



A new picture of Joseph A. Brandt, president-elect of the University

Applause from the Press

SELLECTION of Joseph A. Brandt to become the president of the University of Oklahoma when Dr. W. B. Bizzell retires August 1, 1941, has received enthusiastic approval and commendation from the Oklahoma press. Metropolitan newspapers, small city dailies and country weeklies all express satisfaction with the choice made by the University Board of Regents. Mr. Brandt, O. U. graduate of '21 who has achieved national eminence as director of the University of Oklahoma Press and later the Princeton University Press, plainly has the warm support of the state as a whole.

The general tone of the editorial comment was that Mr. Brandt has a fine understanding of the University's problems and a vision of its future possibilities; that he has a distinguished record and the personal qualifications needed to make an excellent president of the State University.

The *Tulsa World* declared that the incoming president will bring to his task a forceful personality, ample education and business experience. Under the heading "A Fine Selection," the *World* made the following editorial comment:

Selection of Joseph A. Brandt as president of the University of Oklahoma is deeply gratifying. Mr. Brandt is an able, scholarly and practical man, a graduate of the University, and he has

a record of achievement. Tulsa takes particular pride in this choice, for Mr. Brandt was reared here and worked here as a newspaper man. It did not take him many years to acquire a reputation which took him to Princeton as head of publications.

Mr. Brandt is best known in Oklahoma as founder and head of the University Press. In this instance scholarship and executive ability had prompt effects. The lore and history of the state were strongly developed within a few years. The young Tulsan turned out to be a notable editor, a business man and a leader. He demonstrated the qualities which a modern university must have at its head. The day of mouldiness in education is over, and the large schools must keep in step with modern progress in general. The naming of Mr. Brandt as president of the University is full acknowledgement of these facts. The regents undoubtedly canvassed the field very thoroughly, but they appeared to have no hesitation in selecting an alumnus who had added to his stature in one of the large and old schools in the east.

The University of Oklahoma has, since statehood, developed steadily and to good effect. It has become a great school; it has lived down handicaps; it has overcome many difficulties. The University is a vital force in Oklahoma, and the people are more and more proud of it. There are plentiful reasons for believing that the school will now go on to greater size, influence and usefulness. The incoming president will bring to his task a forceful personality, ample education and business experience. We believe that all-around congratulations are in order.

A good statement of Mr. Brandt's qualifications was presented in the *Ana-*

darko Daily News, which is published by Joe W. McBride, '28bus, a member of the University Board of Regents. The editorial in the *News*, headed "Forward with Distinction," was as follows:

The announcement naming Joseph A. Brandt as president of the University of Oklahoma has brought acclaim from everywhere. Joe Brandt was unanimously chosen from a long list as being the man capable of filling the University requirements for leadership.

Brandt is an Oklahoman, a graduate of the University who attained his education the hard way. He is a young man noted for scholarly attainments as well as being an able executive. He is acquainted with the University and her peculiarities, he is acquainted with the University and her problems. He has talents and background that dovetail to meet the demands for a president of the University of Oklahoma.

Joe Brandt is a clear thinker. His mind is not muddled with prejudices, whims and egotism. He is thoughtfully thorough in his planning and is capable of seeing a clear picture of procedure. He is not selfish and arrogant. He is kindly but firm. He is great because of his humbleness. He knows people as human beings with faults and virtues. He has the ability to bring the good qualities of people to advantageous results. Joe Brandt has great ideals as well as ideas. He has the art of gaining co-operation.

All in all he is a most qualified man to follow in the footsteps of the illustrious Dr. William Bennett Bizzell. He will retain the good will and respect that Dr. Bizzell has gained over the state and nation. He will advance in leadership and carry on the excellent progress that Dr. Bizzell brought to the University. He will modernize higher education, keeping to trends that are improved with experience and research. The University of Oklahoma took a forward step with the naming of Joseph A. Brandt. With co-operation from the people of the state, with understanding of the alumni and parents of the state, who may render great service, the University of Oklahoma will go forward with distinction, under Joe Brandt.

Harrington Wimberly, '24ba, publisher of the *Altus Times-Democrat*, and also a member of the Board of Regents, made the following comments in his personal column, "The West Side":

Selection of an Oklahoma reared and educated man to be president of the University of Oklahoma is receiving the wide-spread approval that was anticipated. Joseph A. Brandt is a young man as college presidents go but he has had a distinguished career. He will be tackling the biggest assignment of his life but those who have known him during the past twenty years and who watched him succeed at everything he has attempted have no doubt about his ability to do a bang-up job at Norman.

The University of Oklahoma was founded forty-eight years ago. During its nearly half a century of service to the state it has turned out many men who are well qualified to be president of the institution, or any other of the great universities of the country. The naming of one of its own graduates as head of the school should have caused no surprise and under the circumstances it would have been unwise as well as unnecessary to have gone outside for a president.

Oklahoma has grown up. Her sons and daughters have attained national and international distinction in every field of endeavor and when possible their talents must be used at home. A graduate of the University of Oklahoma is governor of the state. Another is in the United States Senate. Four are members of congress. Seven are members of the State Supreme Court. Another sits on the Federal Circuit Court of Appeals and one is a federal

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Applause from the Press

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district judge. It is fitting and proper and will be an inspiration to alumni throughout the country, to today's students and those who will follow, that one of its own graduates returns to head the institution.

It has been our privilege to know Joe Brandt for twenty years. He was an honor student at Norman and active in campus affairs. His years at Oxford were productive and added to his stature. His success as director of the University of Oklahoma Press gained him national recognition and resulted in an offer to head the Princeton Press. His talents have been put to productive use and his ability as an executive has been thoroughly tested.

Joe Brandt is humble and democratic to the core. He will not let his academic and cultural attainments keep him from recognizing a personal responsibility to the more than 7,000 students representing every degree of intellectual capacity, economic circumstances and moral background. Brandt is not politically minded but he is devoted to the American way of life and will defend and support democratic ideals. He has deep religious convictions but he has the tolerance expected of a man in such a position.

Dr. W. B. Bizzell, who retires next August after serving the University of Oklahoma as president for sixteen years, has made a contribution to the State that will be more and more appreciated in future years. It is fortunate for the University and for his successor that Dr. Bizzell remains as president emeritus. He has guided the institution through critical years and has maintained the highest standards against overwhelming odds of constantly increasing enrollments and lower appropriations. Dr. Bizzell has served faithfully and Oklahoma is a better state because he accepted the offer made him by the Board of Regents sixteen years ago.

The influence and good work of the University of Oklahoma reaches to every nook and corner of the state. Its graduates in education, medicine, law, business, industry, geology, politics, journalism, and the ministry are returning to the State the investment that has been made in them. It's a great and useful university in every sense of the word and there is need for a better appreciation of its services. The so-called society angle is largely a myth because among 7,000 young men and women, whether they are at Norman, Stillwater, or Kalamazoo, there will be many who are there only to play, wear good clothes and cut up. Our own state university is among the best in the nation. Its graduates are proving their worth and they justify the claim of high academic standards that is made for the school. The poor boy and girl at the University have just as good opportunities as those from more fortunate circumstances and the state can take pride in the fact that higher education and specialized training are not being denied any who have the determination to go after them. As far as we personally are concerned, we acknowledge a debt of gratitude to the University and to the state of Oklahoma that supports it and we hope we will ever be mindful of that obligation.

A story by Joseph E. Howell, State Capitol correspondent for the *Tulsa Tribune*, declared that Mr. Brandt has a far better insight into the needs of the University than the average faculty member, alumnus, or student, because of the vantage point from which he worked while on the campus as director of the University Press.

"He was a part of the University, and yet sufficiently removed from the scholastic routine to have an unusual perspective of all the workings of the institution," Mr. Howell wrote.

The *Chickasha Express* declared that Mr. Brandt's scholastic attainment and his demonstrated executive ability fit him admirably for the position of president. The *Express* commented editorially as follows:

In September, 1917, a boy showed up in Norman to enroll as a student in the University. He had only \$50 in his pocket, but he had a lot of good stuff in his head, including an ambition to educate himself. During the next four years he supported himself by washing dishes, stoking furnaces and other similar jobs. He was awarded a B. A. degree in 1921 and at the same time won a Rhodes scholarship at Oxford University where he earned two more degrees, B. Litt. and M. A. Returning to the United States, he worked as a newspaper reporter in Ponca City and Tulsa. In 1928 while he was city editor of the *Tulsa Tribune* he was called to Norman to edit the *Sooner Magazine* and to head the newly established University Press. In this position he made a record that attracted national attention. In 1938 he went to Princeton to be director of the university's publications. Next August he will become president of the University of Oklahoma.

This is Joseph A. Brandt, age 41, who was unanimously elected by the regents to succeed Dr. Bizzell, who will retire at his own request. His scholastic attainments and his demonstrated executive ability admirably fit him for the place. All of his life except his early boyhood has been spent in Oklahoma. He won't have to spend any time getting the "hang" of things at Norman. Four years as student and ten years in an important executive position have told him about all he needs to know about the University.

In Norman where he is just Joe Brandt and among the University alumni, there was rejoicing when the regents announced his election, the *Norman Transcript* notes. Approval by those who know him best is a strong point in his favor. It gives the assurance that, in a sympathetic atmosphere, he will get a good start when he assumes his new duties.

Many thousands of Oklahomans deeply regret that great and good Dr. Bizzell has to give up the work which he has carried on with conspicuous success so long. Fortunately he will remain with the University as a professor and president emeritus. We are glad his mantle will fall on a man so well qualified to be a worthy successor to him.

The *Lawton Constitution* in an editorial which was reprinted in the *Holdenville Daily News* expressed hope that Mr. Brandt will not have to face some of the difficulties encountered by President W. B. Bizzell. This editorial, under the heading, "Joe Brandt a Good Selection," was as follows:

Announcement of the selection of Joseph A. Brandt to be president of the University of Oklahoma is being received with satisfaction by the people of the state. Particularly those who have known Mr. Brandt and followed his career as a journalist and educator are gratified at the action of the Board of Regents.

Primarily, it is felt, Mr. Brandt has the ability and personal qualifications to make a good administrator and leader of the state's greatest educational institution. He was reared in Oklahoma and is a product of Oklahoma's educational system. He knows the southwest and its people. While being a part of this comparatively new commonwealth he has had the opportunity, through travel, study and work in other states and countries, to gain a broad background of culture and education that should enable him to bring much back to his home state.

Mr. Brandt will succeed an able educator in the person of Dr. W. B. Bizzell. Under the latter's leadership the University has made much progress during some of the most trying years

in the institution's history. It is to be hoped that Mr. Brandt will not have similar difficulties to cope with, and with the type of men who compose the Board of Regents at this time it is not expected that he will.

We congratulate the Board of Regents upon their selection of Joe Brandt and join with others of the state in wishing the president-elect a most successful administration as head of this great educational institution.

The *Stillwater Daily News* pointed out that former newspaper men have been called to numerous places of responsibility recently. The *News'* comment was as follows:

Excuse us if we toot the newspaper horn too loudly, but did you observe the background of the new president of the University of Oklahoma?

Joe Brandt is a newspaper man. He is the kind of newspaper man that, should he lose his job as prexy, could step into almost any newspaper office and find a place on the payroll. It was his newspaper start which put Brandt on the path to national recognition as director of the University Press.

As his fame spread, a more attractive offer took him to Princeton University, again as director of the university press—in short, a university publishing house.

Because of the nature of their profession, lawyers long dominated the public service field. But lawyers, by nature, are legal hair splitters and the people gradually are turning to fact gatherers. A former reporter represents this district in congress, and both the United States House of Representatives and the Senate are peppered with newspaper men. Seldom rabble-rousing speakers, they learn to keep track of the ball.

And at the helm in England is a courageous writer and reporter, Winston Churchill.

We congratulate Joe Brandt on his new opportunity for service.

Clarence Frost, '31ba, writing in his personal column in the *Hobart Democrat-Chief*, called attention to Mr. Brandt's reputation as a hard worker. Said Mr. Frost:

It's difficult to express my personal elation at the appointment of Joseph A. Brandt as president of the University of Oklahoma to succeed Dr. W. B. Bizzell. I had been afraid that it wouldn't happen, since Joe came to the front so rapidly.

But he didn't rise any more rapidly than he should have. Rapidly is the way he walks, talks, works and smokes a pipe (unless he's decided to follow the doctor's orders and cut down on his pipe stem chewing since the last time I saw him.)

There are a number of angles to my personal pleasure at Joe's appointment, not the least of which, of course, is the fact he is a friend. I'm glad that a former gentleman of the press should be accorded such distinction, and mainly, I'm glad because I think he deserves it.

At the moment I can't think of a person who has worked harder than Joe Brandt. At the same time, I can't think of one who has apparently enjoyed his work more. He has been a happy slave driver, playing the double role by himself.

Another reason I'm pleased with the choice of the board of regents is the state's getting back one of its native sons who had to go away to take advantage of his advancement opportunity. Oklahoma schools have lost many able leaders to the older and richer and more education-conscious states, including Joe. Getting one of them back is basis for some satisfaction.

There probably are those in the State who don't think Joe can handle his new job. There were those who didn't think it was possible to do what he did with the University Press, and the same ones wondered if he could handle the directing of the Princeton University Press.

Anyone who works as hard at it as he does, can do his stint, especially if he's as qualified otherwise as is Joe. The regents will probably be wondering how they can keep him again in a few years.

Tom Phillips, editor of the *Holdenville Daily News*, in his personal column, "Tuning In," predicted that Mr. Brandt will become a nationally outstanding University president. Mr. Phillips wrote:

We do not know Joe Brandt intimately, but friends who do, assure us that the University Board of Regents made a very wise selection of a successor to Dr. W. B. Bizzell at Norman.

On paper Brandt looks like a "natural." Reared and educated in Oklahoma, he will be the first O. U. alumnus to occupy the presidency of the school. He is young enough to be progressive and his scholarship cannot be questioned. His record with the University Press which brought his promotion to Princeton University is ample evidence of his executive and administrative ability.

If we knew nothing of Brandt's ability and record, we would be willing to trust the judgment of the University Board of Regents. Men like Lloyd Noble, Joe Looney, Harry Wimberly and Joe McBride and other members of the Board of Regents simply don't "fumble the ball" on the matter as important as the presidency of our great state university.

We predict Brandt will become a national figure at Norman. His newspaper training, supplementing his formal education which includes a Rhodes scholarship at Oxford, should contribute much to making him an outstanding university president. He served his cubship on a small city daily and advanced in the newspaper profession to city editor of the *Tribune* at Tulsa.

"A Good Man and a Brave" is the title of an editorial published by the *Frederick Leader*:

Joseph A. Brandt, who has been chosen to the presidency of the University of Oklahoma, and has accepted the position, has many things to recommend him—not the least of which is his courage.

The history of the university reveals that its presidency is a difficult place to fill. The man who assumes its duties at once becomes the target of all the statehouse politicians who imagine that criticizing the head of the state's chief educational institution is as popular with the citizens of the state as bear-baiting used to be with circus audiences.

Having been connected with the University, Mr. Brandt knows how it has been made the object of political grandstanding by several governors and the manner in which the head of the institution must grapple with the Legislature to get financial support for it.

He is familiar with the fact, no doubt, that President Bizzell is retiring and taking a subordinate position in the school because he has become wearied with the captious criticisms of the governor, and in the hope that a new president may get a better deal for the institution.

Dr. Bizzell has done a notable service for the University. He came to it after the regents had tried unsuccessfully to engage other educators, who did not fancy the job, after the manner in which Governor Walton had accomplished the discharge of his predecessor.

He weathered an assault made on his administration by Governor Murray, but it is not an occasion of wonderment that he does not relish a continuation of hostilities with Governor Phillips.

The Board of Regents seems to have selected the new president because of an intimate acquaintanceship with the qualifications he has for making a successful executive. These include his devotion to the institution from which he served many years as founder and director of the University Press, his tactfulness and his ex-

perience gained in public contacts as a newspaper man, as well as his educational background and undoubted culture.

In this the regents have done a good job. President-elect Brandt deserves the united support of all the friends of higher education in Oklahoma in his efforts to earn for the University the right to fill its place in the state's school system without political meddling, and he is entitled to the admiration of all for his courage in assuming the command of the state's battle-scarred educational storm center.

Ernest M. Hill, '33ba, a member of the United Press staff at Oklahoma City, declared in his United Press column "Off the Record," that the election of Mr. Brandt as president has been hailed as the beginning of a new era for the University.

Mr. Hill wrote in his column:

Brandt goes in as president next August 1 with the blessings of Governor Phillips, the University alumni association, the liberal element of the University faculty and a large majority of the students.

His associations with the *Sapulpa Herald*, the *Ponca City News* and the *Tulsa Tribune* have given him high standing with newspaper editors and publishers who have been pulling for him generally to succeed Dr. W. B. Bizzell, who has resigned effective at the beginning of the next school year.

Brandt's appointment was recommended to the Board of Regents and the governor by many persons. Two of the most influential men behind him were Frank Phillips of the Phillips Petroleum Company and the Rev. Francis Kelly, bishop of the Oklahoma City-Tulsa diocese.

While hundreds of alumni, faculty members and outsiders favored Brandt, it was the recommendation of Phillips and Kelly that impressed the governor most with Brandt's wide qualifications.

The governor remained purely outside of the selection of Brandt since the former University Press editor already had staunch admirers in Lloyd Noble, Ardmore oil man; Joe McBride, Anadarko publisher; and Harrington Wimberly, Altus publisher.

They had known and worked with him and were sold on his capabilities. The governor was in a position to exert an influence on the appointment but remained quiet when he learned that the board agreed with him. The governor just sat tight and let Noble and the board work out the problem. Personally, Phillips was fearful that the Princeton University Press editor might decline the appointment.

As a graduate of the University and a faculty member for years, Brandt is well acquainted with the problems of the school. He knows, particularly, the faculty problems and the difficulties the University has had with the state legislature. He will take the position with a full knowledge of all the problems involved.

Mr. Brandt seems to be a "natural choice for the post of president," said the *Eufaula Journal* in the following editorial:

Floundering for the past decade because of insufficient funds and the lack of sympathy from many legislators, the University of Oklahoma should view the future with renewed optimism following the recent naming of Joseph A. Brandt, director of the Princeton University Press, as head of the University to succeed Dr. W. B. Bizzell, who will resign next summer after a 16-year tenure.

Brandt, a graduate of the University, former newspaper man and head of the University of Oklahoma press for ten years, seems to be a natural choice for the new post to which he has been appointed. He brought national recognition to the O. U. Press during an era in which low legislative appropriations were the order of the day and is probably as familiar with the serious problems confronting the Uni-

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versity as any man in the state. We believe the Board of Regents made a wise step in naming Brandt as the next president of the state University.

R. M. McClintock, writing in the *Hugo News*, declared that Mr. Brandt's working knowledge of Oklahoma politics and economy, secured as a newspaper man and as director of the University of Oklahoma Press, should be of priceless value to the new president. Mr. McClintock said, in part:

He knows he is coming to a job where a new administration in the state capitol may change everything. He knows he will have to fight in each successive legislature for appropriations. He knows just how pressing are the needs for the University, both for adequate financial provision, and far more for that academic freedom without which an educational institution is an empty sham.

Brandt will be assuming the headship of the university in the most critical period of its history. America isn't yet at war, but the passions that sweep across the Atlantic and the Pacific have already brought grave problems to all educational institutions. It will be ten months before Brandt actually takes charge, but in that time America may actually be in the war.

Already, however, the passions of war are making themselves felt on the University campus. And as these passions grow more heated, it will become increasingly difficult to maintain that academic freedom without which education becomes mere intellectual regimentation.

Formation here (Oklahoma City) last week of the Oklahoma Federation for Constitutional Rights is a case in point. University of Oklahoma faculty members were leaders in forming this organization. Its purpose is to protect even the most unworthy, if need be, against violation of constitutional civil rights. But those it must defend, if the rights of all are to be defended, are people against whom there is a bitter public indignation.

And in times when passions run high neither Brandt nor any other college president would be able to deal with such vital problems without arousing bitter criticism. But Brandt, it must be remembered, is red-headed.

The *Kansas City Times* pointed out that in choosing one of its own graduates, the University of Oklahoma had moved in the same direction as the University of Kansas. The *Times* said editorially:

Joseph A. Brandt, who had once expected to spend his life as a newspaperman, will be the new president of the University of Oklahoma.

By choosing him the University turned to one of its own graduates, a graduate with a record that had won a Rhodes scholarship. In this it was moving in the same direction as the University of Kansas, Chancellor Deane W. Malott also was called back to head the university he attended as an undergraduate.

The University of Oklahoma again, like several others in recent years, turned to a young man who had distinguished himself outside the usual academic circles. Mr. Brandt was nearly thirty years old before he left the *Tulsa Tribune* where he as city editor engaged in the hurly burly of keeping up with edition times. He then joined the University staff as a publisher and made a record that attracted the attention of other universities (including Princeton that took him away). He had so impressed the Oklahoma Board of Regents that the offer of the presidency was almost a foregone conclusion.

Under Dr. W. B. Bizzell the University of Oklahoma has gone through a splendid period of progress. A continuation of progress can be expected from the young, aggressive Joe Brandt.

The *Daily Oklahoman* sent Kenneth C. Kaufman, O. U. alumnus and faculty member and book page editor for the

Sunday Oklahoman, to Princeton to spend a few days with the Brandts and write an article about the president-elect.

The *Oklahoman* devoted more than two full pages to Mr. Kaufman's article and illustrations. The article described Mr. Brandt's success during his stay at Princeton and told something of the next president's attitude toward his new responsibilities.

"We have every right to expect that things will pick up at O. U. after August 1," Mr. Kaufman wrote. "Men will find themselves inventing new fields of activity; they will shift into high and attack their problems with a determination and an energy they didn't realize they possessed before he came. And yet he will never impress anybody as being an autocrat. He has the divine faculty of inspiring people with his own visions so that an idea passed onto them suddenly becomes a pet scheme of their own, one which they had been wanting to try out for a long time."

The *Ponca City News*, which once employed Joe Brandt as a reporter, extended its best wishes and declared that he should make a success of his new job:

Joe Brandt was popular as a student at O. U., popular as a newspaperman, succeeded as director of the University Press of two institutions and should make a success of his new job, the presidency of the University of Oklahoma. Poncans who were here back in 1921 or later in the latter part of 1924 will recall the tall, red-headed chap who worked for the News. He made friends readily, had an excellent style of writing, a fine sense of humor and understood how to get along with people. He should not, nor should any other, be brought back to this position because he is an alumnus of the school but because he apparently has the ability and the scholarship to head a great university. Those who know Brandt believe that he has. This will make his task of fitting himself into his new job somewhat easier. After that, all will depend upon the new president. Our best wishes go with him on his new assignment.

Princeton's regret over losing Mr. Brandt was expressed in the *Princeton Alumni Weekly* for November 25, which published the following item under the heading "Publisher to President":

Announcement was made here last week that Joseph A. Brandt, director of Princeton University Press, had accepted a call to the presidency of the University of Oklahoma. It will take from the Princeton scene a man who in barely more than two years has exerted a profound effect on the intellectual life of the community. His philosophy of publishing has made itself evident not only in the kind of books Princeton has brought out recently—and in the tremendous increase in the number of books sold—but also in the place which the Press has come to occupy in Princeton life. Most significant of all has been the way in which he has helped young writers to find themselves and to turn their thinking and writing into rich, productive fields of social value. When Mr. Brandt goes to Oklahoma next summer literally hundreds of Princeton people will feel that the town has lost one of its most useful as well as one of its most genial citizens.

The *Norman Transcript* and *Oklahoman Daily* published editorials warmly commending the selection of Mr. Brandt. These editorials were quoted in the December *Sooner Magazine*.

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