



# The Mobile University

By ROBERT TALLEY, '55

**With a program of extensive off campus education geared to meet tomorrow's needs, the Extension Division—celebrating its 40th year—makes the whole state its campus.**

Oklahoma today is entering a crucial period in its history. More than 1,000 persons a month are packing up, leaving their farms and moving into nearby cities.

Oklahoma is losing some of its home-on-the-farm appearance and is taking on—not quickly as yet, but surely—a new look.

Oklahoma is industrializing.

And with this industrialization, changes in living will come to its citizens; new types of positions will open up, causing other new fields to go into production, creating more new jobs and more new businesses and more new jobs.

But will the Oklahomans who can reap the benefits be prepared—prepared to replace the old life with the new and to accept the multiplying opportunities?

That is yet to be determined. Certainly many training in the universities will have the background for this new life, but will those adults who have graduated and who now have the maturity to gain from the high positions that will be available? Many

of these are in jobs now that will become secondary when the new machines start to roll.

And how are these people to be made ready? How are those not in school to get the knowhow? And how will they get the knowledge to meet the multitude of problems that an urban boom, and the entirety of this new future, will thrust at them?

Work toward this end began 40 years ago.

Situated on the North Campus of the University of Oklahoma in a large rambling, white semi-colonial building is the headquarters of the Extension Division, "the largest, oldest and most public part of the University." From this headquarters go directives to the division's nine departments; from their offices go information and education to the people of Oklahoma, helping them to "learn a better living"—the Extension Division's slogan, and preparing them for the changes that will come.

It is a tremendous operation, mature, with 40 years of experience and a budget

of about \$500,000. Each year more than 160,000 persons use the Division's services directly, and untold numbers have some contact with one or more of its departments continually, through newspapers, meetings and radio. If the number of people that it advises and instructs annually were situated on one campus it would make with little doubt the largest school in the world.

The Division has traveled a long road in keeping up with the state's growth and pushing it onward. In 1892, the Extension Division was just beginning to bud out and to promise what it would be today. Even before O. U.'s doors had opened to students—in August of that year—David Ross Boyd, first president of the University, took part in a teachers' institute at Norman, what would now be known as an extension service.

Within a few years President Boyd was well known as a lecturer in the Territory and other faculty members travelled the area offering of their knowledge to Oklahoma citizens.



DEAN THURMAN WHITE AND ASST. JOHN MALONE . . . Increasing the Reservoir



M. L. POWERS, JOHN DUNN, JOHN FREEMAN . . . Oklahomans Will Be Prepared

By 1904 the Lecture Bureau composed of 20 faculty people could issue a bulletin suggesting 72 extension lectures, 14 illustrated by lantern slides and 7 by maps, charts and blackboards.

Soon after statehood, Joseph W. Scroggs, who later was to help form the National University Extension Association, began to campaign for organized off-campus adult education for Oklahoma, resulting in the 1913 legislature appropriating \$10,000. Modest, but a start. Before this, the School of Teaching had been offering correspondence courses in English, astronomy, geology and a few other subjects. But with state approval the department was organized separately, with Scroggs and Angelo C. Scott as co-directors.

The new-born section announced shortly that it would handle work in six areas: public discussion and debate, correspondence study, public information and welfare, extension lectures, extension classes and high school debating. Wheels were turning.

**T**hrough the succeeding years various changes in organization and the addition of new services have taken place, keeping up with the development of the state, until at present the Division has nine departments and draws upon all of the University's 50 teaching units for work with Oklahomans and adults from other states as well as from several foreign countries.

The enlarged Department of Business and Industrial Services provides something of a new concept in university education programs: sales clinics, executive institutes and generally education-while-working.

One of the main goals of the department is to aid the state in receiving new indus-

tries to strengthen its economy. The department also endeavors with the co-operation of numerous concerns in the state to increase the number of persons fitted for supervisory and management work—key positions in economic growth.

Headed by M. L. Powers, '30eng, '30ba, the department during one four-month period conducted 20 training courses with 858 participants, assisted in 91 meetings and consulted with nearly 550 businesses and industries.

Another remarkably active unit is the Department of Short Courses and Conferences, a sort of university within a university. John B. Freeman, '42bus, director for seven years, oversees such sessions as short courses for airport managers, bankers and state legislators (in which old timers instruct newly-elected representatives in the legislative arts). There are lectures and institutes held either on the Main or North campuses in many other fields, sometimes four during one week.

In addition to being a university within a university, the department is a sort of hotel within a university within a university, having sleeping and dining facilities for several hundred people. These are used mainly for persons attending sessions at the campus.

During the 1952-53 fiscal year, nearly 150 programs were conducted, attended by more than 27,000 persons, 1,551 from out of state and from foreign nations. Freeman draws heavily upon University faculty members and experts from other areas to appear as lecturers and instructors.

A shade less tangible but nevertheless a real service for the state is the Educational Broadcasting Service which directs the University's radio stations, WNAD and WNAD-FM. The combined facility, on the air for about 3,000 hours each year,

started out in 1920 as a spark coil transmitter operated by an engineering student. As far back as 1922, WNAD broadcasted play-by-play accounts of University athletic events and musical programs from school organizations.

In later years, the station grew to the point that it could broadcast 305 hours in 1928, splitting time between entertainment and educational lectures. WNAD had its renaissance in 1935 with an increase in power to 1,000 watts and with new studios allotted on the top two floors of the Union tower. Its even more greatly expanded studios are at the south end of the Union now.

Throughout the station's history, it has fostered a number of innovations to educational radio, but probably the most unusual was its "Indians for Indians" hour started in 1941 by Don Whistler, '24, chief of the Sac and Fox tribe. Since his death 10 years later, the Sequoyah Club here on campus has produced it. In 1945, WNAD sent out its first School of the Air, which in 1951 reached a peak registration of 65,650.

As a non-commercial operation, WNAD is on the air during daytime hours bringing as announcers say, "educational programs, music and news to Oklahomans." During the last fiscal year, 23 new programs were added to its schedule, according to John Dunn, who oversees the station's activities as director of Educational Broadcasting Services. He has had charge of the station for 10 years out of his 25 on the faculty.

Another faculty member who has been with the University for a quarter-century is Miss Lucy Tandy, '30ba, '32ma, director of the Correspondence Study Department, which she took over in 1942.

Since 1910, when 20 faculty members offered the fabulous number of 49 courses for Oklahoma teachers—and only 16 enrolled—the work has grown to the point



JAMES BRAGG . . . ALICE SOWERS . . . R. L. McLEAN

. . . Something for the Record, for the Family and the Professions

now where the department can handle more than 200 college and something over 100 high school courses. At present there is an enrolment of some 3,500 persons and a faculty of nearly 100 conducting the training.

Besides offering credit toward degrees, courses from the University are used by several high schools to fill in where teachers are not available, including one in New York State and three in Oklahoma. Shut-ins, persons serving prison terms, Oklahoma children in foreign countries and mothers, who study child psychology and household management, are others who make use of the study-away-from-school program.

Housewives and parents in general throughout the state have taken advantage of the Family Life Institute, another of the Extension Division's services. Under the leadership of Dr. Alice Sowers, who organized it in 1938, the Institute has reached an estimated 1,250,000 listeners of 25 radio stations with its Family Life Forum. Some

70 state papers carry the Institute feature, "Families First," at a recent counting.

In addition to her radio and publications, Dr. Sowers makes speaking visits over the state, talking primarily to Parent-Teacher Associations and to Mothers Clubs. One of the ends toward which the Institute works is to cut down the number of homemakers and mothers who make the statement, "Well, it was good enough for my mother, so it's good enough for me."

The Institute also endeavors to broaden the knowledge of young people about family living, and seeks to develop leaders in the field of Family Life Education.

A program that parallels that of Dr. Sowers' somewhat is the Educational Materials Service whose purpose is to provide educational matter to schools and organizations and even to individuals upon request.

The department, according to its director, W. R. Fulton, serves 558 out of the state's 685 high schools and more than 400 of Oklahoma's adult organizations. During the last fiscal year the unit administered

more than 50,000 tests (mostly performance and aptitude), circulated more than 2,500 films a total of more than 26,000 times, and, catching its breath, added a new feature, Tapes for Teaching—1,000 tape recordings for loan. Between times Fulton and his staff worked in other ways, such as making up packages of information for groups and ran up a total of nearly 100,000 separate answers for calls for information.

**N**ext-to-youngest department on the extension scene is that of School and Community Services which grew out of a merger of eight former departments in 1950.

Under the general supervision of Dr. Loren Brown, '28ma, '37ph.d, who is acting director during the absence of Dr. O. W. Davison, '49d.ed, the department serves Oklahoma by such efforts as its Oklahoma Science Service, which discovers and develops scientifically talented students and

Continued page 27



LOREN BROWN . . . LUCY TANDY . . . W. R. FULTON

. . . Something for School and Community, for the Student and for the Instructor

respect to the extent to which members of different professions are called upon for free services, but no one doubts that the lawyer does his share.

Other professional groups would undoubtedly benefit from similar surveys of the activities engaged in by their members.

The average lawyer is a hard working professional man who is active in community affairs. He is patriotic and has a keen sense of his responsibility as a citizen. You seldom see a lawyer who takes himself seriously and never one who does not have a serious regard for and loyalty to his profession.

### The Mobile University . . .

works to improve teaching in the field; the Interscholastic Press Association, fostering competition for the improvement of high school newspapers and other publications; the Business Extension Service, which makes surveys of retail trading areas and reports to individual businesses, conducts sales clinics and teaches business management; the Oklahoma Speech and Drama Service, conducting speech programs from junior high school through college and adult levels; the Adult Education Service, which puts on entertainment programs, lectures and home town classes in leadership training, marketing and other subjects.

Latest to be added to the Extension Division is the Department of Professional Services, directed by R. L. McLean, '38m.ed, who works with legal, medical and social professions in developing and staging refresher courses.

The work done by McLean and his staff is illustrated by this example: After the last war the large number of hospitals built in Oklahoma offered a chance for a conference in which administrators could discuss their problems with other administra-

tors and hear national authorities discuss new concepts in their field. This meeting, conducted last Fall, was the first held by the service.

Possibly a little out of the line followed by the other departments, the Photographic Service seldom deals directly with the learning public as such, although its products are made available to Oklahomans through the Extension Division and other agencies.

In its new offices in the basement of the Drama School—a vast improvement over its former quarters in a temporary building near the infirmary—the Photographic Service produces everything from sound motion pictures down through photostats and slides to black and white photographs for newspapers.

Having completed a number of sound motion pictures during the past five years for state agencies and oil companies, the service is at work on a series of nine films on Indian dances and other tribal lore. Two of the department's films were judged to be of such quality that they were shown at the annual Cleveland Film Festival last year in competition with commercial producers, according to James Bragg, '36ms, director of the department. Much of its work, however, is devoted to shooting pictures for the sports and public relations departments at the University, and to photo micrographing and processing of photostats.

The motion picture section is one of the few self-supporting operations on campus, having received enough contracts during the past two years to stand on the black side of the ledger, everything included.

At the head of all these departments is Dr. Thurman James White, '41ms, dean of the Extension Division, a dark-haired 37-year-old former Marine captain who moves like a whirlwind.

Dean White, in the position for seven years, earned an A.B. degree from Phillips University and an M.S. from the University of Oklahoma and his Ph.D. from the University of Chicago. He has been at O. U. as instructor in prison education, supervisor of the Statewide Museum Service, director of Short Courses and Audio Visual Education and assistant director, acting director and director of the Extension Division as a whole, before his title was changed to dean in 1950.

He is and has been a member of a number of both national and local education organizations including the Board of Trustees of the Film Council of America, Adult Education Association of America, Oklahoma Education Association, and locally, of the Chamber of Commerce and Rotary, out of a long list.

Dean White is a man who knows what

IMAGE IS NOT AVAILABLE  
ONLINE DUE TO COPYRIGHT  
RESTRICTIONS.

A paper copy of this  
issue is available at  
call number LH 1 .06S6

in Bizzell Memorial  
Library.

PHONE

48

CLARK CLEANERS  
LAUNDRY  
750 Asp, Norman

Compliments of  
**DE COURSEY MILK  
COMPANY**  
N.E. 23rd & Kelley  
Oklahoma City

**Hal Muldrow, Jr.**

'28

Insurance of all Kinds

Bonds

Security National Bank Bldg.

Norman



THE QUARTET pictured here attended the Jackson County Alumni Club meeting February 4. They are Hugh Garnett, '32bus, Mrs. Glee Miller Garnett, '37ba, Baxter Henry, '35bus, Mrs. Henry.

### The Mobile University . . .

is going on in the state and of the problems to be encountered with increased industrialization.

Here is what he has to say:

"Census reports reveal that 1,000 Oklahomans a month are moving off the farms and into the cities and towns of the state. This illustrates the fact that Oklahoma is an industrializing state. It means that adult education in urban areas is becoming a greater and greater responsibility of the State University. The urban population of the state now is larger than the farm population . . . .

"Since Oklahoma is moving into a new period of industrialization the Extension Division is gearing its operations to facilitate such industrialization.

"It has already begun and will continue to emphasize an intensive program of service to business and industry. Business is the business of the State University. Oklahoma is becoming an industrial state, and needs people who are educated for industry. In line with the same philosophy, services to the professions are being increased markedly.

"In short," Dean White concluded, "Oklahoma is moving into a new period of its history and the Extension Division is organized to help speed the transition through adult education which will increase the reservoir of trained persons and enlightened citizens."

It's going to be a big job. But then it's a big operation, this Extension Division.

### February Upset . . .

place grip and was intent on improvement of that standing at the expense of O.U. They had won 20 games and lost 1 for the season.

To make the picture even darker for O.U., A&M had lost only one game to the Sooners at Stillwater under Hank Iba's coaching—and that in 1947.

There was no indication in the opening minutes of the game that an upset might be brewing. A&M moved in front and, with 12 minutes of the first half gone, the score stood Aggies 25, O.U. 18. But the Sooners picked themselves up and outshot the Aggies in the next three minutes by a margin of 9 to 1 to post a lead of a single point. From that point on, A&M knew they were in a ball game. As the half ended, A&M held the lead, 33-32.

The third quarter saw O.U. move in front and end the session with a 50-40 lead. At one point the Aggies trailed by 12. Although the Aggies gave a fine closing kick, the Sooners protected their advantage and posted their 63-60 win.

Leading the Sooner parade were Lester Lane (see above) who counted 18 points, Bob Waller with 16 and Ron Blue with 12.

This was the big one and the Sooners produced their best game of the year. Coach Bruce Drake, '29phys.ed, had his boys ready and they took it in stride.

As they headed into the backstretch of the Big Seven conference race, the Sooners had no hopes for the championship but could climb to a third place finish.

IMAGE IS NOT AVAILABLE ONLINE DUE TO COPYRIGHT RESTRICTIONS.

A paper copy of this issue is available at call number LH 1 .06S6 in Bizzell Memorial Library.