

# SOONER MAGAZINE

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## Riding the Sooner Range

By TED BEARD

That ride on the range is over! It was a pleasant jaunt. Indeed, quite pleasant! Glancing back over, these 72 hours after, all present concluded, it was a fine (and deserved) recognition for NINE at least, Sooner sons (and a daughter) who have accomplished splendid and distinct results as they were Riding the Sooner Range in the field of Radio!—Yes, covering all radio fields, in their chosen profession!

For days the press of the southwest had carried stacked columns on the University of Oklahoma's second Annual Radio Conference to be staged at O. U. and in Oklahoma City on Thursday, Friday, Saturday and Sunday—February 27 to March 2 inclusive. For days announcements were flashing through advising that radio personalities were coming "O.U.-ward" from England, Canada, Mexico and some 40 states—and they did!

The six a. m. news bulletin on Thursday, February 27 said in part:

"Presentation will be made by the University of Oklahoma Radio conference to 10 University of Oklahoma alumni for outstanding work in the various fields of radio at 6 p. m. today in the Oklahoma Memorial Union Ballroom.

"The awards to 9 distinguished alumni will be made by Maj. WILLIAM V. COX, '21ba, '24ma, PONCA CITY, president of the alumni association. Those to be honored are:

"DR. WALTER B. EMERY, WASHINGTON, D. C., attorney for the Federal Communications Commission, graduated from the University of Oklahoma Law School in 1934. For two years, he was director of WNAD, and after receiving his PhD from the University of Wisconsin, returned here to teach radio speech for two years. Since 1943, he has been attorney for the FCC and specialized in radio legal matters.

"JOSEPH W. HICKS, CHICAGO, public relations councilor, graduated from the University in 1923. Hicks' radio background began in 1921 when he was one of the first announcers of football and other sports events over WNAD. Prior to going to Chicago in 1925, Hicks served as city editor of the Oklahoma City Times, as state editor of the Oklahoma News, and correspondent for United Press in Oklahoma City. The Joseph W. Hicks organization has offices in Chicago, New York and Omaha, and correspondent representatives in 43 principal cities.

"CALVIN L. TINNEY, NEW YORK

CITY, radio commentator and newspaper columnist, graduated from the University in the spring of 1931. He has been a newspaper columnist since 1934, and announcer for the Mutual Broadcasting system since 1941.

"JOHN W. SWINEFORD, CHICAGO, announcer for the American Broadcasting Company of Chicago, is a product of the University School of Drama.

"MURIEL M. BREMNER, CHICAGO, NBC radio actress, received her bachelor of fine arts in dramatic art in 1932. Since joining the national networks, she has played in numerous radio serials and such dramatic programs as 'Cavalcade of America,' and 'The Chicago Theatre of the Air.'

"JOSEPH CALLOWAY, EAST LANSING, MICHIGAN, Radio professor at Michigan State College, was graduated from the University in 1941. For several seasons, he was with the Globe theatre, appearing in over 4,000 performances.

"LOWE RUNKLE, OKLAHOMA CITY, president of the Runkle Advertising Company, was graduated from the University in 1930. After more than a year of continuity writing, he worked as writer-producer and for seven years was radio director for the Ray K. Glenn Advertising Company, which he purchased after his discharge from the army in 1946.

"HOMER HECK, CHICAGO-NEW YORK CITY, NBC producer, attended the University back in the early '30's. He was at one time director of station WNAD and assistant manager of the Oklahoma University Memorial Union. Early in 1942 he left his University position and went with NBC.

"NORRIS GOFF, HOLLYWOOD, CALIFORNIA, who is abner of the radio program 'Lum and Abner,' attended the University in 1923-24.

"PAUL A. WALKER, WASHINGTON, D. C., Commissioner, Federal Communications Commission, was graduated with the first O.U. law class in 1912. For three years he was instructor of the University. Before going to Washington, he served on the supreme court of the state of Oklahoma and on the Oklahoma Corporation commission.

"A special award will be presented to Ted M. Beard, executive secretary of the alumni association, for his part in the founding and developing of station WNAD.

"Mr. Beard was first director of the University station, and has been instru-

### The Cover

It will be a long, long time before *Sooner Magazine* again finds choosing a cover subject as delightfully simple a matter as it was for the March issue. Our charming cover girl is Her Majesty Bobbie Jean Craig, arts and science sophomore from Frederick. Queen of University of Oklahoma engineers, Miss Craig is five feet, five inches tall, weighs 110 pounds, has blue eyes, long blond tresses and a fascinating smile—a perfect royal blend. What's more, she sings . . . and plays the piano. Her University home is the Chi Omega house.

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*Trustees of Life Membership Fund:* Errett R. Newby, Oklahoma City; Tom F. Carey, Oklahoma City, and Neil R. Johnson, Norman.

*1946-47 Alumni Representatives of the O. U. Athletic Council:* Paul Reed, Sulphur; Neil R. Johnson, Norman; Granville T. Norris, Muskogee.

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Prominent O. U. Sooners who shared the spotlight at an awards program held during the recent Annual Radio Conference on the campus include, left to right, Paul Walker, Federal Communications Commission, Washington, D. C.; Joe Calloway, radio professor, Michigan State College; John Dunn, WNAD director; President George L. Cross; Muriel Monsell Brem-

ner, NBC actress, Chicago; Ted M. Beard, WNAD founder; M. L. Wardell, awards program toastmaster; Joseph Hicks, Chicago public relations executive; Lowe Runkle (behind Hicks), Oklahoma City advertising executive; Dr. Walter Emery, F.C.C. attorney, Washington, D. C., and Bill Cox, Alumni Association president, Ponca City, who presented the awards.

mental in its development from a small 100-watt station to its present 1,000-watts. The presentation will be made by President Cross."

Thus—so much for the News background—now to the annual dinner!!

Visualize the huge ballroom, Oklahoma Memorial Union on the O.U. campus overflowing for the annual dinner on this near-early-spring evening. Radio's top flight leaders in every avenue of the industry from all sections of the nation,—a U. S. State Department speaker, a U. S. Navy Admiral plus English plus a Canadian plus the U. S. Army's top flight Colonel Radio authority all swinging into action—then "bingo"!!

Toastmaster M. L. WARDELL, '19ba, O. U. staff, calls a halt to introduce MAJOR BILL COX, PONCA CITY—to ask the Alum Prexie to pay tribute to nine fellow Sooners who had made their distinct "dent" in the Radio industry. "Prexie" Bill strolled to the microphone and said:

"Thank you, Dr. Wardell! President Cross, Dr. Lawton, ladies and gentlemen of the radio conference. It is a signal honor that I, as President of the Alumni Association of the University of Oklahoma, have been invited here this evening by President Cross, Dr. Lawton, and other University officials to represent the 75,000 alumni of this institution, scattered world-wide to participate in a recognition ceremony honoring members of our family.

"As the official representative of the organized alumni of the University of Oklahoma, we are honored to bring back to our campus a number of alumni who have distinguished themselves in the field of radio service. It is significant indeed that the officials of the University have seen fit to confer special citations and recognition upon these alumni who have contributed in this field of endeavor. All phases of service have been rendered by these men and women in the field of radio, and through me for the alumni at large and the institution in particular, we confer these special citations upon these selected representatives tonight, as a group of men and women who have brought distinction to their University.

"In the field of law, the field of public

relations, newscasting, announcing, as actors and actresses, in the managerial field of radio, in educational radio, in agency advertising promotion, in chain production work, as well as holding the honored position as a respected Commissioner of Federal Communications Commission, these, our alumni of the University of Oklahoma have made contributions.

"I would that time would allow me to detail the very many fine contributions, accomplishments, and public services that have been made in the chosen field by these people, by pointing out particularly the many accomplishments of Commissioner Paul, Attorney Walter, Public Relations Councilor Joe, News Commentator Cal, Announcer John W., Radio Actress Muriel, Manager Willard, Radio Educator Joe, the Advertising Specialist Lowe, Producer Homer, Actor Abner, as he is known to his radio audience of millions, but to us as Norris Goff—in fact, to all of these plus many more that could and will in future years be selected, we salute you for your contributions as alumni of the University of Oklahoma and present you the citation of distinction for contributions made to the American public. Distinctions you have individually earned."

(AND, SAY,—Just here I shall "take over" a few paragraphs in the Range! Toastmaster Wardell next presented DR. GEORGE L. CROSS, President of the University of Oklahoma, and the President had this to say (I quote below) in presenting a special citation to the Rider of the Sooner Range! J. H.)

"Mr. Toastmaster, Ladies and Gentlemen:

"The University of Oklahoma is proud of its alumni. We have graduates who have provided leadership in every field of human activity. Tonight, we have honored a few who have distinguished themselves in certain phases of the radio industry. Through these alumni, and through others, many of whom are here tonight, the University is providing leadership in the rapidly developing industry of commercial broadcasting.

"Tonight, also, we want to honor a man who has played a vital role in the develop-

ment of our own radio station, WNAD. Our station, we modestly believe, is one of the finest educational radio stations in the country.

"Ted Beard came to the University in 1916 as a student. Later in 1922, he joined the faculty. In 1926 he was assigned to the University Extension Division, and became general manager of WNAD, a position he held for more than twelve years before he resigned to become executive secretary of the Alumni Association.

"Mr. Beard took over WNAD just a few years after its inception. Under his efficient management and careful planning, the foundation was laid for the effective broadcasting unit we have today. Mr. Beard's contribution to radio, however, is not limited to his service through WNAD.

"Between 1928 and 1934, Mr. Beard was National Executive Secretary of the Association of College and University Broadcasting Stations. In this office, he did much to improve the broadcasting standards and services of educational stations.

"In May of 1935, Mr. Beard received the Honorary No. 1 Key of the National Forensic League for his contribution to radio. He had presented three one-hour programs over the CBS and NBC networks of 426 stations in the United States and 17 in Canada.

"For his valuable contribution to radio in Oklahoma through the development of WNAD, and for his contributions to the development of educational broadcasting service throughout our nation, it is a happy privilege for me to present, on behalf of the University of Oklahoma, this special award and citation to... Mr. Thomas Marion Beard."

So—all in all it's NO ill wind that blows in these March days of 1947 across your O. U. Campus! In traditional manner due recognition has been accorded 10 O. U. Alumni who have made distinct contributions and brought credit to their University as they labored long and hard while Riding the Sooner Range! The tens of thousands, in 1,001 other avenues of endeavor, will in the days, weeks, months and years to follow be saluted as they gallop on their range!—J. H.