

## 1939 Franciscan Genesis of Informality

April, 1938—

Junior Class elects John Esau editor of the 1939 FRANCISCAN. Al Schellenberg assumes duties of business manager.

May, 1938—

Editor names staff. Daniel Buckley, David Ahearn, and John Murphy officiate as associate editors.

June, 1938—

Senior Class subtly approaches Brother Leo, O.S.F., concerning position of faculty moderator. Brother Leo blushes and emphatically retorts "NO!"

July, August, September, 1938—

Life so sweet and unburdensome. Not a yearbook or advertising campaign in sight. Beaches, seacoast, cool sails, advancement of education . . . life, life so simple.

October, 1938—

Brother Leo takes one look at dejected and troubled editor and still replies "NO!" but there is a decided tremble in his tone. Jake, the editor, sighs once more at the prospective faculty moderator and the cause is won.

November, 1938—

Photographic staff supervised by Joseph Tanahey begins snapping informals of seniors. Seniors caught in off-guard poses. Romeos demand abolition of revealing portraits. Editorial board remains adamant. "The pictures must go through."

Brother Leo still is recalcitrant with a subdued "NO!"

Make-up of the yearbook presented by confident and happy editor. Expense considered to be quadruple the proposed budget "and would the editor please restrain himself?"

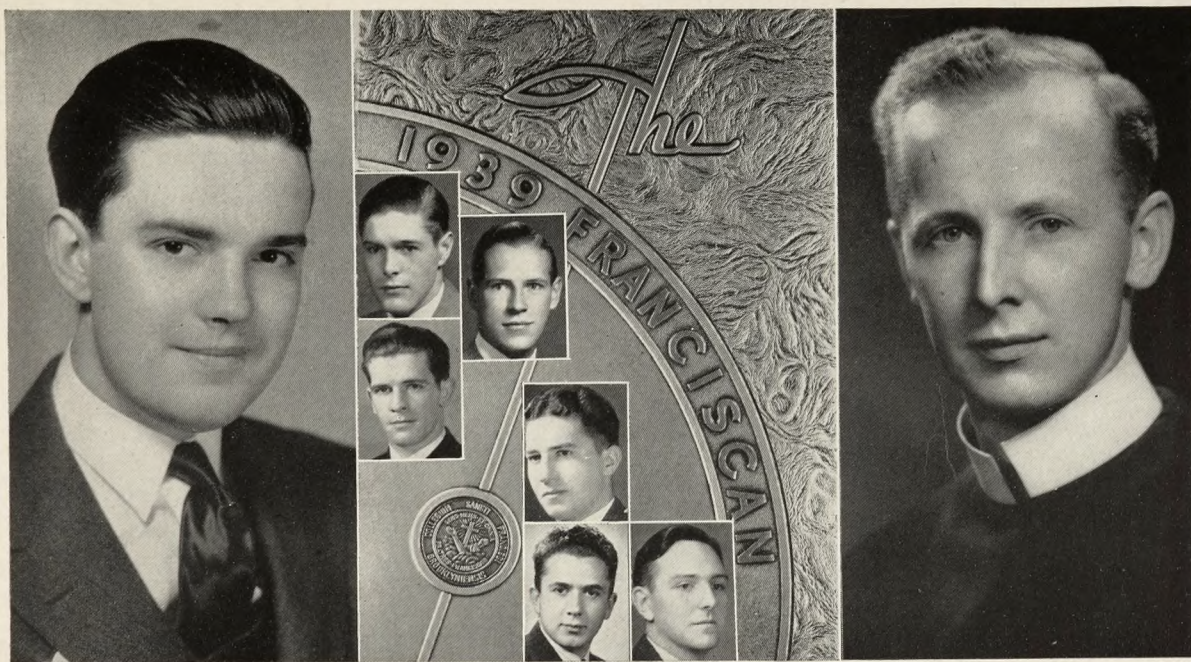
December, 1938—

Advertising campaign begins in earnest. The business manager would like to know whether the editor has any idea on the advertising promotion.

Editor reminds business manager that there is at present an onerous responsibility to reproduce an artistic yearbook.







Christmas holidays act as escape mechanism to the hard realities of journalism. Editor returns with a layout only double the proposed budget.

January, 1939—

The editor wishes to pause and wish the reader a happy and prosperous New Year. He also extends to the editor of the 1940 FRANCISCAN words of consolation. Brother Leo mutters "well, maybe."

The Business Staff appears in body. Editor procures another chair to seat business staff consisting of Schellenberg.

February, 1939—

Senior informals completed. Lower classes instructed to supply sixty snapshots for yearbook. Picture of Fred Pinne, a Junior, considered the most interesting. Due to graduation the staff loses an associate editor, Daniel Buckley.

March, 1939—

Group pictures taken on school campus. A nameless Senior appears in every club picture and by sheer oversight was withheld from the faculty section.

Advertising and patrons trickle in. Business manager takes a vacation. Editor contemplates same. Brother Leo calms down to a "I'll think it over."

Senior write-ups composed. An assiduous scholar objects to pertinent references. Business manager suggests exigency of advertising campaign. Editor agrees.

April, 1939—

Yearbook rushes into final form. Budget smiles for the first time at proposed layout. Editor envisions a few weeks more and then peace.

Business manager starts packing for trip south. "Advertising campaign results please me greatly," snickers Schellenberg.

Brother Leo admits he will consider the position of moderator.

June, 1939—

1939 FRANCISCAN appears for critical inspection.

Editor Esau resigns. Business Manager Schellenberg departs. Brother Leo thinks it over.