

Clearing the Desk

WE will welcome Joe Brandt back to the campus for a very special reason. Not because we knew him when, or because we think he is a very able man—which we do—but because he is such an outstanding, peerless punster. Maybe he will think puns below the dignity of a university president, but the habit of a lifetime is difficult to break. And a university president needs a sense of humor about as much as anyone. When he was editor of *Sooner Magazine*, he often brightened the pages of this compendium with a play on words. But it was in ordinary, run-of-the-day conversation that he excelled in catch-as-catch-can punning. He caught them out of the air, quickly, easily—with none of the labored anguish of an amateur trying to pun. Princeton's loss is our gain.

SIGNS OF THE TIMES DEPARTMENT: An aged man whose eyesight had seen better days was watching the Homecoming Parade. When the Women's Athletic Association float came along with a load of pretty girls and W. A. A. in big initials, he smiled and said, "Isn't that nice—W. P. A." Bystanders tittered, and then laughed outright as he added in an admiring tone of voice, "Boy, that sure is a pretty project."

ANNOUNCEMENT that Joe Brandt had been selected as the next president of the University was the biggest news story to come from the University in fifteen years, in the opinion of the *Oklahoma Daily*. The announcement came from a regents meeting at 1:15 p. m., and the *Daily* staff had an extra on the street at 2:40 p. m.

IN A CLUB overlooking the ships steaming in and out of New York Harbour, three men met for lunch recently. One was Harold V. Bozell, a Jayhawk, professor of electrical engineering at O. U. from 1908 to 1916, later of Yale, and who recently has been made president of the General Telephone Corporation. This is the second largest telephone company in the United States. Another of the three was Charles W. Hamilton, '12ba, vice president of the Gulf Oil Corporation. And the third was Robert Calvert, '09, consulting chemist and chemical patent attorney who is chairman of the New York section of the American Chemical Society. "I always remember C. W. Hamilton," writes Mr. Calvert, "for having once paid seventy-five cents for an ordinary serving of sliced peaches at a breakfast at the St. Regis." Anyway, whether the food served is a hamburger or a de

luxure order of peaches and cream, you hear about Sooners getting together everywhere.

JACK RIDLEY, '39, writes to say he is not in the Army, as was erroneously reported in this magazine. At least he isn't yet.

SOME OF our readers might be surprised to know how effective an advertising medium this publication really is. Every one of the political candidates who advertised in this magazine during the campaign won in the primary election and in the general election. Insertion orders for the next election now being received. But not guaranteed.

WHILE WINTRY WINDS are whistling around the Union Building, Lieut. Robert B. Prock, '40bus, is basking in the Hawaiian sunshine, he writes with obvious relish. He is assistant purchasing and contracting officer for Schofield Barracks, but his note indicates that he is not spending all his time, by any means, on purchasing and contracting. "Surfing is truly a great sport," he says, and goes on to tell about swimming and loafing under the palms. In fact, he sounds more like a recruiting officer than a member of the Quartermaster Corps.

JUST FOR VARIETY we quote from a letter from T. Bernard Jones, up at Detroit, Michigan. "This cold weather makes me wish I was back there in the cafeteria behind the fountain," he writes Alumni Secretary Beaird. "Seems like winter comes pretty early in this country." Mr. Jones is an engineer in training for the Ethyl Gasoline Corporation.

THIS HAPPENED some time ago, but it's typical of Sooner meetings. R. L. McBrien, '33eng, project engineer for United Air Lines, was returning to Chicago from Cleveland, by air. Shortly after he had boarded a Mainliner at the Cleveland airport the stewardess informed him that one of the passengers on the plane was an old acquaintance of his from Oklahoma. The other passenger turned out to be Fred Newton, '34eng, whom he had not seen or heard of for six years. Mr. Newton is employed by Universal Oil Products Company and was traveling from New York to his company's Chicago office. Both travel frequently, and had plenty of interesting experiences to exchange before the plane reached Chicago.

DOWN AT TYLER, Texas, Monte Hayner, '29, dictates a letter to Alumni Secretary Beaird expressing regret that the Big Six declined the proposal to send the conference champions to the Cotton Bowl at Dallas each year to meet the Southwest

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Conference champions. Being an insurance man by profession, he doesn't give up easily. "It may be only a year or two before they can get together."

ANOTHER THING worth noting in the selection of Joseph A. Brandt as the next president of the University is that the job sought the man, instead of vice versa. He had to be talked into accepting the position. Neither he nor any special group conducted any campaign in his behalf. What happened was that the regents decided first the kind of man they wanted. Then they decided that Joe Brandt met the qualifications better than anyone else. Then they had to persuade him to accept the place, since he was happy in the position he had, and had turned down better financial offers, and also was well aware of the difficulties to be faced by any president of the University of Oklahoma. The fact that the choice was made without any factional groups of alumni or other interested persons arguing for and against this and that "candidate" makes it all the more easy for everyone concerned to give wholehearted support to the new administration.

DURING HOMECOMING events we asked a lot of alumni what department of *Sooner Magazine* they liked best. Almost invariably the Roll Call Section, consisting of personal items about alumni, was listed first. This agrees with the results of a careful survey of alumni magazine readers made by the national advertising agency, N. W. Ayer. Readers of nearly forty different alumni magazines in various parts of the country were questioned about their preferences for various kinds of subject matter. A scientific sampling method was used, so results should be fairly accurate. The following table was compiled on the basis of a preferential vote for first, second, and third choice among eleven general classifications of editorial matter:

Alumni Personals	46.1 per cent
Sports	23.9 per cent
Campus Activities	18.0 per cent
Letters from Alumni	6.2 per cent
Articles by Alumni	4.6 per cent
Articles by Faculty	3.1 per cent
Messages from President	2.8 per cent
Articles by Students	Less than 1 per cent
Stories	Less than 1 per cent
Data on School Finance	Less than 1 per cent

We believe that *Sooner Magazine* readers' preferences agree in a general way with those shown in the table, particularly in regard to the first three classes. As for the last three items, this magazine publishes no fiction stories; only rarely uses an article by a student; and tries to restrict data on school finance to really significant material and to present it in easily understood form. This magazine's special, exclusive field is that of alumni personal items—and that's the kind of material we try hardest to get. Brother, can you spare an item?

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