

SOONER MAGAZINE

PUBLISHED EVERY MONTH BY THE UNIVERSITY OF OKLAHOMA ASSOCIATION

Sooner Staff Members: David A. Burr, '50, Editor; Ted Beaird, '21ba, Managing Editor, Riding Sooner Range; Charles Roper, '50, News Editor; John Wagoner, '51, Feature Editor; Bill Alley, '51, Roll Call Editor; Mrs. Mary Turnbull, Alumni Records; Harold Keith, '29ba, '39ma, Sooner Sports; Colbert Swanson, '50, and Glenn Copeland, '53, Mailing. Photography by University Photographic Service.

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The Cover

Two engineering students are silhouetted against a background derrick and tool shed. The picture was taken from the east door of the Journalism Building. The derrick is a part of the Engineers' training equipment.

The Contents

Riding The Sooner Range	3
The Engineers	5
The Second Quarter	8
The Engineer's Day of Days	10
The University	11
Those Scandalous Scandals	13
Sports	14
Young Man With a Thorn	14
Alumni	15
The Class of 1934	16
Sooner Portraits	17
Phi Kappa Sigma	21
The Association	22
Roll Call	25

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Ten Years Make a Difference

Riding the Sooner Range

By Ted Beaird, '21ba

(Ten years ago this month, Ted Beaird, '21ba, related the whereabouts and activities of a number of O.U. engineers. The children mentioned in the story have since grown up. Many of the engineers have changed jobs and locations. In reprinting this interesting story, the editors have added the present address of the person involved in parenthesis. D. B.)

Shamrock, green shirts, and O.U. Engineers on parade! These chaps, some 1,700 strong, representing graduates in various divisions of engineering from the University of Oklahoma, are in this 1940 season indeed getting their "double-play." The March issue of *Sooner Magazine* is devoted to "engineering features. . . . Recent notes on some of these "Sons of Erin," as we have observed them in action while jogging along the Range, as well as reading of their various successes in the mail which comes across the desk, are as follows:

MAYO B. PARKS, B. S., in M. E. '36, now of the New York Navy Yard at Brooklyn, N. Y., (1638 Westover Road, Linden, New Jersey) is in off hours enjoying swimming and hiking and applying his extra-curricular activity at Hobart High-school and Cameron State College at Lawton to good recreational interests. CRAIG L. MOON, B. S. in E. E. '37, now of Kansas City, Missouri, (3514 28th, Lubbock, Texas) still following his interest in radio television and looking back on those hours he spent on Tulsa's tumbling team prior to his entering the University. IVAN MILLER, B. S. in E. E. '32, (1314 N. E. 15th, Oklahoma City) is following his old-fashioned hobby of amateur radio work, and if he can shut out the messages on the ether as he performed in the State Pistol Meet in 1932 when he became state pistol champion, he is indeed still holding up the honors of old Shawnee Highschool in the early '20s! CLAUD H. HOOKS, B. S. in E. E. '35, the established table hop and dishwasher for four long years at the University while pulling through, has a string of hobbies consisting of military work, reading, shows, radio work and his children and is applying his electrical engineering talents in his chosen profession with the Southwestern Bell at Oklahoma City (Box 5100, Sondia Base, Albuquerque, New Mexico).

Lady of the craft (?) Yes, and How! Namely BESSIE FRANCIS KNISELEY, B. S. in Arch. Engr. '36, and then on to the University of California for an M. A. in Arch. '39. She is now located at Berkeley, California, (Mrs. Bessie F. K. Marriott, 2924 Esmond Ave., Richmond, Cali-

fornia) as a special instructor in architecture for the University of California, and did she perform while in the University? Well, just look—a regular "duck" in the Ducks Club, an efficient ram-rod of W. A. A., a "director" of Mortar Board, a treasurer of Spanish Club, secretary of the Camera Club, Chief rider of Polo and Riding Association, secretary of Engineers' Club, on St. Pat's Council three straight years, on the *Sooner Yearbook* staff representing the College of Engineering, and then to crown it all, was Engineers' Queen in 1933. What a record! What an Engineer! What a gal!!!

That string of years in the South American climate only "seasoned" RANSOME G. HOLLAND, B. S. in P. E. '29, to the continuation of his engineering work now being followed at Ponca City (2630 N. W. 26th, Oklahoma City). Ransome, along with wife, MILDRED PYLE HOLLAND, B. S. in H. E. '30, drop by to see us occasionally accompanied by their two charming young daughters. Another HOLLAND, LOYAL B. "JACK," B. S. in E. E. '18, divides his interest and time three ways, independent oil business, his ranch in Hereford, Texas, and his home in Norman—and in Norman often teaches "the hired hand" the latest bridge technique! (501 Okmulgee, Norman).

And there was old "Rags"—to the dignified engineering profession, WILMER E. RAGSDAL, B. S. in E. E. '35—who for some years now has been under the immediate supervision of Mrs. Ragsdale, LOIS WHITAKER RAGSDALE, '33, and is stationed in St. Louis (deceased July 10, 1945). How many hours of pleasant work we had with this chap, "Rags," as the chief engineer of WNAD, University Radio Station! My one time "traveling companion," "DOUG" BELL, is now the efficient "son of Erin," DOUGLAS E. BELL, B. S. in P. E. '34, who along with Mrs. Bell (MARY ELIZABETH SCHEBLE BELL, B. F. A. in P. S. A. '34), are enjoying their home and little daughter at Houston, Texas, (945 Humble Bldg., Humble Oil Co., Houston, Texas) headquarters. (And just here, thanks "Doug," and Mary Elizabeth, for your new Life Membership in the Association that came in last week.) Our "personal" McClain County engineer, EVERET E. STONG, B. S. in M. E. '34 and MRS. STONG (MARY ALICE COON STONG, '34), came in today as the newest Life Members in the Engineering Division of the Association. These "Purcell-ites" are always welcome as they are really home folk to us! (2012 Elmhurst, Oklahoma City).

DAVID E. FIELDS, B. S. in M. E. '25, M. E. '38, of Tulsa, (2304 South Lewis Ave., Tulsa) has

devoted a lot of his time to the writing of special articles for technical magazines in recent years. HAROLD E. MASSEY, B. S. in M. E. '36, has for the past four years been with the I. T. I. O. as special petroleum engineer (C/o Atlas Soc. Oil Co. Drawer G., Hobbs, New Mexico). FRANKLIN C. MORRIS, B. S. in Arch. Eng. '26, A. E. '30, of the O.U. faculty at Norman, (Faculty Exchange, Norman) recently was awarded the honor of 20-year Veteran and Silver Beaver in the Boy Scout organization—and that Frank is a chap who earns his spurs! JACKIE LYNWOOD RIDLEY, B. S. in M. E. '39, Ponca City, (Muroc Field, California is with the Continental Oil Company and now wrestling with the weighty problems of the oil industry and no longer wrestling as one of the representatives on the O.U. team.

HUBERT WILLIS DAUBENHEYER, B. S. in E. E. '38, is another of the O. G. & E. men working out of the Oklahoma City office (6817 Barr Road, Fairway Hills, Maryland). CUNDALL E. TURNER, B. S. in P. E. '32, outside of his engineering duties with the Phillips Petroleum Company in Bartlesville, (1522 Keeler, Bartlesville) spends many hours in woodwork and gardening, accompanied on such tours by Eddie, aged 4, and Gail, aged 2. Still another Bartlesville "laborer," LUDWIG A. WEBBER, B. S. in Ch. E. '32, (1010 Hedgecoke Drive, Borger, Texas) is doing special research work and relaxing with several rounds of tennis daily. DELBERT L. HAYNES, B. S. in Ch. E. '37, Cut Bank, Montana, (Sand Point, Idaho) has for the past year performed special research service for his company, but does find time to participate in the American Institute of Chemical Engineers, "slice in" a little golf, and try his hand at fishing.

LEWELLYN GOODWIN LEAVITT, B. S. in C. E. '26, is doing special engineering inspection work with headquarters in Minneapolis, Minnesota (Fort Croon, Nebraska). RICHARD D. WILLIAMSON, B. S. in Geol. E. '31, who was the very fine president of the Engineers' Club in 1931, and in the same year earned a senior designation of cadet colonel, is another Minneapolis, Minnesota, (address unknown) chap in Engineering work. RALPH WESLEY WOLVERTON, B. S. in E. E. '35, Lawton, (913 Arlington, Lawton, Oklahoma) has for five years been with an electrical company and is putting into practice some of the fine points mastered while employed as a student helper at the Alpha Gamma Delta house while in the University. JAMES FRANKLIN CRAWFORD, B. S. in M. E. '34, B. S. in P. E. '35, is district superintendent for an outstanding oil concern, and for the past year has been located at Palacios, Texas (deceased, March 4, 1940). L. DAN JONES, B. S. in P. E. '33, breezed off down to Arlington, Virginia, (1021 North Livingston, Arlington, Virginia) via George Washington University, where he completed his LL. B. in 1938, and has since that date mixed engineering-law as a special attorney for the Department of the Interior.

Do engineers Go West, Young Man—Go West? Yes, West plus North, South, and East, and it is significant to note that forty-five Engineering graduates of the University representing every division of the College of Engineering are scattered to the four corners of the world—outside the jurisdiction of the good old U. S. A. It is also significant to note that forty of these engineers are from the classes of the '30s. Where are some of them? Well, let's look: THOMAS S. NAPIER, B. S. in Geol. E. '34, Pladjve, Sumatra; (115½ West Jefferson, Dallas, Texas). ALLAN B. COLE, B. S. in P. E. '37, Maracaibo, Venezuela (Socony Vacuum Oil Co., Apartado 246, Caracas, Venezuela); RAIMUNDO ALBERTO MOLINA, B. S. in P. E. in '36, Venezuela, (Standard Oil Company of Venezuela, Co-ordination Office, Apartado 899, Car-

acas, Venezuela); CLIFF W. PEERY, B. S. in P. E. '33, Cuidad, Bolivar, Venezuela (C/o Mene Grande Co. Apt. 709, Caracas, Venezuela); T. A. KIBBY, B. S. '33, B. S. in E. E. '34, Cuidad Bolivar, Venezuela (C/o Mene Grande Oil Co., Apt. 709, Caracas, Venezuela); JAMES GEORGE STEPHEN, B. S. in P. E. '34, Peru South America (International Petroleum Company, Ltd, Talara Negritos, Peru); FRANK B. LACHLE, B. S. in Ch. E. '31, Brazil, South America (133 Harold Street, San Jose, California); FOAD ALI M. ASHRAF, M. S. in Engr. '34, Iran, Persia (Anglo-Iranian Oil Company, Abadan, Iran, Persia); E. FRED HOLLANDSWORTH, B. S. in E. E. '35, New Zealand (Heart Mountain, Wyoming); WILFRED G. COLEMAN, B. S. in E. E. '38, Corner Brook, Newfoundland; (507 Main Street, Worcester, Massachusetts). MANUEL G. CICERO, B. S. in Geol. E. '27, Tampico, Mexico (Ave. Colon, 14, Sur, Tampico, Mexico); LEOPOLDO NESTOR CORONADO, B. S. in P. E. '32, San Juanico, Mexico (217 Cuahtematzin, San Juanico, Mexico); ABBAS SATTAR SIAPOOSH, B. S. in P. E. '38, Teheran, Iran (Iran Embassy, Paris, France); NEALE V. LAMB, B. S. in Ch. E. '38, Aruba, Netherlands West Indies; (Box 413B, Bartlesville); RICHARD E. BARRETT, B. S. in E. E. '33, Saint Joseph, Trinidad, British West Indies (NOB Trinidad BWI, Navy 117, C/o FPO, New York City); J. WILKINSON HOOVER, B. S. in Geol. E. '27, Bahrein Island, Persian Gulf (4 Tokolon Place, New Orleans, Louisiana); PERRY B. HACKETT, B. S. in C. E. '34, Honolulu, Hawaii (4628 Ardyce Drive, Oklahoma City); GERALD M. HECHTER, B. S. in Ch. E. '39, Winnipeg, Manitoba, Canada (address unknown).

WILLIAM HORN, B. S. in P. E. '37, is another who still follows the short wave radio hobby, and is now and has been since his graduation, field engineer for an outstanding gas concern, being located at Kilgore, Texas, (3602 Utah, Dallas, Texas). HUBERT H. THOMPSON, B. S. in Ch. E. '28, has been chemist for one of the leading oil firms for several years, and is located at Tulsa, Oklahoma 2613 East 19th St., Tulsa). ROBERT E. EBBS, JR., B. S. in M. E. '33, Burkburnett, Texas, (1019 N. Oklahoma, Okmulgee) has a very unique hobby that he develops along with his professional work, namely, the building of a mechanical model building. THERESA HELENA REINHART, (MRS. RAYMOND G. DOLAN), B. S. in C. E. '20, in addition to her engineering James, 15, John 13, and Robert, 8, holds the position of construction engineer for the Reinhart and Donovan Company with headquarters in Oklahoma City (2112 N. W. 20th St. Oklahoma City). CHARLES W. HEWETT, B. S. in E. E. '36, Shawnee, (O. G. & E., Sapulpa) applies double

energy to his hobby, namely archery, and is this year president of the Shawnee Archery Club. In his school days, as a carrier for the *Oklahoma Daily*, he evidently developed technique in hitting the bull's eye in the early morning hours tossing the paper at the hole in the front screen door. JOHN A. REINHART, B. S. in C. E. '34, is another part of the Reinhart & Donovan Company in Oklahoma City (2108 N. W. 25th, Oklahoma City.) EDWIN R. PAGE, JR., as a graduate student at the University of Oklahoma, is following through on some detailed training after his B. S. in E. E. in '38, and hopes to receive his master's in June, 1940 (168 Parkside Ave., Syracuse, New York).

EARL L. HASSLER, A. B. '28, B. S. in E. E. '30, M. S. '34, who during many of his years at the University of Oklahoma was assistant in the Physics Department and belonged to many honorary and professional societies and found time, in addition, to these to serve on the Student Council in '37-'38. He is now in Tulsa with the Southwestern Bell (2320 North Young Blvd., Oklahoma City). WILLIAM HOWARD TAFT, A. B. '30, B. S. in P. E. '31, has for some time held the position of superintendent with a drilling concern, with headquarters at Mount Vernon, Illinois (1211 Colcord Bldg., Oklahoma City). WADE A. ESKRIDGE, B. S. in M. E. '36, Overton, Texas, (701 Florence, Racine, Wisconsin) has caught the movie photograph bug and reports that his wood-working is no longer his hobby, but a drudgery.

HINMAN STUART MILAN, B. S. in P. E. '30, Chelsea, (Chelsea, Oklahoma) has been assistant superintendent of his company since 1932. MAYNARD G. FULLER, B. S. in C. E. '30, with the Oklahoma State Highway Department at Oklahoma City, (611 W. Huisacke, San Antonio, Texas) states, "I washed dishes, waited tables at a number of places while in O.U., made all my way through." Yes, in addition to this, this chap was one of the designers and erectors of the engineers' famous electrical sign, and was one of the leading members of St. Pat's Council in 1930. J. DAVISS COLLETT, JR., B. S. in P. E. '32, is owner of "Associated Engineers" and operates out of Houston, Texas (Box 6067, Houston, Texas). LEROY MOFFETT, JR., B. S. in E. E. '29, is now located in New York City (9 Glenwalde Park, Tarrytown, New York). He is in the interesting field of engineering work classified as development engineering, television section, of the National Broadcasting Company. Hundreds of engineers will recall that it was this Moffet boy who received the cup for the best student paper at the regional A. I. E. E. meeting in Dallas, Texas, in 1929. OMEGA CUMMINS, B. S. in E. E. '34, headquarters New Orleans, (6316 Indiana, Kansas City, (Continued on page 30)

Mr. Beard is again permitted to receive (but not answer) mail. I know he would appreciate a card or letter from any of his many personal friends and business associates located in all sections of the world. Please address any such communications in care of this office as we are in daily contact with the hospital and there will be no delay in delivering your messages to him.

George Cummings, '49bus
Assistant Executive Secretary

ployed as traffic manager at radio station KHBG in Okmulgee.

Lily B. Gibbs, '49soc.wk, is now employed as a case worker in the Department of Public Welfare in Okmulgee.

Charles Bresnehen, '49journal, is now employed as advertising manager of the Okmulgee *Daily Times* in Okmulgee.

DURBECK-RAEDEKER: Frances Patricia Durbeck, '49ba, and Robert Clay Raedecker, both of Oklahoma City, were married February 29 in the University Place Christian Church. Raedecker is a student in the University Medical School.

DELANO-DAVIS: Kathleen DeLano, '49ba, Oklahoma City and Charles E. Davis, senior student at the University, were married recently in the Church of Christ, Oklahoma City.

GRESHAM-RENSHAW: Mary Ellen Gresham, '49ba, Bartlesville and Dee E. Renshaw, Norman, a senior in the school of architecture, were married recently in the First Presbyterian Church of Bartlesville. The couple has established a home in Norman.

Mrs. Joe S. Snider, the former Patty Richardson, '49ba, and Mr. Richardson, Oklahoma City have announced the birth of a daughter, Melinda Gail, born February 3 at St. Anthony Hospital.

BARRETT-MOORE: Mary Jo Barrett, Norman, and Preston L. Moore, '49eng, Atwood, were married recently in the parlor of the First Baptist Church, Norman. The couple is at home in Houston.

MATHIS-STEINBERGER: Margaret Scott Mathis, '49h.ec, Fairfax became the bride of Calvin Clinton Steinberger, III, Houston, December 28. Steinberger is now studying petroleum engineering at the University where he is a member of Kappa Sigma social fraternity. The couple is at home in Norman.

Leo J. McClure, '49geol, is a district geologist for Humble Oil and Refining Company. His home station is Franklin, Louisiana. While attending the University, McClure was a member of Sigma Gamma Epsilon, honorary geology fraternity.

Ralph B. Denton, Jr., '49ba, is a partner of Boatman and Denton, housing contractors, in Okmulgee. Before forming the partnership Denton was a salesman for Leigh's Associated Artists.

Bill Williams, '49ba, is now working for the Civil Aeronautics Administration on North Dutch Island, Via Cordova, Alaska. According to Williams the area is perfect for hunting and fishing.

James K. Jones, '49Law, and John W. McCune have announced the formation of a partnership for the general practice of law in Tulsa.

John W. Hammett, Jr., '49Law, has opened an office for the general practice of law in Waurika.

Almus T. Hays, '49Law, former Cotton County attorney, has assumed his duties with the Southwestern Power Administration, with offices in Tulsa. He is an attorney in the condemnation division of the agency of the Department of the Interior. He will work in Arkansas.

Thomas H. Galey, '49Law, Medford, formerly of Tulsa, has become an associate in the Medford law firm of Falkenberg, Curran & Falkenberg.

HUGHES-SELLERS: Anna Marie Hughes, '49fa, Bartlesville, and Robert Vernon Sellers, Eureka, Kansas, were married recently in the First Methodist Church at Bartlesville.

J. D. Wallis, '49eng, and Mrs. Wallis have announced the birth of a daughter, Winana Sue on December 22. Wallis is employed by the Magnolia Petroleum Company in Ballinger, Texas.

Eschol R. Haley, '49m.ed, Boynton, is a math teacher in West Junior Highschool in Muskogee.

Lester C. Delzell, '49pharm, is now employed by Pierce's Pharmacy Shop in Muskogee.

Neil A. Jackson, '49geol, Haskell, and Mrs. Jack-

son have announced the birth of a son, Don Stephen, born December 31. Jackson is now a partner of the Jackson Oil Company, Haskell.

James H. Parrish, '49geol, and Mrs. Parrish, the former Dorothy Louise Kamp, '47ba, have announced the birth of a son, Brad Alan, born February 5. The Parrishes are now living in Midland where James is employed as a geologist with the Pure Oil Company.

Jack H. Keith, '49pharm, is assistant manager of the Monte Jones Drug Store in Perry.

CLARK WELFELT: Polly Alexander Clark, Oklahoma City and Thomas J. Welfelt, '49eng, Kansas City were married recently. Mrs. Welfelt is a student in the University.

HARRIS-DIETRICH: Joanne Harris, Oklahoma City, became the bride of Max L. Dietrich, '49bus, Houston, January 27 in St. Paul's Episcopal Cathedral in Oklahoma City. The couple has established a home in Houston, Texas.

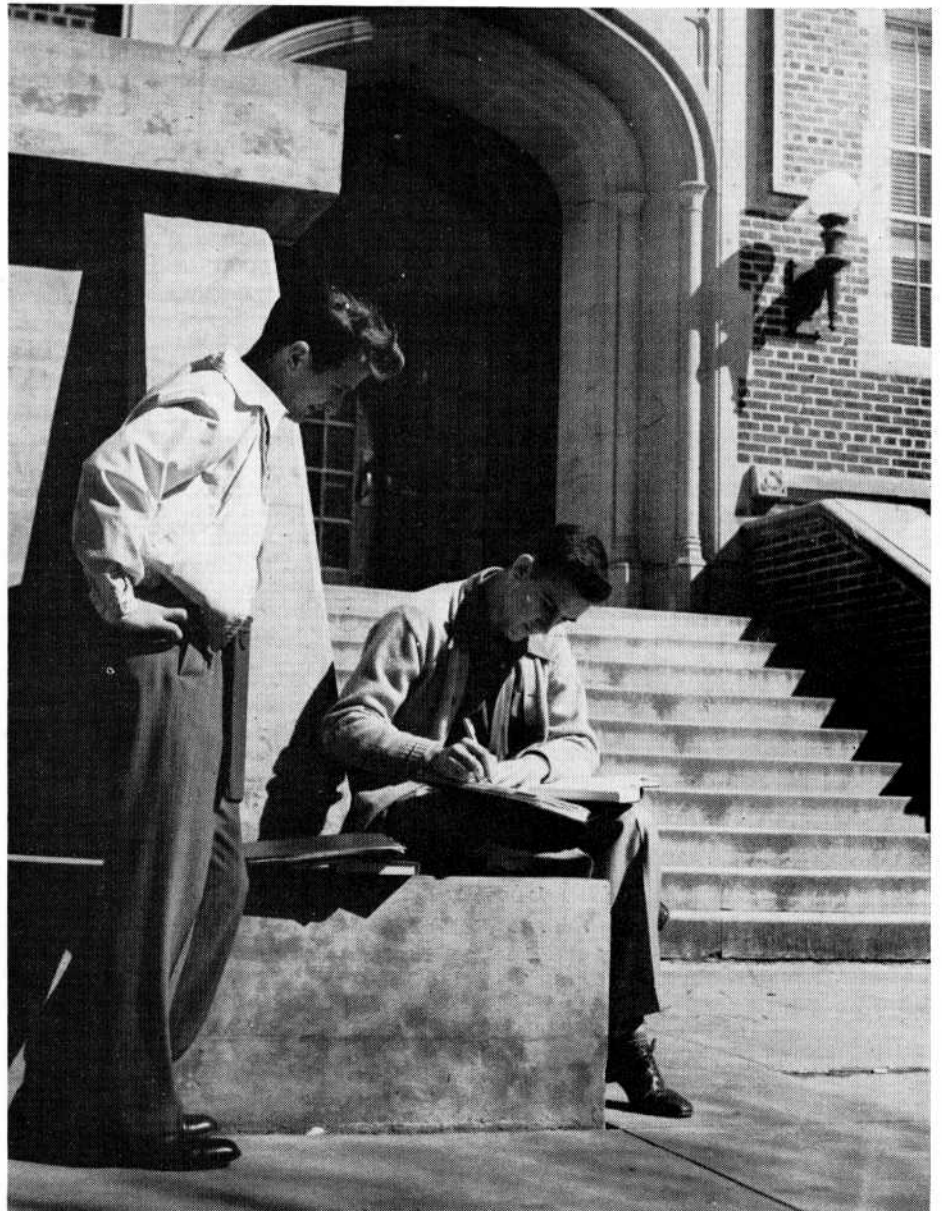
Victor J. Veroda, '49geol, Oklahoma City, and Mrs. Veroda, the former Dorothy Eaves, '47, have announced the birth of a daughter, Carol Faye.

Ben G. Harned, Jr., '49bs, Okmulgee, is a partner of the Ben G. Harned and Company, Insurance and Real Estate, Okmulgee. During the war, he served in the air corps.

Range—Continued

Missouri) is with the United States Engineering Department, First New Orleans District, where he is classified as a civil engineer in the Reports Section. During his University career one of his accomplishments was to receive the pistol shot medal, and now, as recreations, he states he bowls, reads, fishes, and just plain walks! What a hobby! What a hobby! And—what would the future of the University of Pittsburgh be today without GEORGE LATHAM YATES, B. S. in P. E. '34, M. S. in Engr. '35. (626 S. Bluff, Wichita, Kansas). With the help of MAXINE SHAFFER YATES, B. S. in Ed. '32—the wife—this outstanding chap is climbing up in his profession in this University of the East!

And a swing from "Representative Yates" of the East, to the deep, deep West, brings us to



Two young engineers take advantage of pre-spring weather to get in a bit of studying out of doors. Ten years from now these lads will be making their careers somewhere out on the Sooner Range.

the Bakersfield, California home of FRANK ITTNER, B. S. in M. E. '33, and his charming wife, MARY ELIZABETH SIMPSON ITTNER, B. A. '24, M. A. '25, (1205 North Michigan, Pasadena, California). "Glamour Boy Frank"—and what a record he really did make at the University—plus O.U.'s Mary Elizabeth, do a lot of fancy visiting among the O.U.-ites of the West Coast, and just now, of course, are controlling the arguments pro and con as to the reasons why "STEINIE GOT ALL THE GRAPES—WHILE OKLAHOMA GOT ALL THE WRATH'."

Then to breeze back across to the immediate mid-west, and here we are with JOHN B. BENDER, B. S. in E. E. '34, stationed in Kansas City, Missouri, and following out his old tricks of "inventin'" (6206 Oak Street, Kansas City, Missouri). Wonder if John remembers when on a long automobile trip with a lot of mechanical equipment he headed for a college in South Texas, he had to invent a new method of transportation, after stripping the gears of a broken-down car.

Thus, here they are in review. As it was then, it is now. "Three Cheers, Three Beers, O.U. Engineers." And that chant we hear quite often, as we gallop along, Riding the Sooner Range.

BOOKS

Copy That Clicks

(*Patterns of Publicity Copy*, by Stewart Harral. University of Oklahoma Press, Norman. \$2.75).

Stewart Harral, '36ma, director of public relations at the University of Oklahoma and president of the American College Public Relations Association, has written a book about "copy that clicks."

Harral brings publicity writing up to the atomic age when he says:

"Publicity has advanced from a half-truth, hit-

and-miss stage to a recognized position as a social instrument of great importance. Today no institution of any size can afford to overlook its tremendous worth in winning and holding good will."

Patterns of Publicity Copy discusses and evaluates many of the devices used by top-flight publicists. This is done, Harral says, "with the hope that all who write releases can improve the quality of their stories."

The book includes chapters which discuss leads that catch attention, mastering words, pre-testing copy, finding copy material in the commonplace, dressing facts with fiction, and pathways to placement. A concluding chapter presents "proof of the pudding," stories which show the varied approaches in publicity copy.

"Writing" Harral says, "is like skating and dancing. You may sit on the sidelines watching the teacher, but it helps little. To learn, one must do." As an aid to those who do write, a "check list for publicity copy" is included in the appendix.

An active writer, publicist and lecturer, Harral has written four other books, *Public Relations for Churches*, *Public Relations for Higher Education*, *Successful Letters for Churches* and *Publicity Problems*.

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