

Association's loss and gain

By EARL FOSTER, '12

Alumni Association President

THE University of Oklahoma association has suffered a real loss in the resignation of our efficient and genial executive secretary, Frank Cleckler, but the association has secured the services of a competent and aggressive young man in the person of T. M. "Ted" Beaird to carry on where Frank Cleckler left off.

Frank came to the University from a high position in the United States Veterans administration to become full time alumni secretary in 1928. Starting with a very scant organization, he built up during his eight years of management one of the strongest organizations of alumni and former students in the entire southwest.

When he took charge we were without a magazine, without proper records of alumni and former students, without funds, without any strong interest in the organization, and with few members except a group of loyal graduates who had pledged to become life members if an efficient association could be formed.

It was indeed a gloomy day when Frank took up his duties. Then, just as

he was beginning to get his bearings, the tangled problems of the Oklahoma Union, then facing bankruptcy, were thrown into his lap. Either of these two problems was enough to discourage the strongest. But patiently, without complaining, he used his business mind and his ability to inspire confidence in those around him, and went to work to build the association and save the Union.

The Sooner Magazine was first published under Frank's direction in 1928, and from the first issue has been recognized as one of the leading publications of its kind. At first conditions were such that one alumnus remarked when paying \$60 for a life membership, "Is it for my life, or the life of the association?" But the memberships began to come in more steadily and now we have approximately 130 life members, and the life membership fund exceeds \$13,000. This fund is in trust, and only the interest can be used for expenses of running the association.

The regular membership now exceeds 1,800, which is more than ten per cent of the graduates and is a proportion that compares well with records of other state universities.

The Union has been put on a paying basis. All interest is paid to date, and the

principal indebtedness is in good standing. Many improvements have been made, including erection of an imposing tower costing approximately \$30,000; and we have a right to believe that the Union will be entirely completed, properly furnished, and the needed additions built on in a very few years.

New interest in the affairs of the association has been developed, and attendance at executive board meetings has been particularly good. The annual meeting of the alumni association at Commencement time has become one of the chief features of Commencement. The annual Homecoming dinner-dance, sponsored by alumni in Oklahoma City but planned with the active assistance of the alumni secretary, has grown from an attendance of thirty or forty in the years 1928 and 1929 to approximately five hundred in the years 1934 and 1935; and the entertainment at the University on Homecoming day has become a most enjoyable affair.

Frank has served also in developing the Teachers Placement bureau, in interesting promising high school athletes in the University, and in helping to secure an option on the tract of land east of the Stadium which was recently purchased for the University.

He has at all times co-operated with the president of the University, the Board of Regents, the faculty, the Athletic association and all the other organizations working to build a greater University.

While viewing with pride the achievements Frank Cleckler has made, we look
(TURN TO PAGE 70, PLEASE)

Frank Cleckler, signing off

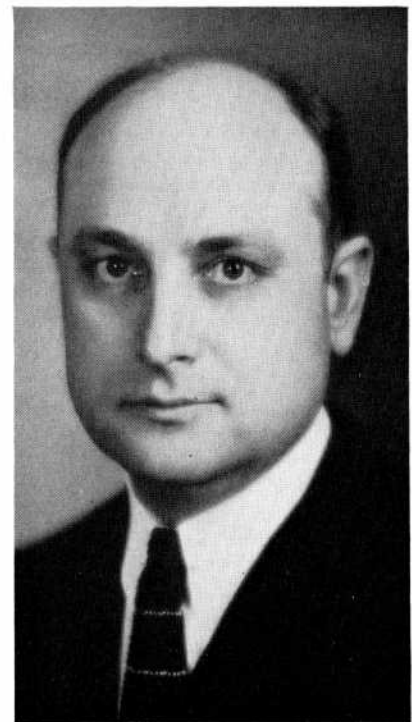
FOR the first time in more than eight years the desk of the alumni secretary is as clean as that of a big corporation executive.

The last letter has been answered, the desk drawers cleared of the accumulation of odds and ends, pending matters already discussed and turned over to Ted Beaird, the association accounts in the hands of the auditor, and as it is after five, the telephone has ceased ringing—no, there it goes again.

It was Dick Cloyd calling to bid me adieu, wish me every success in the new job, and to welcome me to the ranks of ex-alumni secretaries of the University of Oklahoma, of which heretofore there has been only one member. Our era of employed alumni executives began with Dick in 1919, who was succeeded by your humble servant in 1928. Only Dick can really know how I feel about giving up this job—it is a job and not a position—

which has such great possibilities for constructive work in such a worthy cause, in a most stimulating environment and pleasant surroundings. The interesting associates range from our able President Bizzell and his faculty to the eager-eyed freshman of the class of '40 and from alumnus Judge Ross Hume, one of the two members of the first class in '98, to the thousand members of the Class of '36.

And now that the sun is slowly sinking behind the Law Barn and Roscoe Cate is coming in the door of Room 100, Union—I am sure it's to remind me that the deadline for copy for The Sooner Magazine ends today—I turn the office over to my good friend and classmate, T. M. "Ted" Beaird, confident that it will be in capable hands and with the hope that an ever larger number of our great O.U. family will take an active interest in the welfare of our alma mater—and will pay their alumni dues promptly!



Oklahoma City; Fisher Ames, Oklahoma City; R. L. Wagner, Oklahoma City; L. T. Matson, Guthrie; Gladys Hume, Oklahoma City; Mrs. W. L. Thurston, Wewoka; Russell Phillips, Oklahoma City.

1931

Charles E. Brodersen, Tulsa; Elsie Montgomery Willbanks, Amarillo; Florence G. Miller, Wilburton; Kaspar T. Huff, Norman; Virginia Carl-low Biggers, Wewoka; Gordon Morrison, Sand Springs; Ross Hume, Oklahoma City; Lois Birge, Oklahoma City; Joe Birge, Oklahoma City; Raymond Cooper, El Dorado, Kan.; Katherine Hahn, Coffeyville, Kan.; Evelyn Sarah Lapp, Wilburton.

1932

Audis E. Neumeyer, Morris; E. H. Harrelson, Pryor; John Hockenswith, Tulsa; A. C. Smith, Norman; Helen L. Montgomery, Borger, Texas; Wilma Thrash, Newkirk; Mary Alice Verity, Oklahoma City; Clarence A. Holmberg, Erick; Lucile McGuire, Edmond; J. H. Anthony, Tulsa; R. A. Feemster, Oklahoma City; Jimmie White, Oklahoma City; Dr. J. H. Humphrey, Buffalo.

1933

Bobby Huff, Norman; Joseph Ruzek, Enid; Mary Somerville, Norman; Tex M. Aldridge, Arthur; Bob Ratliff, Negritos, Peru, South America; Mary Alice Lightner, Duncan; Betty Lou Massingale, Clinton; J. M. McMillan, Supply; Lorea White, Oklahoma City; Edgar Baxter, Ponca City.

1934

Rudolph Ruzek, Jr., Enid; Mary Louise Todd, Tulsa; Perry B. Hackett, Seminole; Ralph V. James, Oklahoma City; Greta Faucette, Oklahoma City; Alberta Faucette, Oklahoma City; Clarence D. Musser, Oklahoma City; Guy H. Williams, Norman; Lina Jane Walker, Tulsa.

1935

James F. Hawes, Norman; W. Wesley Wood, Oklahoma City; Ida Lou Horner, Oklahoma City; M. F. Flynn, Elk City; Mrs. W. J. Cross, Norman; Frank Jamieson, Pampa, Texas; Glen Cooper, El Dorado, Kan.; Floyd H. Norris, Oklahoma City; Kenneth Nance, Tulsa.

1936

Mary Cassidy, Glenpool; Hazel Bennett Dupy, Port Arthur, Texas; Lynn Howard, Oklahoma City; Peggy Brady, Carter; Frances Townsend, Anadarko; Maxine Frost, Ardmore; Selma Shelton, Mangum; Suzanne Arndt, Oklahoma City.



SENIORS OF 1936 ON THE JOB

(CONTINUED FROM PAGE 56)

E. office in Shawnee; Jim Waller, with General Electric company, Schenectady, N. Y.; Earl A. Berrv. C.I.T. corporation, Seminole; Leon M. White, lumber dealer, Seminole; Lucerne Lee Washbon, ready-to-wear business, Ponca City; C. Clark Hibbard, lumberman, Pearson, Okla.; Betty V. Hume, dietitian, St. Mary's hospital, Rochester, Minn.; Sarah Keil Little, owner and operator of The Little Antique shop, Oklahoma City; Raymond McClain, real estate loans, Oklahoma City; Clyde C. Marchant, lumber business, Ada; Ernest Alton Marrs, bus station, Norman; John M. Campbell, retail credit company, Oklahoma City; Myron Herbert Klein, employe of American Tobacco company, New York City; Mayo B. Parks, employe of Ezro R. Dickinson, gas and oil distributor, at Hudson Falls, N. Y., after working for a time as salesman for Hughes Tool company Houston, and as draftsman for the Skelly Oil company, at Houston; F. Carl Hirdler, Jr., Western Cartridge company, Alton, Ill.; Nash P. Truss, Jr., with B. F. Goodrich company, Kansas City, Mo.; Sidney M. Metcalf, projectionist at Yucca theater, Roswell, N. M.; John D. Locke, cotton shipper, Fort Worth, Texas; and Casev Cason, head line coach at Rollins college, Florida.

J. P. Evatts, '36phar, has taken a position in a drug store at Eufaula, Okla.

Vera Sears, '36M.A., was appointed on the music faculty of Southwestern State Teachers college, beginning work there in September. She was appointed to teach piano and harmony during the absence of Merle Montgomery, head of

the music department, who took a leave of absence.

Tom Finney, '36law, has been employed in the offices of the law firm, Ramsey, Martin and Logan, at Tulsa.

Bert Truman Brundage, '36M.D. is taking his internship at Medical Center hospital in Jersey City, N. J.

Bess Werts, '36as, has been added to the teaching staff at Anadarko.

Louis Kennedy, '36M.D., is serving as interne at St. Louis City hospital.

Grant Harrel, '36M.D., was one of 24 men selected from 900 applicants for internship at the Henry Ford hospital, Detroit.

The newly established art department in Lexington schools is in charge of Naomi Hardwick, '36as.

Herman A. Jones, Jr., '36 pharmacy, is now associated with the Spickard drug store and hospital in Okemah.

Lawrence Reedy, '36M.A., has gone to Ireland where he will work on a doctor's degree at the University of Dublin. Reedy will major in English and expects to complete work for the degree in two years.

Edith Wood, '36as, is working in the advertising department of the John A. Brown company, Oklahoma City.

Delmar Steinbock, '36as, Sooner varsity quarterback last season, is head athletic coach at Caddo high school this year.

Ten graduates of the school of home economics who received their degrees this year are actively employed in various phases of their profession. Six are teaching. Those who have secured other positions include Mrs. Ora Smith, supervisor of rural rehabilitation in Chickasha; Hildegard Wey, demonstrator at the Texas Centennial exposition in the foods building; Betty V. Hume, dietetic interne in St. Mary's hospital, Rochester, Minnesota; and Mildred Spears, dietetic interne at University hospital, Oklahoma City.

Mary Martineau, '36fa, was selected for a leading rôle in the Oklahoma City Theater Guild play, "No More Ladies," scheduled for presentation late in October.

William Simpson, '36eng, is employed as assistant in the department of civil engineering at Texas A. and M. college, where he plans to work for a master's degree.

Mrs. B. Grace Scott, '36as, is employed as a social worker at Antlers.

William C. Whiteside, '36sc, is teaching science and mathematics in junior high school at Barnsdall.

Malvina Stephenson, '36M.A., is now on the editorial staff of the *Tulsa World*, covering school news and writing features.

A position as advertising assistant with the *Sapulpa Democrat News and Free Press* has been taken by Charles McKinney, '36as. He also will write features.

Elizabeth Smith, '36fa, and Elma Brock, '36he, have been given teaching positions in Wewoka grade schools.

Martha Nell Hutcheson, '36as, is teaching English and French in Indianola high school, Pittsburg county.

Mary Jo Spradlin, '36sc, has been appointed clerk in the office of J. B. Stout, superintendent of Norman schools.

Graduates of '36 who list themselves as housewives or who give only their addresses without listing occupations include: Mrs. Vera Morgan Long, Norman; Mrs. D. L. Haynes, Norman; Mrs. Kenneth G. Davis, Norman; Mrs. Beatrice Brown Harback, Oklahoma City; Mrs. G. E. Armour, Ada; Mrs. William G. Bray, Oklahoma City; Ora Adah Mantooth, Noble; Wanda E. McCarley, Purcell; Helen Hand, Tulsa; Eloise Grav, Guthrie; Frances Gossett, Chickasha; Hazel D. Fritch, Norman; Margaret Eikner, Altus; Paul R. Deuster, Green Bay, Wisc.; Mrs. Virginia Beeler, Norman; Francis A. Trindle, Norman; Mary Leigh Taliaferro, Ponca City; Dorothy Mae Stuart, Lawton; Hubert Smrcka, Yukon; Harold Rogers, Ada.

ASSOCIATION'S LOSS AND GAIN

(CONTINUED FROM PAGE 58)

forward with equal enthusiasm to the future of the association under the leadership of Ted Beard.

Ted, whose real name is Thomas Marion, graduated from the University in 1921 in the same class with Frank. Both men are Phi Beta Kappa members. Ted has at least one advantage over his predecessor. In 1921 he married Katheryn Louise Haxel, of McAlester, while Frank has remained a bachelor.

The new alumni secretary belongs to so many honorary associations that it would take a Greek professor to figure them all out.

He has been with the Department of Public Relations in the University for many years and was national chairman of the public speaking committee of the National University Extension association from 1926 to 1935. From 1931 to 1934 he was the executive secretary of the Association of University and College Broadcasting stations, and is recognized throughout the United States as the outstanding manager of a college broadcasting station. He is director of the Oklahoma Forensic league, which conducts all of the debating and oratorical contests in the high schools of the state.

Through his duties as director of that league and as manager of the radio station, and as a member of the Public Relations department, he has had perhaps more personal contact with high school and college students throughout the state than any other man. He is active in civic affairs and in the American Legion. His wide experience has given him acquaintances throughout the state, which will be most valuable to our association. He is a man of tireless energy and creates confidence in all with whom he comes in contact.

Under the new arrangement, Ted will have charge of the tasks previously handled by Frank Cleckler, and also will continue as manager of the University radio station and director of the Oklahoma Forensic league. Arrangements have been made for a full-time editor for the Sooner Magazine and a full-time assistant in the executive office. Under this arrangement, Ted will have considerable time to visit alumni groups throughout the state, and the prospects for a larger and better organization are indeed encouraging.

Including the Union business, our executive secretary now handles approximately \$175,000 a year, which is getting into the class of big business. While our chief function is to build good will for the University and keep the alumni and former students in closer contact, at the same time the business duties of the secretary are important. The officers of the association are confident that Ted Beard will perform these duties efficiently and that under his guidance, the association will continue its steady progress.