as well as for eighteen other dailies in the South.

Probably of most note in the report given in 1929 was the announcement of the plan to fulfill Lee's plan for journalism at Washington and Lee by the establishment of a printing plant there. A committee consisting of Victor H. Hanson, Birmingham (Ala.) News; Major E. B. Stahlman, Nashville (Tenn.) Banner; Major Powell Glass, Lynchburg (Va.) News; Colonel H. L. Opie, Staunton (Va.) News-Leader; and W. E. Thomas, Roanoke (Va.) World-News, was formed to plan the establishment.

The committee secured \$1,500 in money and equipment valued at \$4,600 in donations. This was in addition to equipment valued at \$5,000 donated by the Mergenthaler Linotype Co., which three years before had promised delivery when the rest of the equipment had been secured.

At the end of five years the school had made definite progress. It had by that time two full-time professors and two teaching assistants. It had also been given an "A" rating by the American Association of Schools and Departments of Journalism, in December, 1929.

During 1929-30 the school occupied four completely equipped rooms and possessed the most complete journalism library in the South. There were 88 students enrolled in the school, and its alumni were working in every Southern state

except one.

During the year 1929-30 the students took a field trip to Philadelphia, where they worked on the Philadelphia Bulletin and Philadelphia Evening Ledger. They also took an inspection trip through the N. W. Ayer Advertising Agency.

In 1931-32 the students took their spring field trip to Washington, D.C., inspecting and working on papers there. During this year the entire curriculum of the school was rearranged, with more background courses in the cultural subjects required.

In the fall of 1933 the journalism school issued a monograph, "Be Careful What You Print," written by Professor Mapel, then director of the school. Dealing with faults in the existing libel laws in Virginia, it formed the basis of new libel laws presented to the following Virginia General Assembly.

In the school year 1934-35 the curriculum was again changed, especially with the view of weeding out those students who were applicants for the Journalism Certificate but were not professionally inclined as shown by extensive tests. During the year, the class in Copy Reading and Makeup was given the opportunity to use copy as received over an Associated Press teletype; the copy being mailed to the school through the courtesy of the A.P. and the Roanoke Times.

Also during the year the students in Advanced Reporting helped put out editions of the Roanoke (Va.) World-News and the Staunton (Va.) Evening-Leader. During the spring field trip they assisted the staffs of the New York City papers

and of the press associations located there.

The following year the school was again offered the opportunity of using the Associated Press wire copy, and six of the advanced students went to New York to work in collaboration with the staffs of the dailies and press associations. The trip was made possible through the cooperation of the United Press, the International News Service, the New York Herald-Tribune, the New York World Telegram, the New York Times, the New York Evening-Journal and Editor and Publisher.

During the summer of 1936 the entire group of main buildings of the University was remodeled, and the journalism school had the facilities of two modernly equipped class rooms and two private offices for the professors when the school opened in September, 1936. The Journalism Laboratory Press was also moved at this time to a separate building. One of the class rooms also houses the library of the school, where besides books on journalism are found the leading newspapers of the section, and many reference books and magazines of interest to journalists.

(The school, beginning in 1937, was officially referred to as the "Lee Memorial Journalism Foundation" and hereafter will be referred to as such.)

During the school year 1936-37 the Foundation began to lease the use of the Associated Press wire facilities during the second semester for the use of the students of the Copy Reading and Makeup class in their laboratory work. This system has been followed since then, and the journalism students receive a great deal of benefit from seeing just how

the news comes to the newspaper offices from wire services. Each year many other students of the University besides those of the Foundation come into the journalism rooms to read the news as it is transmitted by the teletype.

In 1937-38 the rooms were again greatly improved through the addition of new chairs and tables to the library. A magazine rack was also added at this time. The Camera Club was organized under the auspices of the journalism Foundation during this year. (See Chapter VIII)

In the year 1938-39 the enrollment for the Foundation reached a new high for the second semester: 125. The usual plan of study in the Advanced Reporting class, including the editing of actual newspapers, was followed when the class put out papers in Covington and Clifton Forge, Virginia.

Again in 1939-40 the Foundation's attendance increased, this time to 127. Field trips included the editing of the weekly Rockbridge County News of Lexington, and a trip by the photography class through the engraving plant of the Roanoke World-News. During the year a display of the outstanding news and feature pictures as carried in newspapers all over the United States was presented in the journalism rooms.

In 1940-41 an innovation was begun at the end of the year in obtaining summer "internships" for juniors who wished actual newspaper experience. Professor O.W. Riegel, as director of the Foundation, was able to obtain five of these internships, placing all men who had signified their interest in one. During the year field trips were again taken to the Rockbridge County News in Lexington and the Advanced Reporting class

edited an issue of the Waynesboro (Va.) News-Virginian. Other features and articles written by them during the year were also published in many papers of the state, as well as news photos taken by the photography class.

Although the 1941-42 session of the Foundation is not completed as this is written, it continues to gain recognition through the work of its students, graduates and faculty. The seniors in the Advanced Reporting class published one issue of the Staunton (Va.) Evening-Leader, and have written many articles which are used by the news bureau of the University and the Alumni Magazine. During the second semester the use of the facilities of the leased radio press wire of the United Press was made available by the donation of a friend of the Foundation.

This chapter has attempted to include the progress of the Foundation, since the S.N.P.A. convention of 1921 to the present time. Purposely to omit repetition I have not considered faculty changes, course revisions, the history of the Journalism Laboratory Press or the Southern Interscholastic Press Association, as well as many other phases, which may better be dealt with in subsequent chapters.

Chapter III

The Faculty

The members of the faculty of the Lee Memorial Journalism Foundation naturally have played a large part in its growth and history. Unfortunately there are no complete records to show all that these men did to increase the prestige of the Foundation while they were connected with it. However, some of the more important events can be found in previous and subsequent chapters, and it may be assumed that those men who were on the faculty when the various changes or events occurred were partially or wholly responsible for them.

Mr. Roscoe B. Ellard, as first director, had much to do with the growth during the early, formative years that he was in charge. Coming to Washington and Lee in 1925 as the first professor of the Lee Memorial Journalism Foundation, he remained here five years, and many of the innovations which are now standard activities are credited to his directorship.

Before coming to Lexington Mr. Ellard was the director of the department of journalism at Beloit College, Beloit, Wisconsin. He received his A.B., B.J., and M.A. degrees from the University of Missouri, obtaining the first degree in 1917. He was then connected with various newspapers before taking up the teaching profession and coming to the University.

While here he was the one largely responsible for the creation of the Journalism Laboratory Press, started in 1929 from donations of equipment and money which were obtained

through Mr. Ellard's leadership. He was the first president of the Laboratory which was organized in 1930 under the corporate title of the Virginian Publishing Company, Incorporated. Following his resignation from the Washington and Lee faculty in 1930, he took a position as journalism professor at Missouri University, where he remained until 1941. He was a visiting professor of journalism at the Pulitzer Graduate School, Columbia University, in 1940; and was appointed to a full-time professorship at that university in 1941.

Mr. Howard M. Thompson was the first instructor in journalism at Washington and Lee, coming to the campus in 1926 when the growth of the Foundation required the work of another man besides that of Professor Ellard. Mr. Thompson had received his A.B. degree at Beloit College, and had been an assistant professor of journalism at that college under Professor Ellard, before coming to Washington and Lee. He had also received several years of experience on newspapers, working both in reportorial and advertising capacities. He resigned in 1928 to continue his work in the newspaper field.

Mr. William L. Mapel, a man of considerable newspaper experience and holding a B.J. degree from the University of Missouri, which he had received in 1925, was appointed to the journalism staff in 1928. Following Professor Ellard's resignation in 1930, Mr. Mapel became director of the Foundation.

Mr. George A. Skinner also joined the Foundation staff in 1928. He was the first superintendent of the Journalism Laboratory Press, coming to the Foundation from Ginn and Co. in Boston. Mr. Skinner died here in 1932.

Mr. George F. Ashworth was an instructor in the Journalism Foundation in 1931-32. He obtained his M.A. degree from the University during 1930-31, received his Ph.D. from Georgetown University in 1934, and was with the history department of the University of Maryland from 1932-34. He is now in the United States Army.

In 1931 Professor Mapel was granted a leave of absence to serve for a year as an assistant editor of the American Boy magazine, and during Mr. Mapel's leave of absence Mr. O. W. Riegel served as director. In 1933 Professor Mapel was granted a summer trip abroad, financed by the Oberlander Trust Fund. He resigned in 1934 to become executive editor and director of the Wilmington (Del.) Morning News and Evening Journal papers. It was under Mr. Mapel's directorship that the courses of study were changed to the form which they now approximate today.

During Professor Mapel's leave of absence, Mr. Karl W. Fischer was appointed to the faculty of the Foundation. Receiving his B.S. degree in 1925 and his M.A. in 1931 from Indiana University, Mr. Fischer had been connected with Indiana newspapers and had held the journalism professorship at Baker University in 1929 and 1930, before coming to Washington and Lee. Following Mr. Mapel's return in the fall of 1932, Mr. Fischer returned to Indiana, to work on Indianapolis newspapers.

Mr. Douglas F. Doubleday was also appointed as an instructor on the journalism staff for 1931-32. He had received his A.B. degree from the University of Michigan in 1928 and had had previous newspaper experience on several

newspapers and magazines. Following his resignation, he took up graduate work at Columbia University, and at present is in newspaper work at Kalamazoo, Michigan.

Professor O. W. Riegel has been director of the Foundation since 1934. Mr. Riegel was appointed a member of the faculty in 1930. He received his A.B. degree in 1924 from the University of Wisconsin, and his M.A. degree in 1930 from Columbia University. Between 1918 and 1929 he had been connected with the staffs of such papers as the Menah (Wis.) Daily News; Reading (Penn.) Tribune; Lancaster (Penn.) News Journal; the Chicago Tribune; and the New York Daily News, the latter in Paris, as a correspondent. He was an instructor in literature at Dartmouth College in 1927-29. A trustee and treasurer of Science Service, a member of the Council on Research in Journalism and an author and widely-known authority in the field of propaganda and public opinion, Mr. Riegel is held in high regard not only by his students but by his associates in the fields of education and journalism. At this writing he is on leave of absence serving on the Donovan "Coordinator of Information" Committee, propaganda agency of the federal government, having been called to work in that agency in January, 1942. He is the author of two books, "Mobilizing for Chaos" and "Crown of Glory," besides many magazine and feature articles. His work as director of the Foundation has greatly increased its prestige and influence among newspapermen all over the country.

Appointed as journalism instructor and as superintendent of the Journalism Laboratory Press in 1932, Mr. C. Harold Lauck has since coming to Washington and Lee greatly contribut-

ed to the work of the Foundation. He received his A.B. degree from Roanoke College in 1918, and attended Washington University in St. Louis in 1921. Employed in various commercial printing plants throughout the country from 1910-1925, he was composing room foreman of the J. F. Bell Company of Lynchburg, Virginia from 1925-28, and was superintendent of the Shenadoah Publishing House of Strasburg, Virginia from 1928-32.

With his many years of experience as a printer, Mr. Lauck has brought world-wide recognition to the Journalism Laboratory Press through the numerous publications and limited editions which he has designed and the printing of which he has supervised at the Laboratory Press. He is a past president of the National Graphic Arts Education Association and a member of numerous graphic arts and bibliographical organizations. He was a member of the general committee to organize the National Graphic Arts Education Association, and since its establishment in 1935 has held the offices of : secretary (1936-37), treasurer (1937-38), vice-president (1938-39) and president (1939-40). He is now a member of the board of directors of that organization, and holds the distinction of being the only man in the Association having held all four of the above listed positions.

He has served as director for the state of Virginia, since 1935, in charge of activities for "Printing Education Week," now sponsored by the Association. He has also designed and published the annual Yearbook, and six Keepsakes for the Association, which have all been produced at the Laboratory Press, which in themselves bring much attention

to the Foundation.

Mr. Lauck was the administrative manager of industries A-2 and A-5 of the Graphic Arts Industries under the NRA for Virginia, being appointed in September, 1934.

In 1934, Mr. Richard P. Carter was appointed to the staff of the Foundation, when Mr. Mapel resigned and Mr. Riegel took over the directorship. Mr. Carter was a graduate of Washington and Lee in 1929, and since that time had held several newspaper positions, as well as being a language instructor at the Danville (Va.) Military Institute. While at Washington and Lee he was affiliated with the Associated Press during the summer months, and was granted a leave of absence in 1936-37 to work with that organization in New York City. Returning to the school he was granted another leave of absence in 1940-41 to receive his M.S. degree from Columbia University. He resigned his position on the staff of the Foundation in 1941 to become an assistant city editor of the Richmond (Va.) News-Leader, and is now associate editor of the Roanoke (Va.) Times and World-News.

During Mr. Carter's leave of absence in 1936-37, Mr. Robert P. Anderson held the position of instructor on the Foundation's staff. Graduated from Amherst College in 1935, he received his M.S. degree from the Pulitzer Graduate School of Journalism at Columbia University in 1936. Following his year's work at the University he returned to his home, Worcester, Massachusetts, taking a position as a public relations representative.

Mr. Latham B. Weber, another graduate of Washington and Lee was a member of the staff in 1940-41, during Mr. Car-

ter's second leave of absence. Graduating from the University in 1937, a member of Phi Beta Kappa and former editor of the school newspaper, he was assistant to the publisher of the Salamanca (N.Y.) Republican Press, before becoming a member of the faculty. Following his year's teaching duties he again returned to the Salamanca newspaper work.

Mr. Robert M. Hodges was appointed to fill the vacancy left following the resignation of Mr. Carter in 1941, and at present Mr. Hodges is acting director of the Foundation in Mr. Riegel's absence. Receiving his A.B. degree in 1931 from the University of North Carolina, he is a candidate for the M.A. degree in 1942. Following his graduation he served as a reporter and news editor of the High Point (N.C.) Enterprise from 1931-32, and was news editor from 1932-35, of the Burlington (N.C.) Daily Times-News, holding the editorship of the same paper from 1935-39. He was awarded a Rosenwald Foundation Fellowship in 1939 and a Rockefeller Foundation Fellowship in 1940.

Although unknown to many, all of these men have contributed to the Foundation's advancement, not only as teachers, but, as has been pointed out, also in allied fields. Due to their experience before appointment they are able to offer the journalism student many examples of what they may face when entering the newspaper world, thus qualifying these men of the faculty not only as "teachers" but as "guides" for those beginning their life work. Especially is this true because of the University's policy of limiting its enrollment, thus making the journalism classes small enough so that each student may gain individual attention. Such personal attention

is of great aid in teaching those who shall be the future public informers.

Since 1929 the number and variety of the journalism courses listed in the catalogs of Washington and Lee have steadily increased, keeping pace with changing newspaper trends and the steady improvement in journalistic education.

Some of the early courses, for reasons which I have had occasion to learn, have been discontinued and others have changed only in name or in their coverage of the subject.

In 1929 when the journalism courses offered there were seven courses listed as open to journalism students, two of them were offered in alternate years. The first course which the student would ordinarily take would probably have been "News and Feature Writing." This was an introductory course designed to acquaint the student with news story style, as well as feature style. The second course, which would naturally have followed, would have been "Newspaper Reporting and Editing." This course taught the students the methods of gathering news and incorporating their knowledge of political science, economics, sociology, etc., into the story.

"Critical Writing for the Press," "Advertising Copy" and "Business Problems" were also offered. These were all one-year courses, probably taken for the most part by seniors. The "Business Problems" course required the writing of a thesis on some aspect of newspaper work and its relation to other fields. There were also classes in:

The two courses offered in alternate years were "Critical Writing" and "History, Principles and Administration

Chapter IV

Journalism Courses Given

Since 1925 the number and variety of the journalism courses listed in the catalogue of Washington and Lee have steadily increased, keeping pace with changing newspaper trends and the steady improvement in journalism education.

Some of the early courses, for reasons which I have been unable to learn, have been discontinued and others have changed only in name or in their coverage of the subject.

In 1925 when the journalism school opened there were seven courses listed as open to journalism students, two of them being offered in alternate years. The first course which the student would ordinarily take would probably have been "News and Feature Writing." This was an introductory course designed to acquaint the student with news story style, as well as feature style. The second course, which would naturally have followed, would have been "Newspaper Reporting and Editing." This course taught the students the methods of gathering news and incorporating their knowledge of political science, economics, sociology, etc., into the story.

"Critical Writing for the Press," "Advertising Copy" and "Research Problems" were also offered. These were all one-year courses, probably taken for the most part by seniors. The "Research Problems" class required the writing of a thesis on some aspect of newspaper work and its relation to other fields. There were no class meetings.

The two courses offered in alternating years were "Editorial Writing" and "History, Principles and Administration

of Journalism." All of the last five courses mentioned covered what their names implied, and to some extent all are still being offered.

It is interesting to note what the 1925 catalogue had to say to the student contemplating a major in journalism: "Work in journalism at Washington and Lee is planned with the conviction that study of the history, principles, and practice in modern journalism possesses definite and extensive cultural value. The newspaper is considered as a social institution and the work of the journalists carefully examined in its social and cultural aspects. Students contemplating the study of Journalism are urged to take stock of themselves and to determine whether they care tremendously about reading, writing and about social relationships. No walk of life in modern civilization has not constantly and vitally to do with the newspaper.

"Journalism needs fewer hack-writers and more scholars who are practical idealists of energy, acumen and character. What-to-write must be stressed quite as determinedly as how-to-write-it. Students are strongly advised to adjust their programs to thorough work in government, economics, sociology, scientific method, psychology and literature. A reading knowledge of one foreign language is to be recommended."

What, in modern terms, could have better expressed General Lee's recognition of the need for trained newspapermen?

A certificate was offered the journalism student who did better than average work in the required 24 hours of the courses of journalism and in related fields.

In 1927 the course "History, Principles and Administration of Journalism" was not listed; however, the "Editorial Writing" course was a regular one, listed as being given each year. A new course listed at this time was "Small City Dailies and County Weeklies." This was a study of the different methods of writing and managing of the smaller papers as compared with the metropolitan dailies. The explanation the course also stated that the students of the class would publish one issue of two county weeklies during the term.

More new courses were offered in 1928. They were: "Copy Reading and Make-Up," "Dramatic Criticism," "Short Story Writing," "Law of the Press" and "Introduction to Journalism."

The copy-reading class was a short course in editing and the copyreader's problems. In "Dramatic Criticism" the student was first taught dramatic technique, then how to criticize it. The course differed from "Critical Writing for the Press" in that the latter dealt with literary criticism.

No explanation is given of the reasons why short-story writing might be offered to the journalism student, except that it was possibly meant to aid him in composition, by giving him the opportunities to study the better writers of the short story.

The "Law of the Press" class was required of all students desiring a certificate in journalism. It was a thorough study of the laws affecting journalists and authors and was recommended for all those who intended to write for publication.

The "Introduction to Journalism" course was a study of the newspaper as a social institution and its functions. It was also a required course for those desiring a certificate.

In the 1928 catalogue two certificates were offered the journalism major. One was a "departmental certificate" for the completion of 27 hours study of journalism courses. The other was an "honor certificate in journalism" for those with above-average grades for their college courses, and 24 hours in journalism study.

The 1930 catalogue listed proudly (and rightly so) that journalism at Washington and Lee was rated as Class A by the American Association of Schools and Departments of Journalism. The catalogue stated further the University was the only one south of Pennsylvania and east of Louisiana holding such membership.

In the catalogue a plan of study was prescribed for the A.B. degree and the certificate in journalism. In background courses the department required 84 hours and in the journalism courses 28 hours. There were three different "professional courses" listed for majors. The majors were daily journalism, critical journalism and business journalism.

Each of the three majors had certain required courses which would prepare the student for his selected profession in journalism, and the student was also allowed a degree of latitude in selecting other courses. No student below junior standing was allowed to take a journalism course without permission of the director of the Foundation.

There were several changes also in the curriculum, some of the previous courses being "broken down" into various phases that might be covered more completely. "News Writing" was listed as a required course. This compared somewhat to the "News and Feature Writing" course which had been offered

since 1925; however, only straight news story techniques were studied.

"History and Principles of Journalism" was again listed, with particular stress on the history of American journalism. "Public Opinion" was offered for the first time, covering the technique of the propagandists and public relations experts. "Literary Criticism" was the new name for "Critical Writing for the Press," and covered book reviewing and other forms of literary criticism.

"Critical Writing" was the name of the course which supplanted the "Dramatic Criticism" class, and the new course also took into consideration the motion picture, painting, music and other art forms.

A new and especially valuable course for the future newspaperman was the beginning of the "Mechanics of Journalism" course. This was a one-hour credit course each semester, the second semester being a "repeat" of the first semester. It taught the students what goes on in the press and composing rooms of the newspaper, and use of the University print shop as a laboratory gave first hand knowledge to the students.

The "Advertising Copy" course was broken down into two courses: "Principles of Advertising" and "Advertising Procedure." The former course studied the social aspects of the advertising field, while the latter studied the mechanical and other problems of the advertiser.

"Reporting I" and "Reporting II" were offered for those desiring additional information on news story technique and news gathering methods. "Reporting Features" dealt with the feature article alone and resulted when "News and Feature

Writing" was abandoned.

"Newspaper Direction" was given for those desiring knowledge of the problems facing the executives of the newspaper. "Specialization in Journalism I" and "Specialization in Journalism II" took the place of the "Research Problems" courses which had been offered previously.

There were no more changes until 1933, when the "Specialization in Journalism I" and "Specialization in Journalism II" were changed to "Correlation of Journalism I" and "Correlation of Journalism II." The idea behind the courses remained the same, that of the relation of journalism to background courses with a thesis or project of some similar nature required.

In 1933 the requirements for a certificate in journalism were again changed, with 96 hours of specified background courses required and 21 hours in journalism, some courses required. An oral examination also had to be passed during the senior year for the candidate to be eligible for the certificate.

"Short-Story Writing" was dropped from the 1935 catalogue, marking the only change at that time in the curriculum.

In 1938 the requirements for the certificate were again somewhat modified. Twenty-two hours in journalism, including major requirements, were to be taken by the student, and certain courses in political science, history and economics were required. Other than these, courses were to be taken that would ordinarily be required to fulfill the A.B. degree requirements. The oral examination was still given for applicants

for the certificate, and they were required to pass a reading test in a modern foreign language. Their grades also had to be above the average.

In 1940 the "Mechanics of Journalism" course was dropped for the second semester. A new course, "Elementary Photography and Pictorial Journalism" was listed. This was a lecture and laboratory course and gave the students both experience in taking the picture and later developing it and printing it for publication. A certain amount of time was required to be spent in the darkroom and a certain number of pictures were required. The values in judging photographs were also studied.

There are no new courses listed in the 1941 or 1942 catalogues. However, two of the courses have received new names for the 1942 session. "Public Opinion" is now named "Public Opinion and War Propaganda" owing to the increased emphasis on war propaganda resulting from the present world conflict.

The other course, newly named, in the latest catalogue is "Criticism: Theatre and Film," which is analogous to the "Critical Writing" course.

All other courses listed since 1930, except where noted above, are still listed in the catalogue and taught during the year. A total of 18 different courses are now open for study by the future newspaperman.

Thus, as new techniques and the demand for trained journalists have increased, the journalism Foundation at Washington and Lee has added to its curriculum. Because the professors are men who have had experience in the newspaper

field, they bring to each student the latest developments in the field of journalism, and the school has kept abreast of the times by adding to and changing the courses of study as they were needed.

During its first six years in 1926, the foundation for the school was laid, and many other received their education in journalism or news majors in journalism. Of this total approximately 120 are known to be in some sort of journalistic endeavor at the present time. It is hard to estimate the exact total, for many have lost all contact with the University; however, the above figure was arrived at through a study of the two directories which were compiled for the foundation's purposes, and also through study of the records of the alumni files of the University.

At this writing it could not be safe to assume that all of the 120 mentioned were in journalistic work, for possibly all are subject to service in the armed forces during the present crisis. However, they were known to have been in the journalism field, or since entering the armed services have been connected with some part of the public relations departments, which would certainly qualify them to be considered as journalists.

In 1935 the first directory of Washington and Lee was published and published under the direction of the faculty. This directory was a revised edition of the directory as now in the hands of the printer, and may now be published, such directory lists the activities of the

Chapter V

The Graduates

Perhaps one of the best means of measuring the work of the Foundation would be to study its graduates and the success they have had in the newspaper field.

Graduating its first majors in 1926, the Foundation now has approximately 150 alumni, who have either received their certificates in journalism or have majored in journalism. Of this number approximately 120 are known to be in some sort of journalistic endeavor at the present time. It is hard to estimate the exact total, for some have lost all contact with the University; however, the above figure was arrived at through a study of the two directories which have been compiled of the Foundation's graduates, and also through study of the records of the alumni files of the University.

At this writing it would not be safe to assume that all of the 120 mentioned above are in journalistic work, for practically all are subject to service in the armed forces during the present crisis. However, they were known to have been in the journalism field, or since entering the armed services have been connected with some phase of the public relations departments, which would certainly still qualify them to be considered as journalists.

In 1935 the first directory of Washington and Lee Men In Journalism was published under the direction of Professor Mapel. At the present time a revised edition of the directory is now in the hands of the printer, and may soon be published. Each directory lists the activities of the

graduates since they have left school, although neither is complete, since many of the men did not answer the questionnaires which were sent to them. The last directory lists only about one-half of the names to which questionnaires were sent. Therefore, it is not entirely fair to judge the results of education in journalism by studying this directory listing only part of the graduates. However, some of the results obtained from such a study are:

Fifteen of the graduates since 1926 now hold editorships on newspapers ranging in size from weeklies to large city dailies, and also on several national magazines.

Four of the men are now connected with world-wide press associations, two acting as foreign correspondents.

Thirty-three of the graduates since 1926 are now connected with editorial departments of newspapers, holding responsible positions in all phases of such departments.

Fourteen are connected with the advertising departments of newspapers, are in advertising agencies, or are engaged in some other manner in a business connection with journalism.

Eighteen are now serving in some branch of the armed forces (this number being compiled before December 7, 1941).

Five are working for the United States government in some public relations capacity (outside of the armed forces).

Several others are connected with radio, magazines or publishing houses (both as authors and publishers), and a number have had books published.

From the study one may gather the variety of different

fields in which the students enter the journalism world, following their graduation from the University.

Neither the University nor the Foundation has a placement bureau for the graduates; however, it has usually been the case that the director of the Foundation has received more letters asking for men to fill vacancies in the newspaper field than can be supplied from the small number of graduates each year. Since Washington and Lee is not co-educational, the percentage of graduates in journalism is exceedingly high, since the task of placing women in the newspaper field is not as easy as that for men.

It has been found that in normal years, especially during the past five, every man graduating from the Foundation has found a newspaper position if he so desired.

Also, mention should be made of those men who graduated from Washington and Lee before the journalism Foundation was established. Although not majors in journalism, several of them have made names for themselves by following newspaper careers. Such men as Brian Bell of the Associated Press, and John H. Sorrells, formerly of the Scripps-Howard Newspaper Alliance and now assistant to Byron Price, U. S. censor, are both Washington and Lee graduates, having left school before 1925.

Chapter VI

The Journalism Laboratory Press

When the trustees of Washington College made provision for the founding of a journalism school in 1869 they took into consideration the fact that editors at that time were usually their own printers, or at least could help in setting type and making up their publications. For that reason, the trustees deemed it essential that the journalism students of that day have access to a print shop, where they might learn the printing trade through association and practice.

We have seen in Chapter I that the college made provisions with the Lexington Gazette so the students might come there for a certain amount of time each day to learn the "printer's arts." It is also significant that a man thoroughly versed in printing, as well as in editing a newspaper, was chosen to teach the journalism students of Washington College.

That General Lee envisioned some day a printing plant that might be installed, at some later date, in Washington College may be assumed. The resolution passed by the trustees, founding the first instruction in journalism in the world, said, in part, "That the trustees....make arrangements for or with a printing plant...." (The significant word I have underlined.) It is to be noted that those early educators thought it essential that a journalism student be familiar with the mechanics of the newspaper.

Today, the Lee Journalism Foundation at Washington and Lee has a fully equipped printing plant, open to all

students, and every student majoring in journalism is taught the fundamentals of printing and the mechanical processes necessary before his editorial work may "go to press."

Commonly known as the Journalism Laboratory Press, the print shop is legally known as the Virginian Publishing Company, Incorporated. The incorporation occurred in 1930, and Professor Ellard, then director of the Foundation, was the first president. Mr. Mapel was the second president, serving during the time he was director of the Foundation. Mr. Riegel assumed the presidency when Mr. Mapel severed his connections with the Foundation in 1934. Mr. Lauck has been the corporate secretary since 1932 and Mr. Andrew D. Verner, assistant in the University Treasurer's office has served as treasurer of the corporation from the beginning.

Professor R. B. Ellard's book, "Lee and Southern Journalism," states: "A journalism laboratory was started in 1925 to simulate as far as possible physical conditions of a modern newspaper office." Although this applied mainly to equipment found in the newspaper editorial office such as typewriters, a horseshoe copy desk, etc., the book does mention "in the bay of the editing room there is a composing stone, an eight column front page, machine set; and the best stories written by newsmen are made up and experiments in makeup in actual type and faces are used to get practice."

Here again it was realized that the journalist needed knowledge in the mechanics of printing as well as the mechanics of writing the news story.

When the Foundation was reorganized in 1925 it was

hoped that at some date soon enough equipment might be secured to enable the journalism students to print and write their own student newspaper. It was felt that this would be the best practice they could obtain for their future journalistic work. However, this was never done, although the journalism students usually do work on the school newspaper, separate from their journalism studies. At the end of the first year of operation the director of the Foundation in his annual report to the S.N.P.A., stated, "If a suitable building can be obtained to house the journalism school, donations of equipment for printing and running a small newspaper, as a laboratory, have practically all been promised."

The report listed further the following equipment which had already been donated to the school, and which might be used in the laboratory:

1 Washington Proof Press---from the Lynchburg (Va.)

News.

1 8-column page form---from the Chattanooga (Tenn.)

News.

1 Linotype Machine---from the Mergenthaler Linotype Company.

6 Fonts of type---from the Roanoke (Va.) World-News.

I have been unable to find the date, but I know that a second-hand ^{Drum} ~~Drum~~ Cylinder Press was donated by R. Hoe and Company soon after the shop was put into operation.

It is doubtful that any of the above listed equipment had been received by the school, but it had probably been pledged, when a suitable building was found to house the laboratory.

The Laboratory Press was first started in February, 1928, with an all-round printer in charge, two student linotype operators and an apprentice. Mr. G. A. Skinner was employed as the first superintendent of the shop in 1929 and also became the first instructor to teach the "Mechanics of Journalism" class in the fall of 1930. He remained in the position of superintendent of the Laboratory Press until the time of his death in April, 1932, and was succeeded by Mr. C. Harold Lauck in September, 1932, who remains at this time as superintendent.

When first started there was apprehension among some of the faculty members that the Laboratory would invade the cultural atmosphere of the University by breaking down old traditions which were unfavorable toward the trade school concept of education. However, since 1932, when Mr. Lauck assumed charge of the shop, this apprehension has been dissipated and the Laboratory Press is now recognized on the campus as an asset to the University, for its educational value as well as for the quality of its printing; and the volume of work has increased because all departments of the University now use its facilities.

When first opened, the shop was housed in a wing of Payne Hall, a part of the main group of buildings on the University campus. During the fire-proofing and reconstruction of the Washington College group of buildings in 1936, it was moved to a small brick structure in the rear of the Washington College group, where it is at present located. The structure had previously been used as laboratories by the chemistry, physics and accounting departments of the University. With the

many additions of equipment to the shop and the volume of work it turns out, its quarters are somewhat crowded at present.

Instruction is held in the shop for those members of the class enrolled in "Mechanics of Journalism." One of the main duties of the superintendent of the Laboratory Press is to instruct this class. The class becomes acquainted with the mechanical processes of intricate machines such as the linotype and the cylinder press, as well as learning to set type by hand and learning the fundamentals of good printing. The course does not try to make printers of the students, but its aim is to familiarize them with the processes involved in printing their stories and making up the newspapers by which they may be employed in the future.

Equipment now found in the shop includes:

- 1 Linotype, Model 14
- 1 32 x 44 Babcock Flat Bed Cylinder Press
- 1 #2 Kelly Press
- 1 Cleveland Folder, Model B
- 1 12 x 18 Craftsman's Job Press
- 1 Millers Saw
- 1 Boston Wire Stitcher, #4
- 1 Seybold 32-inch Power Paper Cutter
- 2 Proof Presses

Stereotyping Equipment

Miscellaneous storage and type cabinets, stones, etc.

The Laboratory regularly employs a linotype operator, a floorman, a pressman and an apprentice helper, in addition to the superintendent who does part-time production work in

the shop, as well as being general manager of the affairs of the Laboratory.

Some of the material printed by the Laboratory Press at present includes: "The Ring-Tum-Phi," student semi-weekly newspaper; "The Southern Collegian," quarterly student magazine; the student Freshmen handbook; The Washington and Lee Law Review; the Alumni Magazine; bulletins of the University; educational booklets of various descriptions; and miscellaneous forms and stationery for many uses on the campus.

The quality of the work of the laboratory, under Mr. Lauck's supervision, has been recognized, literally speaking, by graphic artists in all parts of the world. Publications issued by the shop have been mailed to nearly every country and several times examples of the work have been exhibited throughout the country by The American Institute of Graphic Arts.

Chapter VII

The Southern Interscholastic Press Association

Conceived in the spring after the journalism Foundation at the University was started in September, 1925, one of the more successful and fastest growing "side-lights" of the Foundation has been the Southern Interscholastic Press Association.

There is very little material to be found in the files and other sources where it might be learned how the association was first started, and who was responsible for it. It may be presumed, however, that it was started by Professor Ellard, then head of the journalism Foundation.

The object of the organization as outlined in the program of the annual convention is as follows: "The S.I.P.A. was established in 1926 by the Lee Memorial School of Journalism at Washington and Lee to serve as a stimulus in raising and maintaining high standards of scholastic journalism and to unite in common organization the scholastic journalists from all parts of the South."

To quote from a statement of an unknown writer:

"The organization has advanced to such an extent that it is now one of the chief bonds of interest among school editors and advisers throughout the South."

The chief activity of the association is its annual convention, held in Lexington. The director of the Foundation is usually in charge, and a program is planned both to educate and entertain the visiting high school journalists.

Since its founding, S.I.P.A. has become widely known

throughout the South and the annual convention is an affair which is looked forward to each year by an ever increasing number of high school journalists.

Attending the first convention, held April 5 and 6, 1926, were 76 high school delegates and their advisers representing 11 states. On November 7 and 8, 1941, at the seventeenth annual convention, the last to be held at this writing, the official registration was a little over 500 students and advisers. A comparison of the two figures should show the overwhelmingly popular growth of the association.

Whether the association was begun with the idea of forming at sometime an active news association for high school papers, I am unable to say; however, I seriously doubt this intent. From all available sources, it is learned the programs of the first conventions seem to have varied little from those held recently, except that the latter have been more elaborate.

At one time the association issued a magazine, "School and Press," printed at the Journalism Laboratory Press. I do not know, and have been unable to determine, the circulation, or for how long a period of time it was published. No copies seem to exist in the files. It is supposed the magazine aided the school journalists in improving their papers by giving practical instruction and examples of what others were doing.

At the first convention in 1926 the Washington and Lee University chapter of Pi Delta Epsilon, national honorary

journalistic fraternity, helped in the sponsorship. Professor Ellard directed the convention. Professor Howard M. Thompson, who was then assistant director of the Foundation, had charge of the second convention in 1927; however, for the third convention Professor Ellard again took charge. In these latter two conventions, the local chapter of Pi Delta Epsilon aided the department also.

In 1929 Professor Ellard was assisted by Professor William L. Mapel, who succeeded Professor Thompson on the faculty. The convention was marked also by the cooperation of the newly-formed Washington and Lee chapter of Sigma Delta Chi, national professional journalism fraternity. The fraternity has since that time continued an active part in the conduct of S.I.P.A.

In 1930 Professor Mapel took charge of the convention, following the resignation of Professor Ellard as director of the Foundation. It was in 1930 that the convention dates were changed from spring to fall, to enable the delegates to utilize the knowledge gained at S.I.P.A. in their journalistic work during the rest of the year. Thus, both the fifth and sixth annual conventions were held in the same year, 1930.

Professor O.W. Riegel conducted the activities of the 1931 convention while Professor Mapel was on leave of absence from the University. Professor Riegel was at that time an assistant in the Foundation. Professor Mapel returned to take charge of the conventions held in 1932 and 1933, and Professor Riegel again took charge in 1934 following his taking over the duties of director of the Foundation, after the resignation of Professor Mapel, to enter newspaper work.

As the convention has grown in size it has become impossible for one man to direct all activities and arrangements and each year the assistants in the journalism department have aided the director in planning and carrying out the convention. Mr. C. Harold Lauck, in charge of the Journalism Laboratory Press since 1932 has taken an active part in the convention each year, supervising the printing, conducting round-tables and aiding in other ways. Mr. R. P. Carter, assistant instructor who came to the faculty in 1934 aided Professor Riegel during 1934, 1935, 1937, 1938 and 1939. While Mr. Carter was on leave of absence in 1936 Mr. Robert P. Anderson, acting in Mr. Carter's position, aided the Foundation in carrying out the convention. Mr. Latham B. Weber, coming to the University while Mr. Carter was on leave of absence in 1940 had an active part in that year's convention and Mr. R. M. Hodges, who came to the faculty in 1941 after Mr. Carter's resignation, aided Mr. Riegel during the 1941 convention.

It should also be mentioned that holders of the Journalism Departmental Scholarship each year aid the faculty in the work of the convention, this being one of their major duties as winners of the scholarship.

An advisory committee, selected each year by the advisers themselves, plays an active part in the conduct of the association. The committee consists of five advisers, these usually attending the convention the year during their election.

Since the main work of the S.I.P.A. now is the carry-

ing out of its annual convention, it would be best to study event and see how it aids the student journalists.

The convention has always been a two-day affair, and as said above, since 1930 occurs regularly now in the fall. Plans are made long in advance for taking care of the large number of delegates which the convention now attracts, and everything possible is done to make them comfortable and to make their visit in Lexington one to be remembered.

The convention is held on a Friday and Saturday, usually the last week in October or the first week in November. The delegates begin to arrive on Thursday preceeding the meeting, and are registered, and their rooming accomodations assigned.

On Thursday night a reception is held for the early delegates, where they may get acquainted and be entertained.

On Friday the convention gets underway, with outside speakers, round-table discussions and criticisms of the papers, magazines and annuals submitted for judgment. On Friday evening the Quill and Scroll banquet meeting is held. This event is sponsored each year by some high school chapter of the honorary high school journalism society, and was first started in 1934, when the Quill and Scroll chapter of Central High School, Lonaconing, Maryland, had charge of the affair.

On Friday evening, following the Quill and Scroll banquet, the "headline speaker" of the convention usually talks to the delegates. During the seventeenth annual conventions many notable newspapermen have appeared before the delegates to give personal experiences and insights of a newspaperman's life.

On Saturday the delegates are again assembled for speeches, round-tables, movies, and trips to interesting points in and around Lexington. One of the high-lights since 1932 has been a trip each year to Natural Bridge, owners of the Bridge being hosts to the delegates.

On Saturday night the convention banquet is held, at which time prizes are awarded to entries in the newspaper and other publication contests, as well as prizes to winners of individual contests. At this banquet other well-known outside speakers are present also to give talks to the delegates.

The typical convention program could not possibly be covered in detail in such a paper as this. However, it might be added that movies of actual newspapers being printed, and other related subjects are shown; displays of materials for the high-school journalists; a dance held after the Friday evening speech; and many other events are held for the instruction and entertainment of the delegates.

Another regular feature of the convention has been the Current Events Contest, in which all students from the highschools may participate. The contestants are asked to identify names and places prominent in the news of the preceding months and tell why these names or places received publicity. The awarding of a prize to the delegate who identifies the greatest number of names correctly is one of the features of the final banquet.

Since 1934, the students each year have elected one of the delegates as their honorary president, and there is a great deal of interest in this election, to see which

school will have the honor of having one of its members hold such an office. It is seldom, however, that the president has anything to do with the convention, especially since many of the delegates are out of high school by the time the next convention is held.

Probably the biggest single contribution of helpfulness the association performs is the criticism of the publications of the various schools, and the awarding of prizes for the best in each class. All publications submitted by the schools are judged by competent and experienced journalists, in many instances these being members of the Journalism Foundation faculty. Each publication is placed in a class, according to the size of the school it represents, and thus all have an equal chance.

Before the winners of each class are announced, representatives of each class gather in round-table discussions to hear criticism and other comment on their publications. Leaders of the various round-tables usually have been one of the judges of that particular class.

At the round-table student editors and their advisers hear the comments on their papers and others' papers, and they may then carry back to their schools ideas on how they may best improve their publications. Also, written comments on each publication submitted for judging are handed out for those desiring to go over the comments more carefully. It is often, too, that delegates have individual conferences with the round-table leaders, to get a better understanding of the criticisms.

In the newspaper contests, schools with an enrollment

of 1201 or more are classified in class A; those with an enrollement of 801 to 1200 in class B; 301 to 800 in class C; and 300 or less in class D. Class A schools in the magazines and annual contests are those with enrollments of 1100 or more; class B, 451 to 1100; and class C, 450 or less. Opportunity for recognition has been made even more fair by a regulation which provides that if a publication wins a trophy two years in succession it is entered in the next higher classification the following year.

There are also awards given for newspapers printed as part of regular commercial newspapers and in 1941 there was begun a contest for foreign language publications, and for mimeographed ones. There are four awards in each class, for each variety of publication: (1) Prize Winner, S.I.P.A. First Place Award, (2) S.I.P.A. First Place Awards, (3) S. I.P.A. Honor Awards, (4) S.I.P.A. Achievement Awards.

The Southern Newspaper Publishers Association aids the Foundation in presenting the valuable trophies to each newspaper, magazine and annual judged the best in its class.

The newspaper ratings and awards are based on general appearance, news content, editorial effectiveness, value as advertising medium, degree to which it is representative of the school, and degree to which it gives a good impression of the school, in comparison with other school newspapers entered in the same S.I.P.A. contest class.

The magazine awards are based on general appearance, makeup, contents, scope of interests represented, structure and quality of writing, advertising effectiveness, and originality, in comparison with other school magazines en-

tered in the same contest class.

Yearbook ratings and awards are based on general appearance, makeup, contents, structure and quality of the writing, theme, art work, advertising effectiveness, originality, and degree to which the annual is representative of the school, in comparison with other school annuals entered in the same contest class.

Besides the honorary presidency and Current Events Contest there have also been contests for individuals who wrote the best news stories of the year, in high school publications.

Since the Quill and Scroll banquet was inaugurated the host chapters have each published a small edition copied after their school paper, which gives news concerning their school, the banquet speakers, etc. Also published, since 1935, and containing the names of all winners of awards, is an "extra" edition of "The Ring-Tum-Phi," campus newspaper. This publication is put out by the Sigma Delta Chi chapter of the University, and is passed out immediately following the final banquet.

Other publications issued to the delegates are convention programs, bulletins about the University, and material sent to the convention to be handed out to aid them in their publishing.

It would be almost impossible to list all of the famous newspapermen who have appeared as speakers in the program of S.I.P.A. Some of those appearing in recent years have been: George F. Pierrot, editor, the American Boy; James Henry Furay, vice-president, United Press Associations; Dr.

Francis P. Gaines, president, and Dr. Robert H. Tucker, dean, Washington and Lee University; W.C. Stouffer, managing editor, Roanoke World-News; Frank E. Mason, vice-president, National Broadcasting Company; Joseph V. Connolly, president, International News Service; Dick Hyman of King Features Syndicate; George McManus, cartoonist, creator of "Bringing Up Father"; Sylvan Hoffman, president, Hoffman Publications; Thomas L. Stokes, Washington Correspondent, New York World-Telegram; Mark Ethridge, former publisher, Richmond Times-Dispatch, now publisher, Louisville Courier-Journal; John B. Allen, editor, Linotype News; Louis Spilman, editor and publisher, Waynesboro (Va.) News-Virginian; C.D. Hurt, of the Stone Printing and Manufacturing Company; Fred J. Hartman, educational director, National Graphic Arts Education Association; Watson Davis, director, Science Service; Eugene Meyer, president and publisher, the Washington Post; A.A. Lubersky, vice-president, The S. K. Smith Company; Henry T. Gorrell, correspondent, United Press Associations; Daniel Longwell, associate editor, Life Magazine; James L. Kilgallen, International News Service; Gilbert P. Farrar, newspaper stylist; Jimmy Jones, sports editor, Richmond Times-Dispatch; Mrs. Ogden Reid, vice-president and co-publisher, the New York Herald Tribune; Raymond B. Bottom, publisher, Newport News (Va.) Daily Press and Times-Herald; Denver Lindley, Collier's Weekly; Turner Catledge, chief Washington news correspondent, New York Times; Fred W. Perkins, Scripps-Howard Newspaper Alliance; David L. Cohn, author and short story writer; Richard C. Hottelet, United Press war correspondent; Max Wilkinson, associate editor, Collier's Weekly; Harry Flood Byrd, Jr.,

editor, Winchester (Va.) Evening Star and general manager, Harrisonburg (Va.) Daily News-Record; Raymond Clapper, Scripps-Howard Newspaper Alliance political correspondent; Howard Blakeslee, science editor, the Associated Press; Dr. Percival R. Cole, University of Sydney, Australia; Ernest K. Lindley, Washington correspondent for Newsweek; Carl B. Short, general manager, Roanoke Times and Roanoke World-News.

The task of obtaining such men and making up the program for the convention is a large one, and much of the time of the Journalism Foundation during the fall of each year is devoted to the convention plans. Long before the time for the convention advance news is sent out to all high schools of the South, and registration is begun soon after the dates are set.

The association embraces schools from Virginia, West Virginia, Kentucky, Mississippi, Maryland, Delaware, North Carolina, South Carolina, Florida, Georgia, Alabama and Tennessee. One may judge the more recent growth of the convention by observing the annual reports of the Foundation's sub-committee to the S.N.P.A. convention each year. In 1932 there were 85 delegates; 1935, 140; 1936, 150; 1937, 225; 1938, 240; 1939, 300; 1940, 350; and in 1941, over 500.

Of course, such a convention, bringing high school students from all parts of the South in such large numbers, brings much publicity to the S.I.P.A., to the Foundation and to the University. In nearly every town from which a high school sends a delegate at least a "personal" will appear to the effect that a student is attending the convention, and if the high school wins a prize, the association and the University

Chapter VIII

Activities Outside of Instruction

Many and varied have been the things of interest with which the Lee Memorial Journalism Foundation has been connected, aside from its first duty of teaching the aspiring young journalists. However, these have not been recreational for the student, but additional aids which will help him to make a better newspaperman.

Already mentioned in the previous chapters have been the field trips, the "internships" and the opportunities offered the student to see his work in print. Another form of aid is the Departmental Scholarship offered to a senior each year. The scholarship, established at the same time as the Foundation from the University's scholarship funds, amounts to \$100 and the winner is expected to do some work in the department during his senior year. The main duty assigned to him is that of assistant to the director of the Foundation in carrying out the work connected with the annual convention of the Southern Interscholastic Press Association. Other duties are assigned to him during the year, as the need for his aid arises.

The Foundation was made a member of the American Association of Schools and Departments of Journalism in December, 1929, as has already been mentioned. Since that time the faculty has taken an active part in the work of that organization, as well as cooperating with the American Association of Teachers of Journalism.

Professor William Mapel was president of the latter

organization is 1935, and Professor O. W. Riegel was vice-president of the organization for the year 1937. Professor Riegel has also appeared on the organizations' convention programs from time to time as an authority on the press and public opinion. He has been a member of their council on research in journalism since 1934. The convention was invited to meet in Washington, D. C., and in Lexington in 1934 with Washington and Lee acting as host, and although plans were made to convene at these locations the place was later changed.

For those unfamiliar with the AASDJ, it might be well to cite some of the more general qualifications for membership. Through a study of these one may soon discover the high quality of teaching which must be done to secure a rating with the Association such as the Foundation now holds.

The schools of journalism are taken in as members of the AASDJ by invitation only, after a thorough investigation of their work. They must be a separate school or department, offering a certificate in journalism or a degree indicating the student has completed professional courses in the subject. Background courses such as history, political science, sociology and others are necessary in addition to the professional courses, and the school must have a well equipped library, and instructors entirely competent as newspapermen and otherwise trained to instruct in journalism.

Laboratory facilities must be offered as well as a complete course in journalism.

Another association with which the Lee Memorial Journalism Foundation has cooperated for several years is the Virginia Press Association. The bulletins of the VPA

often carry publicity and news stories concerning the activities of the Foundation and through the aid of the VPA many of the graduates are able to obtain newspaper jobs in the state. The association aided the Foundation in the obtaining of positions for the summer internes, mention of which has already been made.

As an example of the cooperation with the VPA may be cited the work of the Foundation in 1934, when Mr. Riegel directed as a class project a summary of laws of all states as they affected libel, legal publications, privileges of newspapermen to refuse to divulge the source of the information upon which news articles are based and statutes relating to giving false information to newspapermen.

The Lee Editorial Award is another example of the work done by the Foundation in conjunction with the Virginia Press Association. Established in 1937 the award is, to quote from publicity in the VPA Bulletin and from other publicity announcing its establishment:

"An award for distinguished editorial writing.... made annually to the writer of an original editorial published during the year in a daily or weekly newspaper in the State of Virginia.

"The award is made for the editorial....which performs the most meritorious and distinguished community service, due account being taken of clarity, logic and social objectives."

The editorials must be published during any calendar year from November 1 to October 31, and the entries submitted for judgment may be a single editorial or a series dealing with the same subject. Five judges, with the director of the

Foundation acting as chairman and appointed by him, determine the winner of the award. Presentation of the award is made at the meeting of the VPA following the announcement of the winner of the award.

Professor Riegel, in commenting on the value of the award to the Foundation once said, "It is of concrete service to the press of the state and thereby strengthens the ties of mutual interest between the state newspapers and the Foundation."

Up to 1941, only one award was given for editorials submitted by either daily or weekly editorial writers; however, the 1941 contest entries were separated, according to whether the editorial appeared in a weekly or a daily newspaper, and an award was made for each group. Up to 1941, also, "Conspicuous Merit" awards were also given for notable entries. This policy was dropped when awards were made for both classes. The Journalism Laboratory Press cooperates in the project by printing and furnishing the "Certificate of Merit" awards and, in 1941, the "Award Certificates."

The winners of the awards this far have been:

1937---Virginius Dabney, editor, the Richmond Times-Dispatch.

1938---William Shands Mescham, associate editor, Richmond Times-Dispatch.

1939---Miss Daphne Bailey, editor, the Caroline Progress of Bowling Green.

1940---Arthur D. Davidson, editor, Strasburg's North-ern Virginia Daily.

1941---Robert Lane Anderson, of the Marion Democrat

(weekly field).

1941---Carleton A. Harkrader, of the Bristol Herald-Courier (daily field).

Another example of cooperation between the VPA and the journalism department was the News Photography Conference, held January 5, 6 and 7, 1940, at Lexington, under the joint sponsorship of the Lee Memorial Journalism Foundation, the VPA and the Washington and Lee Camera Club.

At the three-day convention, nationally known photographers, both professionals and amateurs, gave lectures and demonstrations in the use of photographic equipment to the more than 150 news cameramen, commercial photographers, art editors, engravers and amateur photographers present. Special equipment exhibits were set up and nearly 400 photos in three special contests were displayed by individual cameramen. Those present were photographers from New York, the District of Columbia, Maryland, North Carolina, Virginia, West Virginia, Pennsylvania, Kentucky, South Carolina, Georgia, Ohio, Florida, Mississippi and Tennessee.

The Southern Newspaper Publishers Association offered a prize of \$25 for the best photo submitted in the contests, and this was won by Howard Jones, former staff photographer of the Knoxville (Tenn.) Journal.

The Foundation was also closely united with the VPA when the National Recovery Act of 1934 was in effect. Mr. C. Harold Lauck, superintendent of the Journalism Laboratory Press, was the administration manager for the A-2 and A-5 graphic arts industries in the state of Virginia, and worked with the VPA in putting the NRA into effect insofar as was

possible. In January, 1935, when the Association met in convention at Lynchburg, Mr. Lauck was on the program as a speaker on the subject.

It might be mentioned at this time that it has been the policy of the Foundation since 1930 to invite well-known men in the newspaper field to Lexington to speak to the journalism classes. Some of these men will be found listed in Chapter VII as speakers for the Southern Interscholastic Press Association; however, many also spoke before the journalism classes. Officers of the VPA have often discussed the problems of the newspaperman with the classes.

One of the most recent projects and what promises to be one of great importance in the history of the Foundation, is the establishment of the Propaganda and Promotion Archives in the Washington and Lee Library, under the sponsorship of Mr. Riegel as director of the Foundation, and Mr. Foster Mohrhardt, librarian of the University.

Announced in 1940, the organizers stated the reason for the establishment of the archives as, "In view of the force and influence of propaganda and promotional activity in modern life, it was felt that Washington and Lee University could make a genuine contribution to scholarship by collecting and preserving the mass of propaganda material which is being turned out at great expense by foreign governments and foreign and domestic pressure groups.

"Events of the last few years have shown that no adequate history of political and social events since the First World War can be written without consideration of the propaganda forces."

The collection of the material was first begun in 1930 by Mr. Riegel and the students working in the "Public Opinion and Propaganda" class that year. Each student was given a topic to investigate and required to collect samples of propaganda and promotional material on his subject.

Several hundred such studies have been made since 1930 and many deal with promotional material, a large percentage of which is not national propaganda, according to an article concerning the archives, written by Mr. R. H. Shoemaker, assistant librarian of the University, which appeared in the Wilson Library Bulletin of April, 1942.

Some of the earliest pieces of propaganda are some political newspapers of the presidential campaign of 1840, dealing with the Harrison-Tyler campaign. Some of the non-national material collected deal with: for and against vivisection, promotional material issued through travel agencies, and propaganda of the American oil companies relating to the Mexican expropriation

At the outbreak of the present war, Mr. Mohrhardt arranged to have all agencies issuing propaganda to send copies of their material to the library, and press releases were sent out through Mr. Riegel's office requesting donations of propaganda.

Mr. Riegel's connections enabled the Science News Letter to carry one of the appeals, and resulted in a collection of more than 150 posters issued by the U. S. Government during the First World War. The same release brought donations from as far away as Japan.

Although little European material is now being received because of the present ban on Axis propaganda sent through the mails, the Archives containing posters, booklets, press releases, cartoons and all other forms of reproduced propaganda will make an interesting and profitable source for those students interested in a study of propaganda. The future journalists studying at Washington and Lee will also find it helpful in familiarizing themselves with propaganda and promotional methods.

Two journalism fraternities have been on the Washington and Lee campus during the time the Foundation has been operating. One, Pi Delta Epsilon, national honorary journalistic fraternity, was established even before the Foundation --- in 1923. I have been unable to find any information which might deal with this fraternity and the part it played in the activities of the school; however, it is known that it did aid the director of the Foundation in the carrying out of the annual convention of the S.I.P.A. It may be presumed that the fraternity drew its members from those interested in the publication work on the campus, dealing with the campus newspaper, the annual, and the school magazine. As the fraternity has not been pictured in the Calyx, Washington and Lee year-book, since 1933 it may be supposed that it dropped its charter sometime in 1933 or 1934.

Possibly one reason for the dropping of the charter was the founding on the University's chapter of Sigma Delta Chi, national professional journalistic fraternity, in 1929. The director of the Foundation at that time, William L. Mapel, was the first charter member, having been initiated at the

1928 national convention of the fraternity. Besides Mr. Mapel, there were 24 other charter members in 1929, all students of journalism at the Foundation. The fraternity is the only professional society of its kind on the campus, aside from the two legal fraternities now existing at Washington and Lee.

The aim of the national fraternity is to have its chapters take into membership only those men who are planning to enter journalism as a profession, in the editorial department of newspapers or magazines.

At this writing the fraternity has initiated 146 men since its charter was granted in 1929, and among them have been several prominent newspapermen who have been initiated as "professional members."

The local chapter assists the Foundation in the work of the S.I.P.A. convention, and during the year has an active program including banquets and informal luncheons, at which time guest speakers, usually prominent newspapermen, are asked questions concerning the newspaper field, so that the students may have a better knowledge of the contemporary journalist's work.

Each year the chapter sends one of its members to the national convention of the fraternity, and the delegate brings back to the chapter much useful information he has obtained from contact with nationally known newspapermen who are also attending the convention.

At various times the chapter has undertaken different projects which would serve its members in the future. During one year the chapter undertook to tabulate results of a national presidential election, and all forms of communication

such as teletype, radio and telephone were used to obtain the results of the voting as they came in. The members of the chapter then tabulated the results on a classroom blackboard, for the benefit of students and townspeople who were invited to attend the "election party."

Inasmuch as the fraternity is of professional standing, the chapter is able to keep in contact with its members after they leave school, and serves the useful purpose of providing a link between the Foundation and its graduates.

From a newspaper clipping dated March, 1934, we find, "Eight advanced students of journalism at Washington and Lee have formed the first Junior Newspaper Guild in the United States at the Lee School of Journalism, a division of the university. The group hopes to affiliate with the American Newspaper Guild.

"The constitution pledges furtherance of the vocational interests of its members and cooperation with the American Newspaper Guild and the school of journalism in efforts to raise the professional standards of journalism and improve working conditions of newspapermen."

Although active for only a short time, this proposed Junior Guild created much interest in the newspaper and educational field. A constitution was drawn up and the Washington and Lee chapter attempted to have the American Newspaper Guild sponsor a group of the junior guilds at the schools of journalism throughout the United States.

The plan, as expressed in the constitution of the guild formed on the Washington and Lee campus, was to allow all students displaying a knowledge of journalism to become

members of the Junior Guild and remain thus, until they were no longer in an editorial capacity following their leaving school, or until they became members of the senior guild. No faculty members were to become members of the Junior Guild, except that they might act in an advisory capacity.

That such a guild was conceived by the students of the University is evidence in itself that they were aware of the changes in the newspaperman's life which were going on around them, and that they were keeping up with the field in all its current endeavors.

Organized in the fall of 1937, the Washington and Lee Camera Club is connected with the Foundation in several ways. Professor Riegel has been its faculty adviser since its organization and he and the Foundation as a whole have taken an active interest in the progress of the club.

Many of the members of the club are journalism students, who besides having photography as their hobby are interested in it as a new and modern phase of journalistic endeavor. Some of the members are students who have taken the journalism course in photography, and through the cooperation of the Camera Club and the Foundation the members of the journalism class are able to use the darkroom of the club as their laboratory.

Demonstrations, outside speakers and illustrated lectures, and field trips are all a part of the club's program, and the journalism students interested in the photography field are able to broaden their education through it.

Each year the Camera Club holds an exhibition of prints, made by the members, those in the journalism class, and any other student of the University who wishes to enter prints.

Also, the club exchanges salons with other nearby schools, so that they may compare their work with other amateurs. In February, 1939, through the efforts of the club, the Virginia Photographic Salon was brought to the campus, that the students interested in the field might view the work of the best photographers of the state.

The club's darkroom, in the basement of the Chemistry Building of the University, is equipped with developing and printing equipment, two enlargers, contact printing facilities, and all other needs of the amateur in the processing of his own prints.

The Foundation has as a part of its equipment for the photography course a 4" x 5" Speed Graphic camera, with all accessories; and with this equipment, and that found in the darkroom of the Camera Club, the students may get actual practice with the best equipment obtainable, comparing favorably with that found in the best metropolitan newspapers.

The News Photography Conference also enabled the students and members of the Camera Club to view some of the best prints taken in the United States and elsewhere, as well as to hear noted photographers speak on the latest developments and techniques of the trade.

It is easy for the reader to see that the Foundation not only teaches the fundamentals of journalism, but through these outside interests mentioned above and elsewhere in this paper, the students are made fully aware of the many changes and innovations taking place in the newspaperman's world. Through the aid of his faculty and the many contacts between

the school and the newspaper field he is fully aware when he graduates of the position he is expected to take in society, and what his duties will be. He, in fact, becomes so thoroughly saturated with the many phases of the journalism profession that he feels that he is not an ordinary college graduate, but that he can converse with the experienced men in his profession and have some knowledge of what is expected of him. With this training it is much easier for him to go into the field as a beginner who will learn quickly what he needs to know and who will be much more valuable while he is learning.

So the graduate of the Lee Memorial Journalism Foundation realizes that he enters the journalism profession well-trained, and as an example of what General Lee's dream of a journalist should be.