

Good Will Builder

No Novice in Public Relations Work, the New O. U. Alumni President Has Some Definite Ideas for His Administration

A man who thinks that every alumnus ought to be a walking ambassador of the University of Oklahoma, and who sets the pattern for it by doing a remarkable job of that very thing himself, is the new president of the University of Oklahoma Association this fall.

Because he has been doing extra-curricular work in behalf of his alma mater for so many years, and with such a thorough-going devotion, O. Fisher Muldrow, '22, was able to step right into the position of alumni president at his election in June and begin doing officially what he had been doing unofficially all along.

Of course having the title of president of the Alumni Association, the organized group representing some seventy-five thousand graduates and former students, gives him new responsibilities and more arduous tasks—but it's a kind of work he loves. He's so thoroughly sold on the importance of higher education and the worth of the University of Oklahoma to this state, that he radiates enthusiasm and sincerity when he talks about O. U. and he doesn't have any trouble getting his message over effectively to a Rotary Club or a Chamber of Commerce or any given group of citizens.

His enthusiasm for the University isn't any Pollyanna viewpoint, however. He criticizes openly—and sometimes violently because it's his nature to feel things deeply. But his criticism is always the constructive kind. He's not finding fault to belittle, but to seek a way to remedy the trouble.

Fisher Muldrow qualifies as a professional in public relations, since part of his responsibilities as assistant to the division manager of the Oklahoma Gas and Electric Company at Ardmore deal with company relations with the communities served in the southern part of Oklahoma.

After graduating from Norman High School he entered the University and, quite in character with his active, energetic nature he took a prominent part in student affairs. His surprising range of interests is shown by participation in the Junior Burlesque, class football, varsity basketball squad, Checkmate, Phi Alpha Delta, Beta Theta Pi social fraternity, Glee



O. Fisher Muldrow, '22, president of Alumni Association for the next year.

Club, Varsity Quartet, and leader in the Y. M. C. A. which he served as president.

He also served as announcer for the then youthful University radio station, WNAD, and as announcer for the public address system at Sooner athletic events.

After graduation from the University he worked for a time with the Security National Bank of Norman, and later for an insurance company. He joined the accounting department of the Oklahoma Gas and Electric Company at Oklahoma City in 1929, and after five years was transferred to his present position at Ardmore.

IN Ardmore he is known as the kind of man to call on in any civic emergency. He is active in the Kiwanis Club, Chamber of Commerce, Boy Scout leadership, and other worthwhile organizations. The result is that his golf club membership isn't worth much except for family picnics—he doesn't have time to play.

What they think about him in Ardmore is shown pretty well by the following editorial published in the *Daily Ardmoreite* after his election as alumni president.

It is entirely fitting that Fisher Muldrow, Ardmore, member of a loyal University of Oklahoma family, should be elected president of the Alumni Association of the University. His father, H. L. Muldrow, is a former president of the board of regents; his brothers, Lt. Col. Hal Muldrow, Jr., 45th division, and Lt. Alvan Muldrow, second division, are graduates; his sister, Mrs. C. E. Reistle, Jr., Houston, Texas, attended the

University, and his wife, the former Miss Margaret Dannenberg, Muskogee, is a graduate.

Fisher Muldrow, who graduated in 1922, was a member of the basketball squad, the glee club and the university quartet. He was a member of Beta Theta Pi, social fraternity; Phi Alpha Delta and Checkmate, honorary societies.

He has never lost interest in the University and during his residence in Ardmore he has been the spearhead of the Southern Oklahoma activities in behalf of O. U. For two years he served as vice president of the alumni, representing the third congressional district, and his elevation to the presidency was not unexpected by his friends.

His coming to Ardmore in 1934 as assistant to the manager of the southern division of the O. G. and E. was in reality a homecoming, for he was born and received his elementary education at Tishomingo. His family moved to Norman in time for him to attend high school. Upon his graduation from the University he joined the staff of the Security National Bank of Norman and six years later he entered the service of the O. G. and E. at Oklahoma City, remaining until transferred to Ardmore.

He has devoted much of his time and ability to Masonry, being a member of Bruce lodge, Ardmore, and Indian consistory, Scottish Rite, McAlester. He is a Knight Commander of the Court of Honor and is senior warden of the Rose Croix and supervisor of degrees in that body. He has served as director of the chamber of commerce and is the immediate past president of Chickasaw council, Boy Scouts of America. His connection with the Boy Scouts was marked by his devotion to character building and his ever readiness to aid boys in every possible way. He holds membership in Dornick Hills Golf club. He is also an active member of the American Legion. With his wife and two daughters, Ann, 9, and Mary, 6, he resides at 1711 Stanley.

Since coming to Ardmore he has been active in the affairs of the Kiwanis club and is serving as president.

As alumni president this year, Mr. Muldrow has several particular things to which he wants to devote attention. One, of course, is alumni participation in the University's Semi-Centennial celebration. A program for this is going to be shaping up soon.

Another thing is the association's life membership campaign. He believes the life membership plan, whereby the entire \$60 paid by an alumnus goes into a permanent trust fund, only the interest being used for association expenses, is the only sound plan to make the Alumni Association completely independent, eventually, in its policies.

He wants to tie the interest of students and alumni closer together.

"If students are good citizens as undergraduates, they will be good citizens of the state when they get out," he says. "If they have been of service to the University when they are in school, they will be of service to the communities where they are living later. If a student doesn't learn that spirit of service in the University, he is going to be a drone in his

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sons would say, "Well, what's so wonderful about that?"

The answer lies in what the invention will do. Harrison took a 45-year-old ironing machine in an Oklahoma City laundry, used to dry pillow cases and heavy hotel bedspreads. He installed his new steam system, and the tests showed the ironer was doing its drying work 70 per cent faster than it was originally designed to do!

Another laundry with the new system installed reported 35 per cent greater ironer capacity. The drying time of the tumblers in one laundry was cut down 45 per cent, enabling one large dryer to be shut down entirely.

In another laundry, an 11 per cent saving in productive labor was reported. This laundry dropped the price of shirts 2½ cents and the price of wearing apparel 5 cents a pound—and still handled its business at a greater profit than when prices were higher!

When an invention starts bringing down the cost of good laundry work and improving the quality of it at the same time, the average man begins to appreciate it.

And the ordinary citizen can see if the Harrison steam system can obtain similar gains in efficiency in the fast growing new plastic industry, there will be a tremendous future for it. Not much can be said about that yet, but it is a fact that representatives of the plastic industry are already trying to find out all they can about velocity steam.

Instead of getting excited about his good fortune, and planning a luxurious vacation trip to Florida or California, Harrison is quietly thinking about a remarkable plan to spread his good fortune among persons less fortunate. He has had to work hard and he hasn't had much time to play. He is young, unmarried, has a pleasant smile and is a good conversationalist, and it would be a natural, human impulse for him to take full advantage of the profits from the invention he has developed and take some time off to enjoy life.

But that's not the way it is. Harrison is thinking more about certain constructive ways he can use his unexpected income, than he is about spending it on his own pleasures.

"I feel that the purpose of life is to make the world a better place to live in," he says. He doesn't say it lightly, either. It's something he has thought about, something that he feels deeply.

Already he and his lawyers are studying plans for a trust fund which is to receive a considerable share of the profits of his invention, the funds to be used to help men and women with talent and creative ideas who otherwise might never see their ideas developed.

"I've known of many cases where a man had an idea with great possibilities,

but had to stay on his routine job in order to take care of his family," Harrison explains. "A man in a position like that can't afford to take a risk. A little financial help might make it possible for him to go ahead and work out an idea with great benefits to humanity.

"And another thing. Sometimes a man has a good idea, but because he doesn't have adequate backing someone else is able to take his idea and exploit it and the real inventor never gets anything for his ability and ingenuity."

That's Paul Harrison—always exploring ahead, seeking a new solution for an old problem. He's got the steam problem pretty well licked, and so he's tackling the next thing that presents itself. If a creative mind, and a sound philosophy and the profits from velocity steam will do it, he'll get the job done!

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community regardless of how much money he might make."

He wants to do everything possible to get students to catch a vision of the real importance of the University as a whole while they are in school. Then, he believes, they will be certain to be good ambassadors for the institution when they are alumni.

"The organized alumni take justifiable pride in the fact that the Board of Regents selected Joseph A. Brandt for president, John Hervey for law dean, Jap Haskell for athletic director, and Snorter Luster for football coach," Mr. Muldrow says. "But it should be clear that the regents selected these alumni on their merits. The organized alumni have no desire to engage in personalities, and will continue to avoid personalities while working to help the University maintain and improve its policies and standards."

That's a typical statement. It combines Fish Muldrow's enthusiasm for O. U., and his determination to stick to his principles. Two good platform planks for any alumni president!

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Killed in Panama

William Alfred Benson, '40, who was sent to the Panama Canal Zone March 1, 1941, with the U. S. Army Air Corps, was killed June 9 when a plane in which he was riding crashed near Quarry Heights in Panama.

Mr. Benson was a member of a searching party sent out to look for a lost plane. Four were killed in the crash and three others, left in the jungle, were rescued several days later.

The former University student spent the greater part of his life at Bartlesville, and attended Oklahoma A. and M. College before coming to O. U. Memorial service for Mr. Benson was held June 22 in Bartlesville.

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