
Association Progress

ANNUAL Commencement Day meeting of the executive board of the University of Oklahoma Association was held May 7, nearly a month earlier than usual because of the University's new accelerated schedule of three full semesters per year.

Tom R. Benedum, '28law, Norman attorney, was unanimously elected president of the Association for the next year, succeeding Elmer L. Fraker, '20ba, '38ma, of Mangum. Other officers elected, also by unanimous action, are: George D. Hann, '36m.ed, Ardmore school superintendent, first vice president; C. H. Fawks, '19ba, Oklahoma City, secretary of the State School Land Department, second vice president; and Roscoe Cate, '26ba, re-elected acting secretary.

T. M. Beard, '21ba, executive secretary who went on leave of absence last August to become a captain in the Army Air Corps, continues on leave of absence.

Mr. Benedum is active in Norman civic affairs, is past president of the Norman Rotary Club, and has been serving as member-at-large on the alumni executive board since 1942.

Five new board members elected for three-year terms in the annual mail ballot were installed as follows: Vernon Cook, '26law, attorney, Oklahoma City, and Earle S. Porter, '11ba, '12ba, vice president of the Amerada Petroleum Corporation, Tulsa, both members-at-large; Dr. Roscoe Walker, '09ba, Pawhuska physician, representative from District One; Fred E. Tarman, '10ba, Norman newspaper publisher, District Five; and H. Merle Woods, '17ba, El Reno publisher, District Nine.

Two matters expected to have far-reaching effects on the alumni program were discussed at the meeting. One is the amendment of the association constitution to provide for allocating 20 percent of the \$60.00 received for a life membership to the current operating fund, and 80 percent to the permanent O. U. Life Membership Trust Fund.

Vote on the amendment, which was conducted by mail ballot in late April in accordance with procedure prescribed in the association constitution, was very light but the margin in favor of the amendment was decisive. The vote was reported at the executive board meeting as follows: Yes, 53; No, 2. Although small in number, the ballots provided a cross-section of alumni opinion as they came in from association members in 10 different states.

Principal purposes of the change in the life member plan, as was explained in detail in the bulletin containing the ballot on the amendment which went to all Association members, are as follows: (1) to provide funds to pay the cost of sending *Sooner Magazine* to a new life member during the time that the instalment payments are being received and until the investment in the permanent trust fund is earning interest to pay this cost; (2) to provide funds to make possible the employment of a full time field representative, whose duties would include, among other things, the securing of additional new life memberships by personal contacts.

The executive board, after general discussion, authorized a committee consisting of the outgoing president, the new presi-

dent and the executive secretary to work out details of employing a field representative and putting the new plan into effect.

The other major change in the alumni program was the approval by the executive board of a recommendation by President Fraker for setting up a charter club plan for organization of local alumni clubs on a standard basis in various centers of alumni population.

The general plan is to issue an official charter for a club, either city or county-wide, upon petition from 12 or more members in good standing of the general Alumni Association. Detailed plans will be worked out in the near future and will be announced through *Sooner Magazine*.

The charter club plan is not intended to replace the county advisory council organization, but would supplement it, President Fraker explained.

Before the business meeting began, Joseph A. Brandt, '21ba, president of the University, spoke briefly about University affairs of special interest to alumni. He described the efforts being made by the University administration to encourage better organization of undergraduate classes with the view of building class spirit and making better alumni. Discussing the college war training program, he told the alumni board that the Oklahoma Medical School would be the first in the country to have its student body completely activated as a military unit. He also explained reasons for the delay in the establishment of training units on the University campus. President Brandt said he was in agreement with alumni leaders on the importance and necessity of changing the Teacher Placement Bureau to a general placement service for alumni in the near future so that the University will be prepared to answer the demands for placement service which seem certain to develop immediately after the war.

Joe W. McBride, '28bus, president of the



TOM R. BENEDUM, '28LAW



GEORGE D. HANN, '36M.ED



CHARLES H. FAWKS, '19BA

Board of Regents, also spoke briefly, expressing appreciation for services of the alumni to the University. Members of the Board of Regents welcome advice and suggestions from alumni because they know the alumni are sincerely interested in the welfare of the University.

The alumni executive board approved installation of Miss Sue Starr, who had previously been nominated by the senior class, to serve as representative of the Class of '43 on the Advisory Council from Recent Classes. The board also adopted a resolution providing that the members of this council be elected for five-year terms, and that each class at its first five-year reunion elect a successor to the person who had been serving.

The board nominated six alumni for the three positions as alumni representative on the University Athletic Council, the final appointments to be made by the president of the University. The board also renominated Mrs. Kitty Shanklin Rountree, '23ba, Oklahoma City, to serve another three-year term as alumni member of the board of directors of the Lew Wentz Foundation.

Budget estimate for the association for the 1943-44 fiscal year, continuing the program on approximately the same basis as at present, was approved.

The board members present at the meeting were Elmer L. Fraker, T. R. Benedum, C. H. Fawks, Earle S. Porter, Harry Simmons, Fred E. Tarman, O. F. Muldrow and George D. Hann. Only two members of the Advisory Council From Recent Classes were present: Miss Starr, '43, and Kenneth Harris, '39.

President Fraker's annual report on association activities is as follows:

It has become traditional that the president of the University of Oklahoma Association make an annual report at the spring meeting of the Executive Board. In following that established policy, I shall herewith endeavor to enumerate the major activities of the association during the past year. Of necessity, much of the information I shall submit to you has been compiled by our acting executive secretary.

Near the beginning of the administrative year, our executive secretary, Mr. T. M. Beard, entered the Armed Services of the United States as a captain in the Air Forces. A few days prior to the time Mr. Beard assumed his military duties, the previously appointed "Emergency Committee," met and granted Mr. Beard a leave of absence from the office of executive secretary of the University of Oklahoma Association for such time as he should be a member of the Armed Forces. At this same meeting, Mr. Roscoe Cate was appointed acting executive secretary of the association and has been serving in that capacity since that time.

The difficulties of travel imposed by war conditions has curtailed some of the association activities for this year and has forced others to be carried on by telephone and mail correspondence. One of the activities that was eliminated in this year's program was the usual five-year class reunions. However, members of the reunion classes were invited to write letters to the Sooner Magazine for publication in the June issue as a "Reunion by Mail" feature.

Another event that was considerably modified because of war restrictions was the annual Homecoming program. Instead of the usual alumni banquet in the Oklahoma Memorial Building, a box luncheon was served in the Field House. Nevertheless, the regular Executive Board meeting was held on Homecoming Day, and a rather elaborate

radio program was broadcast from the Field House concerning the Homecoming activities.

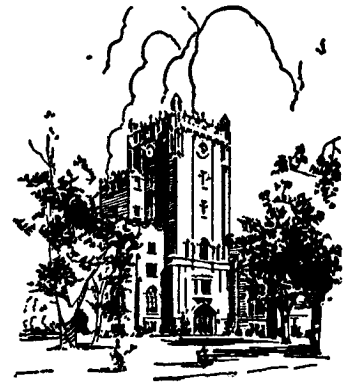
It has been impossible for our county advisory councils to be as effective this year as in previous times. Many advisory council members have moved from their home counties within the year. A considerable number of them have joined the Armed Forces. However, the Alumni Office, through the efforts of Mr. Cate and his staff, has been able to keep in touch with many council members, and they have been called upon for special service on numerous occasions. The Alumni Office has also found, in this time of transportation difficulties, that it was convenient to keep in touch with the alumni over the state through contacts with members of the advisory councils.

Not only did the war bring increasing problems of transportation to our association, but also greatly complicated the matter of handling address records and address stencils. The maintenance of the stencil file, now totaling nearly 22,000 names has been increasingly difficult due to the fact that approximately 20,000 address changes have been made since last June 1. A considerable number of these address changes have been brought about by the entrance of alumni into the Armed Services or into war production work. Fortunately, new addressing equipment was installed before that type of machinery became unobtainable, and despite the difficulty of securing competent help, the work of keeping the address list up-to-date has been carried on successfully. The addressing office functions as a service office for the remainder of the University and handles a large amount of mail for the Extension Division, the University Press, Bureau of Business Research, and other divisions of the University. Mr. Cate and his associates are to be highly complimented for their foresightedness in making preparations for this added work.

Your association president and your acting executive secretary have held several conferences and discussions as to means of bettering the organization and functioning of the Graduate Placement and Records Bureau. Through our executive secretary, recommendations have been made to the University Administration that a separation of alumni records and placement work be made and that one full-time person be placed in charge of each phase of the work. As soon as the war is over, it is quite obvious that the work of graduate placement will be tremendously increased. Our association should be in a position to render the best service in this phase of alumni work. At this time, one person is in charge of both types of work in spite of the fact that the number of names on the alumni address list has increased three times the number of names that were being handled when the present office setup was established more than fifteen years ago. It is not wise for us to wait for further burdens to fall on our personnel before making appropriate provisions for the present and expected increases in the work of this department. Of course, inasmuch as both the work of Graduate Placement and the work of the Alumni Records Bureau are part of the University program, a portion of the expense attached to these undertakings must come from University sources. President Brandt has been contacted on this matter and has expressed himself as in favor of helping us to provide for additional personnel for this work. However, he states that it will be impossible for the University to make any definite commitment until about the first of September when the University's financial status for the coming year will be more definite.

Expanding activities and duties of the association necessitate greater space for efficient handling of these undertakings. Our acting executive secretary has already been endeavoring to get more room. He has recently contacted the Board of Managers of the Union concerning the possibility of securing more space for the Association Office, the Alumni Records Office, the Teacher Placement Bureau, Sooner Magazine Office, and the Addressing Office. The managers expressed interest in the plan and advanced the belief that sufficient space could be provided to fit the needs of our expanded association activities.

During the past year, the Sooner Magazine has probably established itself as a more popular medium than ever before. This has come largely be-



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cause of the importance of the news found in the magazine, and also because of the fine work of Edith Walker, managing editor, and Elaine Larecy, assistant editor. They have centered their efforts on providing a vast amount of news about Sooners in the Armed Forces. Evidence of their success and progress in this undertaking is to be found in a survey of the service news department in the May, 1942, issue of the magazine which contained 272 names of Sooners in the service, and the May, 1943, issue, one year later, which contains news items concerning 703 Sooners in service. In February the magazine staff published, in list form, all the names of Sooners in service whose names it had been possible to secure. This totaled 4,011 names and proved to be one of the most popular features ever published in this journal. Requests for copies of this issue came in from all over the world. Three hundred extra copies were printed, and this number was quickly exhausted, and additional printing of the service list portion was necessary in order to meet the demands. Not only has the Sooner Magazine been able to render a greater service, but it has also been able to produce a greater income. Advertising revenue in the past eleven months has been greater than in the entire previous year. At this time advertising in the magazine has brought in \$4,100, which is \$350 more than was taken in during all of last year.

Today, membership in the University of Oklahoma Association stands higher than at any previous time. Last year our annual membership attained to the figure of 853. We now have 1,349 annual members, approximately 500 more than a year ago, or an increase of 58 per cent. Thirty-five new life memberships have been purchased during the year. This means that we now have a total of 633 such memberships. In the last twelve months we have collected \$2,982 on life memberships and have transferred \$2,400 of this money to the permanent Trust Fund. Transfers to the Trust Fund are made in units of \$500, because it is necessary to accumulate a substantial amount in the Life Membership bank account in order to avoid a considerable expense for transient check service at the bank. A large portion of the new memberships came from men in the armed forces. Letters received from them indicate that they particularly enjoy getting the Sooner Magazine, at a time when they are cut off from contacts with their usual associates. They have difficulty in getting the news about their friends and what is happening in the University. The Sooner Magazine helps to eliminate such difficulties. More than 100 men in the Service overseas are now regular subscribers to the magazine. Within a space of few days, the Alumni Office received a one-pound Australian banknote from the heart of the jungle in New Guinea to pay for a year's subscription to our magazine; a check came from a former president of the Student Council from "somewhere in China;" a medical graduate sent a \$60 check for a life membership from "somewhere in Africa." Other memberships came from men serving in the Navy, on the Atlantic and on the Pacific. Obviously, it is impossible to send the Sooner Magazine free to all alumni in the service, because of the large expense involved; nevertheless, a special subscription price of \$2.00 has been established for any alumnus or former student now in the armed forces.

Despite all these advances in membership and in Sooner Magazine income, your association president has been greatly disturbed about the comparative smallness of the membership in the University of Oklahoma Association. Between seventy and eighty thousand people have been resident attendants at the University of Oklahoma, which makes them eligible for membership in this Association. Yet, out of this great number, less than 2,000 of them are now members in good standing. To put it frankly and pointedly, this association is an insignificant factor in the affairs of not only the State of Oklahoma, but also of the University of Oklahoma. As your president this year, I have determinedly sought a remedy for this situation. I sought information from all sources as to how other alumni associations have grown from positions of mediocrity to positions of power and influence. Your acting executive secretary, Roscoe Cate, has loyally stayed in the thick of this quest

with me. He was largely instrumental in finding the plan, which immediately struck me as the solution to our problem. That was the plan this board recently approved and submitted to the association membership which, in turn, approved it. To put it concisely, our association had but little influence because it has had so few members. It had few members because it did not have sufficient finances to establish a well-ordered program of membership solicitation. Definitely, then, our problem resolved itself into finding money wherewith a program of membership solicitation might be established. The plan our association has adopted is a modification of the one used by the University of California. If our undertakings in the matter are one-half as successful as has been those in the west coast school, we shall have laid the foundation for a great alumni association for the University of Oklahoma. The twenty per cent of funds derived from life membership payments, as provided in the recently adopted amendment, should give us the finances to put in operation the machinery for making our organization a really going concern.

Although I have been considerably absorbed in developing plans for building a large membership in our association, I am readily aware that membership is only a means to an end. The end which all loyal alumni of the University of Oklahoma should have in mind for this association is the creation of conditions in this state whereby our children and our neighbor's children may have the same, or better, advantages as did we, of securing higher education in the University of Oklahoma. Equality of opportunity for all certainly includes equality of opportunity for all in securing higher education. How can it be said that the youth of Oklahoma have equality of opportunity for a university education, unless the University of Oklahoma is maintained as the peer of any other university in our nation. It is the duty of the University of Oklahoma Association to grow in strength and influence to where it will be an overwhelming force in securing these things for the youth of Oklahoma.

Within the last few weeks we have set up the machinery for financing the securing of memberships in this association. Now, I conceive it to be necessary that we set up instrumentalities for getting the desired results from any membership that may result. To make the association effective, we must have a more concrete and definite type of local organization. We cannot promote the types of culture and education emanating from the University solely through offices and organizations functioning alone in Norman. For that reason, I am recommending that a provision be made for the establishment of University of Oklahoma Association Chapters in the various cities and counties in the state. Following is an outline of my ideas as to the nature of such chapters:

1. Upon petitions signed by at least twelve association members, in good standing, living in one community, a charter might be granted. Such charter might be either to a city group or a county group.
 - a. The petition form would be one approved by the Executive Board.
2. Each chapter would elect a president, vice-president, and secretary-treasurer.
3. At least two chapter meetings would be held annually.
4. Chapters might charge local dues, provided such dues and assessments would not exceed in amount those of the annual membership dues in the association.
 - a. Nothing herein would prohibit donations from individuals or groups to chapter funds.
5. The program and purposes of each chapter should be the furtherance of the program and purposes of the University of Oklahoma Association; that is, to promote and advance culture and learning in the State of Oklahoma through the development of the University of Oklahoma as an instrument of such culture and learning, to the end that the youth of this state, in attendance at the University of Oklahoma at any time, would have educational and cultural opportunities equal to those who might be in attendance at any other university in the nation.
6. Included in the chapter programs should be the granting of University of Oklahoma scholar-

ships to outstanding high school graduates in the community, providing such graduates intend to pursue higher education in courses in which the University of Oklahoma has adequate equipment and instruction.

7. Each local chapter should adopt a constitution and by-laws in conformity to the foregoing provisions and in conformity to the constitution of the University of Oklahoma Association.

8. The president of each chapter should, because of such office, become a member of the Advisory Council of the Association.

On our agenda today I would like to submit the foregoing plan for the establishment of alumni chapters to the Executive Board and ask that the board adopt it and also provide the procedure for putting it into operation.

Class of '08 Takes Lead

In observance of the 35th anniversary of the Class of 1908, Frank M. Long, '08ba, '09ma, now of Dublin, Virginia, conducted a one-man campaign to put his class at the top of the ranking in percentage of life members.

New life memberships for Mr. Long and for G. B. (Deak) Parker, '08ba, executive officer of Scripps-Howard Newspapers at Washington, D. C., raised the percentage of the class to 15.09 and put it in top place, ahead of the Class of '04 which has held the leadership for a long time.

Several other life memberships are in prospect for '08 graduates, wrote Mr. Long, who hoped to put his class so far ahead that it will hold the top position for a long time.

A total of 13 new life members has been recorded since the last announcement in *Sooner Magazine*. In addition to Mr. Long and Mr. Parker, they are:

Mrs. G. B. Parker (Adelaide Loomis, '06ba, '10ma), Washington, D.C.

Capt. Murble H. Pearson, '33ba, '36bs, med, '38med, now serving in the U. S. Army in North Africa.

C. G. Lalicker, '30geol, '32ms, until recently a member of the University geology faculty and now on the staff of an oil company at Houston, Texas.

Mrs. Lalicker (Anne Elizabeth Lewis, '31-'32, '38-'39).

Dr. J. S. Gonzalez, '23bs, '27med, Nogales, Arizona.

Ira Eppler, '38fa, now in government service at Seattle, Washington.

Edith Walker, '41ba, managing editor of *Sooner Magazine*.

Lt. Menter G. Baker, '42bus, Camp Hood, Texas.

William O. Soderstrum, '43bus, U. S. Army, Washington, D. C.

Neal J. Mosely, '43eng, Alliance, Ohio, Army Air Corps.

Mrs. Marjorie D. Mosely, '43.

Total number of living life members of the association is now 636.

St. Louis Club

E. J. Merritt, '33law, has been elected president of the O. U. Alumni Club of St. Louis, Missouri. Other new officers are Cecil Hunt, '26law, vice president, and Helen Ruth Holbrook, secretary-treasurer.

The club's principal annual social event, a boat ride on the Mississippi River, has been scheduled for June 9. Alumni in communities near St. Louis are all invited.

Watch for Announcement of the Complete 1943 Sooner Football Schedule

With government sanction of the continuance of college sports in wartime if at all possible, University athletic officials have already made considerable progress in preparing the Sooner football schedule for 1943.

Four home games are booked, some of which may be played in Oklahoma City. Here is the present 1943 home slate:

- Oct. 2 Oklahoma Aggies.
- Oct. 16 Tulsa University.
- Oct. 30 Iowa State.
- Nov. 6 Kansas.

ATHLETIC DEPARTMENT
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