

Press Holds Openhouse

The presses weren't silent on the afternoon of October 29 at the new University of Oklahoma Press Building. A new sound was heard, however, over the din of linotypes and presses. It was the buzz and excited chatter of faculty, staff members of the University, students, and guests as they browsed through the recently completed building. The occasion was open house.

The open house coincided with the completion of the 20th year of operation of the Press as the publishing division of the University. Among an estimated 2,000 guests who toured the editing, designing, sales, promotion, accounting and manufacturing departments were delegates to the meeting of the South-Central Modern Language Association in Norman and Oklahoma City.

The newly completed building is one of the large fruits of the extensive building program planned by President George L. Cross and the University Regents for a rapidly expanding University. The Press, which is functional in design, is one of five new buildings already completed on the campus.

The University Press has had an exciting history since its conception. It was the dream of President William B. Bizzell, who came to the University in 1925 after an 11-year tenure as president of Texas A. & M. From the moment of his arrival, he visualized the Press as a clearing-house for publications throughout the Southwest. In his inaugural address, he mentioned his intention of establishing a University publication plant, but it was not until the autumn of 1928 that he was able to start. At that time, he invited Joseph A. Brandt, '21ba, then city editor of the *Tulsa Tribune*, to come to Norman and take over what was then called the Print Shop. It was located in the north wing of the old University Press Building which now belongs to the School of Journalism.

The first book issued by the rechristened University of Oklahoma Press was *Folk Say: A Regional Miscellany* edited by B. A. Botkin, then a member of the English department. The book first appeared in the spring of 1929.

In November of 1932, the University Press received national recognition when the Book of the Month Club selected John Joseph Mathews' book *Wah'Kon-Tah: the Osage and the White Man's Road*. Mathews, who is from Pawhuska, graduated in 1920 with a B. A. Degree.

The founders of the University of Oklahoma Press did not foresee that their dream

was to bring international recognition to the state, to the University and to its publishing division.

The Press, which is directed by Savoie Lottinville, '29ba, is best known for its series on Western Americana. Since its early beginnings it has published a series on the civilization of the American Indian and also much Southwestern folklore concerning the cattle and oil industries.

Lottinville became an assistant to Brandt in 1933. In 1938, when Brandt resigned to go to Princeton University to serve as director of its University Press, Lottinville succeeded him as director.

Van Endicott, superintendent of the printing division, is the only member of the original force of 20 years ago still employed by the Press.

In addition to Joseph Brandt, who at present is the head of the Henry Holt Publishing Company in New York, another former staff member who has achieved distinction is P. J. Conkwright, '38ma. Conkwright had four of the books he designed chosen in the top 50 of the nation last year. He was a designer for the University Press for ten years from 1928 to 1938. He is now with the Princeton University Press.

During the recent open house, a feature attraction was the publication of an important new cultural interpretation of this area, *America's Heartland: The Southwest*, by Green Peyton, San Antonio author. The book was written as part of the Rockefeller program of research and writing on the Southwest which has been administered by the University since early 1944.

A book to be released during November of this year is entitled *Mineral Nutrition for Plants and Animals*. A large edition of this book will appear under the joint imprint

of the University of Oklahoma Press and the American Petroleum Institute.

The press is the publisher of the now internationally known *Civilization of the American Indian Series* of 27 volumes. The American Exploration and Travel Series, which was started by Lottinville in 1938, has now reached 12 volumes. To date, the Press has printed 200 books.

For many years the University Press has been noted for its regional program. According to Lottinville, its publication outlook, as reflected in the range of books that are published, is "as wide as the scholarship represented by the University in all its departments of activity."

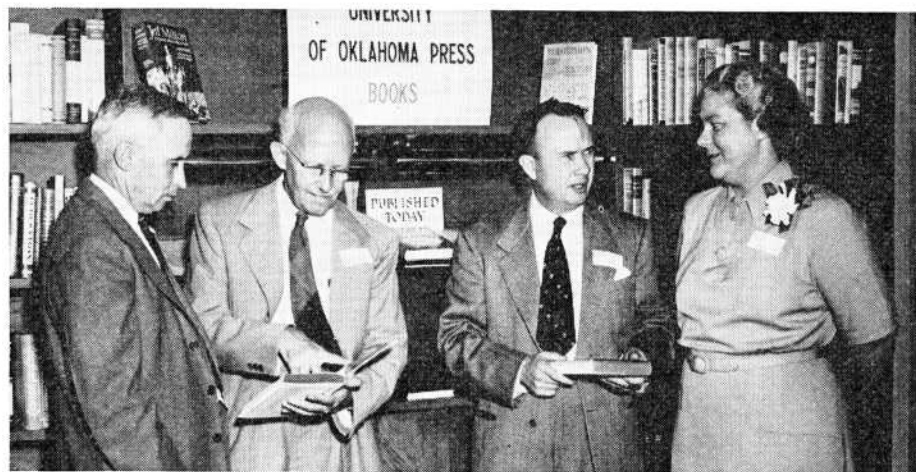
The greatest selling book in the Press' history was *Plowman's Folly*, by Edward H. Faulkner. This book, which was reproduced in flowers at the open house, has sold the amazing total of 340,000 copies.

Two publications of the Press were chosen during 1948 by national book clubs. The first, *María: The Potter of San Ildefonso*, was written by Alice Marriott, '35ba, and chosen by the Natural History Book Club for its July issue. The second book was an archeological study written by Victor von Hagen and entitled *Maya Explorer*. It was chosen by the History Book Club for April.

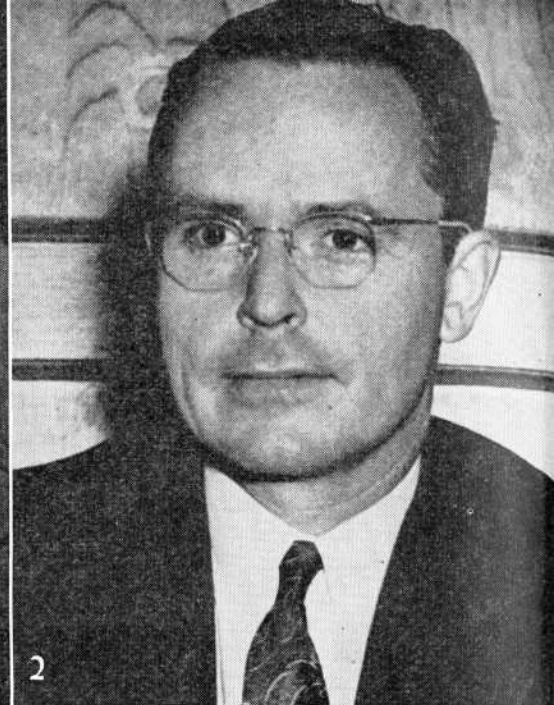
The most recent success has been *Persimmon Hill: A Narrative of Old St. Louis and the Far West*. Six weeks ago, one book store in St. Louis alone had sold over 750 copies. The book is by William Clark Kernerly as told to Elizabeth Russell.

The printing facilities of the Press have almost doubled in the last two years. With the exception of binding, the book goes through all stages of production here.

In 20 years, the Press has developed into an active printing and publishing arm with an international reputation.



One of the features of the new University Press building is the beautiful paneled library seen above. Pictured viewing fresh copies of *America's Heartland: The Southwest* by Green Peyton are left to right: Van Endicott, superintendent of the University Press; Will Ransom, art editor; Savoie Lottinville, '29ba, director of the Press, and Mary Stith, '30ba, '39ma, assistant editor. The book was published in connection with the 20th anniversary of the Press.



Winners All

1. They're winners all and they've got trophies to prove it! Pictured are the recipients of the Dad's Day awards for the outstanding students from 1944 to 1947. Left to right, front row: Levona Williams, '47bs, Wakita; Patricia Bynum, '47bs, Henryetta; Bonita Fitzwater, '45ba, Dallas, Texas, and Mrs. Lylith Medberry Bush, '44ba, Clinton. Back row: Bette Yarger, '48ba, Norman; Charles Ward, '48ba, Oklahoma City; Ann Hardy Braddock, '46ba, Norman, and Herbert Keener, '44eng, Fort Worth, Texas.

2. W. T. "Bill" Lester, '45journ, Norman, had the distinction of being the youngest O.U. Dad. His daughter Beverly is a freshman in the University College.

3. George D. Hann, '36m.ed, Ardmore, newly elected president of the Dad's Association, is pictured with the 1948 Dad's Day winners—Martha Meacham, Arts and Sciences senior, Norman, and Cleo Fitzgerald, '40ba, '41Lib.sci, Caddo, and now junior lawyer. Charles D. Duffy, '22Law, Ponca City, the outgoing president of the Dads, is seen on the right.

