

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 Doby, 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.

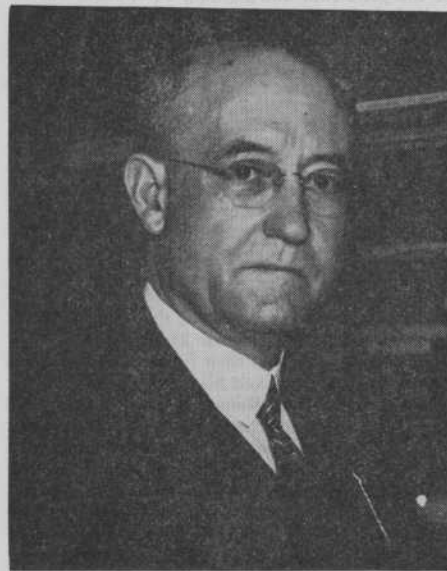
Dr. John Bender has in the past and is at the present time filling a number of important committee assignments with the University administration. He is a writer of distinction among not only the public school and college educators of the state but also among business and professional men throughout 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.

"The tremendous outlay of buildings and equipment that can now be seen on the east side of the campus was for the most part obtained and erected under Dean Felgar's leadership. The Engineering Laboratory was constructed in 1910; the present Engineering Building was erected in 1925, and the Petroleum Laboratory was built in 1929. Much of the petroleum and refining equipment was installed during the same period.

"Yet these visible evidences cannot accurately gauge the true accomplishments of Dean Felgar, for the human element is lacking. But those graduates of 20, 30 and 40 years ago remember that his door was always open to them. He was ready to listen sympathetically, to discuss their problems and to impart wisdom with instruction. For years he was the personal adviser, as dean, to every freshman engineer. And certainly every freshman needed his counsel. His office was located in the very same spot in the old laboratory building as it is today. There he could look out the window and see the students approach up the walk. He could turn and look out his door and see them come up the stairway for their classes. He knew those students. And they knew him as their friend.

"Dean Felgar received his A. B. degree in 1901 at the University of Kansas where he was a Phi Beta Kappa. He took one year of engineering at Kansas and then went to the Armour Institute of Technology, now the Illinois Institute of Technology, Armour College of Engineering. He earned his Bachelor of Science degree in mechanical engineering in 1905 and later received his mechanical engineering degree in 1911. In 1929 Armour Institute conferred the honorary degree of Doctor of Engineering upon him, in recognition of his outstanding work in engineering education.

"He long has been active in professional engineering organizations—Sigma Tau, Tau Beta Pi, American Society of Mechanical Engineers, National Society of Professional Engineers and Oklahoma Society of Professional Engineers. He also has long been one of the leaders in the society for the promotion of engineering education. He fathered the licensing system in this state which requires that an engineer meet professional requirements. That, certainly, was an outgrowth of his own basic principles of life—that an engineer must be intellectually honest. In short, Dean Felgar can truly be called 'the father of engineering' in Oklahoma.

"Since becoming dean emeritus, Dean Felgar has continued to carry his full share of the teaching load which has been particularly heavy on all of the engineering faculty during the war period from which we are just now emerging. His counsel and guidance continues to be an inspiration to those students and faculty members with whom he associates.

"It was the realization of his notable contributions to the University, of his unstinting service to our state, and of his cheerful guidance of his students that led a group of early-day alumni to decide on a way to express their gratitude for having known Dean Felgar—their teacher, their friend and their counselor.

"As a former student who studied under him and as a former faculty member who worked with him, I take a sincere pleasure in making this presentation to the University of his portrait to hang in the University Library with those portraits of other distinguished University of Oklahoma men."

Noted Trumpeter To Teach

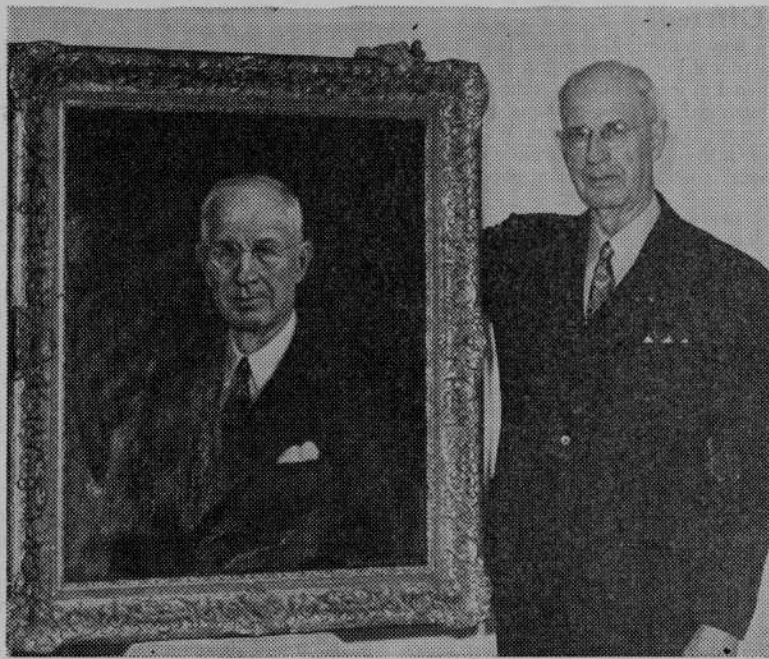
Pattee Evenson, distinguished trumpeter and band conductor, will teach at the University's eight-week summer session starting May 31.

A faculty member of the Eastman School of Music, Rochester, New York, for the past 11 years, Mr. Evenson will teach courses in trumpet and other brass instruments and in concert band conducting.

He will be on the instructional staff for the band, orchestral and choral directors workshop June 10 to 21 and will serve as band conductor and chief conductor of the mass band concert during the workshop.

Mr. Evenson is conductor of the symphony band and head of the trumpet department at Eastman. For seven summers he was on the faculty of the National Music camp at Interlochen, Michigan.

He has been first trumpeter of the Rochester



Dr. James H. Felgar, dean emeritus, the 42nd member to join the faculty of the University of Oklahoma, stands beside the portrait presented to the University at the 54th Commencement by the engineering graduates commemorating the 40 years of service of Dr. Felgar to the University of Oklahoma.

Civic and Philharmonic orchestra for 11 years. For four years he played first trumpet in the Chicago Civic Orchestra and for five years he was a member of the Minneapolis Symphony Orchestra directed by Eugene Ormandy. In the summer of 1945 he played first trumpet in the Boston Symphony during the "pops" concerts in Symphony Hall in Boston, Massachusetts.

New R.O.T.C. Commandant Arrives

Col. James J. Waters, Jr., has arrived from Washington, D. C., to assume his new duties as R.O.T.C. commandant and professor of military science and tactics.

Colonel Waters was assistant professor of military science and tactics at the University from 1929 to 1934. During World War II, he served two years in China, then returned to the United States as commander of the 32nd Field Artillery at Fort Bragg, North Carolina.

Later he was stationed in Panama, Central and South America and returned to the States for the second time in February, 1946. Previous to his present assignment he was taking an R.O.T.C. orientation course at Fort Belvoir, Virginia.

FM at O.U.

It will be "school days" by radio for Oklahoma youngsters, high schoolers and even adults when the University of Oklahoma "school of the air" gets underway.

The intense education program is one of the details of a plan for the new frequency modulation radio station, K-OK-U, which the Federal Communications Commission has authorized O.U. to operate.

K-OK-U will not interfere with regular WNAD broadcasts from the University but will offer static free radio programs to listeners over the state. Even electric storms and vacuum cleaners won't interfere with reception from the 3000 watt FM station which will use the same 365-foot transmitting tower as WNAD.

Although WNAD is required to go off the air at sunset, K-OK-U will continue to broadcast throughout the evening, carrying musical and educational programs.

Making use of the finest material available on the campus, the FM schedule for an Oklahoma School of the Air will feature music, literature, drama, languages and citizenship programs. These will be designed to tie in effectively as supplementary material for classroom lectures in grade, junior high and high schools over the state. K-OK-U will broadcast five hours a day directly to the schools.

"We do not feel that the work of the University ends with the classrooms here on the campus," says Dr. George L. Cross, president. "We want every resident of the state to profit from the taxpayer's investment in this institution.

"We hope to make our two broadcasting facilities—WNAD and K-OK-U—a true university of the air for the people of Oklahoma. We hope to bring to you in your homes and schools as many of the University's educational facilities as it is possible for us to offer in broadcast form."

O.U. Grad Trains at Westinghouse

J. Allen Moore, '42eng, has joined the Westinghouse Electric Corporation as a member of the graduate student course. Recently discharged from the U. S. Army after three and one-half years service, Mr. Moore was awarded the Bronze Star in 1945 in Italy for meritorious service.

Mr. Moore received his degree in electrical engineering from the University of Oklahoma in 1942. While in school he was a member of Scabbard and Blade and Delta Tau Delta.

He was recently elected president of the Graduate Student Club for a term of six months.

One of many young men selected from colleges and universities throughout the country, Mr. Moore is receiving engineering and manufacturing and classroom instruction designed to fit him for active participation in the corporation's postwar production program and for future leadership in the electrical industry.

Texan Is New Dean

Dr. W. Page Keeton, who will become the University Law School dean in September, served as counsel for various wartime agencies from 1942 to 1945. He is now professor of law at the University of Texas from which he received B. A. and LL. B. degrees in 1931. His doctor's degree was obtained at Harvard.