

Tenth Anniversary

THE SOONER MAGAZINE is ten years old.

That simple statement may not sound exciting to Sooner graduates of recent years who have taken the alumni magazine as a matter of course. But to Joe Brandt, Frank Cleckler, John Gordon and others who were present at the birth of the magazine and nursed it through its infant years, a Tenth Anniversary is *Something*.

Ten years doesn't sound like a long time. But just ten years ago the present University Library building was still under construction; the Union Building was not yet completed; the Infirmary was being put into use for the first time; enrolment for the fall term was little over 4,800; and Frank Cleckler was just starting his administration as alumni secretary and manager of the Union.

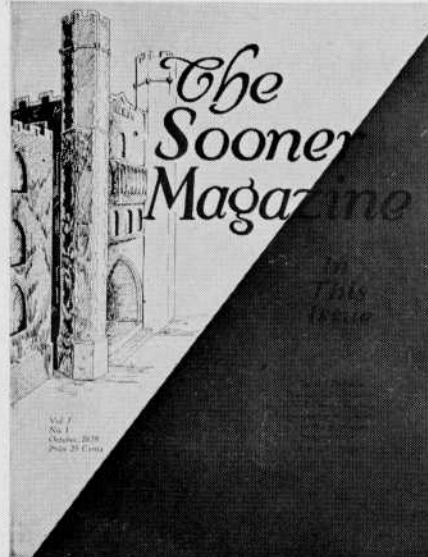
Frank tells the story of the magazine's establishment like this:

"Many interested alumni and faculty of the University had long seen the need for an alumni magazine and, accordingly, neither Joe Brandt, the first editor, nor myself, as alumni secretary, claims credit for originating the idea. However, when Joe Brandt and I returned to the Campus in the fall of 1928, the very first thing we did was to initiate plans which resulted in the publication of Vol. I, No. 1, as of October 1, 1928.

"For a good many months prior to that time I had been corresponding with President Bizzell and others about resigning my position in Washington and returning to the University as alumni secretary. While on my vacation in the latter part of August, I finally decided to burn the bridges behind me and take on the then very uncertain job as alumni secretary for the University of Oklahoma.

"The very day I began these duties, which as I remember it, was the day following Labor Day of 1928, Joe and I got an old pine table and a couple of chairs in what is now the dean of men's office, a couple of pencils and scratch pads and started to work outlining plans for an alumni magazine which we, with the subsequent approval of the Alumni Executive Board, named *The Sooner Magazine*.

"We made up a list of articles which we thought we could get together during the next few days and immediately called for that same night a conference of alumni faculty whom we believed could give us for the class notes some personal items



The cover of the first issue of The Sooner Magazine, October, 1928.

about alumni they had seen or had had some contact with during the summer. This was the original source of the class notes which have been continuously carried to this day.

"Joe started to work on the articles and I on the advertising and other innumerable details necessary to getting out a new sheet.

"We printed enough copies of the first issue to send one to each graduate whose name was then on file in the alumni office. It so happened that the classes of 1927 and 1928 had not been entered in the alumni files but we somehow got these names and included them in our mailing list. Somewhere near October 1, Volume I, No. 1, was released by the University Press and, as we had no addressograph list at that time, the addressing of the more than 5,000 copies was done on the typewriter, mainly by student assistants.

"As we were extremely anxious to get the first issue out on time, the few clerical employes of the Alumni Office (part-time student assistants), myself, Joe Brandt, editor of the University Press, the late Sam Crawford, then superintendent of the Press, and practically all of the employes of the Press worked all night addressing, stuffing, and sorting geographically, as is necessary under postal rules, some 5,000 or more copies.

"Not only did we do this on the first issue, but for several subsequent issues the

sun was well over the water tower before the last copy was addressed, sorted geographically and ready for the eagle eye of Ed Burke, Norman's long time assistant postmaster—that walking dictionary of postal regulations.

"As the records will indicate the *Sooner Magazine* was received very enthusiastically, due largely to the ability and interest of the then editor, Joe Brandt. However, many were skeptical as to our ability to continue the publication. Many opinions were expressed that two, three or six months would see the death of another 'noble experiment.'

"It would take entirely too much space to outline the many problems and difficulties encountered in the first year of publication, but all of them were surmountable in one way or another, and the *Sooner Magazine* has not missed an issue and has continued to serve the alumni and University in a most commendable way."

The lead article in the first issue of the Magazine was *Prexy's Problems*, written by President W. B. Bizzell.

Dr. Bizzell commended the establishment of an alumni magazine and expressed belief that it could perform valuable services for the University.

"A modern university is a complex organism," he wrote. "It consists of a great student body, faculty members, parents and former students. It is not an easy task to maintain co-ordination of effort between complex groups composed of these diverse elements. But in addition to these groups, there is a great supporting citizenship that is ever sensitive to the welfare of the institution and jealous of its reputation.

"I am hoping that *The Sooner Magazine* will help to bring into closer coordination the important elements that constitute the University's clientele. I hope this issue may give you some indication of the service that we anticipate it may render in this capacity."

O.U.'s alumni magazine was started with a sound editorial basis by Editor Brandt. An able newspaperman, with metropolitan experience as city editor of the *Tulsa Tribune*, he took the view that an alumni magazine should be primarily a news publication, and avoid being literary or controversial. This policy was continued by Ernie Hill, '32, who succeeded Mr. Brandt as editor in 1934, and by the present editor who was appointed when

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Hal Muldrow, Jr., '28

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The Trust Fund's First Ten Years

(CONTINUED FROM PAGE 12)

1921

T. M. Beard, Norman (and Mrs. Kathryn Haxel Beard, '24ex); Joseph A. Brandt, Princeton, New Jersey; Frank S. Cleckler, Muskogee; Goldia Dell Cooksey, Norman; Dr. Ben H. Cooley, Norman (and Mrs. Catherine Herrington Cooley, '20); A. R. Denison Tulsa; A. McKinnon, Jr., Sheridan, Wyoming; J. C. Powell, Norman; Dr. V. G. Presson, Tucson, Arizona (and Mrs. Lillie Wilson Presson, '22); Floyd E. Staley, Tulsa; Mrs. Christine Williams Waters, Oklahoma City; S. D. Burton (deceased); T. R. Leahy (deceased); Leslie E. Salter, Chicago, Illinois (and Mrs. Maud Carroll Salter '22ex).

1922

Mrs. Lillian Neely Bellah, Los Angeles, California; Denzel R. Carr, Honolulu, Hawaii (and Mrs. Elizabeth Ball Carr, '24); Mrs. Dove Montgomery Kull, Oklahoma City; Charles C. Miles, Norman; O. F. Muldrow, Ardmore (and Mrs. Margaret Dannenberg Muldrow, '30); Ralph H. Records, Norman; Fred Thompson, Norman; William A. Watkins, Seminole; W. J. Chesher, Littlefield, Texas; Mary Jo Turner, Washington, Oklahoma; Lawrence P. Williams (deceased).

1923

C. Guy Brown, Oklahoma City (and Mrs. Frances Cartwright Brown, '34ex); Kitty Shanklin Rountree, Oklahoma City; E. H. Skinner, Kansas City, Missouri; Edythe Strith Triplett, Oklahoma City; John F. Wilkinson, St. Louis, Missouri; Lawrence R. Hagy, Amarillo, Texas.

1924

Jerome Samuel Byers, Oklahoma City; Lovell V. Chaney, Bartlesville; Coleman Hayes, Oklahoma City (and Mrs. Patty Love Smith Hayes, '26ex); Frank S. Horne, Wichita, Kansas; H. K. McDowell, Oklahoma City (and Mrs. Frank Manning McDowell, '34ex); Almer S. Monronoy, Oklahoma City; B. S. "Chebie" Graham, Oklahoma City.

1925

R. L. Clifton, Enid; D. E. "Bill" Hodges, Oklahoma City (and Mrs. Puilla Hill Hodges, '25); Ralph A. Johnston, Houston, Texas; David R. Milsten, Tulsa; Lee B. Thompson, Oklahoma City (and Mrs. Elaine Bizzell Thompson, '27ex); Ralph G. Thompson (deceased); Subert Turbyfill, Balboa, C.Z. (and Mrs. Mary Richards Turbyfill, '31).

1926

Dr. P. Richard Auriemma, Los Angeles, California; Roscoe Cate, Norman (and Mrs. Frances Mitchell Cate, '30); Ralph F. "Cy" Ellinger, Purcell (and Mrs. Loretta Sturgell Ellinger, '26); Jennings B. Koch, Norman; Dr. Lealon E. Lamb, Clinton (and Mrs. Margaret Waddell Lamb, '29); Frank C. Morris, Norman (and Mrs. Clemmontyne Corbett Morris, '30); Herbert H. Scott, Norman (and Mrs. Betty Pickard Scott, '29ex); Virginia Katie Sage, Verden.

1927

George A. Grimm, Stroud; J. Wilkinson Hoover, Bahrein Island, Persian Gulf; Lynden Mannen, Washington, D.C. (and Mrs. Patricia Lyon Mannen, '34).

1928

Capt. S. H. Alexander, Washington, D.C. (and Mrs. LeBeryl Henderson Alexander, '27); Albert Drake, Kansas City, Missouri; Lela Gibbins, Ardmore; J. C. Mayfield, Marietta; Hal Muldrow, Jr. Norman (and Mrs. Clara Mac Bell Muldrow, '26 ex); A. P. Murrah, Oklahoma City (and Mrs. Agnes Milam Murrah, '27); Tom R. Benedum, Norman (and Mrs. Lucille Williams Benedum, '28); Q. M. Spradling, Norman (and Mrs. Alta Louise Ireland Spradling, '29); Russell A. Wiles (deceased).

1929

Dr. Leonard C. DeLozier, Chicago; Galen Allen Foster, Bartlesville; Dr. James O. Hood, Norman; John R. Pearson, Pawhuska (and Mrs. Wynola Walker Pearson, '29ex); T. Jack Foster, Nor-

man (and Mrs. Gladys H. Foster, '23); Thelma Aldridge, St. Joseph, Texas.

1930

William B. Cram, St. Louis, Missouri; Andrew Fraley, Oklahoma City; John B. Gordon, Houma, Louisiana; D. Horton Grisso, Seminole (and Mrs. Evelyn Fleegeer Grisso, '30ex); Richard D. Robey, Jr., Tulsa (and Mrs. Mary Elizabeth German Robey, '30); Will Rogers, Washington, D.C.; Brunette Shanklin, Norman; W. H. Martin (deceased); Albert G. Kulp, Oklahoma City (and Mrs. Virginia Kramer Kulp, '31); Fred A. Barkley, Missoula, Montana (and Mrs. Elizabeth Anne Ducker Barkley, '30).

1931

Kathleen DeGroot, Oklahoma City; Benton Ferguson, Fort Worth, Texas (and Mrs. Mazene Brown Ferguson, '32ex); Roy C. Jenkins, Los Angeles, California; Paul Thurber, Guymon; Dr. James M. McMillan, Chickasha (and Mrs. Clarice Hadsell McMillan, '29); Glenn C. Couch, Norman.

1932

Mrs. Bertha M. B. Munn, Millerton; Jim Robinson, Tahlequah; Herbert Branan, Muskogee (and Mrs. Elizabeth Trumbo Branan, '29); J. Arthur Herron, Francis (and Mrs. Blanche Carleton Herron, '34ex); Hicks Epton, Wewoka (and Mrs. Thelma Pate Epton, '32); Mrs. Arta Maginnis James, Salina, Kansas; Lucy Tandy, Norman.

1933

Edgar Baxter, Oklahoma City; Otis Blankenship, Norman; Curtis Grimes, Los Angeles, California; Ernie Hill, Oklahoma City (and Mrs. Christine Squire Hill, '33); W. Bryan Scott, Ardmore; Neil Keller, Norman, (and Mrs. Helen Moore Keller, '31ex); Oliver Hodge, Tulsa (and Mrs. Faye Hall Hodge, '37); Gasier D. Maddox, Maracaibo, Venezuela.

1934

Ralph V. James, Norman; Harry E. Moore, address unknown (and Mrs. Allie Smith Moore, '34); Earl Sneed, Jr., Tulsa (and Mrs. Cornelia Lynde Sneed, '37); Joe Fred Gibson, Oklahoma City.

1935

Homer R. Heck (and Mrs. Mildred B. Heck, '31ex); Max Gilstrap, Grand Canyon, Arizona (and Mrs. Gilstrap, '37ex).

1936

Stewart Harral, Norman.

1937

Leonard B. Allen, San Diego, California; J. F. Malone, Norman; Owen Townsend, Norman; Boyd Gunning, Norman (and Mrs. Eleonore Ad-erhold Gunning, '38); Sam Pack, Washington, D.C.; Ralph Kenyon, Okmulgee.

1938

Otis T. Bourns, Norman; Bruce Inman, Washington, D.C.; Alfred Naifeh, Norman, Hubert Gibson, Norman.

Honorary

Dr. S. W. Reaves, Norman.



Tenth Anniversary

(CONTINUED FROM PAGE 5)

Mr. Hill resigned in 1936 to take a position with the *Oklahoma News*.

In the first issue Mr. Brandt explained the establishment of the magazine and set the course for its future policies in the following editorial:

Thirty-six years have elapsed since the University of Oklahoma was established in the then small village of Norman. During that period, more than six thousand graduates have gone forth, in addition to hundreds of students who were unable to complete their courses for degrees. Varied and ingenious efforts have been made by the alumni association, working without funds and usually under great handicaps, to knit together this great group of former students, but with indifferent success.

Ranking fifth in enrollment among the state universities of America the University was practically the only state school not to have a regular alumni magazine; and one of the few universities

of any consequence in the country that did not maintain a strong active alumni association.

However willing and aggressive various alumni boards have been—and persistent effort to build a strong association testifies to the purpose of these boards and their energy—intelligent purpose was defeated by absence of a regular magazine, that would serve as a mirror for the activities and interests of all.

This year the long-deferred hope of establishing a regular magazine for former students has been realized, thanks to the energy of the University of Oklahoma Association board and the intelligent co-operation of the University of Oklahoma during these trial years.

Here, then, thirty-six years after the university began sending out graduates, appears a magazine which should have been existent years ago.

What should be the purpose of *The Sooner Magazine*?

The experience of many other graduate and alumni magazines naturally sets itself as a guide for this one, newest of the new.

The Sooner Magazine should be a NEWS magazine, keeping pace with the activities of former students of the University, recounting the steps in progress made by the University itself.

It should contain the maximum of news and the minimum of propaganda. Its only policy should be fairness in giving news, adequacy in serving the University of Oklahoma Association and its members.

This is in keeping with the best traditions of American alumni magazines, which long ago abandoned pretensions to be literary or controversial. All but a few conform to the purpose stated for *The Sooner Magazine*—to publish the news.

* * *

The Sooner Magazine in its first decade of publication has compared well with other alumni magazines of the nation.

In its tenth year it changed from a ten-month to a twelve-month publication basis, and there are only about a dozen alumni magazines in the nation that publish as many as twelve issues a year. The O.U. magazine won two awards and one honorable mention in the five magazine contests conducted by the American Alumni Council this year. And in the August issue appeared a Law Alumni Directory which is to be the first of a series of directories of the various divisions of the University, sent to Alumni Association members without any additional cost.

Printing the *Sooner Magazine* is the chief item in the budget of the Alumni Association. If membership in the Association continues to increase during the next ten years, it should be possible to continue improving the magazine. This is true because larger circulation means a lower unit cost per copy of the magazine. It would cost much less per copy to produce seven thousand copies of one issue of the magazine than it costs per copy to produce thirty-five hundred. Savings in unit cost can be applied to improvements on the magazine.

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Kenneth C. Kaufman, '19ma, professor of modern languages in the University and literary editor of the *Daily Oklahoman*, served during August as acting editor of the Bobbs-Merrill Publishing Company in Indianapolis, Indiana.

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George H. Newton, Jr., '38ex, has been appointed second lieutenant in the Field Artillery in the Army Reserve Corps.

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