

A career in business and journalism has brought Joe McBride a place of prominence in Oklahoma. He disclaims any success formula. He feels the climb from working his way through college to University Regent was made relatively easy, because

Oklahoma's Been Good to Him

BY DAVID BURR, '52BA

Behind the editorial and business offices of the *Anadarko Daily News* and beyond the chattering presses is an office that is the focal point of civic activity for Anadarko. It is also headquarters for the Nance-McBride Enterprises.

Its location would not suggest that its occupant is one of the state's most prominent citizens. And unless you asked practically anyone in Anadarko besides Joe McBride you would never know. For Joe McBride, '28bus, publisher of the *Anadarko Daily News*, and McBride of Nance-McBride, is an extremely modest man.

Modesty has not kept him from parlaying a fine business mind, and a desire to build, into financial security and a place among the most respected men of the state. It has kept him from reaping a full measure of credit for his accomplishments.

In every field that particularly has interested him, McBride has achieved a great success. He has been president of the Oklahoma Press Association. He has been appointed by three governors to a like number of terms as a member of the University Regents. When he first was chosen president of the Regents in 1943, he was the youngest man ever to be so honored. He served as acting president of the University for a short period following the resignation of Joe Brandt, '21ba. He has been a district governor for Rotary and was co-chairman with former governor Roy J. Turner of the Crusade for Freedom in Oklahoma. And the list reads on and on.

His interests are many. And yet it would not take a great reporter to conclude that his first interest is the newspaper business.

McBride got into journalism the hard way. A business school student, Young Joe worked his way through college. Part of the work he found to support him included advertising jobs with the *Oklahoma Daily Whirlwind* and the *Sooner Yearbook*.

After graduation he applied his advertising experience on the *Oklahoma News* and later transferred to a chain of newspapers in Southern Oklahoma. In 1935, Joe McBride joined forces with James Nance (state representative and publisher of the *Purcell*

Register) in the first of a series of partnership arrangements. They became 50-50 partners on the *Walters Herald*. After a successful operation there, McBride moved to Anadarko in 1937 and merged two dailies into the present *Daily News*. His residence has been Anadarko ever since although the Nance-McBride Enterprises span the state.

The partnership has been primarily concerned with newspapers—at the present time the partnership owns stock in 12—but car agencies, real estate agencies, radio stations and at one time a small busline have all been included in their operations.

The Nance-McBride newspaper interests have enjoyed unusual success, probably

'40, Henryetta, and Earl Schweikhard, '50ba, Sentinel, to mention a few, are in the editing business.

McBride is proud of the fact that none of the editorial policies of their many partners are controlled by Joe McBride or Jim Nance. "We believe that each editor must have the final word about his own paper," McBride said. "They are not required to follow the lead of either the *Anadarko Daily News* or the *Purcell Register*," he added.

"What about the report that one of your partners is supporting the Republican candidate for president?" I wanted to know. "I haven't had a chance to talk with him



JOE MCBRIDE, SR., '28bus, newspaperman and businessman, listens as Mrs. Clella LeMarr McBride, '27ba, plays the Hammond Spinnet organ in the living room of their Anadarko home.

stemming from the method of operation. A young journalist who cannot afford to purchase a paper, but has the stuff good editors are made of, can expect assistance from Nance-McBride. The two men, through their organization, agree to put up a share of the capital with the editor furnishing the rest. How much each side puts into the pot depends on how much the fledging editor can supply. Then such men as Charles Engleman, '33ba, Clinton, Leland Gourley,

yet, and of course I'll try to argue him out of it, if it's true, but he can support any candidate he likes," McBride answered. A sure proof that the newspapers in the organization are controlled by their editors. The only direct participation the partners have with their newspaper interests is through McBride, who serves as secretary, and advisor for Nance-McBride.

A thin-faced man with no trace of widening waist, McBride repeatedly turned

aside questions when they concerned anything that might reflect personal credit to him.

He denies he is much shaken as a writer, yet his editorials repeatedly have won prizes in state competition. He passes the awards off with, "It was the ideas that made the difference; not the writing."

His newspaper consistently has been among the leaders in state competition, winning the State Fair Sweepstakes awards in 1946 and 1947. This success he attributes to his editor, Wallace Kidd, '37ba. (Kidd has been associated with McBride for 16 years and is a partner in the Anadarko newspaper.)

He describes himself as a personality without much color. A man who is willing to suggest and persuade but never to openly take credit for leadership. But many of Anadarko's civic works owe more than a passing thanks to McBride.

An incident in 1947 suggests the ability he brings to his task as a small town publisher and civic leader.

In that year, word had gone out that Anadarko was about to lose its Indian Agency to Oklahoma City. The move was to be a part of a consolidation of agencies in the state's capital city. While it was known that Oklahoma City was not making a high pressure attempt to "steal" the agency, it was believed that the city fathers were not discouraging the venture.

McBride set out to thwart the project and to retain the Agency in Anadarko. When I talked with him about the incident he grinned and said, "I guess the way we handled it was a little vicious, but it was the only way open to us. We couldn't attack the Department of the Interior for planning

the move or they were sure to make it. So we did the next best thing."

The next best thing called for a campaign featuring pressure from all sides. Sixty-four men met in the Anadarko publisher's office. All of the town's business district was represented. They were told to threaten Oklahoma City wholesalers with a boycott if the wholesalers backed that city's Chamber of Commerce in welcoming the Indian Agency. News stories and editorials appeared in the *Daily News* and other papers strongly suggesting that the big town was raiding the smaller town's pantry.

A good sized fuss was kicked up. To dampen rising angers, Oklahoma City's Chamber of Commerce invited the Anadarko leaders to meet with them. The plan was working to perfection. One of the participants in the meeting arose and suggested that Oklahoma City go on record as opposing the proposed move out of Anadarko. Naturally Oklahoma City failed to support such a proposal. The trap was sprung. By a perfectly executed maneuver of presenting a proposal that Anadarko knew Oklahoma City could not approve, McBride's inferences began to take on the mantle of truth.

As an upshot of the affair, The Department of the Interior decided to go ahead and consolidate agencies, but to bring the consolidation to Anadarko. The fight was won with few fatalities and the community gained a much larger payroll and an increase in population.

McBride's climb to a position of affluence in the state was not an easy one. He claims it was. He said he had help at every turn and that he is grateful for the opportunity

the state provided him to make the climb. Yet he came up the hard work way.

The eldest son of a Methodist minister, he had to scramble for himself a good deal. An indication of how small the family of nine's income was is found in the tax records. The Rev. J. T. McBride paid no taxes until Oklahoma's state sales tax became law. Yet the lack of financial security seems to have been compensated for by having a family of doers. J. Hendrix McBride, '30, Mrs. Murrah McBride George, '39soc.wk, and Mrs. Marguerite McBride Dickerson, '46, all attended O.U. The three other children also attended state colleges.

Joe worked his way through college and found it no great handicap to social or academic success. He served as president of Alpha Tau Omega and dated the president of Chi Omega, a Phi Beta Kappa by the name of Clella LeMarr, '27ba. They were married in January of 1928.

They have two children, Joe, Jr., '51journ, and David LeMarr, '52. Joe, Jr., is in Hammelberg, Germany, serving as a lieutenant with the 322nd Tank Battalion. He is married to the former Beverly Chase of Oklahoma City. David is a freshman at the University Medical School in Oklahoma City.

Joe McBride, Sr., publisher of the *Anadarko Daily News*, and McBride of Nance-McBride, has brought his considerable talents to a combined career of business and journalism. Not a unique but an unusually successful example of how alumni make a living.

Rest for the Good Indian

Stigler Is Dead. The "Good Indian," U. S. Rep. William G. "Bill" Stigler, '16, Oklahoma's second district congressman, died August 22 at his home in Stigler.

He was a quarter Choctaw and an enrolled member of the tribe. He was affectionately known as a "Good Indian," and it was agreed that "even the Republicans liked him."

Stigler announced last April that he would not seek re-election. He had been in ill-health several months and only 10 days before his death returned to his home from Walter Reed hospital in the nation's capital.

The people in the second district were in the habit of voting for Bill Stigler. They sent him to the state senate in 1924 and again in 1928. In 1931 he became president pro tempore of the state senate.

Stigler became a member of congress eight years ago last April. From the start he was a member of many committees. He had been a member of the house appropriations subcommittee for six years. Before the reorganization act of 1946 limited the number of committees on which one con-

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JOE McBRIDE, JR.
... In Service in Germany



DAVID LeMARR McBRIDE
... In O.U. Medical School

South Bend. A Kansas victory would allow O.U. to reign supreme in the Missouri Valley.

If Oklahoma hurdles Kansas and Notre Dame, she should be assured of a place in the top three in national rankings.

All-American players are currently earning their 1952 selections every Saturday. Oklahoma has several solid candidates. Rated a sure bet: Tom Catlin. Ranked in the possible group are Vessels, McPhail, Crowder and Rowland.

After the Texas game, I heard a man who has consistently served as a critic of O.U.'s sports program say to a fan, "Say, where is Oklahoma in the national rankings?"

The second man replied, "We're fifth this week."

"Say that's swell," responded the critic.

And so goes the football sport in Soonerland.

The Good Indian . . .

gressman could serve, Stigler was on six.

He served the Choctaws as national tribal attorney seven years. However, he limited his appearances at hearings to avoid any suggestions of self interest.

Stigler was born July 7, 1891, at Stigler. His father, for whom the town was named, was the first postmaster. Bill Stigler attended Northeastern State college, Tahlequah, and earned a life teaching certificate which was never used. He studied law at the University and went to work for the state department of interior in 1915.

In 1917 he attended officers' training school and went to France as an infantry lieutenant. He participated in the battles of St. Mihiel and Meuse-Argonne. He remained in France with the army of occupation and attended Grenoble University at Grenoble, France.

Devotion to duty cost Stigler his life, Sen. Mike Monroney, '24ba, said.

"Knowing irreparable damage he was doing to his own health, Stigler stayed at

his important post of duty during the long hours of the last session to handle his appropriations committee work and his duties to his district," the senator said.

"He was faithful to his great Indian heritage for courage, faithfulness, and duty even at cost of fatal injury to his life."

He is survived by his wife, Ona, whom he married after his election to the state senate. Also surviving are two daughters, Mrs. Denyse Stigler Kilgore, '50ba, now living in Virginia, and Elaine Stigler of the home.

Gen. Hal Moves Up. Reorganization of the 45th Division of the National Guard in September brought Brig. Gen. Hal Muldrow, '28bus, to the command post.

The Norman insurance man, who has managed a successful military career on the side, served with the division in World War II as commander of the 189th artillery battalion and commanded all the division's artillery throughout its post war training and later in action in Korea.

A former football star at the University and a coach of the Norman highschool team, Muldrow received his R.O.T.C. commission along with his degree in 1928. He received his appointment as brigadier general in September 1946.

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