



THREE SECRETARIES, THREE SOLDIERS

*Above are the three men who since 1919, when the Alumni Association adopted the paid secretary plan, have filled the office of executive secretary. Left to right, Ted Beard, Frank Cleckler and Richard H. Cloyd. All are in the army now.*

## The Organized Alumni---Since 1899

By ROSCOE CATE

WHEN a handful of graduates got together on a hot June day in 1899 and organized the Alumni Association of the University of Oklahoma, they had no crystal ball to show them what the next 50 years would bring in the field of organized alumni work at O. U.

But that original group of five charter members, graduates of '98 and '99, had a clear vision of the value and purpose of alumni work, and they expressed it effectively in the preamble to the first constitution, in which they described their desire "to promote through union the interests of our Alma Mater, to create and perpetuate good fellowship among ourselves, and to renew our past pleasant relations."

In those formative years, when the number of alumni was quite small and the University's problems were relatively simple, the program of the organized alumni was chiefly concerned with an annual meeting that was largely social. But it was only a few years until the alumni association began to take an active interest in University affairs; to pass resolutions on certain matters of policy; to show concern over the choice of new appointees to the Board of Regents; to challenge political forces that occasionally threatened to meddle in University affairs.

And it was only a few years until the association began to publish alumni directories, to start the work of establishing and maintaining and improving alumni records that now have grown to

imposing proportions; and to work toward the establishment of a regular magazine devoted to the interests of O. U. alumni.

Those far-seeing charter members of the Alumni Association were C. Ross Hume and Roy P. Stoops, both of the Class of '98; and Jesse L. Hefley, Roscoe S. Helvie and Lawrence W. Cole, of the Class of '99. Mr. Cole, who later was to become a widely known professor and a regent of the University of Colorado, was chosen as the first president; Mr. Hume was secretary, and Mr. Helvie was treasurer. Dues were established at 25 cents a year.

The Association established a precedent for sound financing in its early years. The treasurer's report for 1901-02 shows income of \$3.25, and total expenditures of \$1.00 (for a secretary's book), leaving a respectable surplus.

By 1905, the organized alumni were taking a definite interest in University athletic affairs. In the June meeting that year the group adopted a resolution commending the Athletic Association "for its clean management of athletics in the University during the present year, and we pledge ourselves to co-operate with the Athletic Association toward the end that professionalism shall not enter athletics in the University."

Evidently about this time the officers became discouraged over the efforts to collect the annual dues, and it was decided the next year that no regular dues would be collected, the association's incidental

expenses being included in the assessment for the annual banquet.

By 1908 the association was beginning to take an active interest in some of the University's major problems. The alumni decided to support a movement to get a new building for the campus, to be named Boyd Hall. And a committee was appointed to "try to get an alumnus member of the Board of Regents."

The "excellent results" of this work were reported at the next annual meeting. Due to the work of a committee composed of Tom Carey, John Barbour and Tom B. Matthews, an O. U. alumnus, J. Wallace Perry, '07, had been appointed to the Board of Regents. It was at this meeting that a motion was made to have a committee look into the possibilities for establishment of an alumni journal.

In June, 1910, a board consisting of T. F. Carey, G. B. Parker, Roy Hadsell, W. N. Randolph, Edith Bennett and W. L. Kendall was appointed by the executive board to control the "Alumni Quarterly."

In 1911, the University had nearly six hundred graduates, and the Alumni Association began to take a broader viewpoint. Up to that time, only graduates in Arts and Sciences, engineering and fine arts were eligible for membership. Now the constitution was changed to admit graduates of all divisions of the University.

With plans adopted for a quarterly publication, the association decided to collect

dues again, fixing the amount at 50 cents a year.

"It is absolutely necessary that the magazine receive united support if our Alumni Association is to accomplish the commendable work which has made noteworthy similar organizations in other universities," declared A. R. Wolfe, secretary-treasurer, expressing a sentiment that was to be repeated by many other alumni leaders in succeeding years.

The University's enrollment was growing, but the State Legislature was not increasing appropriations in the way desired by friends of the institution. The Alumni Association appointed a committee to attempt to secure legislation to "put the University on a permanent tax basis."

In 1912, the first alumni directory was published. Prepared by Errett R. Newby, then registrar of the University, it was the first of a series published at irregular intervals since that time.

As a result of a highly successful reunion of the Class of '08 held in 1913—the class brought back 44 per cent of its living members—the association adopted the five-year class reunion plan. Though some years later the plan was not generally followed, it was revived about five years ago and is the plan now in effect. Each class is invited back for a reunion every five years after graduation.

By 1916, the Alumni Quarterly plan having proved unsuccessful, the Alumni Association voted to co-operate with the School of Journalism in the publication of the University of Oklahoma Magazine, half of the association's annual dues of \$1 to go to the magazine.

At the June, 1917, meeting, the United States was at war and the Alumni Association was concerned over the exodus of college students into the army and training camps. The association adopted a resolution by Chester Westfall which stated in part, "both our success in times of peace and our successful prosecution of the war demand that America does not suffer from a shortage of college trained men and women." The association voted to buy a Liberty Bond to aid the war effort—a precedent for the 1942 decision to invest Life Membership Trust Fund receipts in War Bonds.

At the spring meeting in 1919, the alumni association reached a milestone. It adopted a committee report, presented by Fred Tarman, of Norman, which recommended the appointment of a paid general secretary for the first time.

President Neil R. Johnson appointed an executive board of five members, E. D. Meacham, chairman; Guy Y. Williams, Errett R. Newby, Fred E. Tarman and R. W. Hutto—which conducted a campaign for funds to make the new plan possible. The association voted to establish a membership fee of \$2.50 per year.

Richard H. Cloyd, who received his B. A. degree from the University that spring, was employed as the first paid

secretary of the association, on a part-time basis, and was appointed by the University as employment secretary.

Although handicapped by lack of a regular publication for alumni, Mr. Cloyd set up a system of keeping in touch with alumni; published several directories; and stimulated interest in alumni meetings of various kinds.

In June, 1920, the association went to the other extreme from its original plan of admitting only Bachelor of Arts graduates, and voted to admit to membership any former student of the University. And in 1923, the name of the association was changed to "University of Oklahoma Association" in order to eliminate the word "alumni" which had the appearance of discriminating against former students who failed to complete work for a degree.

In 1928, Mr. Cloyd completed work for a law degree from the University, and



wanted to go into practice of law. Alumni leaders were not satisfied with the part-time alumni secretary plan still in effect, and they also were anxious to have a regular alumni magazine. A. B. Adams, dean of the College of Business Administration, was particularly insistent that a monthly magazine was essential to make the alumni program effective.

At the same time, the Stadium-Union Board of Trustees was looking for a manager for the Union Building, which had been partially completed the year before and which was having numerous troubles.

Alumni leaders went into a huddle and came up with the name of Frank Cleckler, '21ba. Cleckler, who had attended the University after serving overseas in the first World War, had been in the service of the United States Veterans' Bureau for the last seven years. In 1924 he was promoted and transferred to Washington, D. C., to the central office. He spent three years traveling over the United States supervising the adjudication divisions of the regional offices of the Veterans' Bureau. He had visited numerous universities and colleges and studied their problems, although the idea of becoming a professional alumni secretary had never occurred to him.

The alumni leaders recognized in him a man with a fine background and good experience as an administrator. In accepting the position as O. U. alumni secretary and manager of the Union Mr.

Cleckler made it conditional upon the establishment of an alumni magazine, as he had found in his visits to other institutions that experience proved the necessity of a good magazine to stimulate an alumni program.

Dr. W. B. Bizzell, then the president of the University, was at that time interested in establishing a University press as a means of extending higher education through the printed word. He had discovered a sandy-haired University graduate on the desk of the *Tulsa Tribune* who was an Oxford graduate, an effective writer, a fast thinker, and a man with varied literary interests. It seemed a satisfactory arrangement for everyone concerned for this alert young man to come to the University to become first director of the University Press and to establish an alumni magazine.

Frank Cleckler and Joe Brandt, both members of the class of 1921, began their connection with the Alumni Association at the same time in the fall of 1928. The year '28-'29 was a period of reorganization and building for the Alumni Association. A life membership plan was worked out with the idea of providing a permanent nucleus of subscribers for *Sooner Magazine*, and this started a permanent trust fund which eventually should make the Alumni Association financially independent. Tom F. Carey, Oklahoma City accountant, served as president of the Association during that important year. Mr. Carey, incidentally, has served as president of the Association in 1912-13, and was the first man to serve as president of the Association for two terms not consecutive.

Although the number of paid subscriptions did not rise as rapidly as was expected, *Sooner Magazine* was warmly received by alumni and soon became perhaps the most important single phase of the Alumni Association activities. The life membership plan was put into effect formally at a special meeting in January, 1931, held in the office of Paul G. Darrough, Oklahoma City, who drew up the papers. The trust declaration and agreement were adopted and Errett R. Newby, Tom Carey, and Neil R. Johnson were elected Trustees of the O. U. Life Membership Trust. They have continued to serve throughout the life of the Trust.

In 1931, Gov. William H. Murray issued an executive order attempting to remove Frank Buttram, '10ba, '12ma, from the Board of Regents. The Alumni Executive Board held a special meeting and adopted a resolution which declared: "The University of Oklahoma Association adheres to and reaffirms its policy that the welfare of the University requires that members of the Board of Regents be removed only in the manner and for the causes for which other public officials not subject to impeachment may be removed, as provided in the statutes."

(CONTINUED ON PAGE 51)

# The Organized Alumni

(CONTINUED FROM PAGE 10)

The following fall the organized alumni anticipated the recent University endowment program by authorizing a committee to study the feasibility of establishment of an endowment association for the University to be sponsored by the organized alumni.

In June, 1933, the alumni executive board faced the threat of elimination of engineering work from the University curriculum. Governor Murray had issued an executive order directing the University to drop all engineering work within two years, and the alumni protested against such arbitrary action. President Westfall introduced a resolution which stated in part: "Alumni of the University welcome thorough, unprejudiced, and impartial study of the facts in this matter. It is surely a question of such importance to the state that the citizens are entitled to full knowledge of the facts before they see destroyed an institution which citizens have built up at so great a total cost over the last thirty years, and which has served them so well. As alumni and as citizens, we protest action on this matter before a full and thorough investigation of the facts, unprejudiced by previous instruction on the conclusion at which the investigators should arrive. We protest against this expensive act based, we are confident, on false and incomplete information furnished by selfishly interested parties to the governor."

There were other factors involved besides the protest of the University alumni, but at any rate, the O. U. College of Engineering was saved from sudden death.

The A. and M. College alumni board was also bitter about developments and met with the O. U. board in Oklahoma City. The joint meeting passed a resolution of confidence in the Educational Coordinating Board appointed by Governor Murray, but took the precautionary step of appointing a joint executive committee to follow up future developments and act for the Association.

The alumni executive board has always been interested in student affairs, but has declined on several occasions to do any meddling with the University administrative policies in this field. In 1934, the Men's Council asked help of the alumni in efforts to rescind the week night study rule, popularly known as the "no-date rule." The alumni board declined.

Meanwhile, Joe Brandt's duties as director of the rapidly expanding University Press had become so extensive that he found it necessary to resign as editor of *Sooner Magazine*. His resignation was regretfully accepted and Ernie Hill, who received a bachelor's degree from the University in 1933, was appointed editor of the magazine on a part-time basis.

In 1936 Frank Cleckler was offered a

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## MEMO TO LIFE MEMBERS

Remember that all the money you pay on Life Memberships is now being invested in War Savings Bonds. This makes your money do *double duty*—helping the war effort now, and building a permanent trust fund for the Alumni Association in the future.

THE UNIVERSITY OF OKLAHOMA ASSOCIATION

position as regional manager for Oklahoma for the Veterans' Administration and the position was so attractive that he felt he could not refuse it. However, he left the Association in good running order after his eight-year administration which saw a tremendous advancement in the alumni program.

In October of 1936, T. M. Beard, who had been on the extension staff of the University and was widely known as secretary of the Oklahoma High School Public Speaking League, and director of WNAD during its formative years, was appointed to succeed Mr. Cleckler as executive secretary. Roscoe Cate, who had been city editor of the Norman Transcript for the previous seven years, was employed as half-time editor of *Sooner Magazine* and half-time assistant in public relations for the University.

Mr. Beard, in addition to his alumni duties was also appointed manager of the Union Building, the same combination of responsibilities which Frank Cleckler had held.

In this same year came another example of O. U. and Aggie co-operation. The O. U. alumni board officially approved and recommended passage of the bill for establishment of a non-political board of regents for Oklahoma A. and M. College. This was a matter in which the O. U. board had no direct interest, but the board members felt that an important principle was involved and that all state institutions of higher education should be controlled by non-political boards.

The following year, 1937, another step was taken in the long effort to make the Alumni Association completely independent. The Association's finances were reorganized so that none of the regular employees of the Alumni Association would receive any salary from the state.

Following the action, which was taken at a joint meeting of the alumni executive board and the Stadium-Union Trustees, President Earl Foster issued a statement which said in part: "The reorganization will in no manner affect the continuation of the Association's policy of whole-hearted co-operation with the Board of Regents and the University administration in furthering at all time in every possible way, the best interests of the University of Oklahoma." Alumni leaders felt that they had taken a great step forward in taking the Association employees completely off the University payroll, thus making them completely free of any suspicion or coercion in determining policies.

As a result of this reorganization, the editor of *Sooner Magazine* gave up his work in the University press relations office and became *Sooner Magazine's* first full-time editor-manager. This made possible the establishment of a separate and permanent office for *Sooner Magazine* and marked the beginning of a permanent biographical file of alumni which now oc-

cupies ten four-drawer letter-size file cabinets and is used daily for reference purposes.

It was also in 1937 that the Association adopted an advisory council plan by which five leading alumni in each county were appointed to represent alumni and University interests in that community. As a means of securing better representation of younger alumni in executive

#### ALUMNI ASSOCIATION PRESIDENTS

- 1899-01 Lawrence W. Cole, Boulder, Colorado.
- 1902-03 Clyde Bogle, Norman.
- 1903-04 Roy Gittinger, Norman.
- 1904-05 Dr. R. P. Stoops, Oakland, California.
- 1905-06 G. A. Bucklin, Berkeley, California.
- 1908-09 Roy Hadsell, deceased.
- 1909-10 C. Ross Hume, Anadarko.
- 1910-11 W. L. Kendall, Maplewood, New Jersey.
- 1911-12 Walter C. Erwin, deceased.
- 1912-13 Tom F. Carey, Oklahoma City.
- 1913-14 E. E. Holmes, Los Angeles, California.
- 1914-15 John Harley, Tulsa.
- 1915-16 Fred Tarman, Norman.
- 1916-17 Shelley E. Tracy, New York City.
- 1917-18 Paul A. Walker, Washington, D. C.
- 1918-19 E. D. Meacham, Norman.
- 1919-20 Neil R. Johnson, Norman.
- 1920-21 R. W. Hutto, Norman.
- 1921-22 Tom B. Matthews, Tulsa.
- 1922-23 Dave McKown, Oklahoma City.
- 1923-24 C. C. Roberts, Oklahoma City.
- 1924-25 A. N. Boatman, Okmulgee.
- 1925-26 Glenn C. Clark, Ponca City.
- 1926-27 Dr. H. V. L. Sapper, deceased.
- 1927-28 Errett R. Newby, Oklahoma City.
- 1927-28 Roscoe Cox, deceased.
- 1928-29 Tom F. Carey, Oklahoma City.
- 1929-30 Raymond A. Tolbert, Oklahoma City.
- 1930-31 Luther H. White, Tulsa.
- 1931-32 Mike Monroney, Washington, D. C.
- 1932-34 Chester H. Westfall, Tulsa.
- 1934-35 Lewis R. Morris, Oklahoma City.
- 1935-37 Earl Foster, Oklahoma City.
- 1937-38 Lowrey H. Harrell, Ada.
- 1938-39 Charles Memminger, Atoka.
- 1939-40 Hicks Epton, Wewoka.
- 1940-41 Norman Brillhart, Madill.
- 1941-42 O. F. Muldrow, Ardmore.
- 1942- Elmer L. Fraker, Mangum.

board meetings, the Association adopted a plan submitted by Secretary Beard for an advisory council from recent classes which includes one representative from each of the last ten classes.

The events of the last five years are too recent to require detailed discussion. The organized alumni continued to take an ever active part in helping the University solve its problems.

The alumni sponsored a conference of everyone interested in starting an endowment program at the University; changed *Sooner Magazine* from a ten-month publication to a twelve-month basis; increased the size of the Magazine and the number of personal items about alumni; won half a dozen national awards in alumni magazine competition; published separate directories for the alumni of the School of Medicine, Law School, College of Engineering, and College of Business Administration; started printing the ballot

for executive board member elections in the quarterly news bulletin which goes to all alumni as a means of securing a more representative vote on board members; appointed scores of committees to work on legislative matters and other special problems of the University; sponsored a very successful conference on the state's financial problems; sponsored a conference on the proposed educational co-ordinating board amendment and later endorsed the amendment and helped pass it; took a quiet but active interest in several reported movements for arbitrary removal of President W. B. Bizzell; sponsored a regular series of programs for alumni over WNAD; and in scores of other ways served as liaison agents between the University and alumni and the general public.

Since December 7, 1941, the alumni program has been adapted to the war situation.

One of the major responsibilities has been that of keeping accurate records on the participation of alumni in World War II. The total number of alumni in the service had reached nearly three thousand in August which makes the task of record keeping an extensive one.

A special department for news items about men in military and naval service was established in *Sooner Magazine* soon after the war started and the department has continued to expand each month. In view of the interest in the magazine shown by O. U. men in the service who have received it, the Alumni Association has established a special price of two dollars a year for sending the magazine to any man in the service.

The Association also is contributing to the war effort by investing the receipts from Life Membership payments in war savings bonds.



## Buried Treasures

(CONTINUED FROM PAGE 14)

It is hazardous to make predictions, but some possibilities of the direction that industrial development could take may be suggested. It should be borne in mind that these are based entirely on the availability of raw materials and fuels, and do not take into account such items as costs of transportation to markets, market possibilities, and other factors outside the province of this discussion.

Probably the greatest industrial potentialities, based on the abundance and variety of Oklahoma's raw materials, are in the field of chemical processes. Listed below are a few of the types of chemical products that can be made from the most abundant of the state's mineral raw materials:

(1) Based on *petroleum*: synthetic rubbers, detergents, solvents, and many miscellaneous organic compounds.

(2) Based on *natural gas*: alcohols, acetone, formaldehyde, acetaldehyde, acetals, etc. These materials are all essential to the plastics industry.