

A Sooner Sketch

Don Knecht, '49ba, is now employed as city manager in Chandler.

Warren E. Moeller, '49bus, '50ma, is now employed as an instructor of statistics in the Industrial Management School of the Georgia Institute of Technology, Atlanta, Georgia. He had formerly been registrar and dean of men at Cumberland College, Williamsburg, Kentucky.

Max Whittington Butler, '49fa, was awarded the master of fine arts degree from the University of Southern California, Los Angeles, California, on June 16.

Loyle P. Miller, '49eng, formerly of Garden City, Kansas, is now living in Odessa, Texas, where he is employed by Shell Oil Company. The Millers have two sons, Jimmy, 5, and David, 18 months.

E. I. Williams, '49ba, formerly of Kodiak, Alaska, is now living in Albuquerque, New Mexico, where he is employed by the C.A.A. as aircraft communicator in the Albuquerque Interstate Airways Communications Station.

Keith S. Bennett, '49bus, and Mrs. Bennett are now living in Salt Lake City, Utah, where Bennett is a titleman for Continental Oil Company.

BARTON-McIVER: Miss Betty Lou Barton, Oklahoma City, and Cleo Calvert McIver, '49bus, Enid, were married September 23 in the Midwest City Baptist Church. At the University, McIver was a member of Delta Chi social fraternity. The couple has established their home in Oklahoma City.

Robert L. Presley, '49eng, has been transferred by Continental Oil Company from Ponca City to Wichita Falls, Texas, where he is assistant resident chemist.

HUNT-KEMP: Miss Myra Hunt, Kingfisher, and Max Frederick Kemp, '49bus, Bristow, were married September 16 in the First Christian Church in Kingfisher. Kemp was affiliated with Beta Theta Pi social fraternity at the University. The couple is living in Tulsa.

MULLMAN-WILLIAMS: Miss Ruth Lillian Mullman, '49ba, Oklahoma City, became the bride of Dwight Sinclair Williams, '48bus, '49ma, Enid, September 22 in the First Methodist Church in Oklahoma City.

James Mullen, '49bus, '50Law, and Mrs. Mullen, the former JoAnne Barrett, '47, are now living in Bartlesville where Mullen is associated with the legal department of Phillips Petroleum Company. He was formerly located in the Oklahoma City Division Office.

Lt. Hoover H. Wright, '49eng, and Mrs. Wright, the former Betty Ruth Hall, '47ed, Ft. Lewis, Washington, chose the name Dan Harley for their son born February 5.

CASEY-MARTIN: Miss Jody Parks Casey, '49fa, Norman, and James Mayo Martin, '49ba, Lexington, Kentucky, were married September 4 in the Community Church of the Rockies in Estes Park, Colorado. At the University, Mrs. Martin was affiliated with Kappa Alpha Theta social sorority, Alpha Lambda Delta, freshman honor society, Delta Phi Delta, national art fraternity, and Gamma Alpha Chi. Martin was a member of Phi Sigma and the "O" club. The couple has established their home in Hobart.

'50 George W. Edwards, '50eng, is now employed as a field engineer with the Western Electric Company in Tampa, Florida.

WILLIAMS-CROWDER: Miss Sally Williams, Oklahoma City, and Ralph Joseph Crowder, '50 bus, Muskogee, were married September 14 in St. Luke's Methodist Church in Oklahoma City. The couple has established their home in Tulsa.

Lee W. Parrish, Jr., '50bus, and Mrs. Parrish, the former Carolyn Burrell, '50ba, Enid, have chosen



Editor J. Leland Gourley, '40, is shown with the first place award his newspaper, the Henryetta Daily Free-Lance, won at the State Fair newspaper contest.

A tourist driving through Henryetta one sunny Monday at noontime slowed down at the intersection of Fifth and Main and asked a native what all the crowd was about just a half block off Main street.

"It's another one of Gourley's stunts," the Henryettan replied as he headed for the crowd.

"Gourley" is J. Leland Gourley, '40, editor and publisher of the *Henryetta Daily Free-Lance* and more recently a purchaser of the *Hugo Daily News* with Charles Engleman, '33journ, Clinton, and Jack Stamper, Walters, '38-'39.

The "stunt" was the public display of a Henryetta area billy goat in front of the *Free-Lance* office. The goat a couple of days before had butted a Chickasha car off the highway. The car had to be towed in but the goat walked away on its own power. Gourley used the goat as a part of his continuous campaign to convince the public Henryetta has the biggest and best of everything, including goats.

When Senator Dudley J. LeBlanc was riding the crest of his Hadacol publicity, Gourley made a deal with him to get 500 bottles of Hadacol free to give away with each mail subscription. He ran half-page ads, captioned "J. LELAND GOURLEY AND DUDLEY J. LEBLANC BRING

HAPPINESS AND HEALTH TO HENRYETTA AREA RESIDENTS." The ad went on to explain Gourley brought the happiness, and LeBlanc the health. The Oklahoma Press Association and the Southern Newspaper Publishers' Association distributed copies of the ad to all their member papers. The youthful editor (Oklahoma's youngest daily publisher) got letters from coast to coast and adds, "we sold a couple of subscriptions, too."

Gourley's promotional talents led the Video, Inc., theater manager in Henryetta to write the manager at Hugo when the *Hugo Daily News* was sold, "He is a showman in the newspaper business. The people may disagree with him but they grab for his paper when it hits the front porch. Needless to say, this makes it a good advertising medium."

In the five and one-half years since Gourley took over the Henryetta paper after being separated from service, he has doubled advertising lineage and also doubled circulation.

When Remington-Rand and other big companies were offering General MacArthur \$150,000.00 a year after he was relieved in the Far East, Gourley sent MacArthur a telegram which was waiting for him when he landed at San Francisco. The Henryettan offered the General a job on the *Free-Lance* at \$2,500 a year. He remarked to friends later, "I got just as much publicity as Remington-Rand and for \$147,500 less, too."

At the University, Gourley began his colorful, if somewhat controversial, career by getting dunked in the mirror pool. On the loud and lusty *Seminole Producer* under James T. Jackson and John Clevidence, Gourley got rotten-egged in Wewoka. After V-E day, Gourley, who had served as a combat artillery officer up to that time, became a public relations officer. He got reprimanded by his General when he wrote an editorial for the division newspaper entitled, "Be Kind to Officers, You May Be Selling Apples Yourself, Someday."

With James C. Nance, Joe W. McBride, '28bus, and Engleman, Gourley purchased the *Daily Free-Lance* at age 26 while he was still on terminal leave in the spring of 1946. All his work has not been directed toward promoting the *Daily Free-Lance*. Two years ago, Gourley conducted a 48-

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Dad's Day . . .

Duncan. Emil R. Kraettli, '18, Norman, was re-elected secretary, and R. W. Hutto, '10ba, Norman was chosen to serve again as treasurer.

Only \$500 of the membership money was voted by the Dads to be kept on tap for organization activity; the rest is going into the O.U. Dad's Association scholarship fund for worthy students. Last year 39 scholarships were given to students in the name of the Association. The 39 had a 3-point average to rank among the outstanding students at the University.

The O.U. Dads gave a nod-of-approval to President Cross's plan to de-emphasize football at the University. They also voted "firm support for the football team—win lose or draw." The resolution endorsing Cross, pointed to his proposals as "constructive changes," including "elimination of post-season and bowl contests, return of all games to college campuses, and a requirement that all college athletes make normal progress toward a college degree, instead of merely making passing grades in the subjects taken."

The Dads recommended that the proposals go to college presidents throughout the nation in an effort to unite the colleges in "a constructive program to eliminate the conditions and practices which have subjected college athletics to severe criticism in the past few years."

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hour campaign through his newspaper to raise \$800 to send a 2-year-old boy to a spastic paralysis foundation. Instead of the \$800, a total of more than \$1600 came in. He opened a crippled children's fund and appointed three businessmen as trustees.

His most recent crusade has been to "stop sin" in Henryetta. He printed a front page article by, and a picture of, every minister in Henryetta in a daily series. Henryetta highschool started opening football games with prayer.

He has served as Sunday school superintendent, deacon, commander of Okmulgee County's reserve battalion, state publications board member for the American Legion and director of the Henryetta Chamber of Commerce and Rotary club. He is listed in *Who's Who in the South and Southwest*.

Gourley married Billijo Simpson, '43, Hugo, during the war. They have one son, Jay, age 4. His wife enters into community work, too, serving as president of one study club and as an officer in another. She also teaches a Sunday school class. Gourley belonged to Pi Kappa Alpha fraternity. Mrs. Gourley was a Kappa.

Hal Muldrow, Jr.

'28

Insurance of all Kinds
Bonds

Security National Bank Bldg.

Norman

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