

Journalism's H. H. Herbert

BY DICK RATLIFF, '48JOURN

—(This article about the O.U. School of Journalism and its energetic H. H. Herbert was prepared originally for the Oklahoma City Daily Oklahoman.)

Five nights a week, the *Oklahoma Daily*, student newspaper at the University of Oklahoma, goes to press on \$35,000 worth of equipment paid for by students of three decades past. The *Daily* is written and edited by students who will be writing the news and headlines of newspapers in future years.

The campus publication is more than a newspaper. It is an experimental laboratory for students in the School of Journalism—the stepchild of higher education in Oklahoma.

Since it was opened in 1913, the School of Journalism has always been housed in buildings cast off and handed down by more fortunate schools on the campus. It has never had its own building.

As a matter of fact, the mainstay of the school's faculty, Professor H. H. Herbert, can remember only one piece of major equipment—a photograph enlarger—which came to the school before this year as a result of a legislative appropriation. Last summer, however, the school was allotted \$2,000 to spend for photographic materials.

The story of the development of the School of Journalism reveals that the school—faculty and students—has pulled itself up by its own bootstraps to the class "A" position it occupies.

If the story has a hero, it is Herbert, who has been at the business of teaching journalism longer than any man in the United States, except Grant M. Hyde of Wisconsin, who predates him by three years.

Herbert, probably the best-versed state educator in the field of Oklahoma newspaperdom, joined the O.U. faculty "by accident" in 1913, when the school was opened with one instructor and 20 students. It now has some 400 students and a staff

of 10 teachers. After serving for 29 years as director of the school, he relinquished that post in 1945, but remained with the journalism faculty. Stewart Herral, '36ma, who joined the school's staff in 1935, succeeded Herbert as director. The school's current director is Dr. Fayette Copeland, '19ba.

During Herbert's directorship, the school climbed to top rank among the nation's schools. He brought attention to the school when he served for 11 years as secretary of the American Association of Schools and Departments of Journalism and at the same time was secretary of the American Association of Teachers of Journalism.

He is now in his thirty-fourth teaching year at O.U.

The "accident" which Herbert says brought him to the University occurred in 1913, when the school existed only on paper. Dr. Stratton D. Brooks, then University president, invited Herbert's hometown friend, Chester C. Wells, Freeport, Illinois, to join the faculty of the school which was to open that year.

Wells accepted, but went to the hospital to have his tonsils out before making the trip to Oklahoma. He died on the operating table.

Within one month before the proposed opening of the Journalism School, Herbert heard of his friend's death. Knowing of his plans, he wired the University president to inquire as to how he was situated for faculty to open the school.

By reply he was invited to leave his job as telegraph editor of the Peoria (Illinois) *Journal* and join the O.U. faculty.

When he reached his new job, Herbert found the school housed in a small frame building, one of three which formed "Park Row." The print shop occupied half of that building.

Inconveniences of the frame building didn't last long, however. In 1918, a disgruntled youth set fire to the University junior high school building next door. Flames spread to the Journalism

School and swept it to the ground.

Then the new school was an orphan. It was moved first to a room in Administration Hall, then to the practice courtroom in the law school and finally to the basement of the old Carnegie Library, now the Education building. In 1920, semi-permanent quarters were found in the basement of Science Hall.

Fifth district Congressman Mike Monroney, '24ba, then a journalism student, termed these quarters a "rabbit hutch," because of the ground-level windows which could have accommodated two-way traffic, but were only used as an exit. The "rabbit hutch" was the home of the Journalism School then until 1929.

During the Walton administration, the legislature passed an appropriation measure for a new \$75,000 journalism building. Walton vetoed it.

In 1929, the legislature appropriated \$35,000 for a new Press Building. The rapidly growing University Press could not use all of the building immediately. The journalism school got what was left over. Then, for the first time since 1918, the school and the equipment of the student newspaper were housed together.

Meanwhile, the *Oklahoma Daily* had fared well. From a slow start in 1916 it had showed a profit. First, it had used equipment of the University Press. Then with its earnings, a mortgage and a great deal of spunk, a new \$9,000 web newspaper press was bought.

Linotype machines were added. Other equipment came in due time.

Technically, the *Oklahoma Daily* has never been a part of the Journalism School. It is owned and operated by the Publications Board, composed

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F. G. Tappan Will Not Direct High School Meet This Year

F. G. Tappan, David Ross Boyd professor or electrical engineering, waved farewell to the O.U. Interscholastic Meet this year after guiding this annual affair since the fall of 1919.

First begun in 1905, under the direction of John C. Darling, then physical director, this Interscholastic Meet has grown from a "competition" in track, field and tennis with only 11 schools participating, to a meet in all phases of schooling, with around 250 state schools entering.

The meet was cancelled during the war, and the one to be held this spring, May 5, 6, 7 and 8, will be the first since 1942. State finals in field and track will be held, in addition to the competitions in all other boys and girls athletics, curricular events, instrumental music, speech and drama, and publication contests. Revised scholarships to the University are a notable addition to the Meet of 1948.

In 1905, the announcement describing the meet was a four-page folder, and there were 115 entries from 11 schools. The schools which competed during the first three years were Agra, Anadarko, Ardmore, Chandler, Cleo, Davis, Enid, Hennessey, Kingfisher, Logan County, Lawton, Lexington, Norman, Oklahoma City, Perry, Purcell, Shawnee, Stillwater, Tonkawa, Tecumseh, Wellston, Woods County and Woodward. These earlier meets covered only Oklahoma Territory and consequently the towns located in Indian Territory did not send representatives. These included such as Tulsa, Muskogee, Ponca City, Sapulpa and Okmulgee.

In 1908 there were about 200 entries from 25 schools.

Mr. Tappan has compared the growth of the



Bette Yarger, '48journ, secretary of Interscholastic Events; Frank C. Tappan, David Ross Boyd Professor of Engineering; Boyd Gunning, '37ba, '37law, director of Extension Division, and Guy H. Brown, '42ba, instructor in speech, plan the University Interscholastic Meet for May 5, 6, 7 and 8.

Interscholastic Meet to the development that a child goes through during his early life. First, he is all action, running, jumping, throwing everything that he can get his hands on. Next he is more interested in talking, shouting, reciting, singing, using chalk or crayolas and drawing all sorts of pictures, making animals of clay and wax. Next he becomes interested in his studies of all kinds: Reading, writing and arithmetic. Also the Interscholastic Meet first emphasized athletics, track, baseball and tennis; then there were added the orations, dramatic reading, the art contests, painting and clay modeling. When the Meet was 16 years old, Mr. Tappan recalled, curricular subjects were added "to put 'pep' into student's mental gymnastics."

Listed as officials for the second meet, 1906, were Dr. Roy Gittinger, Regents professor of history, Dr. S. W. Reaves, dean emeritus of the College of Arts and Sciences and Dr. J. W. Sturgis, professor emeritus of Latin. This announcement also stated that "a bountiful supply of good drinking water in charge of student attendants would be at the disposal of the visitors." A good deal of emphasis was placed upon the museums that were open for inspection to the visitors and the various collections open for inspection were enthusiastically described in the bulletins.

For the early meets, housing facilities were inadequate, so 18 to 20 tents were borrowed from the Oklahoma National Guard and were set up on the field now occupied by the Engineering building. The YWCA used a large "circus" tent placed on the site of the present Union building to serve meals to the many visitors. One spring a severe wind storm blew down the large tent and caused a bit of consternation.

In 1913 piano, voice and violin contests were introduced as the first of the fine arts contests; by 1921, when the curricular events were introduced, practically all of the present events were included.

Dr. Tappan chuckled when he recalled one particular incident. A high school teacher, chaperoning five girls, arrived on the midnight train, having stopped to see a show in Oklahoma City, and being unable to get rooms at a hotel here, or to rouse the YMCA director who arranged for rooms, she called him, as chairman of the Interscholastic Meet. He told them to come on out to his house, that he would put them up for the night. Putting his children on the floor, he fixed beds and cots for the sextet. After breakfast next morning, the teacher was asked if she and the girls would be back again that night. She replied, "Oh, no, we have already made arrangements to stay with my sister here in Norman, but I didn't want to disturb her after midnight!"

Preceded by the "March of Victors," the prize winners program usually was held on Friday evening, as a conclusion to the May Day fete. This was the highlight of the meets held around the World War I years.

The Interscholastic Meet was planned to represent a statewide competition in which the best work of the various activities of state high school students could be recognized and rewarded. Gold, silver and bronze medals are presented to the winners in the various contests.

Names listed with the meet included Errett R. Newby in 1911 and 1912, while Dr. H. V. Bozell, head of the electrical engineering, chairmanned it in 1915 and 1916; former dean of the College of Fine Arts Lewis S. Salter assisted Dr. Bozell.

In 1915 the Interscholastic Publication Conference was added to the bulletin announcements.

Among the athletic events listed in the 1909 bulletin were a one mile bicycle race and a 12-pound hammer throw.

In 1928 the bulletin had 72 pages as contrasted with the earlier four page folder sheet used in 1905, 1906 and 1907. The peak attendance was reached in 1931 when 11,000 students and visitors were here. At that time, there were no district elimination contests for the fine arts events—they all came to Norman.

The meet this spring will be the "starter" for an expanded Interscholastic Meet in years to come.



Harlan Mendenhall, '38ba, detective story writer and owner of Mendenhall Film Productions, does a bit of film editing in his Denver office. Mendenhall makes possible the Robert F. Whitehand, Jr., professional writing awards given to authors submitting the best mystery story manuscripts during the annual professional writing short course held at O.U. The course, directed by Walter S. Campbell and Foster Harris, '25ba, will be held this year from June 7-10.

Appointments and Resignations

Three assistant professors were added February 14 to the University faculty in appointments approved during the February meeting of the Board of Regents.

They include: Walter J. Ewbanks, mechanical engineering; Eunice May Lewis, '28ba, '39ma, education, and Ross Edwin Graves, mathematics.

Mr. Ewbanks, whose appointment was retroactive to January 15, holds B.S. and M.S. degrees from Purdue University and Virginia Polytechnic Institute, respectively. He formerly was employed with Briggs Filtration Company, Bethesda, Maryland, from 1939 to 1947, advancing from chemist to director of research for the firm.

Miss Lewis received both her B.A. and M.A. degrees from O.U. and formerly taught at Sapulpa High School and Tulsa Central High School. Her appointment was effective February 1.

Formerly part-time instructor and research assistant at Princeton and now instructor at the University of Minnesota, Mr. Graves will join the University mathematics department in September. He holds a B.S. degree from the Massachusetts Institute of Technology, received in 1945, and will finish work for his Ph.D. degree at Min-

nesota this year.

Other teaching appointments approved by the regents include William J. Winder, '41eng, special instructor of mechanics, changed from graduate assistant; Joseph H. Wythe and Jay D. Cowan, teaching assistants in architecture; Howard D. Chaney, '47bus, teaching assistant in economics; George Lee Noah, '26-'29, special instructor in finance.

And Howard Bricker Weston, '38bus, instructor in accounting; John Clifton Lewis, '43-45, part-time teaching assistant in marketing; Miss Billye O. Robinson, special instructor in nursing education; Mrs. Lucille Davis Garnett, teaching assistant in education; Bruce B. Palmer, special instructor in journalism.

Also Allen Dean Morris, teaching assistant in civil engineering; Wayburn Stewart Jeter, special instructor in plant sciences; Clark Snell, '18ba, visiting professor of music; Mrs. Elizabeth Gaines House, teaching assistant in theory of music; Maudine Martini Prunty, '43ba, '45ma, teaching assistant in English; James K. Dodson, special assistant in economics, and Mrs. Sue Herndon Rouse, '40pharm.

Thirty-six non-teaching appointments also were approved by the regents.

They include the appointment of R. Boyd Gunning, '37ba, '37law, as executive secretary of the University of Oklahoma Foundation. Gunning took over the job officially February 16.

Twenty-five new graduate assistants on the University staff this semester were announced recently following official approval of their appointments by the Regents.

Geology claimed the largest group, including Roy Browning Hudson, '45-'46, Jack A. Taylor, '47geol, George Glenn McCulloch, '47geol, George Rainey, '40-'41, and Stephen Keith Frazier.

Others are Harrison Dean Lettermon, '47ba, and Alice Beulah Clark, social work; Mrs. JoAnn W. Bennett, English; Janet Dale, '47ba, William Cameron Wakefield, Mrs. Gwendolyn Raye Burton, and John Martin Weaver, chemistry; Robert Kent Butz, mathematics; Mrs. Helen Ross Walcher, speech.

Ruth Caroline Whitford and Elaine Culioli, modern languages; Alvin Gale Weber, '42-'44, Eloy Wilking Smith, Dorcey Gwynne Abshier, and Jasper Andrew Jackson, Jr., '43, physics; George Henry Ware, '45bs, plant sciences; Paul S. Johnson, petroleum engineering; William Lyman Kimmel and Clarren Alfred Brandenburgh, Jr., '47eng, mechanics, and Ernest Paul Willenberg, '47m.ed, education.

RESIGNATIONS

Resignations of 13 graduate assistants were also accepted by the board. They include Al King Marshall and Atha W. McMurty, mechanics and metallurgy; Jim Paine Artman, '43ba, modern languages; Levita Bollinger, '47ba, and Walter James Logan, '47ba, social work; Gerard R. Brieger, George P. Condon and Margaret B. Andersen, chemistry; John Hale Jone, '47eng, mathematics; Lowell W. Shannon, '47eng, physics; and Clayton Valder, Daniel Whitten, '43geol, and Donald Murphree, geology.

Three resignations from the University School of Architecture staff also have been accepted.

The board accepted resignations of Henry L. Kamphoefner, professor of architecture; James W. Fitzgibbon, and Edward Walter Waugh, assistant professors, and George Matsumoto, instructor in architecture, and Duncan R. Stuart, '37-'40; assistant professor of art, all of whom will join the staff of North Carolina State College next fall. Their resignations were announced early in January by Kamphoefner.

The regents also accepted the following resignations: Robert H. Rucker, Jr., landscape architect; William W. Whiteman, Jr., '36bs, '37law, '40bus, '47m.bus, assistant professor of accounting; John H. Webb, '42ma, instructor in geology; Charles A. Renfroe and John H. Chalmers, '47geol, part-time instructors in geology; R. N. Evjen, special instructor in social work; Mary Watson, assistant recorder, and Patty Gray, assistant rolls clerk, both of the office of admissions and records.

And Lewis Watson, ground school instructor in aeronautics; John W. Shreffler, technical assistant in art; Francis Stephen, '48bfa, clay wedger and sculpture assistant; Joe Croom, '48ba, alumni office assistant; Deane Ritchey Valder, assistant book-keeper, book exchange; Doris E. Summers, '46bus, clerical secretary, office of dean of business administration.

Also Joe D. McCarthy, junior accountant, and Dorothy Eaves, secretary-accountant, both in office of comptroller; Margaret Weldon field representative, parent-teacher work; Elsie H. Muller, clerical secretary, correspondence study; Edith C. Hefley, '41ba, departmental secretary, government; Dorotha B. Loewen, kindergarten assistant; Elaine McGowan, part-time secretary, law library.

Dr. Roy T. House, University of Oklahoma editor of *Books Abroad*, literary quarterly, was recently praised by a Mexico City newspaper as "a man of letters keenly interested in all the literary trends of our time and who has found the secret of capturing them and presenting them with fine sobriety."



Bud Wilkinson (seated center), O.U.'s young football coach, tells these Guthrie alumni of his outlook on next fall's grid campaign, and judging from the smiles on their faces he must have given an optimistic report. The occasion was a Lions Club luncheon in Guthrie February 13 at which Wilkinson was principal speaker. Seated are Raymond Beyer (left), '20; Wilkinson, and George Stroud, '28. Standing, left to right, are Dr. Webber Merrell, '37ba, '42med; Fay Scrutcheffield; Fred Holman, '24ba, and Ralph Hood, '26ba, '32law.

SHORT COURSES AND CONFERENCES Remaining on the O.U. Spring and Summer Schedules

- March 8-9.....Junior College Forensic Association Tournament—Extension Study Center.
- March 12-13.....Westminster Fellowship Conference (Presbyterian young people)—Extension Study Center.
- March 19-20.....Football Clinic—Main Campus.
- March 19-20.....College Club Conference—Extension Study Center.
- April 3-4.....Camping Institute—Extension Study Center.
- April 5-6-7-8.....Clergy Conference (Episcopal)—Extension Study Center.
- April 12-13-14.....State Debate Tournament—Extension Study Center.
- April 13-14-15.....Gas Measurement Short Course.
- April 14-15.....Planning Conference—Extension Study Center.
- April 16-17.....Art Conference—Extension Study Center.
- April 22-23-24.....Conference of Museum Workers of Southwestern Association of Museum Workers—Extension Study Center.
- April 27-28-29.....Career Conference.
- April 27-28.....P-TA Board Meeting—Extension Study Center.
- April 30-May 1.....Poetry Festival—Extension Study Center.
- May 6-7-8.....Interscholastic Meet.
- May 10.....Garden Club Clinic—Extension Study Center.
- May 17.....Commercial Florists—Extension Study Center.
- June 4-12.....Boys' State—South Campus.
- June 6-10.....Institute of International Relations—Main Campus.
- June 7-8-9.....Presbyterian Synod—Extension Study Center.
- June 7-8-9-10.....Professional Writers Short Course—South Campus.
- June 13-25.....Speech Institute—North and Main Campuses.
- June 14-25.....Association of Childhood Education—Extension Study Center.
- June 23-24.....Rural Education Conference—North Campus.
- June 29-30.....Conference on Professional Relations.
- July 1-2.....Ninth Annual Audio Visual Aids Conference—North Campus.
- July 1-2.....Institute on Typewriting—Extension Study Center.
- July 13-14-15.....School Administrators Conference—Extension Study Center.

Journalism's Herbert

(Continued from page 10)
of faculty members and a new group of students each year.

By saving advertising revenue and frequently going into debt, the publication board has paid

for the press and bought other machinery. The *Oklahoma Daily's* shop is equipped with three linotypes and all the accessories you would expect to find in any small daily newspaper plant.

Year after year, the student paper wins national recognition for the brand of journalism it is preparing students to put into Oklahoma's newspapers.

Now with a new \$150,000 building being erected for the University Press, a large question mark hangs over the school. Rumor says that the school will get space occupied by the press. Then it would have its own building for the first time.

If you're curious about how the school shifted so well for itself, you might talk with President George L. Cross.

"I've no doubt," says Dr. Cross, "that the 'accident' which brought Mr. Herbert to O.U. in 1913 is largely responsible for progress which the school has made. Mr. Herbert's stabilizing influence has certainly affected in some degree the press in every county of the state."

Confronted with this, Herbert will strike a "Who me?" pose. "If it hadn't been me," he'll tell you, excusing his grammar, "it would have been somebody else."

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issue is available at
call number LH 1 .06S6
in Bizzell Memorial
Library.



Paul MacMinn, director of student affairs, is nailed at the door of *The Jug* in the Union Building by five student leaders, all requesting advice, information, etc. In the center is Mary Kathryn Marks, arts and science junior from Oklahoma City and president of Pan-Hellenic. The men are, left to right, MacMinn, Jack Biggerstaff, freshman lawyer from Lexington, Oklahoma, Inter-Fraternity Council president; Jerry Edwards, engineer senior from Graham, Oklahoma, president of Student Senate; Jim Simpson, arts and science sophomore and Independent Men's Association president, Fort Worth Texas, and Lyle Copmann, journalism senior and editor of *The Oklahoma Daily*, from Oxford, Kansas.