

President-Elect Brandt Enlists Support of the Alumni in a Great Task

MORE important, it seems to me, than that fact that an alumnus has been named president of the University is the fact that in several ways we have reached a milestone in Oklahoma. First of all, we have demonstrated that when our alumni reach high places, they can place service above self. We have a governor who is an alumnus; we have a Board of Regents' president who is an alumnus; we have a board with a large number of alumni as members. Their utter sincerity and desire to serve Oklahoma for the *sake of Oklahoma* is the most eloquent testimonial of how well our University has been serving the State and the best guarantee of the future we could want.

And of almost equal importance is the fact that when William Bennett Bizzell, a great and noble person who has served the State with the greatest courage and loyalty, retires as president, he does so with the honor he has so richly earned but which, in the past, we have withheld from our University presidents—the honor of serving as president emeritus.

I love the University of Oklahoma, as all my intimate friends know, in the same intense way that an alumnus of Yale or Princeton does. Therefore, when the Board of Regents approached me, I was deeply moved with the honor. Nevertheless, the decision Mrs. Brandt and I finally made was extremely difficult and probably no person ever approached a university presidency with greater reluctance than I did. I have been most happy in publishing, and the kindness which Princeton has shown me and my family added to our reluctance to change careers.

The board persisted and finally we decided to take on the job. The avalanche of telegrams and letters from faculty, alumni and other citizens of Oklahoma would have dissipated any doubt that might have remained in our minds as to the wisdom of our decision. I promise all of you that I will dedicate myself to the University of Oklahoma with all the enthusiasm, courage and imagina-

tion I possess and so will Mrs. Brandt. And we hope that the fine, helpful co-operation all of you have been giving the University will not only continue but increase as the University and the State march forward.

Challenging as is the task at the University (and the Board of Regents never for a moment underestimated it), it is the larger problem of what we want to make of Oklahoma which cast the final vote in our minds to come back home. The obligations of students, faculty and alumni—the three component parts of any real university—do not stop with the campus when that university is a state institution. We are confronted in Oklahoma with some real problems of the first magnitude—a declining population, a serious fiscal situation, industrial unbalance, etc.—which all of us have to face with our best intelligence. If the farmer, the industrialist, and the trained educators can co-operate, not only will we solve those problems but in doing so we are going to create one of the greatest American commonwealths.

I have been tremendously impressed with letters from, and conversations with, my Eastern friends, all of whom see in the Southwest the last chance in the United States to create a typically American civilization, unhampered with the dead hand of tradition, yet respectful of the richness which tradition can give us. I know of no state in the Union to which we can honestly apply the term "great" that does not have a great university and a great agricultural college. I hope in time that we can give not only co-operation but a keen stimulus to professional men and industry in Oklahoma, in the same fashion that Oklahoma Agricultural and Mechanical College has so excellently served the farmers of the State.

In this way, education in a most real sense serves as a continuing factor in creating a great society. Is there anything, in times like these, when defeatism is in the air, that could be a greater, a more worthy task?

—Joseph A. Brandt

Brandt Elected To Succeed Bizzell

JOSEPH AUGUST BRANDT, 41-year-old former director of the University Press and a graduate of the University in the Class of 1921, will become president of the University of Oklahoma August 1, 1941.

The University Board of Regents announced Mr. Brandt's election to the position at a meeting November 15. He will succeed President W. B. Bizzell who is completing sixteen years as administrative head of the University and who last spring announced plans to retire at the close of the present school year. At request of the board, Dr. Bizzell agreed to serve until August 1, although he had previously planned to leave office a month earlier. Dr. Bizzell will remain on the University staff as head of the sociology department and director of the Semi-Centennial celebration.

The next president of the University is a sandy-haired, quick-witted scholar with many-sided intellectual interests, who nevertheless is able to understand the average citizen's view of things because of his years of work as newspaper reporter and city editor. Mr. Brandt in his work as head of the University of Oklahoma Press for ten years and as director of the Princeton University Press for the last two years became known as one of the most successful book publishers in America—an expert in finding authors, in encouraging and directing their work, and in designing and producing beautiful books.

Members of the Board of Regents sought him out and offered him the position as president because they believed he has the qualifications most desired, Lloyd Noble, '21, president of the Board of Regents, announced. Salary of the next president was set at \$10,000 a year.

The regents wanted a man with a southwestern background, preferably an Oklahoman and preferably a graduate of the University. They wanted a cultured, scholarly man. They wanted a comparatively young man. Joseph A. Brandt met these qualifications and although he was happy in his position at Princeton Uni-



Joseph A. Brandt, and ubiquitous pipe

versity and had turned down three other offers that were more attractive financially, he finally agreed to accept the call back to the University of Oklahoma.

When his election as next president of the University was announced, Mr. Brandt made the following statement at Princeton:

Naturally, at this moment, with the telegrams rolling in and long distance calls disrupting my peace of mind, I feel like a cub reporter covering a five-alarm fire.

It is a great honor being chosen as president of my alma mater and I appreciate more than I can say the opportunity to repay in part Oklahoma's kindness to me in giving me a free education. But I learned long ago that honor is merely a synonym for hard work. The regents have chosen me to succeed a hard-working president and I appreciate the task before me.

The job is sufficiently challenging to cause me to change my career as publisher, although any publisher is in the large sense an educator.

Sallye and I are glad to come back to our friends in Oklahoma. I think it should be the oil and not the people that Oklahoma exports.

The greatness of Oklahoma is going to be measured in time by the hard, clear, thinking her citizens do, and if the University of Oklahoma can contribute that quality, we need have no fear of the future.

This is not the time for fear; it is the time for faith.

Much as we regret to leave Princeton, where we have been extremely happy and everyone has been most kind to us we are delighted with the opportunity to serve again a state both of us love. It is accidental, of course, but it seems singularly fitting that the announcement of our coming should be made on the university's homecoming day.

If the people of the state will share the sincere enthusiasm and vision of the service their university can render all the people of Oklahoma which the members of the Board of Regents hold, we think that the future of the school as it enters its second fifty years will be an unqualified success.

Almost every university faculty has its own peculiar quality and it has been the fortune of Oklahoma that its university faculty has been willing to pioneer in a number of distinctive fields of learning and it is our hope that in a short time we can acquaint every citizen with a more intimate knowledge of the extreme loyalty and distinguished services so many of the university faculty have rendered.

Becoming a university president was about as remote from my mind as anything could be and while I was extremely reluctant to change my career, I have to agree that perhaps it is time for an alumnus to return interest on the state's educational investment and therefore Mrs. Brandt and I, having made the decision, will bring to task our complete loyalty, imagination, and enthusiasm.

Joseph A. Brandt was born on a farm in Seymour, Indiana, July 26, 1899. His family moved to Arkansas when he was three years old, lived in Tulsa for a short time before statehood, and settled there permanently in 1911. His father was Theodore Brandt, who died in Tulsa in 1939. His mother and a sister, Mrs. John A. Murray, live in Tulsa.

He attended Lutheran parochial schools in Arkansas and grade school in Tulsa, then entered Tulsa High School. There he was prominent in debating and edited the *Tom Tom*, then a monthly student publication. He decided at this time to become a journalist, rather than a preacher or lawyer, as earlier planned. In 1917 he was graduated, as valedictorian.

That fall he came to Norman with \$50 and began the four-year career as a self-



Joe Brandt as he appeared in his office at the O. U. Press

supporting student—washing dishes and stoking furnaces—which ended in a Rhodes scholarship and further opportunity to study.

His student life was a busy one. He established Delta Sigma Delta, a local fraternity that later became a chapter of Delta Tau Delta, national social fraternity. O. U. Delta Taus owe him a debt of gratitude, for he founded the chapter in a day when western chapters were not welcomed by the national organization that the local chapter was petitioning. Negative replies to Brandt's request for recognition only strengthened his determination. "National" stressed scholarship, so Brandt too, as president of the local group, demanded a high grade average among members. Chapter meetings had to begin at midnight, so the hard-working student newspaper editor could be present, but he led the group so successfully that the scholastic average was raised and the national charter was obtained.

On the staff of the *Oklahoma Daily* with him were Harrington Wimberly, '24ba, now an Altus newspaper publisher and member of the University Board of Regents; Tully A. Nettleton, '23ba, now editorial writer for the *Christian Science Monitor*, Boston, Massachusetts, and Ennis DeWeese, '21ba, now publisher of the *Southeast American*, Hugo.

As a first-year cadet in the R. O. T. C., Brandt took orders from Capt. Lyle Wilson, now head of the United Press Bureau in Washington, D. C.

While he was still a student, he worked for two summers as a reporter for the *Sapulpa Herald*, the editors of which offered tempting inducements to him to remain in their employ rather than finish his college course in journalism. Brandt, however, re-enrolled in the University and

was soon granted a Rhodes Scholarship to Oxford.

By the time he received a bachelor's degree from the University in 1921 his activities were numerous. He was member, and now is an active alumnus, of Sigma Delta Chi, professional journalistic fraternity. Many of the journalism instructors at the University today knew the sandy-haired youth who directed the *Daily*. He was a member of Pe-et, honorary leadership organization, Blue Pencil, literary fraternity; and Websterian Debating Society. He was a Letzeiser medal winner in his senior year.

At Oxford University, where he studied as a Rhodes scholar, the young journalist received three degrees, B. A., B. Litt., and M. A., and completed a study of political and constitutional history of Spain. This study he later enlarged into a book, *Toward a New Spain*, published in 1932 by the University of Chicago Press. The strength of his lanky physique he used to excellent advantage during the two seasons he rowed with the Lincoln College crew at Oxford.

When he returned to the United States he was almost an Englishman in appearance and speech. Within a short time after he returned to Oklahoma, however, he again resembled the Joe Brandt his friends had known. First he accepted a position as reporter, and later as city editor, of the *Ponca City News*, where he remained for one year. From there he went to Tulsa, where his family had resided for many years, to take a position as reporter for the *Tulsa Tribune*.

When he arrived in Tulsa he was assigned to cover the opening of the new Mayo Hotel, for which formal invitations had been issued to the more aristocratic Tulsans. With his English dress, speech

and mannerisms, Brandt was immediately taken for a distinguished Englishman and the rumor passed quickly among the guests. Soon a photographer from the *Tulsa World* rushed in to photograph the tall traveler, and the following morning Brandt's smiling countenance graced the front page of the opposition newspaper. Gleeefully the *Tribune* followed up with a picture, with proper identification, on the front page of the *Tribune*.

The incident was only a preface to the full newspaper life that Brandt enjoyed on the *Tribune* staff. Starting as a reporter, he became city editor in a short time. In this capacity he supervised the work of numerous reporters, among whom was Miss Sallye Little, graduate of DePauw University and daughter of a prominent pioneer family in Oklahoma.

In the office she was just another reporter, dutifully filling the assignments given her. But romance developed, and in 1928 the city editor and reporter were married.

Mrs. Brandt was born in Perry, which was laid out as a town by her father, the late William T. Little. Mr. Little published the first newspaper in Oklahoma Territory, the *Guthrie Getup*. He provided the first trees for the University campus, by giving President David R. Boyd a surplus from an order he obtained to plant the Perry townsite.

In Tulsa High School and in DePauw University, Greencastle, Indiana, Mrs. Brandt specialized in English and journalism. She is a member of Kappa Kappa Gamma sorority, and Theta Sigma Phi, journalistic fraternity for women.

Her mother is Mrs. William G. Long, of Oklahoma City, who for ten years was assistant postmistress of Perry. Her brother, Edward Little, lives at Allen, Oklahoma.

The Brandts have two children, Brenda, 11 years old, and Teddy, 10 years old, both born in Norman.

When President Bizzell came to the University of Oklahoma in 1925, one of the major plans he had for the future was the establishment of a press that would publish scholarly books not acceptable to a commercial publisher.

"I hunted for three years for a man to head up this press," President Bizzell recalled last month. "I finally did get in touch with Joe Brandt in Tulsa. I met him and we had a social conversation one day. I didn't say anything to him at that time about what I had in mind. Later I offered him the position, he studied it over, and accepted. He came here in 1928 and his accomplishments are known to everyone associated with the University. He is one of the finest publishers in the United States. There are few men—I doubt if there is any man—who know more about the designing of a book than Joe Brandt. He did a wonderful job

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here for us and in those years I became very much attached to him."

Before Mr. Brandt's arrival, the University had a "print shop." He established a "Press" with a printing division and a publishing division. At the same time, Mr. Brandt became the first editor of *Sooner Magazine*, which was established in the fall of 1928 in connection with a reorganization of the University Alumni Association. Mr. Brandt continued as editor of the magazine until 1933, although he tried to resign a year earlier because of increasing pressure of work as director of the press. His careful work and planning made *Sooner Magazine* immediately popular with alumni, and gave the new publication a fine start.

First book published by the University Press was the first volume in the *Folk-Say* series by B. A. Botkin.

Under Mr. Brandt's personal encouragement, John Joseph Mathews wrote *Wah'Kon-Tah; The Osage and the White Man's Road*, which was published by the Press. It sold 50,000 copies and was the first book published by any university press to be selected for first choice by a major book club. Later, the Press published Paul B. Sears' *Deserts on the March*, one of four books chosen for Book-of-the-Month Club fellowships. This book, also, reflected many constructive suggestions from the director of the Press.

Mr. Sears commented recently, "That the Press saw fit to publish a book like mine in a definitely scientific field, which most people would say right off was dry as dust, is proof of the vision and imagination of Joe Brandt. Only imagination could have brought his realization of the possibility of making a success of such a book."

During Mr. Brandt's ten years as director of the University of Oklahoma Press eighty-five books, most of them of regional significance, were published by the Press. Many of these books served to draw nation-wide attention to Oklahoma and to southwestern history, sociological problems and industrial development.

Mr. Brandt started the University Press series on Civilization of the American Indian, which now contains nineteen titles and is considered one of the outstanding examples of constructive regional publishing in the entire nation.

As associate editor, he contributed much to the success of *Books Abroad*, the foreign book review quarterly published by the Press and edited by Dr. Roy T. House of the modern languages department.

Widely versed in German, French, Spanish and English literature, he knows good book material when he sees it. His own style of writing, reflective of his news-

paper training, is direct, concise and un-evasive. His favorite author is the English writer, Arnold Bennett.

His success as head of the University Press attracted national attention in the publishing field, and in the spring of 1938 he was offered a position as director of the Princeton University Press. The position was so attractive, both financially and in professional prestige and in publishing opportunities, that he reluctantly decided to leave Norman and accept the offer.

Brisk and energetic, he blew into the staid Princeton campus like a sudden breeze, scattering the dry leaves of academic habit and tradition in the Princeton Press. The personnel there raised eyebrows at first, but soon captured some of his contagious enthusiasm about getting the job done, and his accomplishments at Princeton have been noteworthy. The fact that he was happy in his work there—and that Princeton was happy about it too—is well illustrated by his refusal of three offers of other positions at attractive salaries within the last two years.

No description of Joseph Brandt would be complete without mentioning his reputation among his friends as a punster. His sense of humor is excellent. And if the occasion demands, he can clinch the point of an argument with a barbed witicism as pungent as a Darling or Fitzpatrick cartoon.

The unpretentious Brandt home in Norman was a popular gathering place for writers, newspaper people, lecturers, outstanding scholars, and other people with intellectual interests—the kind of people who get real enjoyment out of using their minds. Any gathering at the Brandt home was certain to be stimulating as well as entertaining.

His friends love him for his enthusiasm, his driving energy, his ability to take an active, intelligent interest in everything under the sun. They believe that these qualities will go far toward making him an effective, popular leader for the University.

When Mr. Brandt's election to the presidency was announced, there was an immediate and favorable reaction.

Governor Leon C. Phillips, a graduate of the University himself, told newspapermen that he was confident the University of Oklahoma would have a "great future" under its new president, and that he was "very happy" about the way the Board of Regents had made a choice.

President Bizzell commented "My long years of association with Joe Brandt while he was director of the University of Oklahoma Press made it possible for me to know him intimately. He is a man of excellent ability and fine scholastic attainment. I believe his appointment by the board of regents will meet with widespread approval."

The Executive Board of the Alumni Association adopted a resolution commend-

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ing the choice made by the regents, as is related in detail in the article about the Homecoming meeting of the board elsewhere in this magazine.

Faculty members sent their congratulations and voiced their approval of the choice.

Student opinion, as reflected in the *Oklahoma Daily*, was quite favorable. Said the *Daily* in an editorial:

After months of speculation as to the board of regents' plans for the presidency, Joseph Brandt has been chosen to succeed President Bizzell in office, his appointment to become effective next August 1, when Bizzell voluntarily retires from the service that has occupied him completely for 15 years.

The board is to be congratulated on its choice as well as upon the wisdom of naming the new president before the next session of the legislature. As it stands the board's appointment is beyond reproach, obviously removed from all political pressure. If the board had waited there is no doubt that, altho its ultimate choice be the same, the politicians of the state would have attempted to influence selection of a man to fill one of the most important jobs in the state.

In choosing a native Oklahoman for the position, the regents have done honor to the state. By shopping around throught the nation they could have found a competent scholar for the job, but an outsider would have lacked the invaluable background and sixth sense that can come only to one who has viewed Oklahoma politics and the growth of the university from a ringside seat. Joe Brandt has this distinct advantage: he knows what the score is. He is a practical scholar, a realistic idealist, and he has full understanding of the magnitude and responsibilities of the duties before him.

Joe Brandt will return still as a young man to the university from which he was graduated and in which he later worked thru a decade as first director of the University Press. Neither self-seeking nor ambitious, Brandt is a man to whom success comes willingly—perhaps because he has a mind that thinks not in terms of success but of accomplishment. None of those who know Joe Brandt can doubt but that he will lead the university thru years of progress and harmony.

The *Norman Transcript*, always well informed on University affairs, expressed confidence that Mr. Brandt is well fitted to become a great college president. The *Transcript* said editorially:

University alumni and Norman townspeople who have taken an active interest in the welfare and the progress of the University rejoice that the regents have named Joe Brandt to succeed Dr. W. B. Bizzell as president.

Mr. Brandt is well fitted by scholastic training, varied experience, personality, and temperament to become a great college president. Through his previous connection with the school he is intimately acquainted with its history, its strength, its weaknesses, and its general problems, and there is no doubt that he will take hold where Dr. Bizzell leaves off and lead the institution to still greater achievements.

Mr. Brandt at 41 is old enough to appreciate the responsibilities he will assume and to realize the tremendous task a university presidency entails, yet he is young enough to have a world of energy and enthusiasm for the job. This makes a splendid combination of talents.

Mr. Brandt returns to the University under auspicious circumstances. Governor Phillips has just made a public statement that he concedes the University must have more funds, despite the deficit in state finances and the need for rigid economy in expenditures. We have an excellent board of regents and having the support of the governor, the school should have no further setbacks.

Medical Alumni News

By IDA LUCILLE WALLACE

OUT of several hundred candidates who recently took examinations for entrance into the United States Army Medical Corps, thirty-nine were selected as meeting the requirements. Of these, Dr. T. T. Beeler, Jr., '37med, ranked highest in the examination. Dr. Fratis Duff took a similar examination last March and ranked third among the forty-seven men accepted.

► Dr. James D. Huskins, '38med, formerly a practicing physician at Siloam Springs, Arkansas, is now at Fort Benning, Georgia.

► Dr. Logan I. Evans, '16med, is now at Long Island City, New York.

► Formerly on the staff of Charity Hospital at New Orleans, Louisiana, Dr. Paul Kernek, '39med, is now resident in orthopedics at St. Anthony Hospital in Oklahoma City.

► Dr. John Henry Benward, '39med, formerly at Ancher Hospital, St. Paul, Minnesota, is now resident at the St. Louis City Hospital, St. Louis, Missouri.

► Dr. William H. Amspacher, '36med, has been promoted to rank of captain in the United States Army Medical Corps and is now located at Fort Benning, Georgia.

► Dr. Robert F. Loughmiller, '37med, formerly on army duty at Fort Sill, is now stationed at Fort Benning, Georgia.

► Dr. Phil Lambke, '33med, and Mrs. Lambke, of Oklahoma City, announce the birth of a son in November. Dr. Lambke is engaged in general practice in Oklahoma City.

► Miss Ethelyn Greene, of Oklahoma City, and Dr. Fred V. Shadid, '40med, were married in October at Chicago. The couple have established a home in Oak Park, a suburb of Chicago where Dr. Shadid is serving his internship at Oak Park hospital.

► Dr. Joseph Dudgeon Walker, '22med, has been appointed visiting surgeon in ophthalmology at Jefferson Davis Hospital, Houston, Texas.

► Miss Carolyn Tyer, of Ardmore, and Dr. William A. Loy, '37med, were married October 5 at Boston, Massachusetts. Mrs. Loy attended Oklahoma A. and M. College at Stillwater where she was a member of the Women's Quartet and was a pledge to Pi Beta Phi sorority. Dr. Loy was a member of Kappa Sigma fraternity at the University. He is director of the Carter County Health Unit at Ardmore, but is on a year's leave of absence for

postgraduate medical study at Harvard Medical School in Cambridge, Massachusetts.

► Dr. Fred A. Burg, '39med, and Mrs. Burg, who were married last May, have established a home at Fresno, California, where Dr. Burg is a member of the resident staff of the Fresno General Hospital. Mrs. Burg is a graduate of the University of Washington, Seattle.

► Dr. Paul Lionel Getzoff, '35bs, who later received his master's degree from Louisiana State University, is now resident in urology at Charity Hospital in New Orleans, and is teaching fellow at the Louisiana State University School of Medicine, where he is engaged in research work in experimental surgery. He was recently married to Miss Marian Laurans of Fall River, Massachusetts.

► Miss Margaret Whitehurst, '35, and Dr. John Ashley Cunningham, '36med, were married in October at Oklahoma City. Mrs. Cunningham was a pledge to Kappa Alpha Theta sorority at the University. Dr. Cunningham is a member of Kappa Sigma fraternity. He is a practicing physician at Oklahoma City.

► Dr. John M. Butcher, '36med, and Mrs. Butcher, of Sarasota, Florida, announce the birth of a son, John Richard, October 15.

► Clara Frances Palmer, '27ba, '35nurse, '38bs, '40med, is an interne in obstetrics and gynecology in the University of Minnesota Hospitals in Minneapolis, Minnesota.

► Dr. Jack Cawley, '38med, is practicing medicine and surgery at Bakersfield, California.

► Rugie R. Coates, '37med, is resident surgeon in eye, ear, nose and throat at University and Crippled Children's Hospitals in Oklahoma City. He spent two years as interne at these hospitals and last year practiced medicine at Duncan, Oklahoma.

► A son was born to Dr. N. F. V. Barkett, '37bs, '39med, and Mrs. Barkett October 6. Dr. Barkett completed his internship at Emergency Hospital, Washington, D. C., and is now serving a residency there.

► Dr. J. M. McMillan, '33med, and Mrs. McMillan (Clarice Hadsell, '29ba), of Vinita, recently made a trip to New York, where they visited friends and saw the sights of New York.