



O.U.'s motion picture production unit prepares to film a scene for an all-university movie. John Freeman mans the camera at left while Dwight Swain holds the script. Producer Ned Hockman, '49bs, gives some acting directions to Dr. Thurman White, '41ms, director of the University extension division.

subject of a film with the group which wishes to have a movie produced. Dwight takes notes, does some research, and produces a story treatment script. After the story script is OK'd by the client, Dwight goes into a huddle with his typewriter and produces a sequence outline which is the basis for the movie.

Dwight divides his time between the school of

journalism where he's working on a master's degree and the small off-stage office where he writes movie scripts. Sometimes he has real problems.

He's now learning about the "Ph factor" in chemistry. Explanation of the factor is so involved that chemistry professors thought they needed a movie to explain it. The film unit agreed to produce the movie which will be made available to

schools over the nation.

"I'm not a chemist, but after the conferences I've had with chemistry professors I am beginning to feel like one," Dwight quipped. A successful magazine writer, Dwight actually has a scientific background of sorts. He's been publishing science fiction stories for several years. Aside from his magazine experience he's been on the staffs of several newspapers.

When Dwight has the script in order, Hockman organizes a shooting schedule. Then cameraman John Freeman, a senior majoring in physics, and James 'Bud' Elder, another journalism student and part-time producer's assistant, join forces with the script writer and producer. The cameras are started and another Sooner production is on the way.

A recent production of the unit is "Introduction to The Airplane." Filmed at the University's airport, the movie introduces pre-flight students to the airplane's working parts. Another University production is "Your Next Step," which is shown to highschool students who plan to enrol in college for the first time. "It introduces the student to the University and answers a lot of questions which highschool seniors have about college life," Hockman says.

All but one of the movies made by the unit have been filmed in color.

Actual developing and printing of the movies is done in Kansas City and Chicago. A "work print" is returned to Norman, where Hockman and assistants cut and edit the film. After sound is recorded, the edited film and sound track go back to Kansas City to be printed.

What happens to the films when they are finished? If they have been produced for an outside group, the movies are shown and distributed by the client. If they are educational movies produced for the University, they are sent to the audio-visual library of the University's extension division. There they are available to schools all over the nation.

Wherever they are shown, the celluloid flickers bear a "University of Oklahoma Production" tag.

DEVELOPMENT FUND

Nothing Very Complicated

A blueprint for Alumni Development Fund future programs is in full operation in Oklahoma City. There's nothing very complicated about the drive itself. Alumni solicitors are armed with pamphlets and reasons why a state operated institution needs dollars from alumni and friends to better carrying on the purpose of the University.

The sheer mechanics of the drive have been well oiled and each part has begun to mesh in the first major personal solicitation campaign the Development Fund has yet attempted.

In early October, Alumni counselors from every area in the United States gathered at the University to hear plans and projects for the Fund. Ben Head, '42bus, '48Law, counselor for the Oklahoma City area was on hand and there's a beginning of the plan. Head heard the proposals and kept in con-



Oklahoma City Alumni Fund planners are shown with Dr. George L. Cross. They are Dwight Mitchell, Jr., '43ba, Dr. Cross, Fred Barbee, '46ba, S. E. Floren, '41ba, '47Law, Leo Thompson, '45ba, '47 Law, T. Ray Phillips, '35 ba, and David Bridges, '39fa.



stant contact with the Fund headquarters at the University.

Boyd Gunning, '37ba, '37Law, director of the Alumni Development Fund, and Guy Brown, '42ba, '48ma, field representative of the fund, worked with Head. Dick Virtue, '44ba, president of the Oklahoma County Alumni Club, offered his service.

At the home office, the four worked out a scheme whereby Oklahoma City's 5,000 alumni could be divided into 20 districts. Each district was to have a chairman responsible for getting workers to aid in the drive. Then secretaries began the tremendous task of listing all City alumni by their addresses.

In mid-March, the district chairmen were called together for last minute instructions. Armed with a small white envelope which was filled with essential material and a list of names of every alumni in their area they set about the work of getting other alums in their area to help. By April the work which was outlined in October and carefully scheduled through the winter began to be put into operation.

By this time, the entire success of the plan depended on the volunteer worker. District Chairmen Paul E. Swain, Jr., '48ba, Charles W. Moss, '28Law, Sue Starr Virtue, '43ba, David H. Bridges, '39fa, and J. R. Sommerfrucht, '34bs, began to ask people into their homes to organize on the district level.

Marcia Ann Newbill, '43ba, Harold Clifford, Jr., '49Law, Charles Mooney, '43bus, Glenn L. Barnes, '39-'42, and Leo E. Thompson, Jr., '43ba, '47Law—all committee chairmen—sembled their workers.

For those people who were reluctant or who thought they didn't have time to help very much, the chairmen would tell a story.

A girl from Binger, Oklahoma. She attended Muskogee School for the Blind 12 years. Interested in social work and professional writing. Established herself at the University in Baptist Young People's Group, Y.W.C.A., Freshmen Club, Chairman of a Dormitory Music Committee, Counselor at a girls' camp. Blind, yet an accomplished pianist and expert swimmer. Nearly straight "A" average. Final examination in Botany identified 49 out of 50 plants by feeling them. She's in school on a Development Fund scholarship.

It doesn't take many such illustrations before the value of the Fund program is realized and Marvin C. Reed, '48eng, S. E. Floren, Jr., '41ba, '47Law, Jack E. Wilson, '39bus, '42Law, T. R. Phillips, Jr., '35ba, and T. D. Mitchell, '43ba, more district chairmen—find more than enough solicitors available.

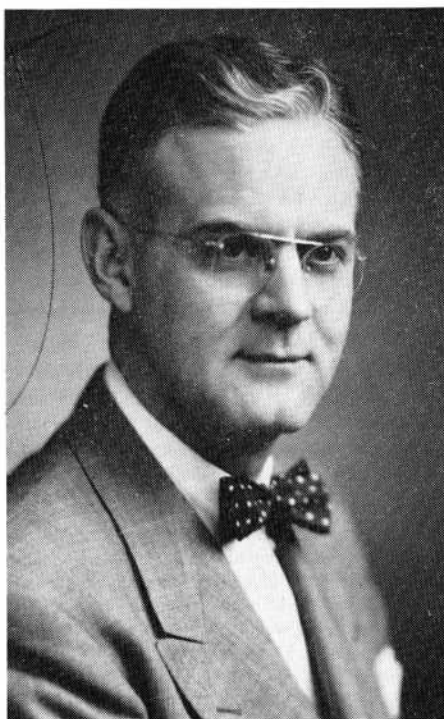
For the reluctant ones, there's another girl from Oklahoma. Major in speech. Highschool activities exceptional. Governor of Girls' State. President of Girls' Nation. State champion in oratory and public speaking. Chosen outstanding freshman woman last year. Works part-time but needs scholarship to stay in school. Alumni Development Fund sees she gets her chance.

Ask district chairmen T. D. Mitchell, '43ba, J. D. McCarty, '36-'39, Fred S. Barbee, '46ba, Nathan Sherman, '35Law, Louis Kiriopoulous, '43ba, '49Law, and James E. Horigan, '49Law. They've found the arguments convincing.

Then with Head directing the operation, the district chairmen and their committees began the actual house to house door-bell ringing.

► Miss Dorothy Friend, director of forensics, supervised and judged students at the Missouri Valley Forensic Tournament in Wichita, Kansas, April 5-8. She also supervised and judged students at the University of Texas Debate Tournament in Austin, April 12-16.

ALUMNI



JOHN R. SIMPSON

Simpson Moves Up

John R. Simpson, Jr., '30ba, has been appointed investment secretary of the Massachusetts Mutual Life Insurance.

Simpson attended the Harvard graduate school of business administration and was awarded his MBA degree in 1932. He joined the investment department of the Massachusetts Mutual in 1932 and in 1945 was made an investment analyst.

While attending the University, Simpson was a member of Sigma Nu social fraternity. He is a member of the Longmeadow Country Club and is an incorporator of the Hampden Savings Bank.

Keith Ranks High

Harold Keith, '29journ, '39ma, University sports publicity director, has been recognized as one of the six outstanding sports publicity directors in the nation. He received a citation at an awards luncheon of the National Association of Intercollegiate Basketball at Kansas City March 13.

Recipients were chosen in a poll of sports writers and announcers from all parts of the country.

Keith has been sports publicity director at the University since 1930. His book, *Oklahoma Kickoff*, published in 1948, is a history of the first 25 years of football at the University.

Inglish Rejoins Oklahoman

William S. Inglish, '39journ, has rejoined the sports staff of the *Daily Oklahoman*, Oklahoma City, after acting as head of the *Oklahoma* and *Times* Norman bureau since last September.

On March 10 the *Oklahoman* began serial publication of Inglish's "50 Year's of Golf." This is a complete history of Oklahoma golfing and is the product of more than 10 years of research.

Inglish has worked on the *Muskogee Daily Phoenix* and *Holdenville Daily News* and served in the armed forces during the war.

Hit Makes Up for Miss

Lewis M. Watson, '47Law, missed being elected county attorney of Pontotoc County by only five votes in the 1948 election. But he isn't a man who gets down in the mouth over losing.

Last February he made a second run for office and won. The 31-year-old Ada attorney was handed the presidential reins of the Oklahoma League of Young Democrats.

Watson has been active in League circles since 1940 when he first attended the state convention as a delegate from East Central State College at Ada.

In launching his campaign, Watson had said: "It should be the office of the League of Young Democrats to cause the young men and young women of our state and nation to rally behind the party's banner and to perpetuate the humanitarian ideals upon which it was founded."

The young attorney won an easy victory at the annual L.Y.D. convention held in Oklahoma City February 17-18.

A school teacher's son, Watson attended East Central State College at Ada from 1936 to 1941. He stayed out of college one year to earn money to re-enrol, and finished his last semester seven hours short of a BS degree.

He started teaching in Ada schools, but resigned early in 1942 to enlist in the navy. He started his naval career as an enlisted specialist, and was discharged as a lieutenant (ig) in 1945. Assigned to the Naval Air Corps, he was a navigation instructor.

When he was released to inactive duty, Watson came to the University of Oklahoma to enrol in law school. While he was at the University, he served as president of the junior law class and was active in the League of Young Democrats.

Graduated from law school in August, 1947, Watson opened an office for the private practice of law in Ada.

Aside from the active part he has taken in the L.Y.D., Watson has been secretary of the Ada Junior Chamber of Commerce, a member of the Kiwanis Club, member of the American Legion, secretary of the Pontotoc County Bar Association, and a member of the Presbyterian church.

Married to Mary Goodman in 1940, the new L.Y.D. president has one son, 2-year-old Gregory.



LEWIS M. WATSON