

1956 Campaign Sets Record

Number of alumni contributors and amount of contributions more than doubled in 1956. Board Chairman Burns reported total receipts at \$27,111.83, total number of contributors at more than 3,000 in his annual Fund report.

IN THE COOL-GRAY of a January morning, members of the Alumni Development Fund Board of Directors held a significant meeting in a Union Conference room. They had gathered to hear of alumni response to the 1956 Fund campaign. And they were to decide how the total could best serve the University (see opposite page).

As Board Chairman J. Phil Burns, '27ba, Oklahoma City, began his report, his enthusiasm outdistanced his words. It had been a good year's work and everyone present knew it from the chairman's attitude.

The annual report included these high-points:

1) Never before had so many participated in an alumni activity.

2) Never before had alumni contributed so much time and money to their institution.

As President George Cross and other Members of the Board listened, they were told that during the calendar year 1956 more than 3,000 alumni had contributed \$27,111.83 to the Development Fund. Including gifts to the University of Oklahoma Foundation, alumni were responsible for \$80,000 being made available for the institution.

Both the number of contributors and total contributions double the best previous year's showing.

But there was no comparison from previous years for the part alumni played in raising the money themselves.

More than 800 graduates and former students accepted the responsibility as Class Agents and Class Representatives to write their classmates personal letters urging them to participate.

Many of the letters echoed the sentiments of A. B. Imel, '14, Cushing, who wrote:

"Our hearts are with our investments . . . Annual contributions to the Alumni Investment Fund—or Development Fund, if you wish—keep us alert and eager for our University's constant growth and development."

The correspondence was prepared at the expense of the writer, allowing every dollar received in return to be applied to University needs.

The 1956 fund campaign was built on class participation and competition. For gifts made exclusively to the Development Fund, the Classes of 1920, 1949 and 1911 took top honors in three separate categories.

It was a tight battle with the Classes of 1949 and 1922, but the Class of 1920 took the honor for most money contributed: \$1,110.00. The two runners-up were less than \$100.00 behind. They were the only three classes to register over the \$1,000.00 mark.

But when the number of contributors was counted, the Class of 1949 moved into first position. Class members who contributed numbered 170. Two other large classes, 1950 and 1951, pressed the leader.

The first position for the class having the greatest percentage of class participation was earned by the Class of 1911 with 37 percent of the class contributing. The Class of 1908 was only one percentage point back and 1910 was a close third.

These were some of the facts and figures the Chairman reported to the Board. These were some of the reasons for his enthusiasm.

And as the Board turned its attention to the 1957 work to be done, the mood of optimism held.

"What should our goal be for next year?" Burns asked.

"Didn't we double the figures this year?" came a question framed as a suggestion.

There was no inclination to side-step the suggestion. Only an undercurrent of discussion as to whether or not such a goal might be high enough. Then it was settled.

Alumni in 1957 will be asked to help meet a goal of \$50,000 and to double at least the number of contributors.

(For a look at what 1956 contributions were able to buy for the University, see story of Fund Allocations that appear on opposite page.)



J. PHIL BURNS
Chairman

Board Members



HARRY H. DIAMOND



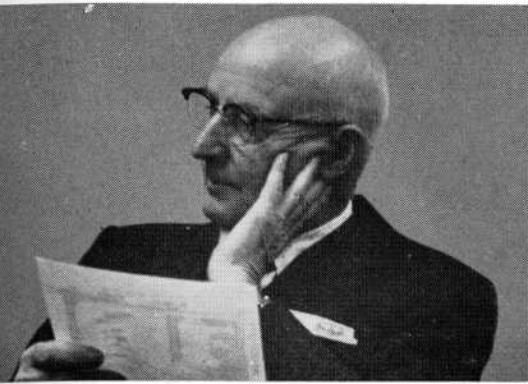
ROSCOE CATE



PRESIDENT G. L. CROSS

Allocations Made for 1957

Alumni gifts were responsible for increases in student aid, research, and specialized equipment that could not be purchased from state funds. Here is brief report of how alumni contributions were earmarked for '57.



ARTHUR B. IMEL
Vice Chairman

Consider Needs

AT THEIR mid-January meeting, the Alumni Development Fund Board of Directors approved the allocation of receipts from the 1956 campaign.

Here's how the \$27,111.83 was spent:

- 1) Scholarships and Student Aid—\$8,500.
- 2) Specialized equipment—\$7,136.
- 3) Research—\$2,606.
- 4) Museum—\$3,000
- 5) Special Allocations—\$3,682.63.
- 6) Emergency Needs—\$2,187.20.

And here's how much the Board bought with the money:

SCHOLARSHIPS AND STUDENT AID: Forty Alumni Development Fund scholarships at \$200 per year will be awarded for the 1957-58 school year. Such a scholarship provides the cost of student fees plus a small reserve for books. They are not restricted to any department or field of study, allowing the best students who need financial assistance to receive it.

The Board approved \$400 for a Pharmacy Scholarship Fund. This amount enables the Pharmacy College to obtain a matching fund from a national agency, thereby providing Pharmacy scholarship aid of \$800.

A grant of \$100 will provide two \$50 awards for outstanding exhibitors in the Student Spring Art Show. The paintings will become the permanent property of the University and displayed in classrooms.

SPECIALIZED EQUIPMENT: An allocation of \$4,000 to the Department of Plant Sciences may revolutionize the teaching of biological sciences. A new type of television camera, the orthicon tube, projects an image that enables an entire class, regardless of size, to uniformly study micro-biological material. Since the instructor is certain that all students are seeing the same organism, more effective instruction results. Too, the sensitivity of the tube provides many research opportunities in the field of cytology. The purchase of the orthicon tube and necessary components enables the University to pioneer in this field.

The College of Education provides

teacher training in Special Education for emotionally disturbed children. The clinic is directed by Dr. Percy Teska, one of the nation's outstanding authorities in treatment of exceptional and abnormal children. Hundreds of youngsters from Oklahoma and neighboring states benefit from this special service. An allocation of \$500 was made to purchase therapy and testing units for the clinic.

The first influx of "war baby" college enrollment has aggravated an already acute classroom-space problem at the University. The demand for certain classes is greater than the number that can be accommodated. It is believed that some subjects, now taught to limited numbers, can be taught effectively to large groups with an actual increase in quality of instruction. The College of Business Administration received \$800 to provide specialized equipment to conduct experimental classes in the Business Auditorium.

An expansion in the field of cartography is provided by a \$636 grant to the Department of Geography. This sum will purchase a precision pantograph, contour finder, and other materials for the cartographic laboratory.

The School of Geology is conducting several important research programs. The Development Fund provides \$500 for purchase of essential equipment for these projects.

The Special Reference section of the Law Library received an allocation of \$200.

The College of Engineering received a grant of \$500 to purchase equipment for engineering laboratories.

RESEARCH: Dr. Martin Teucher, visiting associate professor of physics, is an internationally known research physicist. His research on Cosmic Rays is likely to yield important scientific results on short notice. An allocation of \$1,500 was made to purchase materials for plate development, three scanning microscopes, and other essential materials to initiate the project.

The Medical Research program received

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DEAN GLENN C. COUCH



W. ROSS JOHNSTON



DEAN EARL SNEED

Garth E. Viele, '39eng, is assistant refinery manager for the International Petroleum Company in Colombia, South America.

Pierce S. Musgrove, '39eng, is in the oil business in Wichita, Kansas. He is president of Musgrove Petroleum Corporation.

J. W. Zadik, '39geol, Dallas, Texas, is vice president of the Egan Company, commercial printers. He is a member of the city's Athletic, Engineers and Advertising Clubs.

1940

Ted B. Westfall, '40bus, New York City, has been appointed an executive vice president of the Grace shipping line in a reorganization of the firm. Before joining Grace he was director of audits for the general accounting office in Washington, D. C. He is the brother of Dr. Othel D. Westfall, O. U. professor of accounting.

Hiawatha T. Estes, '40eng, is owner of Nationwide Plan Book Company, Northridge, California. He publishes home plan books. Also a designer, Estes is president of the San Fernando chapter of United Designers Association of California.

Parker R. Ledbetter, Jr., '40journ, is manager of the Tulsa Chamber of Commerce's industrial department. His duties include general public relations, commercial organization and community development.

Frank Hawkins, '40eng, now is located in Borger, Texas, where he works for the Phillips Chemical Company. He is mechanical and maintenance superintendent in the Philblack plant there.

N. A. Tinker, Jr., '40eng, is a consulting petroleum and geological engineer located in Abbeville, Louisiana.

H. P. Shackelford, '40eng, Hobbs, New Mexico, is area superintendent for the Tidewater Oil Company. He supervises the operating, drilling and producing of oil wells.

William A. Thomas, '40eng, works as an architect in Fresno, California. He is a partner in the firm Walter Wagner and Partners.

Ernest G. Hotze, '40eng, Houston, Texas, works as district manager for Clark Brothers Company.

William G. Jordan, '40eng, '41m.eng, Kent, Ohio, is general manager of the Sta-Warm Electric Company.

William A. Glegern, '40eng, is connected with the General Electric Company in Cincinnati, Ohio. He is business manager of the company's marketing area in the jet engine department.

Glenn D. Garlow, '40eng, now is connected with the Raytheon Manufacturing Company in an executive engineering capacity. He is assistant plant manager of the firm's plant at Lowell, Massachusetts.

Edmund T. Anderson III, '40eng, Midland, Texas, is drilling production superintendent for the Joseph I. O'Neill, Jr., Oil Properties.

V. V. Hendrix, '40eng, '41m.eng, Scotia, New York, is a chemical engineer employed by the U. S. Atomic Energy Commission. He is director of the technical administrative division, Schenectady operations.

Alex W. McCoy III, '40geol, Tulsa, is a consulting geologist and president of Alex W. McCoy Associates, Inc. He is a member of the Geological Society of America.

Max A. Minnig, '40eng, deals in management and sales in West Caldwell, New Jersey. He is both president and director of sales for the Witco Chemical Company.

Charles R. Hetherington, '40eng, '41m.eng, now is in Calgary, Alberta, Canada, where he serves as an engineering executive. He is president of Westcoast Housing Corporation, and a vice

president for both Pacific Petroleum, Ltd., and Westcoast Transmission Company, Ltd.

Maurice L. Minette, '40eng, is president of Strato-Seismic Corporation, Dallas, Texas.

Max L. Riley, '40eng, Monroe, Louisiana, is vice president and general manager of the Southwest Gas Producing Company, Inc.

R. V. Mertz, '40eng, '41m.eng, Houston, Texas, is vice president of Petro-Tex Chemical Corporation. He is a member of both the Houston Engineers Club and the Houston Chamber of Commerce.

1941-45

John L. Shibley, '41bs, received his Ph.D. degree last August from the University of Georgia and now teaches at LaGrange College, LaGrange, Georgia.

Ralph Merkle, '41eng, owns and operates a farm near Balmorhea, Texas. He belongs to the Farmers and Ranchers Labor Organization of Fort Stockton.

Clarence E. Gay, Jr., '41eng, now is located in St. Ann, Missouri. A partner in the firm Rebmam & Gay Consulting Engineers, he works with the design of heating, air conditioning, plumbing and electrical systems.

L. W. Hubbell, '41eng, operates as a sales engineer in Tulsa. He is a partner in the firm Riddle and Hubbell.

John H. N. Evinger, '41eng, works as production superintendent for the New Drilling Company, Fort Morgan, Colorado.

Kenneth M. McGoldrick, '41eng, is owner of the McGoldrick Oil Company, Shreveport, Louisiana. He also serves on the board of directors of the E. W. McGoldrick Oil Company.

Adin H. Hall, '41eng, is acting manager of Shell Pipe Line Corporation's operations planning department in Bellaire, Texas. Hall received his master's degree in August, 1956, from the University of Houston.

Herbert E. Powell, '41eng, Farmington, New Mexico, serves as district manager for Lane-Wells Company. He is a petroleum engineer.

Bert Lebow, '41eng, works as an oil producer in Wichita, Kansas. He is manager of the Kansas office for the Simon Lebow Oil Company.

C. H. Bowersox, Jr., '41eng, now is located in Barcelona, Venezuela, where he is employed by the Mene Grande Oil Company. He is manager for eastern district services.

Chester U. Burk, '41eng, Oklahoma City, is manager for Republic Supply Company's tubular sales division.

Robert J. Beams, '41eng, Dallas, Texas, serves as vice president for the Magna Oil Corporation.

A. E. Cordray, '42eng, Denver, Colorado, completed 15 years service with Shell Oil Company on February 2. Now the company's senior exploitation engineer in the Denver area production department, Cordray joined Shell in 1942 as trainee in the Tulsa area. He is a native of Helena.

Mrs. Jessie K. Liddell (the former Jessie Kelsey, '42geol, '43m.geol), Harlingen, Texas, serves as president of Delta Concrete Supply Company, Inc. She also is owner of Liddell Enterprises.

Coley Newman, '43, Oklahoma City, has accepted a position of head of the television-radio-dramatics school at Northwestern State College, Natchitoches, Louisiana. Formerly he was a member of the staff of Galloway-Wallace Advertising Company.

K. V. Doughty, '44eng, '48m.eng, was elected to the board of directors of Tuloma Gas Products Company, Tulsa, it was announced February 6. Manager of supply, he has been with the company since its formation in 1954.

1946-50

James R. Lesch, '47m.eng, has been named as division sales coordinator with the Hughes Tool Company and is now located in Oklahoma City. For the past year he has been acting district manager with the company in Ardmore.

James G. Heid, '48eng, has resigned from Monterey Oil Company, Long Beach, California, to become associated with Parker Petroleum Company, Ponca City. He and Mrs. Heid (the former Geneva Brown, '47h.ec) have two children, Linda, 3½, and Jimmy, 1½.

Max W. Leenhouts, '50geol, has been promoted to district geophysicist by Stanolind Oil and Gas Company. He works in the firm's Calgary, Alberta, Canada, district.

D. E. Mitchell, '50eng, Calgary, Alberta, Canada, is with the Great Plains Development Company of Canada, Ltd. He is vice president in charge of drilling and production.

MARRIAGE: Miss Patricia Nadine Norris and John Lance Caughey, '50fa, both of Oklahoma City, were married in September in Oklahoma City, where they have made their home. He is a claims adjuster for a casualty company, she a secretary for a magnet firm.



Kay Howard, daughter of Ed L. Howard, '31 geol, and Mrs. Connie Perrine Howard, '30ed, Tyler, Texas, has been named Queen of the 1957 Texas Rose Festival. Miss Howard is a freshman at O. U. The festival is held in October in Tyler.

1951

W. D. Manz, '51eng, has been promoted to supervisory process engineer, technical department, at Magnolia Petroleum Company's Beaumont, Texas, refinery. He supervises laboratory process control studies for refinery lube oil units.

Charles Elwood Rhyne, '51bus, and Mrs. Rhyne (the former Barbara Whitehurst, '51ba) and their two sons have moved to Denver, Colorado, where he is now employed with the Gorsuchs law firm.

Edward E. Noble, '51geol, and Mrs. Noble and their two children recently moved to Atlanta, Georgia, to set up a business venture in that city. Noble is president of Lenox Square, Inc., a project of the Samuel Robert Noble Foundation, and he also is a trustee in the latter organization. Accompanying the family to Atlanta were John D. Smith, '51bus, and Mrs. Smith (the former Mary Carolyn Tolbert, '53ba) and their infant son. Smith is assistant to the president.