



*Tom Gilchrist, Editor, puzzles over Publicity Releases from local organizations.*

## *The Voice*

The VOICE was on war rations three months before anyone thought of hoarding. Tom Gilchrist, the new Editor, announced in his first issue that the priority on the glazed paper and on paper money forced curtailment to four pages. Later on, when student enrollment dropped, further advertising became nil, social activities all but went out of existence, the staff collectively thanked their typographical stars that it was four pages and not six that they had to fill.

In the first issue, Jim Shelly, Associate Editor, took over Bill McGuire's "Cum Grano Salis"; Paul Sammon, News Chief, "Carpe Diem" and Tom Haggerty kept the boys posted on night life with his "Here and There." Ray Ellmer edited Sports and gave us the inside on our musclemen via "In the Big Time." Al Popolato took over the business managership. Everyone was happy — including the administration!

First to disturb the journalistic tranquillity was Ray Ellmer who went beserk when Jimmy Powers picked St. Francis last in the mythical Metropolitan league. Ray wrote an open letter picking them, the leaders. Later developments have proved Ray correct but Powers has not yet resigned in disgrace.

About this time the VOICE decided to run a dance for funds to buy needed equipment. On promise of a share in the proceeds the staff cooperated with the Student Council in plugging for the entire college. The profits being distributed the VOICE bought an aspirin and split it six ways. The staff still makes a bi-weekly trip to the library to borrow scissors and glue.

Paul Sammon was completely abashed when he found out that a St. John's columnist had stolen the same joke and printed it on the same day. His feelings were assuaged when he discovered that he had three more lines. The students stood on their hands, jumped out of windows and rolled down stairways for the honor of getting into one of Jim Shelly's dramas of the student room. Jim perpetuated the Twenty-fifth Anniversary of the VOICE with a column of Franciscan puns circa 1916.

Everyone continued happy, strangely enough, still including the administration.

Then Gilchrist began to beat his head against the walls of the VOICE office when his News Editor enlisted, his Features Editor left for a defense job and Tom Haggerty



*Left column, top to bottom:* Sausville, Photo Editor, Hogan, News Editor, Elmer, Sports Editor. *Right column:* Popolato, Business Manager, Shelly, Ass't. Editor. *Bottom:* Fulfilling their duties, Gilchrist and Shelly blue-pencil the copy submitted by Frank Carroll, guest columnist.

forsook journalistic activities for extension courses in Chemistry. The dynamic little publicity man of the Religion Club, John Hogan, was appointed to the news desk. Townsend Sausville, first photography editor of the VOICE, took over Sammon's spot, renaming the column "Up from Gowanus." An innovation was instituted when Tom Haggerty's column was turned over to a guest each issue.

In December, the VOICE office was entirely redecorated by Frank Carroll and John Hogan, co-chairmen of the Interior Decorating Committee. Vivid action pictures of sports and scoop photographs of the war — taken in 1934 were artistically splattered about the walls.

The editor waited patiently all year to spring his plot to have some of the students do away with one of the department heads but the administration thought it might bring unfavorable publicity on the college so he went without his scoop.

In reality the production of the VOICE was hard work and lots of fun but it had a serious motive — to present a summary of the news of the college, to act as a medium of expression for the students to entertain them with anecdotes about themselves and their fellows. In order to do this the editors decided that in a college the size of St. Francis, it was expedient to devote more space to features than to news. Because of the intimacy naturally found in such a small community, important news was usually common knowledge before publication of the paper. On the other hand the interesting personal bits of information given a humorous twist by the columnists would more naturally appeal to the interests of the students. The predominance of features was, therefore, a definite manifestation of editorial policy.

