

SOONER MAGAZINE

PUBLISHED EVERY MONTH BY THE UNIVERSITY OF OKLAHOMA ASSOCIATION

Alumni Staff Members: O. B. Campbell of the *Vinita Daily Journal*, '23ba; Clarence Frost of the *Kiowa County Star-Review*, '31ba, and Charles E. Engleman of the *Clinton Daily News*, '33ba, Guest Editors for the month of March; Catherine Robinson, '46, Assistant Editor; Ted Beard, '21, Riding The Range; Harold Keith, '29, Sooner Sports; Betty Jean McLean, '49, Roll Call; Jan Thomas, '49, War Records; Mrs. Mary Turnbull, Alumni Records, and Lui Antonelli, '41, Mailing.

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The Guest Eds for March

Apathy as an Enemy, Town and Gown relations and then a glance into the future visualizing a New Era constitutes the writing of the guest editors of the *Sooner Magazine* for March issue, 1946. These publisher-editors represent classes of the late 20's and early 30's. Here they are:

A New Era Looms

By O. B. CAMPBELL, '23ba
Publisher, Vinita Daily Journal

A new era, in which there will exist between the University of Oklahoma and its alumni a greater degree of co-operation and beneficial association than ever before, is approaching around the corner.

That is our prediction in the light of developments during the past several months—a period that has found Sooners far and near meeting together for the first time as alumni to study and discuss what services they can render to the University.



O. B. CAMPBELL

Already this new era has been ushered into being in a rebirth of loyalty and interest. But in the weeks, months and years to come an even deeper impression affecting the growth and accomplishments of the University of Oklahoma may be expected to come from the alumni.

Back in December, 1941, at Pearl Harbor, and the days that followed that treacherous attack, America learned the costs of complacency. A nation cannot achieve much that grows lazy and fat on a diet of indifference and self-satisfaction. And neither can organizations or institutions. The war shook off much of that feeling. We found that if we were to get the job done we had to dig in and work and sweat and sacrifice.

Now, we believe, alumni who have long had a similar attitude in regard to their own university, will shake off the apathetic attitude that has held them in its grip. A new spirit of co-operation and unity among Sooners, particularly those who remain in Oklahoma, is spreading over the state. In the streets, in the hotels, on athletic fields, in the civic clubs, and wherever Sooners meet, they are today discussing how they can help build a greater University of Oklahoma than the state has ever known.

Scores of alumni have always devoted much of their time and efforts to the University. But many more have received their degrees, returned to their home towns, and the once Sooner spirit has become lifeless with the passing years.

This new wave of interest has been stimulated by the recent visits of L. E. (Jap) Haskell, director of athletics, and Jim Tatum, new Sooner football coach, to various parts of the state. Sooners everywhere were impressed by their frankness, their desire to acquaint youth of the state with the great educational institution that has been built for them, and, now that the war has ended, to build

athletic teams that will again take their place among the nation's best.

Alumni, many of whom had not associated since college days, met and ate together, and with these two Sooner athletic leaders, discussed their university and how they might join hands in helping make it a greater university than it has been in all history.

And that is what we believe the alumni of the University of Oklahoma plan to do.

We have a right to be proud of Soonerland, its growth, its traditions, its achievements and history. Yet, we also have a responsibility to it. It is ours, just as the nation is ours, but we should not be complacent in our attitude towards it.

Great can be the accomplishments of the University of Oklahoma when its alumni throughout the Sooner commonwealth, awake and alert to its needs, offer a unified front of active service.

Town and Gown

By CLARENCE FROST, '31ba
Editor-Publisher, Kiowa County Star-Review
(Hobart, Oklahoma)

Accidentally I have a slant on Norman and the University of Oklahoma that might be of interest.

I say accidentally because I didn't plan to have a half dozen points of view on the subject. It just happened that way. I attended the University's prep school, Norman High School, the University, taught in the University and at different times viewed the situation from three other towns out in the state.

Maybe too much has already been said about the gap between the "town and the gown." Maybe



CLARENCE FROST

it's poor public relations to hang washing on the front porch. When I was sports editor of the *Oklahoma Daily* I was assigned one fall to predict outcomes of conference football games, and when I predicted Oklahoma would lose on Homecoming Day, the president of the Alumni Association took his pen in hand and the hide off me.

Maybe he was right and maybe I was disloyal. But if I was, I still am. I think it is healthful to "call 'em like you see 'em."

In the first place, I should like to admit that I didn't do anything to close the gap between the town and the University when I had the opportunity. Why, I don't know. From this point of view of greater distance, the need seems more apparent. So, if there are those in the town and on the campus who also can't "see the forest for the trees," this might give them an idea.

As a boy growing up in Norman, I fell readily into the attitude of being uninterested in the University. I saw evidence the attitude was reciprocated by some connected with the campus.

Now there are those on Main Street and some at the University who do not feel that way about

The Cover

Sooner Magazine proudly presents on its March cover—Dr. J. Rud Nielsen, research professor of physics, and Dr. William Schriever, director of the School of Engineering physics, chairman of the department of physics, professor of physics, University of Oklahoma.

These men made great contributions in the development of the infra-red spectrograph built for the Naval Research Laboratories of Washington, D. C. (See page 11 "The Infra-Red Spectrograph").

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it. But they don't do anything about it. That, of course, is human. Like the farmer's reply to the book salesman. The youth was trying to sell him a book on agriculture, which he said would "teach you how to farm better." The farmer said, "Heck, son—I ain't farmin' half as good as I know how now."

Perhaps the relationship between Norman and the University, or the lack thereof, is characteristic of all school towns. It may be inevitable. I'd rather not think so. You can't make me believe that some work and thought by people qualified for both, would not better the situation. And wouldn't a University and a town intensely proud of each other and co-operating fully with each other, make for the same feeling over the whole state?

Please don't get me wrong. Norman is a good town. I know that. I am proud to call it my hometown. The University is great. It is potentially, and will be, greater. They should be—perhaps, they are—the cultural center of the state. How much they expand and improve and how soon depends to a great degree on the "town and the gown" and their relationship with each other.

Get Awake—Offset Apathy!

By CHARLES E. ENGLEMAN, '38ba

Editor-Publisher, *Clinton Daily News*

The University's worst enemy is apathy—on the part of the average old grad!

The passing years bring a steadily decreasing number of visits back to the campus. Familiar faces seen on those visits are fewer.

On each return visit, the students look younger. The faculty changes. Even Morris Tennebaum, self-proclaimed member of every fraternity on the campus, vanishes from the scene.



CHARLES ENGLEMAN

The old grad recalls with alarm his own student attitude toward the "has-been" old grads of yesteryear, throws up his hands while muttering something about "the co-eds didn't wear blue jeans and shirt tails in my day" and retreats into isolationism from the University.

He comes out of his shell for one or two football games a year, or more often when the red-clad boys are on top, but his implied philosophy is "once I was a Sooner," instead of "when I die, I'll be a Sooner dead."

Sooner alumni live in every city and community in the state. Many of them are leaders in their communities. Many were leaders at the University. Mutual profit can be realized from a closer liaison between the University administration and former students.

Alumni groups need to become more active in their own communities. Three or four meetings a year to discuss problems of the University and what can be done to assist would require little time but could be beneficial.

Alumni should learn more about the University, talk more about it and recommend it more often. Recruiting students doesn't need to be an aim, for there probably will be an oversupply of them for the next few years, but making our communities ever more University-minded should be a prime object.

Alertness in scheduling educators and other talent from the University at public meetings in our communities should be another object.

The value of keeping Oklahomans sold continually upon Oklahoma University cannot be overestimated. The University will progress in di-

rect ratio to the success of this undertaking.

It is a job that can be done with the co-operation of the University and its alumni.

Jim Tatum and Jap Haskell started the ball rolling for 1946 when their "grass-roots" campaign took them to scores of communities which hadn't seen an official representative of the University for a considerable period of time.

People in all sections of Oklahoma liked them and enjoyed their visit, not because of America's traditional sympathy for gridiron underdogs, but because these bonafide representatives of the University reminded them that they, too, have a permanent stake in the University's future.

So whether or not you believe it needs it, keep selling the University of Oklahoma, old grads!

Appoint yourself as a committee of one to see that the good points and services of the University are properly and continuously presented to the people of your community.

Such a public relations program will build a formidable safeguard against recurrences of unfavorable publicity and unfriendly legislatures of the past.

The University of Oklahoma isn't hard to sell!

Group to List Those Eligible For Phi Beta Kappa

Committees of Phi Beta Kappa, national honorary scholastic fraternity, have been appointed to make recommendations of persons eligible for election to the organization, Miss Grace Ray, associate professor of journalism and secretary-treasurer of Phi Beta Kappa, said Friday.

The annual election meeting will be held about the second week in March.

The committee on undergraduate elections consists of Dr. John C. Brixey, associate professor of mathematics, chairman; Mrs. Mary Ellen West, instructor in classical languages; Dr. L. B. Hoisington, professor of psychology.

Included on the committee on alumni and honorary elections are Dr. Leonard Logan, director of institute of community development, chairman of the group, Dr. Roy Gittinger, dean of admission; Dr. M. L. Wardell, chairman of the department of history; Dr. Lloyd Swearingen, professor of chemistry; H. H. Herbert, professor of journalism; and Ted M. Beard, executive secretary of the Alumni Association.

Bong Foundation Scholarship For O.U. Is Announced

Selection of the University as one of the American colleges to train scholarship students in aeronautical engineering through a plan of the Richard Ira Bong memorial foundation has been announced by William H. Carson, dean of the College of Engineering.

Capt. Eddie Rickenbacker, famed pilot of the first World War, is honorary chairman of the foundation. Serving with him as honorary vice chairman is Gen. H. H. Arnold, former commanding general of the Army Air Forces.

Fifty of the best qualified high school graduates of the nation, including the District of Columbia and Alaska, will be trained each year under the program, Mr. Carson announced.

War Patches Collected

Civilians who get lonesome for the old shoulder patch of war days may later find their certain insignia among approximately 360 now being collected by Dr. O. B. Jacobson, director of the University Museum of Art. Doctor Jacobson, who already has about 175 of the shoulder patches, states that when the collection of modern military insignia is complete it will probably be on exhibition. Each insignia will be documented to indicate the places where the division served in action during the war.

Correspondence . . .

Wiesbaden, Germany

Dear Ted:

Am now in Wiesbaden, Germany with the War Crimes Branch, U. S. Army, APO 633, PM, New York, N. Y., in the trials and prosecution section. Plenty of work to do of course. I landed here on the 19th Jan. 46. Had a real nice trip over in plane; saw a little of Paris but weather was cold and did not get to see the places of interest. Did purchase post cards; some day will get to see them personally. Enjoying the work so far, and the papers and radio did not over rate the crimes. Know the experience will be of value to me in the future. I was separated from the service on the 19th Nov. 45 as Lt. Col. JAGD, and kept my reserve commission. The family is at Stillwater, the two younger sons, Jim and John with their mother retain our residence there; the oldest boy, Bill, is still in the Marine Corps now going to school at Villanova, Penn., Villanova College in V-12 program. We hope he will be back in college by the next few months and then prepare so he can finish up at O. U. Have met many of the Oklahoma boys, Crawford is here with us; John Fuller left the other day for home. Crawford is from the City. Will appreciate getting the magazine so don't forget the address and let me hear from you all at the good campus. Best of luck and my good wishes.

Geo. R. Raylor, Attorney
War Crimes Branch, U. S. Army
APO 633, PM, New York, N. Y.

Former Editor in Philadelphia

Edith Walker Hefley, '41journ, former editor of *Sooner Magazine*, is now employed in Philadelphia, Pennsylvania. Mrs. Hefley is with the Philadelphia and Union Library Catalogue Center, located in the fine arts building of the University of Pennsylvania. In a recent letter to her former associates in the O. U. Alumni headquarters she states, "My duties here are mostly secretarial, but include other assignments that are quite interesting. This office has a master file of all books in Philadelphia libraries—and there are only three and a half million of them! This file is used in locating books in the 160 odd libraries in this area."

Mrs. Hefley continues in her letter, "Recently this husband of mine, Ted, '39ed, '40m.ed, has seen Vergil Shipley, '40-'43, two medical students from Carlisle Barracks—Bill Snoddy, '37-'38, and "young" McSpadden, '44md. Ted's brother, Dana, '26eng, '27ms, who is with the Dow Chemical Company in Tulsa, frequently comes east on business and we have seen him several times. So, you can readily see how it is around here. In Philadelphia we Oklahomans are as thick as flies."

Cosgrove to Edit Business Magazine

Augustin L. Cosgrove, associate professor of business communication, will edit the March issue of the *Bulletin of the American Business Writing Association*. The publication deals with subjects of professional interest to both college teachers and business executives who specialize in business communication, public relations and advertising.

A member of the association for the past eight years, Mr. Cosgrove served as chairman of the business letter clinic at the international convention of the organization in Chicago in 1941. He returned to the University last month from military leave of absence, having served with the Army in Europe.

In 1945 he was a member of the faculty of Shrivenham American University in England. During his leave of absence from the campus, D. C. Heath & Company, New York publishers, released *First Principles of Business*, a book of which Mr. Cosgrove is co-author.