

University

O. U. Baccalaureate And Commencement

The University played host to two famous men at the annual baccalaureate and commencement ceremonies which took place May 5 and 7 on the campus. Lt. Gen. Raymond S. McLain, Oklahoma's number one civilian soldier who was once a national guard private, was the first guest when he delivered the address at the memorial service-baccalaureate. The second was Dr. Milton S. Eisenhower, president of Kansas State College, and brother of Gen. Dwight Eisenhower, who spoke at the commencement exercises two days later.

Baccalaureate exercises on Sunday, May 5, of this year were dedicated as a memorial service to former students and alumni of the University who lost their lives during World War II. Invitations to attend the service were mailed to parents, wives and next of kin of the 402 men and one woman who died in service. Faculty members, alumni attending class reunions and the 1946 graduating class joined with the visitors in the service.

Following the address by General McLain, parents assembled in the lobby of the Union Building to receive certificates inscribed to the memory of those dying in service.

General McLain was the first citizen soldier elevated on the battlefield to command a division and a corps and was the first citizen soldier to command a corps in battle in either World War. His service as an Oklahoma national guardsman dates back to 1912 when he was a buck private. He served on the Mexican border in 1916 and later in World War I. During World War II he fought in Sicily and Italy with the 45th Division, in France at St. Lo as commander of the 30th Division's artillery and at Falaise as commander of the 90th and in Belgium and Germany as commander of the 19th Corps.

Tuesday, May 7, was graduation day for approximately 400 University seniors. Following the military motif of this first peacetime commencement in many years, they were told by Dr. Eisenhower that the "world must establish great common goals" to achieve lasting peace.

During the war, Dr. Eisenhower was sent on a special mission to Africa by President Roosevelt to study refugee problems in Algeria and Morocco and to lay plans with the Army for propaganda warfare in the Mediterranean theater. Recently he has served on President Truman's three-man fact-finding board in the General Motors labor-management dispute and is now on the famine emergency committee by presidential appointment.

In address the Class of 1946, faculty and guests assembled for the commencement exercises, Dr. Eisenhower recommended the establishment of a free press throughout the world and the general exchange of information among all countries, even to the granting of subsidies to press associations to supply general, informative articles which would otherwise never be seen. He pointed out that many countries considered the United States as a land of two extremes—Chicago gangland and New York night clubs—before the war.

Scientific Gifts Received

Announcements have been made recently of two important scientific gifts received during April by the University of Oklahoma. One was the contribution of \$13,000 from Jerome Westheimer, managing trustee of the Samuel Roberts Noble foundation, to the University Research Institute for the purchase of an electron microscope and auxiliary equipment. The second gift was that of an \$8,500 gravity meter to the department of physics by the C. H. Frost Gravimetric Surveys, Inc., Tulsa.

In authorizing the former contribution, the Noble foundation requested that Dr. J. Rud Nielson, research professor of physics, direct the purchase of the microscope and other instruments. Dr. Nielsen



At the conclusion of the 1946 (May 7) O.U. commencement, President George L. Cross congratulates President Milton S. Eisenhower (Kansas State College, Manhattan) on a very excellent commencement address presented to the O.U. graduating class. In the background are Dean D. B. R. Johnson and Reverend Joseph Ewing.

has been interested in the electron microscope since 1932 when he saw in Europe the first crude one which had just been built by German physicists at that time.

Designed so that a stream of electrons takes the place of the light rays used in the ordinary optical microscope, the electron microscope can magnify 50,000 or even 100,000 times and there is no doubt that much more powerful electron microscopes will soon be developed, Dr. Nielsen pointed out. The greatest magnification obtainable with an optical microscope is about 2,000.

Offering almost unlimited possibilities for research in many fields, the new instrument was developed by physicists, but is used primarily for research in other sciences.

It is planned to use the University electron microscope for research in animal biology, plant sciences and medicine to study tissue structure, bacteria, viruses, etc. The new instrument will also be available for researchers in chemistry and geology dealing with such things as carbon black, plastics, paints, industrial dusts, rubber, clays, catalysts, ceramic metals and alloys.

Plans are being made for training advanced students in physics, chemistry and biology in the new techniques. In order to increase the understanding of science throughout the state, it is planned also to use the microscope to prepare material for illustrated lectures for the general public.

The University electron microscope will be the third instrument of its kind to be installed in an Oklahoma laboratory. The first was purchased for the research laboratories of the Phillips Petroleum Company at Bartlesville a year ago and some months later the second was installed in an industrial laboratory in Tulsa.

The new gravity meter received by the physics department will be used exclusively for instruction in geophysics exploration and for research purposes, Dr. William Schriever, chairman of the department, has said.

Used in searching for petroleum bearing structures and locating aluminum ore, bauxite and lead and zinc ores, the gravity meter determines the variation of gravity over a certain area which indicates whether deposits beneath the surface are of

greater or less density than those of surrounding materials.

Thus, in the case of a salt deposit, the meter, which in principle is a weight suspended on a spring, would register a lighter gravitation pull than when set up over a rock structure.

Although the principle involved is comparatively simple, the problem of designing a sufficiently sensitive and stable meter is difficult, Dr. Schriever stated. The gradual permanent change in the length of the spring, the temperature and the barometric pressure must all be taken into consideration.

Gravity meters similar to the University machine have been used for exploration in the United States, Canada, South America, China, South Africa and the Arctic region.

"No Vacancy"

There'll be a "no vacancy" policy as far as classroom usage at the University of Oklahoma is concerned next fall. Plans are now being made to use every available classroom 12 hours each day in order that more veterans can take classes.

President George L. Cross said that when September comes, lecture classes will meet from 8 a. m. until 8 p. m. and that laboratory sections will be open in both the mornings and afternoons.

Twenty-seven classes in the College of Arts and Sciences already have been scheduled for the noon hour. President Cross predicted a veteran enrollment of 5,000 to 7,500 and a total enrollment of more than 10,000.

Alumnus Contributes to Post

Two stories by Dick Pearce, '31journ, have appeared in the *Saturday Evening Post* in recent months. Both had as their locale Canadian County, Mr. Pearce's former home.

Mr. Pearce is a former editor of the *Oklahoma Daily*. He worked for the *El Reno American*, the *Oklahoma City Times*, and the *Oklahoma News* before going to San Francisco in 1937 as a staff man for the *San Francisco Examiner*.

He rose rapidly through the news ranks of the California paper and is now a member of the editorial staff. Recently, he was one of 15 prominent news men chosen to make a tour of Pacific bases.

Public Relations Award To Be Offered

Plans are now in the making for the new "Joseph W. Hicks Annual Public Relations Award" which is to be offered to senior students at the University who are interested in public relations work. This award is being sponsored by Joseph W. Hicks, a graduate of O. U. in 1923 who now heads a public and industrial relations counseling office in Chicago, Illinois.

Students entering the contest will submit one of the following types of articles on the subject of public relations. It has not yet been decided which of the three will be specified.

1. A thesis or a composite type of copy, enumerating the most outstanding public relations techniques employed by American business corporations or trade associations during the preceding year. This will show how such techniques as publicity, institutional advertising, consumer advertising, radio, direct mail, motion picture, billboard or other public opinion molding activities have been applied in a fully rounded public relations program.

2. A description and analysis of the public relations activities of any one American business corporation or trade association. This would explain the objectives of a specific group's public relations program and how they went about meeting those objectives.

3. A suggestion for a complete public relations program for an American business corporation or trade association, having the student determine from his own research and observation just what, in his opinion, might be wrong with a group's approach to the public, or its lack of approach in best molding opinion in its favor.

As a guide to the participants, consideration will be given to the definition given to the public relations profession about four years ago by Mr. Hicks which states, "Public relations is any effort designed to improve or maintain the stature and dignity of an organization, industry, individual, product or service."

Winners of the "Joseph W. Hicks Annual Public Relations Award" will be given paid-up memberships in the University of Oklahoma Alumni Association. The student who places first will receive a life membership; second, a five-year annual membership, and third, fourth and fifth place winners will be given three-year memberships in the Association.

A plan is also being developed to have the five winners' manuscripts printed in pamphlet or booklet form in order that they may be distributed to a large number of people throughout the country who are interested in public relations programs, and may also obtain, for those who receive awards, a certain amount of recognition through various public relations associations which might result in their receiving an offer for a position upon finishing school.

A definite decision has not been reached as to whether participants in this five-year award contest will be limited to seniors in the School of Journalism or whether it will be open to all graduating seniors in the University of Oklahoma.

Judges for the awards will be chosen from well-known persons throughout the state who are acquainted with various public relations techniques and therefore are best qualified to make decisions in a contest of this type.

Advertising Students Excell

Two advertisements prepared by journalism students and published in the *Oklahoma Daily* have been selected as outstanding examples of copywriting and layout by the *Business Review*, a national idea exchange for college publications.

One of the advertisements was prepared by Frank Dobyms, Stigler, *Oklahoma Daily* advertising manager, and the other by William L. Morehead, Bernice, Louisiana.

The advertisements were prepared under the supervision of Leslie H. Rice, assistant professor of journalism.

Eleven advertisements were singled out for mention by *Business Review*, with the *Oklahoma Daily* the only publication having two selected as outstanding.

Faculty

Doctor Bender Awarded Boyd Professorship

Late in April, President George L. Cross and the Board of Regents announced the appointment of Dr. John F. Bender, professor of school administration to a David Ross Boyd Professorship. This signal recognition extended to Dr. Bender culminates twenty years of outstanding service at the University of Oklahoma.

The doctor was born at Kansas City, Kansas, in 1879. He graduated in 1906 from the University of Kansas with the degree of Bachelor of Arts. Then he received his Master of Arts from Columbia University in 1922 and his Ph.D. from Columbia in 1926.

Dr. Bender, prior to his coming to the University of Oklahoma in 1926, held a number of prominent positions in the field of secondary and college education.

Serving as a professor of school administration at the University of Oklahoma, he has in his twenty years of service on this campus directed students in the writing of 289 master's theses. He has likewise been the advisor of 17 graduate students who have received their doctor's degrees from the University of Oklahoma in that period of time. Of these 17 students, nine are now serving as college and university professors in Oklahoma and other states; four are in school administration positions in Oklahoma; one is Commissioner of Education of Alaska and one is a college president.

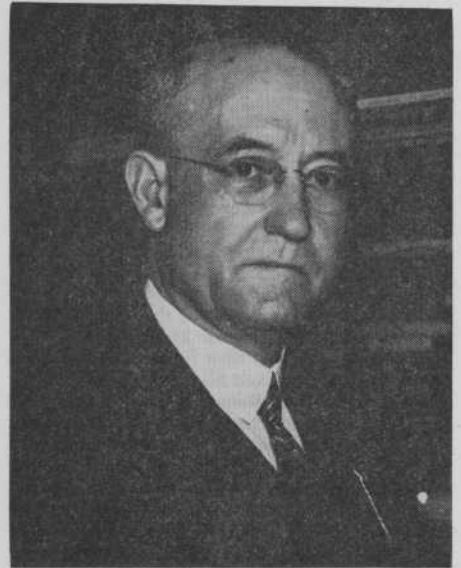
Dr. John Bender has in the past and is at the present time filling a number of important committee assignments with the University administration. He is a writer of distinction among not only the public school and college educators of the state but also among business and professional men throughout Oklahoma. One of the most beloved men of the O. U. campus, *Sooner Magazine* indeed salutes an outstanding gentleman and scholar for the signal recognition that has been accorded him.

Father of O.U. Engineering

At the 1946 Commencement program—the 54th University Commencement—a special portrait of Dr. James H. Felgar, dean emeritus, was presented



Lt. Gen Raymond S. McLain as he delivered the O.U. memorial-baccalaureate address.



DR. JOHN F. BENDER

to the University by a graduate of 1918, Loyal B. Holland. In presenting the portrait in the Fieldhouse at the Commencement, Mr. Holand said:

"Mr. President, Faculty of the University of Oklahoma, Graduating Class of 1946, Ladies and Gentlemen:

"This 54th University commencement is a particularly fitting occasion to honor the man who served as grand marshal of commencement and convocation processions from the time of the dedication of the present Administration Building in 1912 until 1935. It is doubly fitting, for today that man completes his 40th year as a member of the University faculty.

"Dr. Felgar came to the University as an instructor of mechanical engineering in 1906—the 42nd member to join the faculty. This institution was exactly 14 years of age. And youth and immaturity still showed in the sparsely settled campus—a few buildings and not many more students.

"At that time the mechanical engineering courses were included in the School of Applied Science which, with the addition of Dr. Felgar, had two professors. The laboratories and workshops were located in small frame structures just north of the present Women's Building.

"Dr. Felgar became acting head of the School of Applied Science in 1908 and was made dean of the College of Engineering in 1909 when the University was organized into colleges and schools. His appointment marked the beginning of a long period of expansion—a period in which the College of Engineering became one of the foremost in the nation.

"In those days the College of Engineering included curricula in civil, electrical, and mechanical engineering, and in mining, which later became engineering geology. During Dean Felgar's administrative tenure, the Schools of Chemical, Petroleum and Architectural Engineering and of Engineering Physics were added.

"At the beginning of his deanship, the College of Engineering had an enrollment of less than fifty students. The first engineering student was graduated in 1909. He was Charles Lewis Kampke who now has charge of water rights in the State of California.

"No one could foretell that by 1937, when Dean Felgar became dean emeritus, more than 2,200 students would have received engineering degrees. These graduates went forth from the University of Oklahoma to bring engineering techniques and skills not only to this state but to the entire world.