

Harry B. Rutledge who had been field manager of the Oklahoma press association with headquarters in Norman since 1928 and who was recently appointed to the highest field manager's position in the country, that of secretary of the National Editorial Association, which office he took over December 1, 1932. During the four years which Mr Rutledge was field manager for the press association in Oklahoma he raised its service and standards to one of the highest in the entire country

## Harry B. Rutledge

OKLAHOMA'S N. E. A. SECRETARY

BY GEORGE OVIE HOPKINS, '32

**T**HE age old idea that man can make his own opportunity has been proven by Harry B. Rutledge, who for the past four and a half years on the University of Oklahoma campus so conducted the business of the Oklahoma Press association, as field manager, that he received the highest field manager position in the United States, executive secretary of the National Editorial Association. Rutledge assumed his new duties in Chicago December 1.

The Oklahoma Press association is an organization of state newspapers with its central office in the press building on the University of Oklahoma campus. The present association was formed to protect the interest of the Fourth Estate of Oklahoma in advertising and of newspaper properties in the lines of business and legislature.

Before March 19, 1928, the association was more in the nature of a yearly outing, when newspapermen of the state met for social purposes. A series of articles on the field manager plan as operated in other states and printed in the *Sooner State Press*, a weekly printed by the school of journalism, giving the journalistic news of Oklahoma, was partly responsible for the field manager plan being adopted in the state.

Twenty six leading newspapermen of the state underwrote the first year program at \$100 each, after Rutledge had given an outline of the program he wished to follow.

It is characteristic of Rutledge to have a program from which to work. His program was outlined when the Oklahoma Press association began, and it was his program, which he had prepared as a member of the executive board of N.

E. A., which brought him the position of executive secretary of the National Editorial Association.

Rutledge did not campaign for the field manager's job in Oklahoma. After several years as a high school superintendent, several months on chautauqua, and several months on promotion work for the Western Newspaper Union in New Mexico, Arizona, and Colorado, during which time he placed forty three yearly contracts bringing in thousands of dollars a year, he decided to buy a newspaper in Texas.

But the Texas newspaper prospects did not interest Rutledge at that time, so he set about to become connected as advertising manager of some live Oklahoma daily. In this way he came in contact with Hutton Bellah, assistant professor of journalism in the university in 1923-24 (who handled publicity for the university before that time), who was then editor of the *Altus Times-Democrat*. Bellah, who was interested in the field manager plan, believed Rutledge to be the proper man for the position.

Rutledge saw that Oklahoma offered fair advantages for the plan, and advanced a program in a few days' time to the executive board of the Oklahoma Press association. He refused to be interested unless the program was adopted. Twenty six publishers had faith in the plan, and underwrote the program for the first year. Their loyalty was rewarded in that Oklahoma is now recognized as a leading state association in service rendered to approximately 200 members.

It is characteristic of Rutledge to map out carefully a plan for action and follow it though from all angles. A consistent and logical thinker, his efforts



backed by loyal members of the association, have brought in thousands of dollars cash, saved thousands of dollars from fake promoters and advertising, and established Oklahoma newspapers more thoroughly with national advertising agencies.

Outstanding accomplishments of Rutledge in his work with the central office include:

1. The clearing of \$28,880.09 in advertising through the central office to the columns of state newspapers.

2. Approximately \$100,000 saved to Oklahoma newspapers in increase in revenue from printing resale notices, from legislation passed.

3. The lowering of bus rates in carrying newspapers, which saved newspapers thousands of dollars annually.

4. Appearing against insurance companies who were seeking to raise insurance rates against newspaper liability.

5. A yearly contest and exhibition of Oklahoma newspapers in connection with the Oklahoma State Fair and Exposition.

6. The development of fifty-fifty advertising schemes for member newspapers. (The national advertiser pays half and the local advertiser half the advertising bill in the fifty-fifty scheme.)

7. The development of electrical shows for eighty newspapers to bring in additional revenues.

8. The development of Christmas queen contests for advertising revenue.

9. The smashing of a gigantic promotion scheme formulated by an out-of-state promoter in connection with the twenty-fifth anniversary celebration of the state of Oklahoma. This plan called

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Charles Bryant Truitt, '31eng, 2301 Commerce, Houston, Texas.  
 Raymond J. Watson, '32law, 2500 South Harvey, Oklahoma City.  
 E. B. Watwood, '29eng, 2075 East Third street, Long Beach, California.  
 Mrs Floy Weaver Barrier, '16as, 1144 West Forty First street, Oklahoma City.  
 Bernice Johnnie White, '28as, Cromwell.  
 Worthey DeArmond Wiles, '32pharm, Ponca City.  
 Mrs Gwendolyn Rule Wright, '29as, 1126 South Cheyenne, Tulsa.  
 Victor John Zobisch, '32bus, South Broadway, Geary

## MARRIAGES

**SHORT-BUCKLES:** Miss Clara Bess Short and George Lloyd Buckles, '25as, '32geol, December 31 in Tulsa. Delta Upsilon. Home, Logan Apartments, Norman.

**CHAPMAN-McCULLOUGH:** Miss Emma Kathryn Chapman, and J. Milton McCullough, '29as, December 25. Sigma Chi. Home, 1701 West Thirty Second street, Oklahoma City.

**DELANA-TURNER:** Miss Marion DeLana, '33, and John Hickman Turner (Missouri), December 23. Kappa Alpha Theta-Beta Theta Pi. Home, Norman.

**MORLEY-PARROTT:** Miss Margaret Morely, '31as, and I. M. Parrott (Oklahoma A. and M.), December 26. Delta Delta Delta. Home, 501 West Thirteenth street, Oklahoma City.

**HILSMEYER-McELROY:** Miss Helen Rose Hilsmeier, '32ed, and Clarence A. McElroy, '30law, January 1 in Norman. Home, 117 South Ninth street, Chickasha.

**DICKINSON-WILLIAMS:** Miss Mary Enod Dickinson, '31as, and George B. Williams, December 30 in Oklahoma City. Home, Wetumka.

**ROADS-SMITH:** Miss Elizabeth Rodes, '28as, and Ralph Stone Smith, early in December. Alpha Phi. Home, 433 West Twenty Eighth street, Oklahoma City.

**HARP-HOLMBERG:** Miss Vida Marie Harp, '32ex, and William Holmberg, June 19 in Cordell. Home, Anadarko.

**BAINES-BREEDLOVE:** Miss Harriet Baines, '32ex, and William Breedlove, '32ex, December 27 in Hennessey. Alpha Gamma Delta-Pi Kappa Alpha. Home, Pine Valley.

**MILLER-MYERS:** Miss Gertrude Miller, '32ex, and Louis P. Meyers, '32ex, January 1. Sigma Delta Tau-Phi Beta Delta. Home, Kansas City, Missouri.

**STAIG-ABERNATHY:** Miss Mary Ann Staig, '32fa, and Jack H. Abernathy, May 13. Home, 5233 Byers, Fort Worth, Texas.

**WHISTLER-HENDRICK:** Miss Josephine Whistler, '30ex, and Hugh Lee Hendrick, in Oklahoma City. Home, Long Beach, California.

**MARTIN-HUDDLESTON:** Miss Effie Mae Martin, '31ex, and Lonnie Huddleston, '31ed, December 25 in Newkirk. Home, 729 Wilson street, Norman.

**THOM-VERTREESE:** Miss Virginia Thom, and John Vertrees, '29ex, December 21 in Oklahoma City. Home, Guthrie.

## BIRTHS

Mr and Mrs Edward Gerkey, Jr., of Carthage, Missouri, announce the birth of a son, Edward III, on September 30, 1932.

## DEATHS

MRS GEORGE A. MOORE

Mrs George A. Moore, wife of George A. Moore, '30M.A., died Wednesday, January 11, in Oklahoma City. Mr Moore is assistant professor of zoology at Oklahoma A. & M. College at Stillwater.

## YEAR BY YEAR

### 1916

H. S. Oderman, '16sc, '27eng, president of the Detroit City Service Company, was a campus visitor January 3.

John O. Moseley, '16M.A., associate professor of Latin in the university, is grand vice president of Sigma Alpha Epsilon fraternity.

### 1919

M. L. Wardell, '19as, professor of history, who is serving as president of the Norman Lions club, has been selected as deputy district governor of the Lions clubs.

### 1928

William Baxter Boyd, '28geol, has been named president of the Oklahoma City Geological society to replace William Atkinson, retired.

### 1929

Max Maul, '29ex, was recently elected justice of the peace in Pharr, Texas.

A. Wood Rigsby, '29law, was re-elected secretary of the Oklahoma State Bar at the annual bar meeting in Enid, December 28-29.

### 1931

Miss Ruth Starkey, '31fa, has gone to Washington, D. C., where she will be an instructor in dramatic art and music in a private school.

Morris R. Kelso, '31pharm, is manager of the Park Drug store in Pharr, Texas.

### 1932

Clifford Mell, '32as, University of Oklahoma track captain last year and holder of the Big Six conference indoor broad jump record of 23 feet 10 1/4 inches, has accepted a position as assistant buyer with the Brown-Dunkin stores at Tulsa. Mell probably was the greatest "competitor" every developed in the history of track at Oklahoma. In a crisis he would perform twice as well as in ordinary competition. He "put out," as the athletes say. Although he is primarily a broad jumper he went in on short notice and won the 600-yard Shannon Douglass cup race in the Kansas City Athletic club indoor meet of 1931. He also was clocked in 21.1 seconds in defeating Elwell, Kansas State's crack sprinter, in a 220-yard dash at Manhattan last year, and usually was good for a 50-second 440 as a member of Sooner mile relay teams.

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## HARRY B. RUTLEDGE

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for \$210,000 and of this amount only \$13,000 was to go to Oklahoma newspapers, whose only purpose, according to the plan, was to "puff" radio talks. The rest was to go to radio companies and other advertising media, the major part going to the promoter and to his specially formed advertising agency.

10. The placing of the central office on a respectable basis in the eyes of state politicians and Oklahoma industries.

11. The publishing of the *Oklahoma Publisher*, official monthly publication of the association, which pays for itself.

During the time that Rutledge has been in office, he has attended seventy six group, advertising and association meetings; visited approximately 400 newspaper plants in Oklahoma; issued

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fifty confidential bulletins (warning of fake schemes and bad advertising plans, and hints on good business); attended twelve association meetings outside the state; and sent out 27,185 pieces of mail. He has delivered 100 addresses to press associations, student journalism groups, chambers of commerce, and other civic organizations, mostly along the lines of business and advertising.

His work in the Oklahoma Press association was varied, including presentation of radio talks on advertising; issuing of a special university press bulletin on advertising; warning against fake advertising and fraudulent schemes; selling of machinery and papers; circulation and country correspondent ideas; the upholding of advertising rates; the writing of a field manager's page in the *Sooner State Press*; and individual problems such as saving one publisher \$600 on a questionable advertising deal, and saving another publisher \$1000 on a partnership deal.

He spent fifty days in the state legislature encouraging a new state resale law, which provided for just rates for newspapers publishing resale lists; campaigned for a new law to include publication charges as part of the court costs of a case, and to provide for no special disposition of the case until all court costs were paid; and endorsed a change in the initiative and referendum law which would require the publication of a full petition initiated or referred to by the people.

He campaigned for a new journalism building on the university campus, and the history of the association was finished under his supervision. There are many similar actions and accomplishments too numerous to mention.

During the time that he was field manager, Rutledge was president of the Newspaper Association Managers, Inc., and a member of the executive board of the Associated Industries of Oklahoma. While in Norman, he was active as a church member, being for some time a popular teacher of a university class in the First Christian church, and a member of the official board of the church. He is also a member of the Rotary club, and Sigma Delta Chi, honorary journalistic fraternity. Rutledge is a graduate of the University of Missouri school of journalism.

His place as field manager has been taken by Ray J. Dyer, outstanding advertising man in the state, a graduate of the department of journalism of the University of Kansas, a member of Phi Beta Kappa and Sigma Delta Chi. He has been telegraph editor of the *Oklahoma City Times*, and managing editor of the *Oklahoma News*. In 1928, he became secretary of the Oklahoma Ice Manufacturers association in charge of merchandising and advertising. The central of-

fice will remain on the university campus.

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## LAWRENCE N. MORGAN

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The reminiscences of Mr Morgan are decidedly enlightening. It would be, of course, too lengthy to mention the colorful turn in the train of events in the university's progress which he has observed during these happy years he has spent on the campus, but progress has been phenomenal.

As he gazed out of the window of his office in the liberal arts building taking in a panoramic view of the modern college, Mr Morgan recalled that when he first came to Norman there was a double row of trees along the unpaved street which is now known as Boulevard and that the unpaved oval ran south of the auditorium. The buildings were few in number, the administration, education, old science hall, the frame gymnasium and the old engineering building being the principal structures reaching above a half dozen less imposing wooden sheds. The law building was in the process of construction. Dr. Stratton D. Brooks was inaugurated as the new president the year Mr Morgan came to the university.

He remembers a great many of his students, and particularly does he like to point to those former students of his who have risen above the ranks. He recalls that Orel Busby, now a justice of the state supreme court was editor of the old *Umpire*, student paper, and that Dr. E. D. Meacham, now assistant dean of the college of arts and sciences was a student in his class the first year he taught modern drama.

Mid the scenes of his early experience as a teacher, Professor Morgan has grown to love the university, to be happy in his work and enjoy the association with the different generations of students all young and eager. Is it any wonder that he keeps young, or that his interest in his branch of the field of education grows stronger day by day?

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### Now correspondent

Mrs Minnaetha Popejoy, assistant professor of voice, has been appointed state correspondent for the *Musical Courier*, national weekly music magazine published in New York City.

She will contribute musical news for the column, "Music News From Coast to Coast."

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The government printing office has just issued *Institutions of Higher Education in Sweden* by Alina M. Lindegren. It is pamphlet No. 32 of the Office of Education and may be had for ten cents by writing to the Superintendent of Documents, Washington, D. C.

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