

STUDENT PERIODICALS IN THE COLLEGES OF VIRGINIA

“STUDENT periodical” is taken to mean a newspaper or magazine containing school news, stories, essays, etc., published under the direction, management, and editorship of a staff selected by the student body of a school or college. “Annals,” which give a resume of the school life for the year—chiefly in pictures—alho likewise a student publication, are not included in this discussion of college periodicals.

Students of Virginia colleges support student periodicals rather generously, one finds in examining the replies to a questionnaire which was sent to each senior college in the state.

With a view to examining into the organization and conduct of student periodicals, I prepared the following questionnaire and sent a copy to each senior college in the state. The replies which were so generously forthcoming show that students of Virginia colleges support periodicals whole-heartedly. This tabulated information is for the session 1922-1923.

QUESTIONNAIRE

- Name of college
- Name of publication
- Newspaper or magazine
- If newspaper:
 - How often published
 - No. of pages
 - Size of page
 - No. columns to page
 - Total circulation
 - Subscription rate per year
 - Subscription rate per copy
 - Advertising rates per inch
 - Printed on school press?
 - No. members on staff
 - Member S. I. N. A.? (Southern Inter-collegiate Newspaper Association.).....
- If magazine:
 - How often published
 - No. of pages
 - Size of page
 - No. columns to page

- Total circulation
- Subscription rate per year
- Subscription rate per copy
- Advertising rates per page
- Printed on school press?
- No. members on staff
- Remarks

In making a study of the circulation of the various periodicals and of their advertising rates, I was surprised to find that there is no relationship between them in either newspaper or magazine. For instance, the advertising rates for the magazines range from \$15 to \$50 (per page). One would naturally suppose that the periodical with the largest circulation would demand the largest rates. But we find from the tables that the largest rate (\$50) is asked by *Hollins Magazine* with a circulation of only 400, while *The Virginia Reel* (comic magazine of the University of Virginia) with the largest circulation (4,000) asks the rate of only \$45.

Likewise in the newspapers. Their advertising rates range from 25 to 50 cents per inch per issue; and while *The Brackety-Ack* of Roanoke College has the highest rate (50 cents), it has the largest circulation, while *The Grapurchat* of Radford State Teachers College (circulation from 200 to 300) demands the same price—50 cents.

COLLEGE MAGAZINES

There are two comic magazines in the colleges of Virginia—*The Virginia Reel* of the University of Virginia, and *The Mink* of Washington and Lee University.

“*The Virginia Reel* was founded in May 1920 and is published by the students of the University of Virginia monthly (nine times) during the session, on the first day of each month. The Managing Board (in control of the publication), the Literary Staff, the Art Staff, and the Business Staff include about thirty undergraduates on the average.

“We have subscriptions in about forty states and the magazine is on sale at over a hundred newsstands, not including all the trains served by the Union News Company.

“*The Reel* has a different cover (always in colors) each month and as high as thirty cuts have been used in one issue.

Table I—Student Magazines in Virginia Colleges, Session of 1922-23

College	Name of Magazine	Subscription		Ad R't Page	Published	Pages	Size of Page	Col's	No. on Staff	Remarks	1922-23 Editor-in-Chief
		Year	Copy								
Blackstone College	The Blackstonian	\$1.50	50c	15	4 times year	30	6½x9½	1	12	Literary	Katherine Barbour
Bridgewater College	The Philomathean	1.00	10c	22	Monthly	18-25	6x9	1	18	Literary	C. E. May
Hampden-Sidney College	Hampden-Sidney Magazine	2.00	35c	22	6 times year	62	6x9	1	9	Literary	A. Garland Williams
Hollins College	Hollins Magazine	3.00	40c	50	Monthly	75	6½x10	1	5	Literary	Virginia D. Moore
Randolph-Macon Woman's College	The Tatler	1.25	25c	35	6 times year	40	6½x9½	1	7	Literary	Margaret Kinnear
Sweet Briar College	Sweet Briar Magazine	1.00	25c	25	5 times year	60	4x7	1	12	Literary	J. Hillis Miller
University of Richmond	The Messenger	1.50	20c	30	Monthly	45	6x9¼	1	14	Literary	John W. Avirett II
University of Virginia	The Virginia Reel	2.25	25c	45	10 times year	36	8x10	2	25	Comic	
University of Virginia	University of Virginia Magazine										Lee McCardell
Washington and Lee University	The Mink	2.00	30c	35	Monthly	64	5x8	1	9	Literary	David H. Lindsay
William and Mary College	William & Mary Literary Magazine	2.50	30c	25	Monthly	24-32	9x12	2	45	Comic	C. R. Ball
		3.00	50c	30	8 times year	80	6x10	1	9	Literary	

Table II—Student Newspapers in Virginia Colleges, Session of 1922-23

College	Name of Newspaper	Circulation	Subscription		Ad Rates Per Inch	Published	No. of Pages	Size of Page	No. of Cols.	No. on Staff	1922-23 Editor-in-Chief
			Year	Copy							
Armory and Henry College	The White Topper	600	\$2.00	10c	50c issue	Weekly	4-12	12½x19	5	15	Paul J. Viall
Armville State Teachers College	The Rotunda	400	2.00	10c	8.00 yr.	Weekly	6	10½x14	3	15	Elizabeth Moring
Bedford State Teachers College	The Bullet	300	.50	10c	50c issue	Monthly	6	9x12	3	7	Eva Oliver
Hampden-Sidney College	Hampden-Sidney Tiger	300	3.00	10c	35c issue	Weekly	4	11x15	4	16	Benjamin S. Morgan, Jr.
Harrisonburg State Teachers College	The Breeze	400	1.50	10c	25c issue	Bi-weekly	4	11x15½	4	11	Roselyn Brownley
Hollins College	Campus Crumbs	400	1.00	10c	No Ads	5-10 times yr.	4	12x14½	3	7	Virginia D. Moore
Radford State Teachers College	The Grapuchat	200-300	1.50	10c	50c issue	Bi-weekly	6	11x14	4	5	Annie Sue Anderson
Randolph-Macon College	Yellow Jacket Weekly	500	3.00	10c	40c issue	Weekly	4	6x11¼	5	20	William S. Hockman
Randolph-Macon Woman's College	The Sun Dial	700	1.75	7c	12.50 yr.	Weekly	4	15x19	6	21	
Roanoke College	The Brackety-Ack	3100	2.50	10c	50c issue	Weekly	4-8	11x15½	5	18	J. Martin Orndorff
University of Richmond	Richmond Collegian	950	2.50	15c	40c issue	Weekly	8	12½x17	4	30	
University of Virginia	College Topics	1500	3.00	10c	25c issue	Semi-weekly	8	11x15	4	30	Millard F. Cox, Jr.
Virginia Interment College	Va. Interment Cauldron	300	1.50	5c	30c issue	Bi-weekly	4	10x18	5	12	Thelma Phlegar
Virginia Military Institute	The Cadet	1200	2.50	10c	5.00 yr.	Weekly	8	13x19	5	14	
Virginia Polytechnic Institute	The Virginia Tech	1700	2.50	10c	50c issue	Weekly	6-8	12x19	5	39	Harry P. Gilbert
Washington and Lee University	The Ring-Tum Phi	1800	3.00	5c	30c issue	Weekly	4	13x19	4	30	Albert C. Kelley
Washington and Mary College	The Flat Hat	1200	3.00	10c	45c issue	Weekly	8	10x15	5	20	W. A. Dickinson

"Places are gained on the various staffs by competition, and election is by the Managing Board. In turn, the entire staff elects the Managing Board for the following year. This has been extremely satisfactory, and because politics in the matter acts as a boomerang, there has been little trouble," writes Mr. Harry J. Taylor, 1923-1924 editor of *The Virginia Reel*.

The Mink is now in the fourth year of its existence. Mr. Dick Feamster, 1922-1923 business manager, writes, "*The Mink* is quoted on the public movie screens throughout the nation, by means of *The Literary Digest's* 'Film Fun,' also in *Judge* and *Life*, as well as in the leading college comics. It is sold at the leading newsstands and has met with much public favor, even outside the student body. It has led the college comic world in many innovations and particular features, and is praised," he adds with some satisfaction, "by U. S. Senators, judges, and other prominent men."

Eleven literary magazines are issued now, two having been recently discontinued—*The Focus*, of Farmville State Teachers College because of the lack of interest of the students and advertisers, and the *Monthly* at Randolph-Macon College.

The students of William and Mary College lead in the number of issues of a literary production, with their *William and Mary Literary Magazine* published eight times a year. Literary articles of real merit, poems, and the like, appear in this magazine.

A testimony from one closely connected with the publication informs us more definitely; so I am quoting Mr. E. Welford Brauer, assistant editor of this magazine, who said in an editorial in the October 1922 issue, "In addition to papers of strictly literary substance, we shall publish, in succeeding issues, essays on technical subjects, commercial, and scientific. We shall welcome, particularly, papers on Virginia folk-lore and ballads, the priceless old traditions and legends transmitted to us by our forefathers through a succession of generations, and still preserved in the remote sections of this state."

"Our own experience has taught us that the usual student writer is passing through the embryonic stage of writing and is not yet developed into the disciplined artist.

Therefore we cannot expect this work to be comparable to that of the seasoned authors; on the other hand, we do expect his work to be prepared with pertinent regard to form and arrangement."

This magazine quite properly outlined its program for the year early and thus had a goal to work towards.

The Hampden-Sidney Magazine, of Hampden-Sidney College, and *The Tattler*, published by the students of Randolph-Macon Woman's College, are gotten out six times during the school year.

The Hampden-Sidney Magazine usually contains "various short stories, poems, book reviews, jokes, editorials, essays, and such other compositions as have literary merit," writes Mr. B. S. Morgan, now editor of this publication.

"Worriendum Est," "Editorial," "Exchanges"—these are some departments of *The Tattler*, besides the literary department, which consists of verse, stories, and literary discussions. *The Tattler* makes a fine impression. There is every evidence of serious effort in the contents of the magazine, and a "tone" that indicates the good taste and sound literary training of its writers.

Sweet Briar Magazine is the literary publication of the students of Sweet Briar College.* I have been unable to obtain a copy of this magazine,—even to examine!

Blackstone College's *The Blackstonian* appears only four times during the school year. This magazine is said not to have received the proper support of the students, but is nevertheless being issued even against all odds. It has departments of "Y. W. C. A. Notes," "Among the Alumnae," "Student Government," "Exchanges," "Locals," "Editorials," "Jokes." Stories and other articles are also included.

The Philomathean of Bridgewater Col-

*There has just come to my notice *The Brambler* of Sweet Briar College, a magazine not included in Table I, as the first issue appeared in the fall of 1923.

In make-up, it is very like the usual college comic magazine; in content it is different, since it contains news of the school, editorials, book reviews, alumnae notes, and various type articles besides the jokes and its other comic devices. "Tea House Topics" is an attractive department. *The Brambler* has made a good beginning.

lege, *Hollins Magazine* of Hollins College, *The University of Virginia Magazine*, and the University of Richmond's *The Messenger* are monthly literary magazines. The first of these is the smallest (in size) of the four.

It includes reports on student activities at Bridgewater College, and also has athletic, alumni, exchange, and humor departments besides articles and verse of literary worth. The sensible discussions of affairs of great moment at the present day show painstaking, serious thinking on the part of some of the student body.

Hollins Magazine is delightful. The reading that it offers is interesting. The discussions are wide-awake. It compares favorably with any literary magazine in the state that I have examined.

"The Contributors' Club" in the February, 1923, issue with its two articles, "I Hate Cities" and "I Love Cities," offers a hint of the distinctive work done on this magazine. In contrast one reads, first: "I hate cities with their turbulent squalid sounds that set my ears to aching, so that I cannot remember music or soft laughter. How can men live in cities? How can men dream in cities? How I hate the breath of cities!" and then: "I love cities! I love their soul. I love their youth and joy and hope and ceaseless thrill of life. I love their throbbing strength. I love their great movement ever on and on!"

The Messenger of the University of Richmond receives support from both Westhampton College and Richmond College. This publication usually includes stories, editorials, verse, literary discussions and sometimes plays.

The articles that I have scanned are of much merit. Originality in the plot and make-up of the stories is apparent. And much of this quality—originality—makes the discussions very alive.

The University of Virginia Magazine is one of the oldest college magazines in the state, founded in 1838. It includes stories, articles on literary subjects, poetry, editorials, reviews.

The following excerpt from an issue of this publication tells of one device used to keep up the interest of the students during the year. "Three prizes of twenty-five dol-

lars each will be awarded for the best essay, the best story, and the best poem, respectively, contributed to the *Magazine* during the year by any student of the University. No one not a student of the University may compete for a prize, nor may a student compete again for a prize he has already won."

COLLEGE NEWSPAPERS

There are seventeen newspapers in the senior colleges of Virginia. These may be divided into several groups—those published semi-weekly, weekly, bi-weekly, and monthly.

College Topics, the University of Virginia's newspaper, is the only college newspaper in the state appearing semi-weekly. The material consists to a large extent of athletic news, although scholastic and fraternal news is also given a place. The paper has well-balanced headlines. A characteristic feature of *Topics* is that the event of most interest at the time of its appearance is announced in a "stream-line head."

Eleven newspapers are printed weekly. They are *The White Topper* of Emory and Henry College, *The Rotunda* of the Farmville State Teachers College, *The Hampden-Sidney Tiger* of Hampden-Sidney College, *The Yellow Jacket Weekly* of Randolph-Macon College, *The Sun Dial* of Randolph-Macon Woman's College, *The Brackety-Ack* of Roanoke College, *The Richmond Collegian* of the University of Richmond, *The Cadet* of the Virginia Military Institute, *The Virginia Tech* of the Virginia Polytechnic Institute, *The Ring-Tum-Phi* of Washington and Lee University, and *The Flat Hat* of William and Mary College.

The White Topper deserves notice among college newspapers. Emory and Henry students have evidently selected a wide-awake staff to edit their periodical. The news is written up well. The paper has very interesting departments, some of which are "Senior Snaps," "Social Calendar," and "Collegiate Wit."

The Rotunda was begun in the fall of 1920 and is "well supported by the students, alumnae, and advertisers," says a former editor. It took the place of *The Focus*, Farmville's literary magazine, which has been discontinued. The style of *The Rotunda* is in-

formal. It has strong departments of "College Cut Outs," "Athletics," and "Y. W. C. A."

In Hampden-Sidney's *Tiger*, all news of the school is given a place, but athletics seem to occupy the "lion's share." The editorials are concise—to the point. They seem to be the result of serious meditation upon conditions existing in the school. "Kampus Kuts," a humorous "colyum," offers the suggestion that "the unusually large subscription to the *Tiger* is due solely to the fact that Kampus Kuts appear therein."

Some college newspapers do not seem to be really fulfilling their purpose—that of presenting news. Advertisements occupy most of the space in some papers, and one finds himself noting the "ads" instead of the news.—Not so with Randolph-Macon's *Yellow Jacket Weekly*. Its motto seems to be "News from beginning to end." Many of the articles run long, but the earnestness with which the writers usually write probably excuses this. The editorials contain many common-sense propositions and remarks.

The Brackety Ack is well-rounded in the appearance and content of its headlines, articles, and advertisements. Articles are written in good newspaper style. The large amount of alumni news in each issue is notable. This publication should make a special appeal to the college alumni as well as to its students.

It was the editors of *The Richmond Collegian* who several years ago showed their interest in college newspapers' working together by organizing the Southern Intercollegiate Newspaper Association. This association, popularly known as the S. I. N. A., is "an endeavor to bring all the southern colleges together for the advancement of collegiate journalism. . . . The main idea is that some day it may serve as a sort of Associated Press and that through this co-operation, collegiate journalism may be put upon a higher plane," in the words of Mr. R. Clark Grove, a former editor of *The Brackety-Ack*, who was associated with the founders of the S. I. N. A. about three years ago. Table II shows which college newspapers in Virginia are enrolled in this association.

Printing the news of every activity and organization seems to be the policy of *The*

Richmond Collegian. In each of its departments, the style of writing is quite to the point and in good newspaper style. A feature in this paper not found in any other college newspaper that I have observed is its "Weekly Book Review." Some modern work is reviewed, usually quite interestingly.

The official publication of the General Athletic Association of the Virginia Military Institute is its weekly newspaper, *The Cadet*, which is a typical school newspaper with several innovations of its own.

Its unique way of presenting its alumni news attracts attention. This news is run under the title "Sons of V. M. I.," accompanied by a small sketch. Such features as "Love Problems by Love Editor" are characteristic of the facetious vein that runs through the columns of *The Cadet*, and no doubt add to the general popularity of the paper.

The Virginia Polytechnic Institute is distinctive in having *The Virginia Tech*, the only newspaper in Virginia printed on a school press. It has a large number of advertisers. Athletic news seems to be given a very large space, and the "write-ups" as a rule display creditable newspaper style.

"Y. M. C. A. News," "Intercollegiate News," "Alumni News," "Exchanges,"—are regular news departments. "Looking Backward" (previous years in the school's history) is a feature that any school paper could use to advantage. Under this heading there appears in each issue a number of items of news from earlier issues.

Of Washington and Lee University's *The Ring-Tum-Phi*, Mr. Albert C. Kelly, the 1922-1923 editor, says, "The paper receives no aid whatever from the school. Salaries are paid to the editor and business manager, in the event that they make them. The editor receives \$200; the business manager, \$150. All school publications are supervised by a Publication Board, an organization made up of all editors and business managers, either for the current session or previous ones, a resident alumnus, and a faculty member. This board audits all books of the publications, approves budgets, awards publication certificates and keys (these are little gold watch charms) upon recommendation of editors, supervises policies in general, etc. The editor and the business manager are elected

at the regular student-body elections and are considered student-body officers. Prior to the election each year, each staff endorses one of its number for the position, though this is not at all conclusive that he will be elected, for there is nothing to prevent other candidates from entering the race.

"Editors and business managers serve for the entire session, or from September until June. Other members on the staff are elected on a strict competitive basis."

The high standards set up in their creditable style-book probably account for the well written articles in *The Ring-Tum-Phi*.

"In the Wigwam" is the special sporting page of William and Mary's *Flat Hat*, altho the whole paper contains a large amount of athletic news. *The Flat Hat* often prints a list of the attractions at the theaters in the town. This kind of news is also a feature of *College Topics* and of other college newspapers (mostly weeklies).

Editorials, S. I. N. A., and general college happenings complete the make-up of this publication. The typography of *The Flat Hat* entitles it to be placed among the best college weeklies.

There are three bi-weekly newspapers—the Harrisonburg State Teachers College's *Breeze*, the Radford State Teachers College's *Grapurchat*, and *The Virginia Intermont Cauldron*.

The Breeze was begun in the fall of 1922. It endeavors to print as much news as possible in the best way possible. "The Campus Cats" "colyum," in which humor, verse, and the sayings of Tom (cat) are printed, has become an established feature of the publication. Contributions are made to *The Breeze* from the students at large, as well as by members of the staff. General contributions have been encouraged by the "Snyder Prize," offered for the best article published during the year.

With no special departments, *The Grapurchat* nevertheless presents the occurrences of school life. Although the treatment of material is not always in first class newspaper style, one gets the news nevertheless. This publication apparently has a staff that is striving to lift the standards and strengthen the morale of the student body.

Virginia Intermont College's *Cauldron* is in its second year. "We expect to en-

large it soon," writes Mr. Roy P. Brown, vice-president of the Virginia Intermont College.

The style of the *Cauldron* is rather informal. However, the various features of the paper and its general "make-up" indicate for it a bright future. It seems to be under the control of far-seeing and optimistic editors.

The Bullet of the Fredericksburg State Teachers College is the only monthly newspaper published in a Virginia college. This is a small newspaper and reproduces the happenings in the school life in a very informal way. Unlike other papers, *The Bullet* does not have regular newspaper headlines and thus places no more emphasis on one article than on another.

Campus Crumbs, the Hollins newspaper, which appears from five to ten times a year "does not pretend to print news, either local or general. It contains merely local jokes and humor of various types. The jokes often veil serious stabs at conditions and institutions open to criticism," writes Miss Virginia D. Moore, 1922-1923 editor of the publication. *Campus Crumbs* is delightful in its difference from the usual school newspapers. It always contains much clever and fantastical writing that deserves notice and credit.

ROSELYN BROWNLEY

A "LANGUAGE BEE" FOR BETTER SPEECH WEEK

MEMBERS of the staff of *The Breeze*, student newspaper published at Harrisonburg State Teachers College, planned and carried out during Better Speech Week in February, 1924, a "language bee." The practical success of the contest indicated that teachers of English elsewhere might find it worth using.

The "language bee" was conducted in an assembly period lasting 40 minutes and the contestants numbered about twenty, two being elected from each dormitory or cottage on the campus. The contestants stood in line and by saying "Right" or "Wrong" gave their judgments on sentences as they were read out by the moderator. If the sentence was wrong, the contestant was expected to correct it. In this way the sentence could not be passed from one contestant to another.