

ern migration to California and others remained, trying to scratch a living out of marginal farm land.

Noble was disturbed by this disintegration of his native region and of its once prosperous farmers. He decided to put some of the money his oil enterprises had earned into the setting up of a foundation for farmers to draw upon—not to lean upon—in their quest for personal betterment.

So three years ago the Samuel Roberts Noble Foundation, named for Noble's father, was established.

A complete soils laboratory was equipped at Ardmore. Graduate specialists in chemistry, zoology, botany, horticulture and animal husbandry were employed for work among test tubes, and in the still greater laboratory, the farms and fields. The foundation has so far concentrated on the soil but it can go into medical or other research under its charter.

But Noble feels that the foundation's technical services alone are not the complete answer to stopping the drain on natural resources, or to inspire corrective measures which will restore them to their old place.

So, to arouse interest through competitive actions, he set up \$7,700 in prizes for gardens, crops and pastures in Carter and Love counties which follow a recommended improvement pattern, because experience has shown the premium method best to arouse interest. The contest itself then does the preaching visually.

Noble believes that this rebuilding of the land and farms will have a meritorious effect on the people as well.

"It seems to me that for the past 15 or 20 years there has been a quickening of fear in the hearts of our people—the fear of their own future," the husky blond oilman said recently.

"There are two great groups that have the greatest freedom from that fear," he continued. "There is the man who can do more than one thing and make a livelihood. For that reason he can leave something which puzzles him. Then there are the men and women who really know and understand the land. They know its needs, its strength and its weaknesses. They know that it is alive and can bring forth living things, but only so long as it is nurtured and its essential elements replenished."

"These are the most independent folk we have on the earth," Noble said, "and it was to increase the number of people in this group that the foundation was established. Of course, the extreme conditions of erosion and man's neglect of the remaining soil also gave me a desire to improve our area economically, but that was only secondary."

"So we're trying to help. We give every

technical assistance that a land owner requests. We tell him what his land needs to restore its fertility, how to rebuild that which he has lost and how to keep from losing what he has left. We help him plan it and there we stop. We offer recommendations but we do not make his decisions. Too many decisions made for a person will one day undermine his moral character and his faith in his own judgment," Noble concluded.

In addition to Noble himself, and his mother, Mrs. Samuel R. Noble, the foundation trustees are P. G. Rawdon, Oklahoma City; C. C. Forbes and Jerome Westheimer, Ardmore; A. A. Kemnitz, Hobbs, New Mexico; and Francis J. Wilson, Ardmore, the director.

Wilson is a former colonel in the U. S. Army corps of engineers. A graduate in the upper 10 percent of the West Point class of 1922, he was the army district engineer at Tulsa when retired for disability in 1946 after 24 years service. He heads the staff and handles administrative affairs.

How has the plan worked? What actually has the Samuel Robert Noble Foundation done in the overall conservation picture?

In the laboratory the foundation makes tests on soil samples, determining what crops it will support and what it needs to grow more. In the field it gives technical assistance on the farm.

It has operated various contests for the past two years which focus attention to its routine services. Here is the only place where people must follow rules and the only place where they must keep accurate record books of improvement. They sign formal agreements to set aside plots for specific contests in the same field, using one with no benefit of fertilization or extra care, fertilizing and handling the other according to foundation plans.

Contestants in these contests have increased in two years from none to 537 entries and the scope from the original two counties to four with the addition of Marshall and Johnson counties, in all except the upland and bottomland crop contests.

And the effect of these contests? The Brannon brothers of Marietta, winners of the first pasture improvement contest, exemplified the results of better pasture.

At the Herford Heaven feeder cattle sale in Ardmore this summer, the Brannon entry of 30 steers, just under two years old, won first place and sold for 30 cents a pound. With an average weight of 797 pounds, they brought the brothers \$7,413.

Results like these have justified Lloyd Noble's faith in the land and the people of Oklahoma.

Faculty Briefs . . .

▶ John E. Fellows, dean of admissions to the University, left late in April for Columbus, Ohio, to attend the annual meeting of the American Association of Collegiate Registrars. Dean Fellows is associate editor and chairman of the committee on the *Registrar Handbook*. He returned April 29.

▶ Dorothy Friend, director of forensics, attended the Missouri Valley Forensic tournament March 23-27. Four University students competed.

▶ Elmer Staten Wynne, assistant professor of plant sciences, will go to Cincinnati, Ohio, to attend the national meeting of the Society of American Bacteriologists May 15-22. He will present a paper entitled "Studies on the Effects of Unsaturated Fatty Acids on Growth and Respiration of *Micrococcus Pyogenic* var. *auruc*."

▶ Joe Glander, swimming coach, attended the NCAA Swimming meet March 21-28 at Chapel Hill, North Carolina. He was a finish and diving judge.

▶ Charles Price Green, '25ba, professor of speech, attended the Annual Convention of Southern States Speech Association April 6-17 at Waco, Texas. Professor Green presented a paper entitled "Graduate Research in Interpretative Speech", at a general session April 8.

▶ Four University speech department members are attending the Central States Speech meeting in Omaha, Nebraska. The four are Jack Douglas, '19ba, assistant professor of speech; John Keltner, assistant professor of speech; Perrill Munch Brown, '14ba, '38ma, assistant professor of speech, and Wilma Grimes, instructor of speech.

▶ William R. Fulton, acting director of the audiovisual education department, attended the Adult Education Conference and regional meeting of Teaching Films Custodians Inc. March 23-25 in Lawrence, Kansas.

▶ V. E. Monnett, '12ba, director of the geology department, attended the St. Louis meeting of the A. A. P. G. March 13-17. Associate Professor Carl A. Moore also attended the meeting.

▶ Dr. Alice Sowers, director of the Family Life Institute; Thurman White, '41ms, acting director of the Extension Division; O. W. Davison, assistant director adult Education; John Keltner, assistant professor of speech, and Kenneth Harris, '39ba, assistant director of short courses and public relations were in attendance at the Missouri Valley Adult Education Conference March 22-26 at Lawrence, Kansas. Dr. Sowers is vice president of the 4-state region. She gave a summary at the end of the meeting and the rest of the group participated in discussions.

▶ Dr. Carl Coke Rister, research professor in history, attended the Mississippi Valley History Association's spring meeting at Madison, Wisconsin, April 13-17. He is a member of the executive committee.

▶ Cortez A. M. Ewing, research professor in government attended the Regional Conference on social sciences as the official representative of the University early in March. The meeting was held in New Orleans.

▶ John Keltner, assistant professor of speech, accompanied student Delta Sigma Rho delegates to the National Congress March 29-April 3 in Chicago.

▶ Bud Wilkinson, athletic director, attended a Douglas, Arizona, high school banquet March 7 and 8.

▶ Stewart Harral, '36ma, director of public relations, appeared on the program at the Southwestern Public Relations Institute March 31 to April 2 in Fort Worth, Texas. He discussed "Are People Predictable?" at a luncheon session.