

Alumni in The News

'From By-Lines to Budgets'—Cate

By STEWART HARRAL, '36ma

From by-lines to budgets, from captions to contracts, from features to finance—that's the transformation of Roscoe Cate, state newspaperman who was recently named financial vice-president of the University of Oklahoma.

His boyhood ambition was to become an electrical engineer. While a student at Muskogee High School he was stopped one day by Miss Bess Huff, journalism teacher, and asked, "Don't you want to work on the school paper?" That did it. Not long afterward he became editor of the school paper, the *Scout*, which won first place in the contests of the Oklahoma Interscholastic Press Association.

Even then he wasn't certain about newspaper work as a career. He came to O. U. to study law. One day he got a job as student assistant in the school of journalism and assisted in editing *Sooner State Press*. Soon afterwards he started working on the *Oklahoma Daily*, student newspaper.

Roscoe climbed fast. He was selected managing editor and soon afterward in an all-school election he was elected editor. "The next year they adopted the merit system," he chuckles, "and abandoned popular election of editors."

Work on the *Oklahoma Daily* claimed most of his time. But when Phi Beta Kappa selected a few students for outstanding grade averages, Roscoe's name was on the list. He was also a member of Sigma Delta Chi, national journalism fraternity; Phi Kappa Sigma, national social fraternity; and he played in the University band for a year.

After graduating from the School of Journalism in 1926, he joined the *Muskogee Times Democrat* staff as a reporter. Later he became city editor of the *Muskogee Phoenix*. For several months he worked as a reporter and desk man on the *Ponca City News*. Later he went to Oklahoma City and served as assistant city editor of the *Daily Oklahoman*, then as a rewrite man for the *Oklahoma City Times* and back to the *Oklahoman* as make-up editor. In 1929 Roscoe became city editor of the *Norman Transcript*.

In 1936 he joined the University staff as editor-manager of the *Sooner Magazine*, monthly publication of the alumni association. Ted Beard, executive secretary of the association, joined the air corps in 1942. Overnight Cate became acting manager of the Oklahoma Student Union and acting secretary of the alumni association, in addition to his job as editor-manager of the magazine.

Cate's administrative ability attracted the attention of Dr. George L. Cross, University president, who named him financial assistant to the president July 1, 1944. At a recent meeting of the Board of Regents he was named financial vice president of the University.

Every day he faces enough problems to exhaust the average man. He directs the financing of all auxiliary enterprises, such as student housing; represents the University in many of its relations with the Oklahoma State regents in budget matters; negotiates contracts, and is responsible to the president on various business problems which include budget control, purchasing, the financing of construction, and preparation of financial data on future development of the University.

"Sometimes I see columns of figures in my sleep," he says. And no wonder. O. U.'s enrollment skyrocketed when housing was scarce. All expenses of operating the University—salaries, equipment, supplies—continue to rise. O. U. is a "big-time" university with three campuses at Norman, including two large Navy bases, and the medical school and hospitals campus at Oklahoma City.

On its various campuses the University operates many enterprises which include two airports and a flight school, a score of housing units for students including about 1,200 family dwelling units, a



ROS COE CATE, '26ba
O. U.'s Financial Vice-President.

self-service laundry, an infirmary and two hospitals, nine dining rooms and cafeterias, a commissary that buys meat by the carcass, three bookstores, a book publishing unit, a printing plant, three farms, two contract postoffices, three swimming pools and numerous smaller enterprises.

His schedule isn't all work and no play. Roscoe has some fishing tackle which he uses a few times each year. And he threatens to use his golf clubs oftener.

One of his newspaper habits still clings. Every day he reads two or three newspapers—not just a bit of headline scanning—he reads them from front to back.

Roscoe's father, R. S. Cate, who came to McAlester as a young attorney in 1901 and who later practiced law in Muskogee, now lives in Norman. It was while the Cate family lived in McAlester that Roscoe was born on January 16, 1906.

In his "extra" time Roscoe is secretary of the University of Oklahoma Foundation, manager of the University housing authority, an elder in the First Presbyterian church, and a member of the Norman Chamber of Commerce and Rotary Club.

Roscoe married Miss Frances Mitchell in 1934. They have three sons: Thomas Mitchell, ten years; Bryon Lee, five, and Griffin, six months. Tommy insists on some football scrimmage with his dad every afternoon. So Roscoe keeps in condition.

With all his financial problems, Roscoe can still unbend. He can see a joke being born and carry it right to its funeral. Things are always tickling his ribs.

Has his newspaper background helped in his new job? He votes "Yes" with both hands up. "A newspaper man learns to see both sides of a problem. His work stimulates a wide interest in different things. He learns how to deal with all kinds of people. Above all, he learns to demand facts and never pays much attention to unsubstantiated opinions."

Roscoe expects new problems every day. And he is never disappointed. In his opinion, "At least there's never a dull moment"—and that's a masterpiece of understatement.

Dick Pearce—Fame for Fiction

(This article was written originally for *The Daily Oklahoman* by Mrs. Ruth Farris, Altus.)

If Dick Pearce, '31ba, hadn't been so sure Lt. Col. W. S. Nye was in error concerning an Indian fight near Fort Reno, Pearce might not be one of the country's leading new fiction writers, and author of a book to be published by Random House.

Pearce is a former Oklahoma City *Times* reporter. As a member of the San Francisco *Examiner* editorial staff he read Colonel Nye's *Carbine and Lance*, published by the University of California Press. The writer mentioned the use of telescopic lens on rifles used at Fort Reno in 1876.

Pearce was furious. El Reno was his home, and he just knew that telescopic lens were not used on rifles in 1876. To prove his point, he started extensive research on the subject. The research proved Colonel Nye was right. But in the course of the search Pearce became intensely interested in the period. A story idea formed. He toyed with it a while, then wrote it. The rough copy laid around the house for two months. Mrs. Pearce liked the story so she typed a clean copy and asked Dick where to send it.

"Well, I suppose we might as well start at the top," Pearce said. "Send it to the *Saturday Evening Post* first."

Two weeks later a letter came from the *Post*. It contained a check for \$1,200 and a query: "Who are you, anyway?"

It was as simple as that. No rejection slip, no agent, immediate recognition. Readers of the *Post* will remember the story back in 1944. It was "Outpost," an adventure story about old Fort Reno.

Story after story has followed since then. All have appeared either in the *Post* or in *Colliers*. And with each story Pearce's reputation for writing excellence has advanced. His style is clear and lucid. Fictional incidents are backed by facts.

His writing is now handled exclusively by one of the nation's leading literary agents. Pearce's latest serial "Sweet Water" has just been completed in *Colliers*. Random House will publish it as a book within the next few months under a title yet to be selected. Some Hollywood studios have made bids for motion picture rights. Pearce's word rate is that of an established writer.

Meanwhile, he is at his desk at the *Examiner* each day. "Yes, I've thought about devoting full time to fiction writing," Pearce said, "but I don't feel I really want to do that. I enjoy newspaper work. I've reached the place that the onerous chores are done by someone else. I enjoy writing a feature or news story as much as ever. I particularly enjoy writing features on scientific subjects. If I were not on a newspaper staff I would be apart from this phase of writing."

"Actually," Pearce continued, "I wonder if I would spend any more time on fiction than I do now. After a day at the office writing facts, the writing of fiction is my recreation. My writing hours at home mean utilization of hours that would be wasted otherwise, for I use the time I am not engaged in work, or in having fun."

Pearce does not follow a regular writing schedule even when he is home on leave from his newspaper job. "A schedule just doesn't work out for me," he said.

Several full page features of his have appeared across the nation in Sunday newspapers. He was one of 15 writers representing that many of the country's largest newspapers who was chosen to tour the Pacific in 1945 to inspect American air bases. His latest big news event was in covering the story of the Alcatraz prison break.

Dick Pearce is the son of Mrs. C. A. Pearce of El Reno. His father is dead. One of nine children, he spent his early childhood on a farm, but his school years were in El Reno. He was graduated from

the University of Oklahoma School of Journalism in 1931, after having served as editor of the *Oklahoma Daily* his senior year.

As a minor footnote to scholastic history, it may be recorded that he is still remembered with awe in Norman—and later in Oklahoma City journalistic circles—as a super-shrewd guy with a pair of aces. He knew his poker techniques to perfection. Maybe he still does.

Pearce came directly to the Oklahoma City *Times* as a reporter, and during his cub days covered almost every news run in town. He next was special statehouse reporter for the *Oklahoma News*, formerly published in Oklahoma City by Scripps-Howard. This organization sent him to San Francisco in 1934 as a rewrite man on the *News*. A year later he joined the staff of the *Examiner* as a rewrite man and has been on the *Examiner* staff since that time.

On November 23, 1939, Pearce and Miss Carol Ruben, a librarian for the San Francisco *News*, were married. "From both a personal and career standpoint it was the luckiest day of my life," Pearce says. "Carol is a graduate of the University of California School of Library Science. Fiction writing must be based upon factual backgrounds. She does all my research for me. As a former librarian she goes directly to the stacks of the big Bancroft library, the public libraries and those of the universities. And, she's my best critic. She always does the final 'clean copy' for me, and if she doesn't like a story I don't send it in."

The Peaces have two daughters. Sally will soon be 7, and Betsy is 3. Each year the children are left with a nurse for a month and Dick and Carol take a vacation together. This year they went to Canada. Last year they went to New Mexico and Dick got the material for "Sweet Water."

Like most former Oklahomans he welcomed the opportunity of discussing his native state. He was especially enthusiastic in his praise of the University of Oklahoma Press. "I don't think people in general in Oklahoma realize, or appreciate, the job the University of Oklahoma Press is doing. It is the outstanding factor in establishing the literary reputation of the state. I think the University of Oklahoma Press books are a gold mine for the writer. I wouldn't miss a one. And the press ranks with the best in the nation. In fact many persons consider it the best university press."

Pearce has another important book length story under way. It will be some months before it is completed. "I hope to write more and more fiction based on science," Pearce said. "It's a new trend. I'll enjoy it."

Former Airlines Hostess Solos In Classroom, Finds It Easier

Teaching a dull profession? Not according to former airline hostess Peggy Hellar, '45ba.

As a matter of fact, teaching is a lot like working as hostess on an airline, says the 24-year-old Oklahoma City kindergarten teacher who has had experience as both.

Miss Hellar, for two years a stewardess with TWA, grounded herself this fall in order to teach kindergarten pupils at Washington Grade School, Oklahoma City, each morning and Willard Grade School each afternoon.

The way she sees it, 51 weary, fidgety or bored adult passengers on a Constellation can be more trouble and harder to deal with than a roomful of over-energized 5-year-olds.

The main difference between these executive-passengers on a plane and youthful children in school is the latter aren't so easily bored. Psychology must be applied freely in dealing with either case.

Miss Hellar had always wanted to be an airline hostess. After a few weeks of teaching, though, she believes the advantages and disadvantages of both professions balance. By teaching she is close to her home with her mother, Mrs. Fred Hellar, Oklahoma City.

While working for TWA she was stationed in New York City one year; Kansas City, five months, and San Francisco, four months.

Now that she is in the teaching profession she

admits that perhaps it is more difficult to talk a jittery woman passenger out of getting scared and airsick than it is to convince a 5-year-old on his first solo flight to the school room he doesn't want to run home to Mama.



'Taffy' WILLIAMS, '47ba

'Taffy' Williams Is Officer In National 'Ad' Fraternity

Appointment of Miss Lucille (Taffy) Williams as vice-president of Gamma Alpha Chi, national professional advertising fraternity for women, has been announced by Mrs. R. Dean Johnson, Kansas City, Missouri, president. Miss Williams is an account executive of the Jos. W. Hicks Organization, Chicago public relations firm.

Miss Williams, a June, 1947 graduate of the University of Oklahoma's School of Journalism, will be in charge of alumnae organization and will be keeper of the national files.

Among her immediate plans is the organization of alumnae chapters in Chicago and St. Louis. She will also publish a booklet, *Who's Who in GAX Alumnae*, which will help graduating Gamma Alpha Chis to secure advertising positions.

While at the University of Oklahoma Miss Williams was a charter member and first president of the newly installed Mu chapter of Gamma Alpha Chi, and directed the chapter in several large advertising projects. She also served as editor of the Extension Division *News*, society editor of *The Oklahoma Daily*, and on the advertising staffs of several campus publications. She was a member of Newell-Emmett's campus merchandising bureau for two years, and was a free lance copywriter for the John A. Brown department store in Oklahoma City, writing a weekly advertising column for the campus newspaper. During the summers of 1945 and 1946 she worked in the advertising department of Strawbridge & Clothier department store, Philadelphia.

A member of *Mademoiselle's* college board, Miss Williams was selected to serve as a guest editor of the August, 1946, *Mademoiselle*. At the University she was also a member of Theta Sigma Phi, and received the Sigma Delta Chi scholarship award, and the Gamma Alpha Chi advertising award.

For the last two months Miss Williams has been working on the Curtiss Candy Company account, for which the Jos. W. Hicks Organization handles public relations. She has attended several state fairs across the country doing publicity for the show herds of champion livestock owned by the Curtiss Candy Company Farms.

On the campus Miss Williams also was a member of Mortar Board, Alpha Chi Omega Sorority and was vice-president of the Union Activities Board.

A Personal Report—

Baltimore, Maryland

Dear Sir:

It just happens that at the moment the only University of Oklahoma alumnus that I can report on is myself. And that will make very little, if any, news. The only reliable source concerning my activities will be found in "Who's Who."

It has been 33 years since I left Oklahoma and in all that time I have been connected with the Maryland State Department of Health. One of my side issues is a lecturership at the School of Hygiene and Public Health John Hopkins University. Incidentally, I have the Doctor of Public Health Degree from the John Hopkins.

I have gone through the field work of the state department of health and have been Director of Health since 1928. In 1939 I was made director of health for life. In-so-far as I know this has not happened to any other health officer in any of the States. In fact I can recommend the career of Public Health to any inclined in that direction. It is very interesting and offers opportunity for great achievement.

Sincerely yours, R. H. Riley, '09bs, '13med.

Herschell Emery Moves Up

Recognition for outstanding work in the insurance field has been earned by many O. U. alumni, and no exception is Herschell Emery, '29m.ed, who recently was named general agent for The Mutual Benefit Life Insurance Company in Nashville, Tennessee.

Emery took over his new duties November 1 after serving as sales manager for his firm in Indiana. In 1941 he joined Mutual as an agent, and since that time he has been one of the company's most successful producers. He continuously led production in St. Louis, Missouri; Springfield, Illinois; and Indianapolis, Indiana.

Mr. Emery is a current member of the Million Dollar Round Table, an organization of life insurance agents who have sold policies worth at least one million dollars within the past year.

Before entering the insurance field, Emery had served as a high school principal and was director of physical education in Oklahoma City for 14 years. In 1933 he was named that city's most useful young citizen. He gained further honors in 1942, when named outstanding salesman in St. Louis.

Law Graduates Attend Meet

When the ninth annual meeting of the Oklahoma Bar Association was held October 30, 31 and November 1 in Oklahoma City, many University of Oklahoma law graduates were participants in the activity.

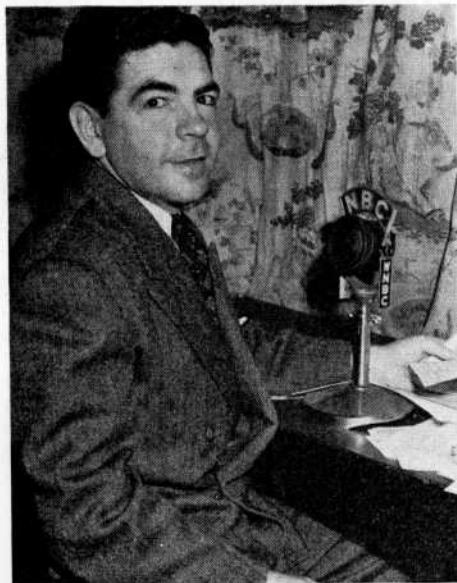
One of those present was Dr. Maurice H. Merrill, '19ba, '22law, assistant dean of the O. U. School of Law and an honorary member.

Other University alumni attending the meeting were: Justice Earl Welch, '11, Antlers; John H. Cantrell, '21ba, '24law, Oklahoma City; Francis Stewart, '41eng, Muskogee; Kenneth Abernathy, '31law, Shawnee; Jerome Hemry, '28law, Oklahoma City.

Reuel Little, '27law, Madill; Fred M. Mock, '31 law, Oklahoma City; Robert O. Bailey, '24law, Oklahoma City, Knox Byrum, '27law, Shawnee; Thurman S. Hurst, '12law, Oklahoma City; O. B. Martin, '26law, Oklahoma City; Ernest B. Lykins, '26law, Norman; Wilson Wallace, '37ba, '39law, Ardmore; Frank Abbott, '27law, Tulsa; Sig E. Floren, '41ba, '47law, Oklahoma City.

Lloyd W. McKnight, '31law, Enid; William Fogg, '30ba, '32law, El Reno; R. B. Holtzendorff, '31law, Oklahoma City; Walter Hanson, '29law, Oklahoma City; Dan Welch, '27, Madill; Fred W. Dunlevy, '35ba, '37law, Oklahoma City; Dick Jones, '27law, Okemah; Charles W. Moss, '28law, Oklahoma City; Roy Z. Johnson, '29ba, Bartlesville; Charles France, '23law, Oklahoma City; Robert Bell, '23ba, '23law, McAlester.

George Jennings, '16law, Sapulpa; Tom Garrett, '24law, Oklahoma City; John P. Fullerton, '33law, Lawton; J. B. Dudley, Jr., '32ba, '35law, Oklahoma City; Jack T. Conn, '40law, Ada.



RUSSELL BLACK, '42ba
Gets Promotion.

NBC Promotes Russell Black

Russell Black, '42ba, a radio announcer on the NBC staff in New York, has been promoted to senior announcer.

Since the war Black has spent two years in New York, part of the time as a candidate for a master's degree from Columbia.

After receiving the master's, his first radio work was playing discs two nights each week on station WJZ, key station of ABC. Then with a little "relief" announcing for some local outlets, Black taught speech at the Ann Reno Institute, a girls' college, and at the Abbe Theater School.

Later, a four-month daily news spot on WNBC landed him on the NBC staff. His first and present assignment is in the International Division doing short wave programs for Europe, South America and the Far East.

Black attended Central High School in Oklahoma City where he won the national oratorical contest in 1935. At the University he majored in speech and won the Prohibition, Gordon Fuller, and All-University oratorical contests.

He did a number of shows on WNAD while in school. Most prominent of these was Dr. Alice Sowers' *Family Life Radio Forum*.

At the University he was a member of Delta Chi social fraternity, and was admitted to Phi Beta Kappa with a 2.7 grade average. During the war he served as a liaison pilot with the artillery in the Asiatic-Pacific Theater of Operations.

First commercial experience in radio announcing was obtained at WKY and KOCY in Oklahoma City.

Charles B. Duffy Is 'Top' Pop; Dads Oppose Dallas Pilgrimage

Sons and daughters at the University fixed up things extra special on October 18, and invited the guy who foots the bills down for the annual University Dads' Day.

Organized houses entertained the dads at meals and the athletic department set aside a block of seats in Owen Field for the Kansas—O. U. football game in the afternoon.

At an election of officers for the University of Oklahoma Dads' Association, Charles B. Duffy, '22law, Ponca City, was elected president. He succeeds Joe Looney, '20ba, '22law, Wewoka. Emil R. Kraettli, '18, secretary of the University of Oklahoma, was re-elected secretary and R. W. Hutto, '10ba, Norman, was re-elected treasurer.

The groups of 697 dads elected vice-presidents from the eight congressional districts. Alumni who figure in this election are:

Charles H. Fawks, '19ba, Claremore, second vice-president, district 1; Earnest Brown, '22law, Pryor, third vice-president, district 1; Roy Spears, '14ba, McAlester, third vice-president, district 3; Curtis Edgerton, '16law, Sapulpa, third vice-president, district 4, and Grady D. Harris, '18, Alex, second vice-president, district 6.

At this twenty-second annual Dads' Day affair, Mr. Duffy was principal speaker at the morning meeting. At this meeting awards were presented to the most outstanding man and woman student on the campus. The two receiving the awards were Charles Ward and Bette Yarger, both seniors in journalism.

Additional awards were presented to the following:

C. Ross Hume, '98ba, '00ma, Anadarko, at 69 years of age the oldest dad present; G. E. Etheridge, El Reno, at 33 years of age, youngest dad; Jeff Worley, Kermit, Texas, and A. G. Luff, Broken Arrow, dads having most sons in the University with three each, and Tom Trax, Seminole, most daughters with three.

For the most sons and daughters in the University it was a four-way tie. Each of the following had two sons and one daughter in school—C. A. Urice, Fort Worth; Walter Kimmel, Tulsa; Dr. J. Rud Nielsen, Norman, and Walter Northcutt, Lexington.

For dads traveling the greatest distance to the University event, Elmer L. Potter took the in-state award, coming from Boise City. Virgil Farmer, Roseville, California, took the out-of-state by traveling 1,950 miles. Delta Gamma sorority won an award for having more dads in attendance than any other organized house. Thirty-two Delta Gamma dads were on the campus.

During the event, Sooner dads joined hands with their sons and daughters in a movement to end the Sooner-Longhorn football game played in Dallas each year. Because the "commercial aspects and other features accompanying the game as played in Dallas in recent years are not in keeping with the best interests of these two educational institutions and clean athletics" the O. U. dads voted to discontinue the annual Cotton Bowl game.



Sgt. Jim Downing, Jr., '45-'46, Cpl. John D. Smith, '44-'46, and First Sgt. James L. Quong, '40 (from left to right) are three O. U. alumni who are participating in the Universal Military Training experiment at Fort Knox, Kentucky. The job of these three Sooners is teaching teen-agers the arts of soldering and leadership. Sergeants Quong and Downing are from Norman. Corporal Smith's home is in Clinton.

Norman Civic Group Installs Jack Luttrell, New President

"Like father—like son."

That's just about the story of Jack Luttrell, '38ba, '41law, who recently became president of the Norman Chamber of Commerce, a post once filled by his father, John E. Luttrell, now an Oklahoma Supreme Court justice.

The Luttrells have been civic leaders in Norman for many years. When Jack returned from the Navy, he began practicing law in his father's office. The latter, also an attorney, has long been prominent in Norman civic affairs. He has worked with practically all constructive civic groups—and hard! He assisted in writing the city's charter, including amendments passed in 1945.

Young Luttrell is also a member of the Junior Chamber of Commerce and Lions Club. He was graduated from Norman High School, the University, and in 1944 from the Navy Supply Corps school at Harvard University.

In addition to Luttrell, other officers of the Chamber named to direct organization affairs include Earl Maxwell, first vice president; Otis James, second vice president, and C. M. Holliday.

Carl Chaudoin was re-elected secretary-manager.

Herb Scott Attends Inaugural

Herbert H. Scott, '26ba, '26ma, president of the O. U. Alumni Club in St. Louis, attended the inauguration of Dr. Franc Lewis McCluer as 12th president of 121-year-old Lindenwood College, St. Charles, Missouri.

Scott attended this anniversary day inauguration at the "Vassar of the West" as representative of the University of Oklahoma. Delegates from 136 colleges and universities were named to attend.

Dr. McCluer, as president of Lindenwood, will be head of a women's college which was a pioneer in higher education west of the Mississippi. He came to Lindenwood from Fulton, Missouri, where he was president of Westminster College.