

## Article on Joe Brandt Era Revives Sooner Memories

Sallye and I not only thank you for dedicating the summer issue of the *Sooner Magazine* on the occasion of the 40th year of my resignation but frankly confess that we are dumfounded both that the date should be remembered and with that marvelous article by George Cross, one of the most scholarly and beloved presidents of the university. George is a generous man but not soft-headed and after his thorough research into the history of the university, the assessment he made of my short term is tantamount to a Nobel Prize.

And thanks for your part in making the dedicatory issue possible . . . how adroit and apropos your Prologue to George's article, setting and validating the tone for the entire issue. A neat bit of writing. And you were quite right in saying that whatever changes I had wrought might have vanished had it not been for George's resolute adherence to them.

Joseph A. Brandt, '21 BA  
Laguna Hills, California

I should like to commend you and the "Sooner" for the excellent, excellent article on Joseph Brandt by Dr. Cross! Rarely have I ever read a finer composition that totally engrossed my interest and attention, upon a man I never knew — but one who obviously steered our fine University toward its present day greatness upon purely academic lines.

But the bottom line should continue to remain: why has this great man not been properly recognized by the University of Oklahoma?

Thank you, Dr. Cross, for illuminating for so many of us that would never have known the full story on one of our greatest past presidents. You are a true literary artist.

Trude Steele Norman, '64 BA  
Muskogee, Oklahoma

I am most grateful for . . . your issue with the cover story on Joe Brandt . . . Your subject was properly Joe at Norman, and President Cross naturally could not have dealt with the earth-shaking accomplishments that Joe pulled off at Princeton. You should know, however, that

what Joe achieved was truly a revolution. It was my privilege, in succeeding him, to inherit all the benefits (there were no negative factors that I can recall) of his courageous and far-visioned creativity at Princeton University Press.

Some of the folks at Norman have no doubt told you that the picture of Joe and P. J. Conkwright and Harald Weinert looking at the press was at Princeton, not OUP. Harald Weinert was plant superintendent under Joe. Incidentally, among Joe's greatest contributions to Princeton, and bringing benefits still visible, was bringing P. J. from Norman.

Datus C. Smith Jr.  
U.S. Committee for UNICEF  
New York, New York

*Editor's Note: Datus C. Smith, Joe Brandt's successor as director of the Princeton University Press, recently retired as president of the Asia Society. P. J. Conkwright was Brandt's art editor at the OU Press, resigning in 1939 to follow Brandt to Princeton.*

I was most pleased with the way you handled my article on Joe Brandt in the summer edition of the *Sooner Magazine*. Your prologue put everything in proper perspective and "A Presidential Gallery" added much additional flavor. While you may have been a bit overly generous to me, I find this pleasing.

However, it seems that I sold Joe Brandt short at one point in the article. The very alert Savoie Lottinville pointed out my error. With respect to the origin of the University of Oklahoma Press, I said that Brandt did not succeed in his objective of publishing the first Press book in 1929, but that the first Press book appeared in January 1930 — *Folk-Say* by B. A. Botkin. This was wrong. The first Botkin *Folk-Say* was published in June 1929. It was the second *Folk-Say* that appeared in January 1930. Brandt thus succeeded in every objective that he announced for the University of Oklahoma. He established the *Sooner Magazine* the third month following his arrival on the campus, and he made the University of Oklahoma Press a reality within twelve months.

There is a simple explanation of my error which I hope you will accept as a

reason rather than an excuse. Three of the four *Folk-Say* volumes were in my office at the University when I was writing the Brandt profile. The fourth was at home. I looked in what I thought was the first volume and saw the date January 1930. Thinking that Brandt could not possibly have gotten anything out earlier, I assumed that the volume I held in my hand represented his maiden effort. I did not bother to check further — a careless decision.

I am sorry about the error, because I had wanted the summary of Brandt's achievements to be accurate in every respect. Of course, at my age, this may be too much to expect. In any event, from what I have heard, the article seems to have achieved its purpose — a better understanding and a greater appreciation of what this remarkable man did to head his alma mater toward University status. Several letters and a great many comments indicate that this is so.

George L. Cross  
President Emeritus  
The University of Oklahoma  
Norman, Oklahoma

## Departure Story Premature

In the 45 years since I graduated in the Class of 1938, I have followed the fortunes of OU with great interest by means of the various publications emanating from the Alumni Association and, more recently, from the University of Oklahoma Foundation. Under your editorship, *Sooner Magazine* has assumed the most professional appearance of any OU publication I can remember, for which I extend to you my heartiest congratulations.

A year or more back, I read with regret that President William S. Banowsky had resigned to become President of the Los Angeles Chamber of Commerce and that someone on the staff had been appointed in a 'locum tenens' capacity until a new president for the University could be selected.

Since then, there has been no word of President Banowsky's successor, or of plans to find one. Recently, the Spring 1983 issue of *Sooner Magazine* arrived containing an article by Dr. Banowsky, the sub-heading of which

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referred to him as president of the University. What happened to his move to California?

Undoubtedly there are hundreds, perhaps thousands, more alumni who, like I, are beyond the reach of Oklahoma newspapers yet who retain an avid interest in all that goes on at the University. And our only means of keeping up is through *Sooner Magazine*, which has been strangely silent on this subject.

Please bring us up to date.

Herbert G. Bailey Jr., '38 BA  
Glen Ellyn, Illinois

*Editor's Note: Apologies to our far-away readers who may have missed Sooner Magazine's reference to President Banowsky's decision to rescind his resignation, at the invitation of the OU regents, and remain at the University of Oklahoma. This action was announced publicly even as the fall issue (which devoted nine pages to his departure) went into the mail. Not since the Chicago Tribune proudly proclaimed the election of "President" Thomas E. Dewey has a publication so regretted its attempt to be "timely."*

## Recipe Good, Spelling Poor

I am sure you have received many letters regarding this misspelling . . . Mr. Schumacher's German is very good — and he correctly translated "berlinerweise" with in "the Berliner way"; however, apparently when he copied the title to his recipe, he left out one little "s" in "Berliner Weisse" (also spelled in two words, please). The title should also have been a clue to him "with Berliner Weisse" (with Berliner white beer — with Berliner way does not make sense).

The real reason I am writing to you is that reading this recipe made me long for a BERLINER WEISSE MIT SCHUSS (Berliner White Beer with a shot — add in your mind: of raspberry syrup) as I am sitting here in Dallas in 100° weather — and BERLINER WEISSE MIT SCHUSS is what used to cool us off in the summertime in Berlin — more than 35 years ago.

I am a native of Berlin — but all three of my sons are graduates of OU — YEA SOONERS!

Ruth E. Williams  
Richardson, Texas

## Puterbaugh Folks Pleased

You do ring all the bells and set everything straight for the University of Oklahoma.

How right to read the George Cross accolade to his predecessor in the Joe Brandt *Sooner*. Prologue and the stories that followed made me feel I am having an inside look at wonderful people in a wonderful place. And do you know when Tom and I visit OU that's exactly the way it is.

I cannot begin to tell you how deeply we appreciate Bill Riggan's fine story.

"We are glad to have these papers which validate our belief that the Puterbaugh Conferences on Writers of the French Speaking and Hispanic World create a literary legacy to world literature and to Oklahoma and the University, in particular," quote Tom.

You would know, but I should like to write down, that the tardy *Time* magazine and the *New York Times* discovered in 1982-83 literary giants long familiar to the University of Oklahoma — in its lecture halls, in the pages of its journal *World Literature Today* (formerly *Books Abroad*), in the book-lined home of the Ivasks of Norman, and significantly at the table of four OU presidents.

Tom and I hope that the names of these great writers may become as familiar on the transcripts of OU students of Modern Languages — that their lives may be enhanced.

Allee Garrard, Advisory Board  
*World Literature Today*  
Tom Garrard, Trustee  
Puterbaugh Foundation

## Peaceful Reflection Timely

Perhaps after all of the recent turmoil on Lebanon, budget cutbacks and Marcus Dupree, a moment of reflection on peaceful topics is warranted. Last evening, I chanced to cross the campus to attend a seminar. A bright Oklahoma moon spilled through swirling, misty clouds and lent a silvered light to the campus. The broad, well-lighted sidewalks offered safe passage to my bicycle and to the many students walking about in the cool, moist air. The newly-planted trees near the library were illuminated from below, their leaves taking on an almost luminous green

color that contrasted with the leaden sky. The quiet campus was a haven, a place where the spirit could emerge refreshed to deal with the mundane problems that daily beset us.

I came to the University of Oklahoma from an urban university which lacked a campus atmosphere entirely. One measured one's progress from one point to another by the derelicts that had or had not molested you. Sirens howled by the hour, policemen were always accompanied by guard dogs, and the air was always thick with the exhausts of factories and automobiles. The rarity of a day with brilliant sun or a night tranquil with moonlight only made their absence more painful.

I have seen great changes made in the appearance of the campus since arriving here only 30 months ago. Lighted walks, carpets of grass, delicate flowers, and, of course, new buildings have combined to make for a lovely campus atmosphere, a place for reflection, learning and scholarship. Having seen the other side of the coin, I am quite sensitive to the aesthetics of a university environment. The University of Oklahoma campus is improving daily. In my position, I come into contact with many visitors to the University, and I have only heard the highest praise for the University's appearance. An evening's stroll, or a leisurely walk around campus on a sunny afternoon, can help to put some perspective into our lives, which are so engrossed in the ordinary. A beautiful campus is clearly a natural resource of the university community.

Michael A. Mares  
Director, Stovall Museum  
Norman, Oklahoma

## Hats Off to a True Pro

I enjoyed reading Paula Baker's article "Master of Ceremonies" in the current issue of *Sooner Magazine*. Dr. Nat Eek has contributed in so many important and interesting ways to the University of Oklahoma. From those of us who have appreciated his dedication to the arts, and his enthusiasm for his work, hats off to *Sooner Magazine* for an accurate and appealing portrait of a true pro.

Max Weitzenhoffer, '62 BFA  
New York, New York