

Alumni in The News

Van Heflin Addresses Students At 7th O.U. Career Conference

By THELMA DICKEY, '48, Oklahoma City
O.U. Journalism Junior

Even the heartiest appetites were satisfied when job-hungry students were served a main dish of Van Heflin, Russell Birdwell and hosts of others at the University's seventh annual Career Conference sponsored by the Association of Women Students, April 23, 24 and 25. Also included on the menu were personal conferences and social gatherings with top flight executives in almost every line of work.

Dessert consisted of the B.W.O.C. banquet honoring the 100 busiest women on campus from whom Peg Marchant was chosen the biggest B.W.O.C. of all. To add a touch of spice, 21 seniors from state high schools were wide-eyed guests at the conference.

Everyone had to know about the big meal being served at the University of Oklahoma so *Glamour* magazine's Evelyn Englund and Metro-Goldwyn Mayer's E. B. Coleman came down as star reporters. Long distance assistance was given by Hollywood's Hedda Hopper who mentioned the conference in her column.

Free cuts from classes tempted the appetites of the student body and the season's worst rain didn't even get a byline.

The long, tough road to stardom as well as the interesting people who make motion pictures possible were verbally visualized by a nervous Van Heflin, '32ba, before an over-capacity crowd at the Boomer theater where one of his latest pictures was the featured attraction.

His companion during his visit, at his own request, was Ida Z. Kirk, his former speech and dramatics teacher at the University, to whom he attributed much of his present success.

Background music for the whole show was provided by Leonard Feather, music editor of *Esquire* magazine, while Mr. Birdwell took appetites away with his story of how he directed the publicity campaign for "The Outlaw" and "Gone With the Wind." Approving the design of the entire program was Ralph Fletcher Seymour, designer and publisher from Chicago.

Diamond rings and fraternity pins flocked en masse with their owners and donors to hear Dr. Henry A. Bowman, marriage counselor from Stephens college discuss Marriage for Moderns, which involves, it seems, a good sense of psychology and bookkeeping. Following his talk, models from Kerrs, Oklahoma City, paraded bridal fashions while Evelyn Flinn, bridal consultant, explained the details to starry-eyed coeds.

The menu was so choked with celebrities it was hard not to over-indulge. Students crowded to talks by Robert S. Kerr, former governor of the state; Miss Vilona Cutler, executive director of the Oklahoma City Y.W.C.A.; Hugh Smith, resident manager of the American Airlines in Tulsa, and Lela O'Toole, state supervisor of home economics.

Also Louise Newman, personnel director of Northwestern Mutual Life Insurance Co.; Dr. J. H. VanFleck, head of the physics department at Harvard University; Bea Johnson, national president of Gamma Alpha Chi, women's advertising fraternity; Mrs. George C. Calvert, past president of the National Congress for Parents and Teachers; Mrs. Frances Smith, librarian, and Mrs. Madelaine Wilson, feature writer for the *Daily Oklahoman*.

Peg Marchant, journalism senior of Oklahoma City, forgot all about appetites when she stepped up to receive the First Letzeiser award at the B.W.O.C. banquet. Veta Jo Cullen, arts and sciences senior of Woodward, received the second place honor and Conference Chairman Phyllis Prigmore, arts and sciences senior of Oklahoma City, was third.

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DR. LLOYD E. SWEARINGEN, '20bs, '21ms . . .
New University Research Director.

Dr. Lloyd E. Swearingen Named New Research Director at O.U.

Dr. Lloyd E. Swearingen, '20bs, '21ms, O.U. professor of chemistry, has been appointed director of the University Research Institute, President George L. Cross announced recently.

The new director will succeed Dr. V. E. Monnett, director of the School of Geology, who asked to be relieved of his duties.

Dr. Swearingen, who attained the rank of colonel while serving in the chemical warfare service during World War II, received his Ph.D. at Massachusetts Institute of Technology while studying there from 1924 to 1926. He first joined the University faculty in 1923.

He entered the service in February, 1942, and was discharged in March, 1946. He served as chemical officer and chief liaison officer for the XX corps and was assigned to the XV corps which served in Normandy, central France, Germany and Austria. He holds the Bronze star, Croix de Guerre with palm and has been recommended for the Legion of Merit.

In 1939, Dr. Swearingen was invited to Cambridge University, England, as a guest. He was scheduled to engage in research with a member of the department of colloid science but the outbreak of hostilities in Europe forced a change of plans. Dr. Swearingen, however accepted a similar invitation to Massachusetts Institute of Technology and did research there on surface phenomena during 1939 and 1940.

His principle interest is in the field of colloid chemistry. He currently is conducting a research program on the colloidal aspects of clays in which the industrial development of the soil in Oklahoma may be enhanced.

Dr. Swearingen is the author of 20 research papers which have been published. He is a life member of the University of Oklahoma Association and a member of Phi Beta Kappa, Sigma Xi, Alpha Chi Sigma, Gamma Alpha, Phi Delta Chi and Acacia. He is past president of the Oklahoma section of the American Chemical society. He is married to the former Lillian Jo Weisenbach, '24ba.

Thomas P. Ryan, '42eng, is now located in Midland, Texas, with the Standard Oil Company.

No Lasso Needed to Hold Audience, Josh Lee Writes

Josh Lee, '17ba, colorful Oklahoma scholar, statesman, public speaker and author, is the author of *How To Hold an Audience Without a Rope*, a delightfully instructive book recently released by Ziff-Davis Publishing Company.

Lee's new book is rich in amusing anecdotes and colorful personalities that he has encountered in his versatile career. Having been proclaimed one of the greatest orators in American public life, he is said to have received inspiration for the title of his book from the late Will Rogers, and like the latter, Lee has been influencing people, making friends and spellbinding audiences for many years—without a rope's benefit.

Anecdotes of many Oklahomans—Mike Monroney, '24ba; Carl Albert, '31ba; W. H. Murrah, O. H. "Dutch" Brewer, '17ba, '20law; Temple Houston, Moman Pruitt, J. C. Monnet, Joe Benton, '20ba, '21fa, '41ma; Charles Fair, '24ba; and others—are used as illustrations in the book.

Lee experienced a boyhood of frontier frugality and privations. He was born in Childersburg, Alabama, and moved into the Indian territory at the age of three. His father, a country doctor, practiced with saddle bags and moved his family throughout the Oklahoma territory in a covered wagon.

Josh left the hardships of his boyhood behind when he discovered his oratorical prowess and worked his way through the University giving lectures and speeches at community gatherings. Upon graduating, Lee enlisted in the Army, but when the war ended, he returned to O. U. as a public speaking instructor. He subsequently organized a public speaking department, which he directed until becoming a candidate for the House of Representatives in 1934.

While a faculty member, Lee secured several leaves of absence which enabled him to earn his Master's Degree at Columbia University and a Law Degree from Cumberland University.

Lee distinguished himself as a Congressman, his eloquent oratory gaining the respect of America's outstanding statesmen and speakers. In 1936 he "covered Oklahoma like a mustard plaster on an aching back" and astounded the country by being elected to the Senate by a large majority.

Upon leaving the Senate in 1943, Josh was appointed a member of the Civil Aeronautics Board, on which he still serves. He and Mrs. Lee (the former Louise Gerlach, '23) live in Washington, D. C., where their daughter attends school. Their son, Robert, is an arts and sciences senior at O. U.

Photography Notables Attend Annual University Short Course

Many of the nation's best cameramen participated in the University's sixth annual news photography short course held at the North Campus May 1, 2 and 3.

The short course was directed by Truman Pouncey, '42, assistant professor of journalism.

On hand to give fellow-photographers advice were an array of notable picture-takers that virtually comprise the "Who's Who in American Photography." They included:

Frank Scherschel, senior *Life* photographer from New York and chairman of the short course; Herbert Kamm, picture editor of the New York *World-Telegram*; Emil Karches and Fran Hyland, photolamp division of the Wabash Corporation; Don Mohler, lighting technician for General Electric; Dick Sarno, director of photography for all Hearst newspapers.

Also, Joe Costa, president of the National Press Photographers association; Bert Brandt, of Acme Newspictures; Adrian L. Ter Louw, school service head for Eastman Kodak, and Winston Leman, Eastman Kodak technician.



Getting together for a friendly confab are these members of the Los Angeles Alumni Chapter; and probably Bob Seymour, '41, (right) former Sooner grid ace and now with the Los Angeles Dons professional team, is letting loose with a humorous football yarn. Others are, from left to right, Robert Stephens, '38eng; W. E. "Babe" Smith, '14-'20; Ralph Brand, '33ba, '38ma, and George Koettle, '36-'40.

L.A. Sooners Are Going Strong

"Dear Ted:

"I wish to apologize that I am late by a few days in getting in the report of the Los Angeles meeting of March 27. This is due to an influx of business in this area and the telephone strike.

"We did have a most successful session on the 27th and I'm going to give you some highlights and names of people who were in attendance and if you can use any of this information, I hope that it will be of assistance to you.

"Lonnie Vanderveer, '39m.ed, president, presided, and kept the meeting going without a drag throughout the entire evening. Lonnie outlined the meetings and gave a brief talk on the duties of an alumni group to the University and its purposes.

"We were served a steak dinner at Pepperdine College, and entertainment was furnished by the school. After dinner, introduction of everyone attending was made and a short history of their activities was given by individuals. George Milburn, '31, was unable to attend at the last moment but has promised that he will be present when we again have a session.

"Here are the names, addresses and a few brief statements about some of those present:

"Bob Seymour, '41, 830 E. Palm Avenue, Monrovia, California. Bob is now with the Los Angeles Dons professional football team, having changed from the Washington Redskins of National Pro Football League to the All American League. Bob is married and has two young sons. He informed me that John Shirk, '40, is living in Azusa, California, and is connected with Monrovia Plastics Company.

"George E. Koettle, '36-'40, Ontario, California. George is connected with the Pacific Overseas Airlines.

"W. E. (Babe) Smith, '14-'20, 465 North Orlando, Los Angeles, made an interesting talk on the Alumni Association in Southern California for the past years. He is now supervisor of vocational rehabilitation for the state department of education.

"Ralph E. Brand, '33ba, '38ma, 7165 Mt. Vernon, Riverside, traveled for Lindenwood Women's College, St. Charles, Missouri, as a public rela-

tions agent until he went into the Army. He went to Riverside, California, in 1946 and is now teaching history in the junior college. (Note: Ralph was stationed in Chickasha until recently and was president of the Grady County O.U. Alumni club until his departure for the West Coast.)

"Robert E. Stephens, '38eng, 564 N. Cliffwood, Los Angeles 24, is now in the drive-in restaurant business . . . one on Wilshire Boulevard in Hollywood and one in Beverly Hills. He is from the (Dolores) restaurant family in Oklahoma City.

"K. E. Sharrock, '11pharm, 1718 Greenleaf, Santa Ana, is now owner of two super markets in Santa Ana.

"G. L. Smith, '43eng, 1921 N. Santa Fe, Compton, was employed by the Carter Oil Company, Tulsa, as a petroleum reservoir engineer during 1943 and 1944. He entered the Navy in '44 and served until March, 1946, as a lieutenant (jg). He was then employed by the Standard Oil Company of California as a technical service engineer. Was recently transferred to the California Research Corporation as a reservoir engineer. Mr. and Mrs. Smith are the parents of a new daughter.

"G. B. Fulton, '22law, 458 South Spring, Los Angeles, is an attorney for the U.S. Department of the Interior, being stationed in Los Angeles. He and Mrs. Fulton, the former Theresa Bennet, '28ba, are the parents of James, 18, and Isabel, 16, both attending prep schools in Massachusetts.

"Floyd H. Norris, '35law, 1326 South Bronson, Los Angeles.

"Gladys McLemman Smith, '17, 465 North Orlando, Los Angeles.

"Leslie F. Warren, '33bus, 1218 S. Hauser, Los Angeles, '35, now connected with the Federal Bureau of Investigation.

"Glenn R. Jones, '41, 433 Haughton, Long Beach, is connected with Normac Incorporation, making prefabricated concrete construction.

"W. L. Kendall, '03ba, 181 S. Sycamore, Los Angeles.

"Oliver Leeper, '11ba, 849 Gramercy Drive, Los Angeles.

"Rexina Hempler, '41lib.sci, 2253 Veteran Avenue, Los Angeles. She is a member of the U.C.L.A. library staff.

"Glenn R. Watson, '39law, 2272 24th Street, Santa Monica, is an attorney in downtown Los Angeles.

"H. T. Clarkson, '37pharm, 1121A 14th Street, Los Angeles, is an independent druggist, having two stores.

"George E. Bloch, '44eng, 625 Cochran Avenue, Los Angeles 36, is associated with the department of water and power of Los Angeles, as is Ben Hume, '21eng.

"Peggy Rennie Waxlax, '41bs, 608 N. Market Street, Inglewood.

"Mrs. De Ette Woods Barner, '43bs, 6350 Miles Avenue, Huntington Park, is a laboratory technician at Santa Fe Coast Lines Hospital in Los Angeles.

"Louise Hightower Hamilton, '27ba, 619 Cochran Avenue, Los Angeles.

"Clifford C. Church, '23ba, 1826 Bryant Street, Palo Alto.

"Marie A. Mueller, '35bs, 344 S. Lomita, Burbank.

"Helen Hunson, '25-'28, 541 N. San Marino, Los Angeles.

"Mrs. Allie S. Moore, '34ba, '36ma, Harrie E. Moore, '34m.ed. Mr. Moore has been superintendent of schools at El Segundo since 1945. He is a very prominent educator and ardent O.U. booster. Mrs. Moore is librarian of Horace Mann Junior High School, Los Angeles.

"Edna Austin Gafford, '27ba, 2715 Arlington, Los Angeles.

"John R. Miller, 2608 West 82nd Street, Los Angeles.

"C. Richard Keyes, '40bus, 1631 N. Avenue, Los Angeles.

"Winifred Keys, '43soc.wk, 1631 N. Avenue, Los Angeles.

"A. S. Johnson, '40bus, 4134 W. Stauson, Los Angeles, is doing statistical work for the Golden State Company, a dairy concern.

"Laurita Motley Durby, '30fa, 1406½ Manzanita, Los Angeles, is a professional organizer, playing from coast to coast.

"F. Lyman Tibbitts, '19ma, and R. Lucile Tibbitts, '24ba, 1702 Miramar, Los Angeles. Fred is connected with the rehabilitation of veterans in Los Angeles area . . . is very prominent in our own O.U. activities.

"Haiwatha Estes, '40eng, 3981 Menlo, Los Angeles 37, is treasurer of the association, Los Angeles chapter, and is doing a very good job, as was evidenced at the meeting.

"I am enclosing three pictures made at the dinner and will try to identify the people in them. Due to the 'phone strike I am unable to contact Vanderveer for any additional information.

"Very truly yours,

"Herman V. Ziemer, '35fa, '40m.ed."

Funds Raised for Collection

Friends of the late Walter Ferguson, '06, state newspaperman, have started a campaign to raise \$30,000 to purchase his southwestern historical collection as a gift to the University of Oklahoma.

Sponsoring the drive for funds are Frank G. Walling, Tulsa; E. L. DeGolyer, '11ba, Dallas, and G. B. Parker, '08ba, Washington, D. C., editor-in-chief of Scripps-Howard newspapers.

Mrs. Ferguson, '07, who lives in Tulsa, has possession of the collection, which includes books, guns, photographs and other items. The First National Bank and Trust Company, Tulsa, is acting as trust agency for the fund. Any surplus collected will go to the University under terms of the trust. If the \$30,000 goal is not reached, all contributions will be returned to donors.

Still managing his insurance business in Norman as he has for the past 22 years is King G. Price, '25. Active in Norman civic affairs, Price is a Mason and belongs to the Kiwanis Club. He is a former assistant director of Athletics at O.U. and was president of the Norman Alumni Club.