

## Oklahoma's Educated Man in . . .

### Business

**T**HE growth and vigor of the economy rest largely with the caliber of men and women who keep the wheels turning in business and industry—their ability and resourcefulness, vision and imagination. There have been O.U. graduates to supply this economic spark as long as there have been O.U. graduates.

Typical of such men is an Oklahoma Citian to whom the coffee break is much more than an American tradition. He can be found in the offices of the United States' 10th largest coffee company—a native Oklahoma company founded in 1917—today a \$25 million a year business.

Ten years ago, when he first came to Cain's Coffee Company as assistant to the president, there was only the Oklahoma City plant and a small outlet in Tulsa. He moved up to executive vice president, then president by 1952. The company was moving up too. The Tulsa plant was expanded, and a new one opened in Wichita, Kansas. Two subsidiary companies joined the Cain family—Manhattan Coffee Company in St. Louis and Cain's Coffee of Texas at Corpus Christi. Cain's coffee is now being served in homes and restaurants in Oklahoma, Arkansas, Kansas, Missouri, Texas, and Illinois.

In January Cain's young chief executive was elected vice chairman of the board of directors of the National Coffee Association. He was already a member of the national organization of Young Presidents—those who headed their companies before reaching 35.

This particular Sooner's name is Jack Durland, '41Law. His business success is outstanding among O.U. graduates—but it is more representative than phenomenal. His story could be that of an electronics manufacturer in California or a Fairview auto dealer-banker or the president of a Kansas City pipe line company. Sooners make glass and drugs and furniture and ready-mix concrete. They sell everything from ready-to-wear to groceries to garden tools and oil field equipment. They are the main street merchants, the big industrialists, the retailer, the wholesaler, the executive, the salesman, the stockholder.

### Community

**W**HEN Oklahoma's Educated Man calls a community his home, he accepts the responsibilities that accompany his claim.

His influence has been felt in cities like Duncan, Oklahoma—population 25,000.

When Duncan's Rotary Park was being planned, T. Howard McCasland, '16ba, gave the land; Conoco bulk agent Ray Mason, '28ed, was instrumental in rounding up building and lighting equipment for playground and baseball fields. McCasland's active support of better city schools, churches and streets have made him one of Duncan's most valuable citizens. The same can be said for fellow oilman Thomas Jones, Sr., '26.

Department store owner Gordon Stephens, '39m.ed, first served Duncan as its school administrator, now as chairman of the library board and county savings bond drive, past president of Rotary and Chamber of Commerce. Active in youth work, druggist Bob Richardson, '35pharm, is one of the local alumni club's most successful scholarship fund raisers. Halliburton's William Owsley, '32eng, has long been one of Duncan's most faithful O.U. backers.

The progress of Duncan schools since 1941 earned recognition for Dion Wood, '35ma, as one of Oklahoma's top eight school superintendents. Within the high school, Mrs. Madeleine C. Willis, '33ba, '36ma, wife of County Judge Will H. Willis, '36Law, is counselor of girls.

If Duncan wished to thank any single man for the widening of its highways, the man would probably be State Senator Harold Garvin, '41ba, '43Law. When the O.U. school of medicine needed support in its appropriations push, Nolen Fuqua, '19ba, took time to head a booster committee.

Mrs. Jack Maurer, the former Mary Frances McCasland, '52ba, spearheads the committee of the Federated Women's Clubs which has opened Duncan's only book store—a co-operative venture owing much to the work of Marian Brown, '51ba, and Mrs. Mildred Brown Weedn, '30ba.

Add to this list the activities of the more than 300 other Sooners in Duncan and you have civic pride personified.

### Politics

**G**OVERNMENT, in its many and varied forms, seems to have little to offer the Educated Man. If he happens to be the type of enlightened individual good government must have, he can make more money elsewhere and spare himself the criticism and condemnation which always threatens those who serve the public.

Yet the Educated Man will take time from business and profession to brave the glare of politics. He will lose money by working for federal or state agencies. He will spend valuable time getting out the vote or campaigning for his candidate.

He might be the youngest member of the state senate—a 29-year-old Lawton lawyer, who preached active participation in government until he was finally faced with accepting some of his own advice.

His absorbing interest in government stems from O.U. days when he led his class through three years of law school, distinguished for his campus activities and scholastic record. While practicing law in Lawton he plunged into civic affairs, led fund drives, worked in his church. Then the "wrongs" he saw in government began to bother him, and he realized that no one can praise the democratic ideal and condemn politics.

As a senator in the last legislature, he showed no hesitancy in tackling the reform measures that came his way. He was principal author of legislation for turnpike construction, state merit system, state highway department reform, county commissioner reform. He co-authored all the bills dealing with increased appropriations for and improvement of higher education and common schools.

At the end of the last session, capitol newsmen picked him as one of the 12 most powerful and influential men in the state senate. The Oklahoma Junior Chamber of Commerce thought enough of his record to name him one of the state's three outstanding young men of 1959.

This is Fred Harris, '52ba, '54Law. The governor and 42 state legislators share his O.U. heritage. Their federal counterparts occupy judgeships, both senate seats and three congressional offices.

## Schools

## Arts

## Home

THE production of Oklahoma's Educated Man is a never-ending process. Once a man counts himself a member of this group, he can never turn his back on the education of more of his kind. He has cast his lot with the future. He can never be content to see education stand still.

One of Oklahoma's Educated Men has headed the Ardmore city schools since 1938. As student and teacher he has watched education in his state expand and mature since he entered Oklahoma on statehood day, November 16, 1907. He has directed a university department, been principal of high schools, served as superintendent in small towns and large.

And as he watched Oklahoma schools grow, he has been proud of the progress they have made, grateful for his part in this progress. But he has also been alarmed by the insufficient financing, the out-dated organization, the need for consolidation and federal support without federal control.

On the home front in Ardmore, he will never be satisfied with the achievement record of his schools—excellent though it is. Ardmore needs kindergartens, extensive adult education, drastically reduced class sizes, salaries to get and keep the best teachers available.

The vision and devotion of George D. Hann, '36 m.ed, have not gone unrecognized. As president of the Oklahoma Education Association and the state's school administrators, he has helped chart the course of the common schools. He was singled out nationally as a member of the Educational Policies Commission, a unique group of educational leaders that has included President Eisenhower and Dr. James Conant.

Oklahoma's Educated Man can be perpetuated only through men like George Hann—and they are to be found in every area of education. They are classroom teachers, junior college presidents, small college professors. They furnish the needed civic support. They may differ on philosophy, but they are united by an unwavering faith in the education of our youth as the best hope for the future.

IF the concert halls are to be filled with music lovers, if the art galleries are to stay open for business, if American drama and musicals are to flourish, if the book shelves are to be jammed with books worth reading—then someone must compose the music, paint the pictures, trod the boards, write the books. This nebulous someone isn't always a misty figure in a New York garret or a long haired eccentric in a foreign conservatory. He may very well be a veteran of the classrooms of the University of Oklahoma.

He may be a stocky man with thinning gray hair hunched over the worn volumes of the Phillips collection in Bizzell Memorial Library. He isn't a scholarly professor; he's a rancher from Pawhuska. He was born on the Osage Indian Reservation. He studied geology at O.U. and modern history at Oxford. The manuscripts and books he's researching are bits and pieces of early Osage history.

His purpose is not to champion the Osage, nor to sentimentalize on their fate. He is a man who knows these people, who can understand and appreciate the beauty of their beliefs, their way of life. His contribution to his own present-day culture is a fair interpretation of an earlier more primitive culture.

This O.U. man's name is Joe Matthews, '20geol, and his books include *Wah-Kon-Tah, Talking to the Moon, Life and Death of an Oilman* and *Sundown*. But change a few biographical facts and the name could be Bill Brinkley, '40journ, and the book *Don't Go Near the Water* or Dr. Gladys C. Bellamy, '32ba, '38ma, '46ph.d, and her scholarly *Mark Twain as a Literary Artist*.

And behind the artist and performer and writer are those whose appreciation of their work keeps them going. They may be found selling season tickets to support the symphony in Oklahoma City or the opera in Tulsa or a civic music series in Blackwell. They may be soliciting for an art center or a museum. They may be in music clubs or literary groups. Or they may be in the living rooms of a thousand Sooner homes encouraging television-spoiled children to read a good book.

WHERE do you find Oklahoma's Educated Man? In business and industry? In community? In government? In education? In the arts? Yes, in these and in a dozen other areas of human activity. What of the Educated Man away from office and civic affairs? What of the Educated Man and Woman—in their own homes?

There are families that have become a tradition with O.U., even as O.U. has become a tradition with them. They grew up with the University and their accomplishments here have become Sooner legend. Take the McKowns of Oklahoma City—Florence, '22ba, and Dave, '21geol. Their college careers are stories in themselves.

Add to this the achievements of the four McKown children. George Monnet McKown, '50bs, president of Engineers Club and St. Pat's Council and Loyal Knight of Old Trusty, is now solving engineering problems on drilling rigs for Big Chief Drilling Co. in Oklahoma City.

Helen Orton McKown Vera, '51ed, lives in The Hague, where her husband is a mechanical engineer with Black, Sivalls and Bryson's European office. She was active on campus and in Camp Fire Girls work in Oklahoma City, Norman and Portland, Oregon, where she taught after graduation.

Robert Steward McKown, '55bus, with his father's insurance business, and Richard Julien McKown, '56bus, with IBM in Salt Lake City, were the outstanding Alpha Tau Omega fraternity men in the province in successive years. Both made the business honorary, were recognized campus leaders.

We could go back past the children to the brothers of both Dave and Florence and the children they sent to O.U. or to Florence's father, the late Dean Julien C. Monnet, who founded the College of Law in 1909.

If Florence McKown has a basic philosophy for her family, it is respect—respect for each member of the family as an individual with individual characteristics.

Children are not born business leaders or community stalwarts or valuable citizens. Neither are they born Educated Men.

## Teacher

**W**HY do they stay at O.U.? Most four-year veterans of the classroom can't wait to shake the collegiate dust from their shoes and head for new scenery—to escape from the "ivory tower." Yet every year sees a group of these graduates hang their diplomas in University offices.

Many of these alumni-professors-administrators-staffers have seen the University through its darkest days. They have renewed their contracts with O.U. at times when the prospects for the future were incredibly dim. They watched apprehensively as the institution was growing up and unsympathetic legislatures failed to supply adequate financial support, when academic integrity was threatened by political maneuvering. And yet they stayed.

Dr. C. E. Springer, one of the outstanding professors of mathematics in the United States, came to O.U. in 1921. He had been a musician with a traveling show, and on a visit to the state, he suddenly became aware of the fact that there was a college in Oklahoma. And so the musician became the mathematician, took a BA in 1925, MA in 1926, went to Oxford as a Rhodes scholar, then added the "Dr." to his name with a Ph.D. from the University of Chicago.

Springer accepted a teaching offer from O.U. simply because he had been happy here as a student. He gambled on O.U., and for him, the gamble has slowly but surely been paying off. He has had 30 years of teaching under conditions he considered worth the monetary loss. He has been able to work free from administration pressure, in the part of the country he prefers. Tempting outside offers have come along, but for Springer they never quite tipped the scales. Now even the monetary outlook is brighter.

More than a third of the faculty, administration and staff on the Norman campus hold O.U. degrees. Nearly half of those serving the Schools of Medicine and Nursing in Oklahoma City are Sooner graduates. If they stay because of a basic loyalty stemming from student days, the University is richer for the spirit which keeps that loyalty alive.

## Adviser

**T**ALKING shop may be a conversational failing but it is nonetheless a popular pastime with business and professional men everywhere. Oklahoma's Educated Man is no exception. Such an interest in his work naturally spills over into the relationship he has with his University.

After graduation he may identify himself as an O.U. man, but chances are that for the time he spent on campus he was tagged J-major or art major, law student or engineer. For many alumni, something of this special loyalty still remains.

The success of professional schools at O.U. depends largely on correctly reading the climate and needs of the fields they represent, as well as in raising the standing of that profession. Sooner graduates who take an active interest in the educational program of their professions often provide a vital link between training and practice.

The College of Business Administration set up an advisory board of 49 business leaders, 14 of them alumni, to lend a sympathetic ear and practical advice to the college's problems.

In 1958 the School of Social Work adopted that approach to meet its most severe crisis. Lagging interest in the program was pointing to the discontinuance of its graduate study at O.U. Then 43 Oklahomans responded to advisory committee appointments from President Cross to give the school a much-needed push. Since the advisers went to work, enrolment in social work is up 33%. Eleven of these committee members are alumni of the University.

Journalism's 35-year battle for a new building came to a head in 1948 when the Oklahoma Press Association first appointed a committee for the O.U. School of Journalism, initially to raise building funds. The building is a reality now but the work of the 13-member committee, including 8 alumni, is far from complete. The long range needs of the school, the program which the school must provide for educated journalists, promotion of interest and maintenance of a school worthy of the building is also of grave concern to the newsmen.

## Supporter

**W**HEN University of Oklahoma students cross the graduation platform, many will never again return to the campus. And yet, through Sooner alumni clubs, they can keep their O.U. ties intact within their own communities, all over the United States, in Canada, in South America. At one time O.U. even had clubs in the Fiji Islands, the Canal Zone and Japan.

There is no denying the importance of the social side of alumni club activities. And somehow, O.U. interest is bound to run a little higher when football fever reaches flood stage. But beyond the TV game watching parties, the Beat Texas dinner-dance, the Orange Bowl festivities—yes, even behind it all—is the basic idea that former students, wherever they may be living and working, can do something worthwhile for the University of Oklahoma—that the University needs them—that their efforts count for something.

Such an attitude led to the formation of the University of Oklahoma Alumni Club of Philadelphia and Vicinity—an imposing title often reduced to the Delaware Valley club, after the scholarship fund, now totaling more than \$8,000, that was established by the group. In 1952 the 20 charter members decided that they might best express their interest in the University by directing students in their area to attend O.U. In the last three years, two students have received grants from this fund for their Sooner education.

Delaware Valley has 40 active members now. Individually and collectively their contribution to O.U. has been to stimulate interest in its future.

The Philadelphians have counterparts within the state, in Texas, Louisiana, Washington, wherever Oklahomans congregate.

But even in communities where no organized alumni club exists, enthusiastic O.U. backers have become one-man booster "clubs." As important as scholarship support has become to the University, attracting the superior student is even more important. The active alumnus and alumna in their hometowns are the best agents any institution can boast.

## Builder

## Steward

## Alumnus/a

**M**ONUMENTS can be found in any city park. They may be impressive, even inspiring, but by and large they are a silent tribute, unchanging and unchangeable. Fortunately for the University of Oklahoma, there are other kinds of monuments—monuments to learning, erected by Oklahoma's Educated Man.

Don't look for these monuments on the South Oval. Look instead in Bizzell Memorial Library, at the shelves lined with the more than 15,000 volumes of the priceless collection chronicling the age of science and technology, established by the late alumnus E. L. DeGolyer, '11geol; the more than 5,000-volume collection on American business and industry, given by former student Harry Bass, '17, or the more than 11,000 volumes of Southwestern history, gift of the late Frank Phillips.

Look perhaps in the Museum of Art at the Wentz-Matzene collection, part of which is on permanent display. Valued at \$250,000, this collection of 758 objects of ancient oriental art was given to the University by the late Lew Wentz and R. Gordon Matzene of Ponca City.

Buildings can be monuments. Upon its completion the building financed by a contribution from Ward Merrick and the high speed computer it is to house will become a tribute to the foresight of the donors who made possible this new program.

Neither Phillips nor Wentz nor Matzene nor Merrick ever sat in an O.U. classroom. They are prime examples of that group of University supporters whose devotion stems not from nostalgic memories of college days but from the acknowledgment of the importance of the role which the University of Oklahoma must play in the life of the state.

Not all the monuments at O.U. can compare in size or scope with these vast collections, this scientific milestone. Yet every book, every scholarship, every contribution from persons sincerely interested in the growth and strength of the University is a monument in itself—and no silent testimonial either, but one which will continue to speak through every student who benefits from its existence.

**S**TRANGELY enough, Oklahoma's Educated Man is not always found in the upper income brackets. Only a few are in a position to give large scholarships, vast collections, big building donations. But all possess a commodity which is just as important to the University as money and often more difficult to obtain. The commodity is time—the time that service requires.

Placing a monetary value on the time which Oklahoma's Educated Man gives his university is an impossible task.

The class representative system, instituted by the Alumni Development Fund in 1955, is only one of countless examples of results that can be achieved by individual alumni willing to donate their time as well as money. Before the class representatives took over, the ADF averaged \$7,000 from 700 contributors. The record-breaking 1959 total was \$123,371.95 from 5,687 Sooners. Measured in terms of additional research projects, equipment and scholarships made possible, the end result of this joint service project is little short of amazing.

And after the money is collected? The funds do not administer themselves. Directors and trustees must be found who are willing to give their time to this task.

It is not at all unusual to find alumni who once occupied the classroom desks returning to take the speaker's stand at special class meetings, or departmental clubs and professional groups. It takes time to prepare a lecture or a speech—and time to travel to the campus to deliver it.

Students eventually become graduates and graduates need jobs. Having an interested University supporter on the spot to arrange the needed interviews, perhaps to give the interview personally, hasn't been known to hurt the chances of any applicant. And that goes for summer employment too. Not infrequently the Sooner businessman takes time to inquire about students who need the experience and salary of between-term work.

Oklahoma's Educated Man is not overly endowed with time—but what time he has, he knows how to use.

**P**ERHAPS to a certain segment of the alumni membership, priority received on season football tickets is reason enough to belong to the University of Oklahoma Association. To the alumnus/a we have classed as Oklahoma's Educated Man, however, there must be more to it.

The purpose behind the existence of an alumni association is to make available those services which individual alumni would find difficult to secure and the University itself would find difficult to provide. A west-side seat in Owen Stadium is merely one of these services.

The Alumni Association is the most easily accessible agency through which interested alumni can learn what needs to be done—what can be done—to strengthen the effectiveness and prestige of the University. All the good alumni intentions in the world cannot achieve much in the way of concrete accomplishments without some channeling in the right direction.

Alumni seldom maintain interest when they are not kept informed. Action rarely manufactures itself. It must be promoted. Through the personal contacts of the alumni staff, through the publications, the Association attempts to reach the alumni who think, who ask, who act.

But you can't inform alumni if you don't know where they are. For the University—without the alumni office—to keep track of more than 55,000 graduates and former students scattered all over the world, would be a task and a half.

Of course the University of Oklahoma Association's aim is to boost the University of Oklahoma. But it is not to gloss over its short-comings, to minimize its deficiencies, or to picture it as the best of all possible places. Where there is no need for improvement, there is no need for alumni support. If Oklahoma's Educated Man is to act in the best interest of the University, he should receive an honest evaluation of the situation. Only then can the University ask for his efforts on its behalf. And alumni efforts have often meant the difference between success and failure in the struggle to bring a young institution into its own among the country's universities.