

SOONER MAGAZINE

PUBLISHED EVERY MONTH BY THE UNIVERSITY OF OKLAHOMA ASSOCIATION

VOL. XIII

August, 1941

No. 12

ROSCOE CATE, '26, Editor-Manager

• TED BEAIRD *Riding the Range*

• HAROLD KEITH *Sooner Sports*

• EDITH WALKER *Assistant Editor*

IN THIS ISSUE

The Cover

A view of the Business Administration Building, corner Asp and Brooks

Business Alumni Directory

ALPHABETICAL LIST	3
GEOGRAPHICAL LIST	14
CLASS LIST	19
FACULTY	24

Articles

HISTORY OF THE COLLEGE OF BUSINESS ADMINISTRATION	by Dean A. B. Adams 26
RECORD OF BUSINESS GRADUATES IN THE BUSINESS WORLD	30

Regular Features

RIDING THE SOONER RANGE	by Ted Beaird 2
SOONER SPORTS	by Harold Keith 28

Clearing the Desk

By R. C.

PUBLISHING A DIRECTORY is like nothing else in the world. It involves some polite, but persistent, detective work. It is something like the mathematician's conception of "approaching infinity" because every time you put down two good addresses you find another one changed. You keep changing addresses right up to the time the presses actually start to roll. After that you have time to start worrying about the probable errors that will appear. However, it's stimulating to find how interested the alumni are in a directory list.

THIS YEAR the *Sooner Magazine* office utilized radio programs, newspaper publicity, magazine and Quarterly Alumni Bulletin publicity, telephone calls, and literally thousands of letters in tracing down lost or doubtful addresses. Four special mailings were sent to all the business administration alumni on record, requesting up to date information on addresses and occupations. So if we don't give the right information

for you, don't say that we didn't try to get it!

HAVE YOU heard the daily Alumni Association program over WNAD? The University station is off the air during the month of August but will resume regular all-day broadcasting on September 15, and the Alumni program will go back on the air at the same time. This program is generally an informal interview with some alumnus who is visiting on the campus, though other material of general interest to O.U. graduates is presented from time to time. During recent months, the Alumni program has been scheduled from 12 to 12:15 p.m., daily except Sunday, but the time may be changed beginning September 15.

WITH A new antenna tower, WNAD will have excellent coverage of all Oklahoma when it goes back on the air in September. Since beginning a 10-hour daily schedule of broadcasting, the University

station has been winning more and more listeners. The programs offer a good variety of fine musical recordings, dramatic entertainment, and general educational features. National authorities in many fields are frequently presented in connection with short courses and conferences being conducted on the campus. Some of the sessions of the International Relations Institute presented in June over WNAD would rank with any features of the national networks in importance and in general interests.

PRESIDENT JOSEPH A. BRANDT will be taking over at the University just about the time this magazine appears. There is an expectant air around the campus. A new president inevitably means new policies and new methods, as no two university presidents work the same way. *Sooner Magazine* will be reporting to you the views and policies of the new president. The Brandt slant!