



THE BIZZELL YEARS

ON JULY 1, 1925, the University's Board of Regents got their man. His name: William Bennett Bizzell—already known as a strong administrator and outstanding scholar who, most recently, had served for ten years as president of Texas Agricultural and Mechanical College.

Now he was to be the fifth president of the University of Oklahoma, a position which he believed would present him "the opportunity of a lifetime."

"Here was a growing, new state," he said, "with a university offering an unusual opportunity of development."

"Even had regret knocked at his heart," wrote Joseph Brandt, "the new president found no time for retrospection in his new task of orienting the University. As he announced in his inaugural address, he wanted the University to become a center of research as well as a cultural center of the state. The time had come when Oklahoma, profiting from the wise and tireless work of her former University presidents, could look forward to the complete university. To this end the new president directed his energies."

"When Bizzell came to the University, he found many things that challenged his immediate attention," Roscoe Cate related. "The south boundary of the campus was back of the administration building. Behind this beautiful structure, there was what amounted to a dump heap. Brooks Street was not paved, and Asp Avenue was poorly surfaced. Classrooms were overcrowded. The teaching load was too heavy. The faculty salary scale was not adequate to keep good men from being lured away to better paying jobs. The campaign for funds to build a stadium and union

building was lagging. The campus 'utilities department' consisted of a carpenter and a plumber and a few miscellaneous laborers who worked independently and were likely to come to the president's office each morning for instructions as to what to do.

"Most discouraging of all to the new president," Cate added, "who had loved books all his life, was the smallness and inadequacy of the University library. The University had its own print shop, but was doing no publishing work of any consequence. The Extension Division was doing creditable work in a number of fields, but did not have a well-rounded program.

"He wanted to establish a university press, develop a research and graduate study program and develop the Extension Division to bring about a 'statewide campus.' These were all part of his general program to raise the scholarship standards of the University."

Bizzell was a scholar of the first rank. After receiving a B.S. degree from Baylor University at Waco, Texas, in 1898, he earned successively the following degrees: Ph.B., 1900, Baylor University; LL.M., Illinois College of Law, Chicago, 1911, D.C.L., 1912; A.M., University of Chicago, 1913; LL.D., Baylor University, 1919; Ph.D., Columbia, 1921. A Phi Beta Kappa, Dr. Bizzell was a Fellow of the American Association for the Advancement of Science and the Royal Economic Society of England, as well as member of the American Sociological Society, American Political Science Association, and the American Economic Association. He had written a number of books and many articles for scholarly journals and other periodicals.

"I solemnly pledge my best efforts to so direct the policies of the University as to merit the moral and financial support of all those who believe in the cause of education," he emphasized in his inaugural address January 5, 1926. "I shall have no divided allegiance during the time I shall serve as president of the University. My entire time and thought shall be given to the task that has been set before me."

One of his first innovations at OU was the organization of the utilities department which he hoped would provide for smoother functioning of the physical plant. In conjunction with this and upon personal urgent appeal from Bizzell came Walter W. Kraft to the University as its first superintendent of utilities. As Cate noted, before the beginning of Bizzell's administration, workmen had reported directly to the president's office for the most trivial matters, such as where to do a little painting or where to repair a leaky faucet.

"I've got to have your help in organizing a utilities department to run this physical plant," Dr. Bizzell told Kraft. "The Board of Affairs is complaining about the way the power plant is run, and the carpenter and plumber are worrying me about what they are supposed to do."

Improvements other than those concerned with the physical plant were on the horizon also. Many of these were intangible, some of the most significant of them stemming from Dr. Bizzell's awareness of the variety of ways in which the University could serve the general public of Oklahoma. In his inaugural address he had said:

"The obligations of the state university cannot be completely fulfilled by offering instruction to a few thousand resident students. Education today is not restricted to the youth of the land. The thirst for knowledge has no age restrictions. The state-supported university must satisfy the intellectual hunger of every man and woman, regardless of age or place of residence within the state. We must, therefore, think of the state's geographical boundaries as the limits of the university campus, and the people of the state should regard the buildings here in Norman merely as the reservoirs of knowledge that they may freely tap whenever they desire."

A look at the services rendered by educational broadcasting facilities, the correspondence study department, the visual education library, the package library service, the short courses and institutes programs, and many other phases of the University's extension program shows that this ideal of a statewide campus has been made an actuality.

In the field of athletics, Bennie Owen not only was seeing his diligent campaign for a new football stadium reach fruition, he was also responsible for the ultimate construction of the Field House, deemed a haven for basketball players in comparison with the old gymnasium.

This was all happening around 1926, the year Owen announced his retirement as Sooner football coach to become full-time director of athletics. In nearly a quarter of a century, since 1905, the little one-armed man had coached Sooner elevens, amassing 128 wins against 52 losses and 13 ties. During 27 years of coaching, he had nine undefeated teams, an average of one every three years.

Said the 1927 *Sooner*: "It was back in 1915 that Bennie Owen took the forward pass apart, picked it to pieces, re-

cast it and taught it to his all-victorious eleven of that year which was described by sportswriters up and down the Valley as the most wonderful aerial aggregation in the country.

"Not only did Mr. Owen revolutionize the pass, he also showed prime skill in developing its two most important tools—passers and receivers. No Valley coach has produced ends like Montgomery, Fields, Marsh, Haskell and LeCrone, or passers such as Reeds, Geyer, White and Potts.

"As a developer of green material, Mr. Owen has also shone. He took his men off the raw, bleak plains, the Indian reservations, out of the blackjack country and out of large cities, moulded them into stars, breathed the fire of his famous Sooner spirit into them.

"Although Bennie Owen is every inch a fighter, Oklahoma prizes the reputation of its Owen-coached teams for clean playing and sportsmanship even more than its long ribbon of victories.

"Mr. Owen has always led in the fight against betting on college sports. One of the greatest achievements of his career is the Memorial Stadium, a project that Mr. Owen dared dream of back in the old days when the Sooner campus was mostly a prairie and Oklahoma had just been made a state

". . . No more will the empty sleeve pinned to his coat flap before the fall winds that sweep across Owen Field, no more will his piercing call move men to action."

Owen was succeeded on the gridiron in 1927 by Adrian C. (Ad) Lindsey, who, like Owen, came to Norman from little Bethany College in Kansas. Lindsey built his first Sooner team around a short pass attack and a fine sophomore halfback named Tom Churchill. It was announced that the following year six schools, including Oklahoma, would withdraw from the Missouri Valley to establish the Big Six Conference. Unwieldy schedules with too many teams to compete for the titles was given by Dean S. W. Reaves, vice president of the Athletic Council, as reason for the withdrawal.

But football was not the only sport at the University to meet the attention of the public. Basketball moved rapidly to the forefront under the expert guidance of Hugh V. (Scotty) McDermott. For McDermott, an alumnus in football and basketball, the 1927-28 quintet is considered by most Sooner buffs as his greatest. Rightly so. Built around a nucleus of Vic Holt, Bruce Drake, Tom Churchill and Roy LeCrone, OU used a quick-break offense to maneuver its way through an 18-game schedule and become the first and only all-victorious basketball team in the school's history. Crowds packed the new Field House night after night to watch Mac's boys in action. No Sooner basketball coach before or after had ever delighted the home fans as much.

Elsewhere, Coach John Jacobs, another alumnus, was building his own formidable outfit on the cinder paths. The first Missouri Valley indoor track and field championship ever won by the University was annexed in March, 1927, at Des Moines, Iowa, making that track season by far the most successful to that time in Oklahoma's history. During the six-year span that Bill Owen, Bennie's brother, handled Sooner baseball teams, the University won 62 games and lost but 26. He ended his coaching career by winning the

1927 Missouri Valley championship behind the great left-handed hitting of Granville Norris. Owen was very ably succeeded by Lawrence (Jap) Haskell, a Sooner center fielder in the early '20's. On the wrestling scene, Paul V. Keen, a former Aggie, was beginning the first of several successful seasons at that helm, and women's physical education was made a major subject. West of the Women's Building, excavation work was getting under way on a new \$130,000 University infirmary.

Far away from all of the conglomeration of campus activity, national recognition was being bestowed upon Vernon L. Parrington, awarded the Pulitzer Prize of \$2,000 for the best history published in 1927, *Main Currents of American Thought*. In June of 1929, while on his first vacation in twenty years, he died during travels in England with his wife and daughter.

The University had undergone many changes since the days when Parrington strolled along a barren campus. Just a few of the old guard were still around, and, from those younger members of the University family who had only vaguely heard about the man, came this classic remark: "Oh, yeah. He's the guy they let go for smoking cigarettes."

IN THE few short years that he had been the new president, Dr. Bizzell quickly became one of the best-liked men on campus. He was always understanding and sympathetic to the problems of students and faculty members alike, and seemingly would listen to anyone who came to him with a "tale of woe." He put across his ideas first with the students in mind, and they, in return, greatly admired him for it.

The more material proofs of his success thus far had been the new gymnasium and the liberal arts building, the School of Religion, and the new organization of the School of Journalism. His pet project was a bill before the legislature calling for the construction of a new library.

Another of Bizzell's major accomplishments was the development of the University Medical Center in Oklahoma City. The University requested the legislature to appropriate \$750,000 for a crippled children's hospital and a medical school building. With the help of Ponca City philanthropist Lew Wentz, the bill passed, and, at the same time, Wentz added \$50,000 to the student loan fund he had already created at the University.

In 1928, Bizzell brought Joseph A. Brandt to Norman to begin a program that would earn the University international recognition as a publishing center for scholarly materials as diverse as the University's curriculum itself. Later, Bizzell was to say that persuading Brandt to undertake this particular project was one of his greatest accomplishments as president.

As an undergraduate at Norman from 1917 to 1921, Brandt studied English and journalism and became the last student-elected editor of *The Oklahoma Daily*. He then was named a Rhodes Scholar and received B.A., B. Litt., and M.A. degrees from Oxford University, England. After returning from England, he went back to a job he had held one summer on the *Ponca City News*; and, after a short stint as city editor of the *Tulsa Tribune*, the young

scholar-journalist was invited by Bizzell to return to his alma mater to edit an alumni magazine and head the University Press, both just being established. (Until that time, the press had been known as the "print shop," and was receiving heavy criticism, much of which was unjustified.) All of this was quite different from Brandt's introduction to the University eleven years before, when he arrived in Norman with \$50 in his pocket to begin a four-year career as a self-supporting student, washing dishes and stoking furnaces.

President Bizzell had given much thought to the establishment of a scholarly press on campus, and within the year, Brandt, with the encouragement of the president, had embarked on a fast-moving program which brought into being a publishing plant of the highest quality.

"The Press was a fertile field for ideas, many of them new to the world of publishing at that time but now commonplace," Brandt said. "When I founded the Press, it was actually little more than ideas. There was no staff and no special building or equipment. With Betty Kirk, an early author, and Savoie Lottinville, now Press director, the Press in those early creative years was an idea factory as it continues to be today."

The first publication to bear the imprint of the University Press was a pamphlet by Duane Roller Sr. entitled *Terminology of Physical Science*, and the first book was the initial volume in the *Folk-Say* series edited by B. A. Botkin. Notable among later publications were John Joseph Mathews' *Wah'Kon-Tah*, which was a first choice of the Book-of-the-Month Club, and *Deserts on the March* by Paul B. Sears, one of four books chosen for Book-of-the-Month Club fellowships. A voluminous series on the civilization of the American Indian was also started by Brandt.

Frank Cleckler, alumni secretary, told how he and Brandt initiated plans for the establishment of *Sooner Magazine*:

"Joe and I got an old pine table and a couple of chairs . . . a couple of pencils and scratch pads and started to work outlining plans for an alumni magazine which we, with the subsequent approval of the Alumni Executive Board, named *Sooner Magazine*. We made up a list of articles which we thought we could get together during the next few days and immediately called for that same night a conference of alumni faculty whom we believed could give us for the class notes some personal items about alumni they had seen or had some contact with during the summer. This was the original source of the class notes which have been continuously carried to this day.

"So, one took care of the articles, the other, the advertising, and enough copies were printed at the University Press to send to each alumnus. Addressing of the more than 5,000 copies was done on typewriters, mainly by student assistants.

"As we were extremely anxious to get the first issue out on time, the few clerical employees of the Alumni Office (part-time student assistants), myself, Joe Brandt (editor), Sam Crawford (superintendent of the Press) and practically all of the Press employees worked all night addressing, stuffing and sorting geographically, as is necessary under postal rules, some 5,000 or more copies. Not only did we do this on the first issue, but, for several subsequent issues, the sun was well over the water tower before the



By 1930 the University ranked twenty-third in enrollment among the nation's 650 colleges and universities.

last copy was addressed, sorted geographically and ready for the eagle eye of Ed Burke, Norman's long-time assistant postmaster.

"As the records will indicate, *Sooner Magazine* was received very enthusiastically, due largely to the ability and interest of its editor, Joe Brandt. However, many were skeptical as to our ability to continue the publication. Many opinions were expressed that two, three or six months would see the death of another 'noble experiment.'"

Brandt was the University's founding man. As an undergraduate, he established a local men's organization based on scholastic achievement which later affiliated with Delta Tau Delta. And a brilliant career was begun when he founded the University Press and *Sooner Magazine*. Later, he would initiate another first by becoming the only alumnus to serve as the University's chief executive.

Meanwhile, the institution mourned a president for the first time when A. Grant Evans died at his home in Santa Barbara, California, on November 30, 1928.

In its 39th year of existence, the University, with a student body of over 5,000, ranked 23rd in enrollment among the 650 institutions of higher learning in the United States. And with this rapid increase in population, President Bizzell was finding new problems in running a big state university, specifically, overtaxed facilities and teaching loads.

"It is necessary to utilize small offices for instruction purposes," he said. "Many classes are held in inadequate quarters and under conditions that are not conducive to the best quality of work. These conditions cannot continue.

"If the University is to improve its standards of instruction, it is imperatively necessary to increase the salary schedules at the University. The salaries paid by the University of Oklahoma are below those paid for similar positions in other institutions with which the University has to compete for talent. We should never forget that

teaching talent is an economic commodity and is subject to the law of supply and demand. Other institutions in this territory and elsewhere are continuously offering members of our teaching staff much more than they are receiving here, and, as a result, the University has lost a number of its most progressive and capable instructors during the past year. I am deeply concerned about this problem. Something must be done to place the University in a position to compete in the market for the best available talent that the nation affords. In no other way can we build and maintain a university of the first class."

It was during this period of financial strain that the University, in spite of its own problems, became a Good Samaritan. Kingfisher College, faced with the fact that it could no longer rely on the gifts of friends and interested persons for its annual budget, was sadly watching its doors close. Though it had been a college with high academic standards, a well-equipped and devoted faculty, and a number of outstanding students, it was not adequately endowed. And the pressures brought to bear were proving too much for the small institution to resist.

Wrote Dr. F. M. Sheldon, chairman of the Kingfisher College trustees: "When the school became embarrassed for lack of funds and it seemed it must discontinue, there came from the president, deans and faculty of the University of Oklahoma fine praise of the academic standard and quality of work done by the college, and most earnest expression that the school might be continued.

"Finally it became necessary to close the school for a time. Careful canvass of the entire situation convinced the trustees and alumni that it was not wise to reopen the school at the Kingfisher location, notwithstanding there was a campus with considerable property and equipment.

"The trustees and alumni were strongly convinced that Kingfisher College still had work to do, even if it could not be done at Kingfisher. And so, by vote of the alumni and board of trustees of the college, the school was moved

to Norman where plans are under way to expand the work and do it in cooperation with the University. There is no organic connection between the University and the College, but they can and will cooperate in certain phases of educational effort.

"The University of Oklahoma has taken a handsome attitude in this whole matter. The office of the University has consented to handle the credits of former students and graduates of Kingfisher, so that any student needing these credits for any purpose may write to the University and secure them.

"In addition to this valuable service, the University did a far more important thing. The high character of Kingfisher college work, recognized by the University as the equivalent to its own work of the same dates, led the University to offer a certificate to each Kingfisher graduate, recognizing this fine standard of scholarship and offering the student membership in the University of Oklahoma Association with all the rights and privileges of University alumni. This offer has been accepted gladly by the College, and the certificates are being issued."

The Kingfisher endowment is currently held in trust by the University of Oklahoma Foundation, and the proceeds from this fund are used to support work in the field of the philosophy of religion and ethics.

On campus, the first unit of the new library was nearing completion. Of collegiate Gothic architecture, it was located at the head of the proposed new oval facing south. Librarian Jesse L. Rader named it "Oklahoma's Crown Jewel" and boasted that it would have a capacity of one million books when finished.

In January, 1929, a five-year dream became a reality with the formal opening of the new Union building. Cheebie Graham was Union manager. The Book Exchange, with Charles Miles in charge, moved from its cramped quarters in the old science building to the basement of the new building. Mrs. Etta Coulter Green managed the cafeteria, serving from 1,000 to 1,500 persons at a meal, and a soda fountain became the favorite between-classes meeting place of students.

The early days of The Oklahoma Memorial Union were stormy, encompassing a number of unfortunate incidents within a few months. Briefly, here is the sequence: A group of students protested the University's collection of a Union fee, although it had been approved previously by a student vote; Union departments showed heavy losses for the first month's operation; Graham resigned as Union manager; a suit was filed in District Court by students to prevent collection of Union fees; the manager of the billiard room was arrested by city officers on a charge of operating pool tables without a city license; the county assessor announced that an effort would be made to collect ad valorem taxes on the building.

Shortly after the opening of the 1929 fall semester, there appeared in a leading column of *The Daily Oklahoman* a story that a "storm" had broken at the University, students having protested paying a \$2.50 Student Union fee. However, as one man explained, "A reading of the story did not substantiate the glowing promise of the headline, for the 'storm' was merely a tiny whirlwind, one student having protested. To supply the background for the 'storm,' it is necessary to recall the steps leading up to the authori-

zation of the fee. The ninth state legislature permitted the University to lease to the Oklahoma Student Union ground on which the building now stands for a period of 99 years, on payment of \$1 annually. The Union was incorporated as a public corporation, non-profit-making. Responsible for the building itself was the board of governors that concluded the lease with the state."

It was early decided that the Union should be operated by and for the students. In the spring of 1928, the student body in an election authorized the University to collect a fee of \$2.50 a semester to be applied to the operation of the Union. If a student had made a building pledge, such payment was to apply to his pledge. It was also arranged that the Union should be governed on the campus by a non-partisan committee, of which the vice president of the Student Council should be the chairman. President Bizzell declared that the fee would not be collected from students who could not afford to pay it. *The Oklahoma Daily* said editorially:

"By far the finest building on the campus with the exception of the new library, the Oklahoma Memorial Union is a monument to student life in the University of Oklahoma. Students who protest against the fee evidently lack interest in the group life of which they are a part. There is no way to separate those who are sociable and those who enjoy solitude. The truth is, however, that once the Union is opened, the few who protest against paying for it will doubtless be the first to use its reading rooms, its cafeteria, its recreation rooms and its dance floors."

One crisis was faced by Graham's successor, Frank Cleckler, in 1931 when the state legislature decided to investigate the Union. Gambling in the pool room and general unfair competition with Norman business firms were charged against the Union. The high point of the investigation, so far as public attention was concerned, came when a student witness, put on the stand to testify about gambling in the Union, stated that he had heard another student in the pool room say, "I'll bet you a dime I'll put the nine ball in the side pocket."

Walter Harrison, writing in the *Oklahoma City Times*, called the investigation a "sink of iniquity." He said further: "All this howl about the Student Union Building at Norman is witless. Judging from the statements of the merchants in Norman, the Student Union is responsible for the price of cotton, the limited proration in the Oklahoma City oil field and the price of bread. There is no other cause for depression in and around Norman except the Student Union with its cafeteria, its billiard hall, its book exchange where students can get text books at cost.

"The Student Union is the poor boy's fraternity house. It is accepted as a worthy and necessary part of the well-established University throughout the land. Some colleges call it the commons, others a club, still others a union—but its objects and furnishings are the same everywhere. They kick about its being established on land that belongs to the University. Why shouldn't it be? It is as much a building devoted to the service of the student body as a chemistry hall and is used a much greater portion of every working day and night, and Sunday, too. Long may the Student Union wave."

After hearing thirty witnesses and studying much documentary evidence, the Senate investigating committee

reported that it found no irregularities in the Union and that the finances had been handled in a judicious manner. The committee further stated that "the Union is serving a most useful purpose and has answered a great need of the school, not only in furnishing a general center of supplies for the student body, but also in serving as a general melting pot for the fraternity and non-fraternity groups, thus serving to promote a more democratic atmosphere."

One by one all of these troubles were ironed out. But it would take ten years to complete the Union so that every inch of space could be satisfactorily devoted to student, alumni, and faculty service.

ON JUNE 4, 1929, a moment of great historical importance to education in Oklahoma occurred. The University conferred the first degree of doctor of philosophy. It came exactly three decades after graduate instruction was first offered on the Norman campus and two decades after the organization of the graduate school.

The recipient, Miss Mary Jane Brown, came to the University in 1927 after having completed over two years of graduate study at Washington University in St. Louis, the University of Chicago, the Marine Biological Laboratory at Woods Hole, Massachusetts, and the Puget Sound Biological Laboratory. President Bizzell called her "a scientist who had already revealed exceptional aptitudes in her chosen field."

Simultaneously with the appointment of Dr. Homer L. Dodge as dean of the graduate school three years before had come the announcement that plans would be formulated for graduate work leading to the Ph.D. degree.

"The decision," said Dodge, ". . . was reached in the spring of 1927 when the Board of Regents, on recommendation of President Bizzell, authorized the graduate school to organize graduate study beyond the master's degree with the expectation that in the near future a limited number of departments would offer sufficient work so that it would be possible to confer the doctor's degree."

When the climactic moment came, commencement exercises were nearing their close. *Sooner Magazine* relates what happened:

"More than eight hundred graduates, clad in their black gowns, sat expectantly in the pit of the Field House, their diplomas in hand. The last master of arts had taken his seat, and Dr. Guy Y. Williams, adept master of ceremonies, breathed a sigh of relief. There was a slight pause. George Wadsack, registrar of the University, left his seat and delved into the recesses of a box and drew from it a hood, new to academic life in Norman. It was in red and white, the University's colors, and in blue. Dr. Dodge took the hood from Mr. Wadsack. President Bizzell turned to the audience that had waited more than two hours and began speaking . . .

"From her seat in the front row arose Miss Mary Jane Brown of Chickasha, Oklahoma. There was no announcement. Quietly she walked to the stage and Dr. Dodge placed on her shoulders the hood. Typical of this miracle-making land, Oklahoma, a woman was the first to receive the highest academic award of the University. It was a

great moment in the University's history. There was an ovation, long and sincere, from the audience. Dr. Brown received the homage of Soonerland."

In other areas, the Board of Regents raised the School of Business from a two-year degree-granting school to a four-year school and changed its name to the College of Business Administration. The legislature appropriated \$35,000 for a new University Press building; but, since the rapidly growing Press could not use all of the building immediately, the School of Journalism got what was left over, marking the first time since 1918 that the school and equipment of the student newspaper were housed together.

Kenneth Kaufman, a graduate of the University, was named an assistant professor of modern languages, and the first full-time band director was hired, William R. Wehrand. Under Wehrand's leadership, girls were allowed to join both the marching band and the new concert band. The Band also acquired a new red and white uniform made in the West Point style, and, with good publicity, Wehrand eventually built membership to over 200 students.

Off-campus, Norman's city government, a die-hard stronghold of conservatism, had at last been successfully assaulted by advocates of Sunday movies. Defeated once, citizens of Norman voted 1,339 to 1,109 to permit motion pictures to exhibit on Sundays. Two new theaters, one near the campus, were being built, making five in all. Dean Holmberg, in the meantime, tried unsuccessfully to prevent students from spitting chewing tobacco on the auditorium floor during pep rallies, and suspension of all Ruf Neks and Jazz Hounds from the University was threatened by the Board of Regents as a result of rough initiations. But, after numerous meetings, the pep leaders were reinstated in school with a warning never to paddle again.

Among graduates making names for themselves elsewhere, Van Heflin, a prize pupil of Rupel J. Jones, director of the School of Drama, was preparing to make his acting debut on Broadway.

It was during this time that Dr. James S. Buchanan was officially recognized by the State Historical Society and the Oklahoma Memorial Association as one of the outstanding citizens in Oklahoma's history, and the Oklahoma Education Association presented him with a distinguished service award for long and notable service to the cause of education in the state.

Buchanan, a former president and for 35 years a member of the faculty, died March 20, 1930, at his home in Norman. Known to thousands of alumni as "Uncle Buck" or "Dean Buck," he was perhaps the University's best-known faculty member. Classes were dismissed for his funeral, and the University flag flew at half-staff, as did the state flag in Oklahoma City by proclamation of Governor William J. Holloway.

Thus ended one of the University's most perfect student-teacher relationships. Buchanan had gained many laurels as a history instructor. It is written that his courses on the South, before the Civil War and during the Reconstruction era, were filled with human interest and interesting details not found in the ordinary history books. In addition to his service as president and his academic duties, Buchanan had also been serving as the University's vice president, a post he took over from Dr. Edwin DeBarr.

J. Willis Stovall came to the University in 1930 and became a nationally famous professor of paleontology. During his lengthy tenure on the faculty, he would discover, describe, and report several species of prehistoric animals entirely new to science. He was responsible for acquiring many valuable collections for the University, and, in recognition of his great work, the museum of natural history was named in his honor.

As has been mentioned, one of the first things President Bizzell attempted when he came to the University from Texas A & M was to obtain a new library building.

"We can't build a great university without a great library," he said repeatedly to anyone who would listen. But no one took the half-million-dollar project very seriously at first, although it was obvious to many that J. L. Rader was struggling along as librarian with an inadequate building and the comparatively small number of 65,000 books.

"The regents looked at the \$500,000 item and smiled indulgently," Roscoe Cate recalled. " 'It's a nice idea, but you can't ever get it—not in this state,' one said.

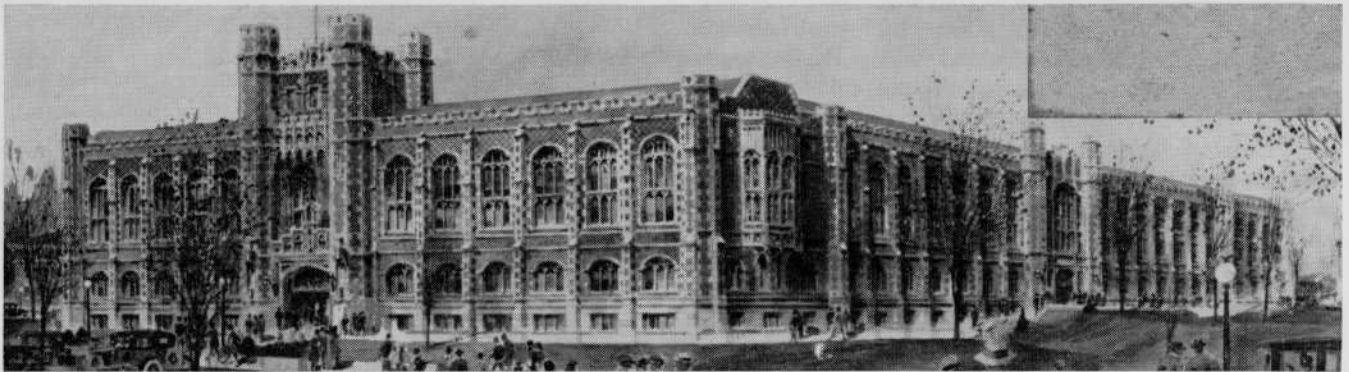
"A legislative committee later suggested that the amount be cut to \$200,000. 'It's not enough,' President Bizzell replied. 'It will take at least \$500,000 and that will only

nucleus for a truly great university. I feel that the library is the real heart of a school, the foundation for all learning. Moreover, its dedication (in 1930) is the most important cultural event that ever happened in Oklahoma. Its meaning and value to the people of the state cannot be overestimated."

After thousands of books had been placed in their new home, the old library building was remodeled for the School of Art. With the help of Walter Kraft, superintendent of utilities, Professor O. B. Jacobson, director of art, set out to build the school he had planned for fifteen years. Book stacks made way for studios and a spacious exhibit hall, and, for the first time in years, classes could be accommodated without crowding.

In the meantime, talk of a new "fraternity row" was brewing in Norman as bigger and better fraternity and sorority houses were being bonded and built, mostly on and around Elm, College, and Chautauqua avenues.

Another tribute to the progress of the University under the administration of President Bizzell came in 1931 when the institution received its first visiting professor. He was Count Carlo Sforza, famous Italian diplomat, author, and scholar, who visited the University under the auspices of the Carnegie Endowment for International Peace.



Original plans called for the \$650,000 library to be eventually connected to the administration building.

build the first unit.' Committee members decided that a little horse trading was necessary. They upped their offer to \$250,000, then \$350,000. President Bizzell stood pat. It was half a million or nothing. Then legislators ran out of arguments.

"Here was a man who undoubtedly knew what a library ought to be. They weren't quite sure about it themselves. President Bizzell talked some more. He pictured what a great library would mean to the University, to the thousands of students of the future, to the cultural standards of the entire state.

"He got the half million . . . and went back to the legislature later and asked for \$60,000 more for stacks for the library building."

The building was designed so that it could be eventually connected to the administration building with two wings, forming a quadrangle, which would provide stack capacity for one million books. Highlighted by the work of some of the best woodcarvers, sculptors, and masons in America, it was to be the most outstanding symbol of Bizzell's administration.

"The completion of this building means more to me than anything in my career," Bizzell said. "It will be the

"I must say," said Cortez A. M. Ewing, the University's highly regarded government professor, "that the students and faculty of the University of Oklahoma have been fortunate, indeed, to meet and hear Count Sforza. On every hand, there are unnumbered complimentary testimonials that evidence the manner in which Count Sforza's visit is regarded.

"The Count proved to be very much at home on the campus. He willingly gave lectures in various classes, now in geography, again in journalism, and one day varied his lectures by talking to successive classes in Italian and French. He lectured on art for the School of Art and entered heartily into the spirit of his mission. . . ."

Under the guidance of President Bizzell, steady progress was being made at the University. During commencement exercises in 1932, Stratton Brooks, who had left the presidency at the University of Missouri to become executive administrator of DeMolay organizations with headquarters in Kansas City, after visiting the Norman campus, praised the manner in which the University had expanded in the past nine years.

"It was my aim, while president, to build for the future," Dr. Brooks said. "I felt that the growth of the Uni-

versity would continue after my time. I remember certain people proposed a plan to pave the road directly back of the Administration Building. I did not want to do this, because I felt that some day the space there would be needed for beautiful buildings. Someday someone would build real buildings on the campus, not the little bungalows I had been building. Your beautiful library now stands where the paved street might have been.

"Many of the old landmarks have disappeared. Buildings which stand in their place are worthy of a fine institution. By the way, where is that old gymnasium? I always meant to tear the old thing down, but never got to it. . . .

". . . I am very happy with what I see here. That faith I had that the University would grow into a great thing has been justified."

PERHAPS THE most well-defined phenomenon of many major colleges and universities across the country is the never ending passion alumni have for a game called football. Things are no different, of course, at the University of Oklahoma. Nor were they some thirty years ago when Coach Ad Lindsey was finding it virtually impossible to produce a winning team. And while the wolves howled, Lindsey pleaded for some understanding from the Sooner faithful.

"In my opinion," he said, "most of our alumni are taking their athletics a bit too seriously for what they are putting into it. They support a winner and demand a winner, and, if it is not forthcoming right away, they want meat. Usually, if the material was pronounced good by the doctors, lawyers and barbers, they want the coach; if it was generally conceded to be bad or if some of the best men flunked out, they want the athletic director or the president.

"If any school is to have winning teams, it must first of all have as good material as its rivals. There are not many miracle men in the coaching game, and they do not win with poor material. The athletic director and the coaches have their problems, and I believe if a few of them were brought to the attention of the alumni, they would appreciate it."

Lindsey struggled for five years against a discouraging football set-up, then in 1932 walked out of the OU job as head football coach in disgust. He was replaced by Lewie Hardage, who had been serving as backfield coach at Vanderbilt University. Matters appeared even worse for Hardage. He would win but eleven games in the three years he remained in Norman.

Despite the years of famine suffered by Lindsey, he did produce some outstanding football players, especially Olympian Tom Churchill, whom many sportswriters tabbed as the finest athlete in the nation. He is still regarded as the greatest all-around athlete ever to come out of the University.

The most dramatic event during the time Hardage was coach occurred in 1933 when Governor William H. (Alfa-fa Bill) Murray, who activated the National Guard on a number of occasions, proclaimed a military zone around Owen Field during the game with Oklahoma A & M on

November 30. The National Guard was called out when one of Murray's investigators reported alleged irregularities in the athletic department. Guardsmen collected tickets while plainclothesmen conducted a detailed investigation of the administration of athletic affairs.

Meanwhile, students, alumni, and the nation were watching the meteoric rise of a Louisiana politician and former University student, Huey P. Long, who in 1930 had become the first Sooner to be elected to the U.S. Senate. In other sports, Omar (Bud) Browning set a new record by scoring 96 points from a guard position, and so was named the most valuable basketball player in the Big Six. Boyce D. Timmons and four other students, Kirk Woodliff, Theatus Greeson, William R. Flood, and Ray C. Carroll founded the Independent Students Association on campus. They perceived that most independent men were not conscious of any connections with the University except in the classroom and boarding house.

"Intramurals brought up the idea," Timmons recalled. "The only contact the average independent had with athletics was to play with the Greasy Spoon cafe. The picture show constituted most of his social life."

1934 was the year George L. Cross came to the University as an assistant professor of botany, and it also marked the end of the first decade of President Bizzell's University administration and his first 25 years as a college president.

"What were my greatest moments as president of the University during the past ten years?" Bizzell mused. "There have been many marvelous moments. One of the greatest was the time Governor Johnston signed the bills authorizing the erection of the medical school building and the crippled children's hospital, and, at the same instant, Lew Wentz handed me a check for \$50,000 to add to the Lew Wentz loan fund. Then, there was the occasion when Sigma Xi [honorary scientific research fraternity] installed a chapter at the University. And certainly the dedication of the library was one of the most gratifying moments."

"The progress of the school he has so skillfully and thoughtfully directed through the past ten years," said Joseph Brandt, "appear all the greater when we realize that five of the ten years he is now completing were depression years, when the whole nation turned on education as if it were Public Enemy No. 1."

Brandt pointed out that, despite large financial odds against him, Bizzell looked forward to the complete university, and to this end directed his energies.

"It was a task in which he delighted. For President Bizzell is primarily a scholar, who finds refuge and strength in his library, among the rare and beautiful books the collection of which has been his hobby. It was no accident that, when faced with the alternative of giving up his entire building program one year or choosing a real library building, he unhesitatingly chose the latter. And it was his purpose in establishing the University Press not only to further research of faculty and students, but to inculcate in the souls of students a love for good books.

"So the graduate school became the focal point of the University. And that meant that standards throughout the University must be kept at the parity set by such schools as Harvard or Yale. Thus, along with the develop-

ment of research has gone the consistent effort to improve scholarship of students.

"Raising the standards in a university is a slow and arduous process. It can proceed only as rapidly as the schools of the state raise their own standards. And in Oklahoma, which, like Minerva, grew up overnight, it has been impossible to provide for the schools as they should be, because we had to build the physical plant as well as supply the human energy, a task which the last few years has demonstrated has almost overtaxed the resources of the state.

"Perhaps the greatest single achievement of President Bizzell's ten years has been the new and higher standard set for the undergraduate student and for the graduate student. It is something you won't see when you tour the campus, but it is something you will feel when you talk with the graduate of '31.

"The organization of the University begun by his predecessors was continued by President Bizzell with greater rapidity, since under his direction, the enrollment of the University has doubled, making the demand of the school's facilities much greater than ever before. The graduate school offered for the first time the degree of doctor of philosophy, while the newly created College of Education offered the degree of doctor of education. The College of Business Administration was also organized as a separate college. The medical school was moved to Oklahoma City, where the nucleus of a great medical center was established.

"The building program could not keep pace with the demands for space, but, in a measure, it was continued. In addition to the medical center in Oklahoma City, and the library—said by many to be one of the finest college libraries in the United States—the physical education building was erected, the new engineering building, Buchanan Hall, a classroom building, the Oklahoma Memorial Union building and the now famous stadium. The University Press was added to and a laboratory building erected for the school of petroleum engineering. During the past five years, no new buildings have been erected.

"In continuing his desire to make the University a cultural center of the state, the president not only gave the closest personal attention to the employment of new faculty members, but he endeavored to bring the salary levels (Oklahoma in 1928 had the lowest salary scale of any large university in the United States) up to those of surrounding states and sought to make the task of educating Oklahoma's future citizens attractive as a lifetime vocation. A system of biennial salary increases was established and sabbatical leaves of absence encouraged in order that teachers would keep abreast of the educational current. These advantages have had to be sacrificed during the past few years.

"It was the depression which tested the mettle of President Bizzell, and he was not found wanting. The president possesses the rare combination of sound business instinct and scholarship. He had adopted the policy of living within the income of the University and to ask only what he needed to operate it.

"So, when the politicians turned on the schools in the traditional manner of finding a scapegoat, and said that they were wasteful, the president was unperturbed. He was one of the first to recognize that if the state's credit

was to be maintained, the University must make its sacrifice along with the other departments of the state. How to keep the efficiency of the school unimpaired was the real problem. How to keep members of the faculty, brought to the campus with the assurance of regular salary increases and security of tenure, appeased might have been another. But neither presented itself as a major problem to President Bizzell. He was accustomed to operating on a pay-as-you-go basis and was able to keep all of the fundamental functions of the University operating, even though at reduced speed. The faculty sensed as a man the president's problem and accepted, just as the man on the street took the blow, the situation philosophically.

"The president sought other means to compensate for many of the inevitable losses the school suffered. It had been a tradition of the University that every year a number of noted speakers be brought to the campus to bring to students the blessing of cosmopolitanism. No funds existing for this during the depression, the president found his own solution. He knew that there were many faculty members on the campus better known throughout the country than they were in their own state. He determined that they should become better known to Oklahoma and instituted the Public Lecture series. Faculty members are chosen to speak in the fields in which they have achieved some note; and the soundness of the idea is attested by the fact that most of the local speakers can count on audiences as large as those that greet the imported speakers.

"Always interested in students and their problems, yet unable by virtue of the multiplicity of his tasks to know many of them intimately, the president undertook to hold a class of the outstanding junior men of the University. And now, election to the President's Class is esteemed one of the highest honors of a University of Oklahoma career.

"And the fruits of the patient work in raising standards were now, in the depression years, first being seen in the scholarships and fellowships obtained by graduates in other schools, by the election of six Rhodes Scholars from his university in the past five years.

"Quick to sense the opportunity afforded Oklahomans in the promised leisure time for workers in the New Deal program, the president was the first college executive to launch courses designed for the adult citizen. The general lectures series of the University, offered now for the past two years, tell you what is back of the newspaper headlines, how to write short stories, how to enjoy music, how to develop yourself physically. And you need never have spent a day in college in order either to enroll or to profit from the courses. The series offers a challenging opportunity to the University, but its success rests in the future.

"The depression was an occasion of self-evaluation, of balancing the books. Education was put on the operating table and subjected to the close, critical scrutiny of experts and some not so expert. It was a trying time. Several of the great educational foundations which had decided to aid Oklahoma in its research problems quickly withdrew from the field. Many urged President Bizzell to retire.

"The most complicated Swiss watch is a toy compared to a university. It has been that way since the first university, and probably always will be. Teachers as a rule forego prospective fortunes for a life of education in return for the opportunity offered of enriching and guiding

immature minds; in exchange for low salaries in comparison with those paid in the business world, the teacher usually asks and receives security in his job as long as he is efficient. This protection is necessary for another reason, inasmuch as teachers can obtain employment only once a year. So when you dip a pitchfork into a faculty gathering and threaten to pull out a dozen or so by the napes of their necks, it requires the highest gifts of mankind to persuade the faculty members to stand still.

"President Bizzell had those gifts when it appeared that the entire University was to undergo a major operation. The educational ideals of the president and those of the critics of education were much closer than might be suspected, for President Bizzell's whole course of action at the University had been, and still remains, the production of quality in graduates. When the first flurry had drifted away, the University, thanks to the skill and courage of the president, settled down to hard work.

"One of the best known American college administrators, President Bizzell had numerous opportunities to become head of other universities, both in the Southwest and in the North, during his ten years at Norman, and particularly, during the depression years; but to all offers, the president, his confidence in the future of Oklahoma undimmed, replied, 'No.'

"Few people knew of these offers, or yet know of them. His attitude during those days was typical of him, recognizing his responsibility and facing it, ready to share his lot with the state he had come to love as much as his native state of Texas.

"It was while one of these offers was pending that President Bizzell told a gathering of alumni that he believed the University was destined to occupy a much larger place in the educational picture of America in the future than even the most idealistic dreamers conceived.

"'We will go forward,' he said. 'It will not be many years more until the campus of the University will reach to the railway tracks and the enrollment will be up in the tens of thousands.'"

It was already well on its way. By 1934, the University was the tenth largest state institution in the nation and the twenty-fourth largest institution of higher learning in the United States. In the Middle West and Southwest only Texas had a greater student body. Ironically, an all-time enrollment record was set in 1930-31, the lowest point in the depression.

But, in 1935, much of the despair of the depression and of a university fighting for its life was evaporating. The atmosphere was beginning to clear, leaving the campus with a much healthier outlook.

Alumnus Ernie Hill, in writing for *Sooner Magazine*, reflected the challenge of the times:

"The threads of progress must be picked up from where they were dropped during the worst of the crisis. Building programs abandoned must be resumed, and plans must be formulated for the future of the University. Dr. Bizzell sees better than anyone the need for revived activity to keep apace with the growing enrollment and increasing demands."

As enrollment went up, appropriations came down, and the problem became one of offering university work to more students at a materially lessened cost. Bizzell was

beginning what Hill called "the last mile across a conclusive decennium whose perilous turns are strewn with a depression's wreckage.

"The story of the University during these years is one of dramatic courage, on the part of Dr. Bizzell, the faculty, and the students. Too much praise cannot be given the faculty for the manner in which it remained loyal to the leadership of Dr. Bizzell, as he battled against tremendous odds to keep the University together during these days of despair.

"And the extent to which his personality was instrumental in keeping a loyal faculty and student body hopeful cannot be overestimated.

"William Bennett Bizzell has steered a cumbersome craft in a remarkably adroit fashion through turbulent and uncertain seas. The strain has greyed his hair at the temples, at times slowed his pace, cost him innumerable sleepless nights, but certainly a reward awaits him for his patience and diligence."

THE SLOW, evolutionary process by which a university grows and keeps abreast of the times was a little more evident with the ensuing years. The South Oval had been conditioned and trees planted, a forward step toward the time when three buildings could be constructed on either side. It was to be a duplicate of the North Oval, with the library holding a key position similar to that of the administration building.

Classrooms in Buchanan Hall, the liberal arts building, were being used by modern languages, English, philosophy, history, Greek, and Latin departments, as well as classes in education and business administration. The women's residential halls, Robertson Hall and Hester Hall, were being used to capacity. Also in use were the 32,000-seat stadium, the Field House, the new greenhouse, and Ellison Infirmary. A one-room shack, known as the University Observatory, had been completed, and reunions and meetings of alumni groups were being held in the new Union building, the center of campus activities. Golf became a conference sport, and football games were once more being broadcast.

"In 1935, Oklahoma's football situation was run down at the heels," wrote Harold Keith. "The Sooners were on the threshold of expansion, but a strong, vigorous hand was needed to reconstruct Oklahoma football along modern blueprints.

"Lloyd Noble, shrewd Ardmore oilman and a member of the University regents, went to Louisiana State University, whose big, gruff, forthright football coach, Captain Biff Jones [a U.S. Army officer who by special arrangement was permitted to coach college football] had just booted Governor Huey Long out of his dressing room when the Kingfish decided to make a speech between halves, then had thrown the job back in Long's lap. Noble persuaded Jones to come to Oklahoma.

"Jones' Oklahoma achievement was his rejuvenation of the entire Oklahoma set-up. After the depression, the athletic plant was run down, and reform was badly needed in all departments. Captain Jones was facing the busiest job of his life with much the least to work with.

"His face puckered into a busy scowl, Jones tackled it. He first showed he was a great athletic director. Finances, equipment, personnel—he established them all on a sound business-like basis. He rebuilt the training department, adding diatherms, whirlpool baths, needle showers. He brought Pete Dempsey, an Irish sergeant who talked with thick brogue, to Norman and organized an athletic equipment department that saved thousands of dollars annually. With the help of King Price, his assistant director, a new paved highway from Norman to Oklahoma City and special trains were secured. He toured the state to meet alumni.

"Captain Jones then turned his attention to the players. At first, they stood in awe of him. Wasn't he the hard-boiled guy who defied Huey Long? Then they got to know him and discovered he was plain, honest, knew football from the ground up and never played an injured man. His Sooners of 1935 and 1936 lost only six of eighteen games.

"Then came the War Department's decree taking him away from Norman. Oklahoma had lost Biff Jones, but she still inherited the excellent stone from the firm football foundation he built, and she capitalized upon it during the later coaching regimes of Tom Stidham and Dewey (Snorter) Luster."

During the school year 1935–36, the business administration building and biological sciences building were constructed, and a tower was added to the Oklahoma Memorial Union building as a WPA project at a total cost of \$30,000. Joshua Bryan Lee, of the Class of 1917, became the first University graduate to be elected to the U.S. Senate, and Ted Beard became manager of the Union and executive secretary of the Alumni Association. He immediately began searching for money for completion of the Union building started eight years earlier.

Hal Niemann was the only student ever killed in OU competitive sports. His death occurred on November 26, 1935, during a polo match with New Mexico Military Institute. The Polo and Riding Association was on campus in connection with the R.O.T.C. department for the purpose of giving instruction in riding and jumping to those interested in equestration, and horses for matches were borrowed from the University's military unit. For several years Oklahoma had the winningest team in college polo. Coached by Captain Jerome Waters, they challenged all comers.

While Guy Y. Williams and Julien C. Monnet were being honored for long and continuous service to the University, veteran faculty members were mourning the deaths of founder David Ross Boyd and Fredrik Holmberg. Internationally famous scientist Neils Bohr, founder of the modern atomic theory, was the Norman guest of J. Rud Neilsen, professor of theoretical physics, and the international clearing house of literature, *Books Abroad*, was rapidly becoming famous under the leadership of Dr. Roy Temple House, head of the modern languages department. Veteran Bennie Owen was serving as professor of physical education and director of intramural athletics, and newcomer Stewart Harral was becoming quite popular as the faculty humorist. Alumnus Joseph Benton, as Giuseppe Bentonelli, was thrilling thousands of opera lovers with the beauty of his voice, while on the "pop" list, Truman (Pinky) Tomlin's *Object of My Affection* was being heard day and night over the nation's airways.

Jessie Lone Clarkson, a 1927 graduate, on a road trip of the Women's Choral Club in the first year she joined the University fine arts faculty, was challenged by her students to write a song of the alma mater type. She did, using the old chanting yell O-K-L-A-H-O-M-A as the theme. Its purpose was to "bring a tear to the eye, put a lump in the throat and cause people to stand in reverence instead of starting them jumping to their feet and yelling each time it was sung!" So was born the *OU Chant*.

School songs have been conspicuous in the growing up of the University. Probably the oldest was:

Boomer Sooner, Oklahoma

Boomer Sooner, Okla U.

Hi Rickety Whoop te do

Boomer Sooner, Okla U.

For the University of Oklahoma

based on the University's first college yell. Nearest thing to an "official" OU song is *Boomer Sooner*, sung to the tune of Yale's *Boola Boola* and, in turn, used by several high schools. Lack of originality in the song, especially when played without words, has caused some Sooners from time to time to urge the adoption of something more distinctive for the University. But this proposal always founders on the shoals of bitter opposition. The *Short Grass Comments* of the *Mangum Star* had this to say in behalf of the song:

"OU is reported running a temperature over selection of a song to replace the traditional *Boomer Sooner*, known to the thousands of graduates. A note from the University observes that many graduates 'have criticized *Boomer Sooner* because the tune is a steal from the famous *Boola Boola* song of Yale.' Maybe so, but the writer who asserts that *Boomer Sooner* is a steal is plainly unaware of conventions in this field. The tune is not a steal because *Boola Boola* never was copyrighted. Moreover, scores of school songs are adapted to the same tune. Even Tin Pan Alley finds it commercially profitable to 'steal' the classics, and serious musicians don't object, because the public for once will get to hear a well-made ditty. We are unhappy over the mistaken description of *Boomer Sooner* as a 'steal.' The song has been identified with University sports and activities far too long to take on a stigma of plagiarism this late in the day. *Boomer Sooner*, it is true, is not the type for group singing, and it is unfortunate in the matter of range, but none of the substitutes proffered is likely to become as well-known or as emblematic of the OU campus as the lively *Boomer Sooner*, a lusty, rowdy ditty symbolizing the Oklahoma manner. We haven't heard any of the proposed substitutes, but we're willing to wager a crumpled hat that they are stodgy processions, or trite harmonic sequences in the Tin Pan Alley style. *Boomer Sooner* is good enough, and, if not, why not?"

Several original songs were designed particularly to replace *Boomer Sooner*—*Hail to Oklahoma*, *A Toast to Oklahoma*, *Cheer Oklahoma*, and *Oklahoma Drive!* None of these, however, was ever popularized to a great degree. But another marching song, *O.K. Oklahoma*, or "We'll march down the field," did catch on. It was written by the nationally famous orchestra leader Fred Waring at the request of the staff of *Covered Wagon*, the student humor magazine. The song was presented over a national radio broadcast several times, and Waring gave a special pre-view concert for alumni in New York.



Bizzell (right) led 16 commencements as president.

In 1937, Tom Stidham, Biff Jones' hefty, jovial Creek Indian line coach, became the new head football coach, with diminutive Snorter Luster handling the backfield and Lawrence (Jap) Haskell, the line. They were a popular trio, winning all but two games their first season and tying Texas and Nebraska.

The following year, football under Stidham hit the jackpot with a team built around Hugh McCullough, a triple-threatener. And these were the days of what has been called one of the roughest OU defensive lines of all times—ends like Pete Smith, Waddy Young, Frank (Pop) Ivy, John Shirk, and Alton Coppage. There were also Jud Bowers and Gilford (Cactus Face) Duggan, a pair of 225-pound tackles; Harold Lahar, a 215-pound guard, and Mickey Parks, a 220-pound center.

The fraternity rush system was being revised, and the question of deferred pledging was being debated. Men began taking their dates to a new drive-in called The Monterrey, operated by Hartwell Hill, known to several generations of Sooner students as the owner and operator of the popular Copper Kettle. Soonerland's favorite meeting place was Rickner's Student Shop. For twenty years this shop on University Boulevard had been the best-known student hang-out, The Teepee. During the 1930's the most popular student center was the Varsity Shop located at the corner of Boyd Street and Asp Avenue.

In 1938, Leon C. (Red) Phillips became the first University graduate to be elected governor of Oklahoma, and Dr. G. L. Cross, recently named a full professor, was appointed head of the botany department to succeed Paul B. Sears, the nationally known scientist and author, who left for Oberlin College in Ohio. Leonard Haug came to the University as assistant director of bands. Much of the present-day success of the Band can be traced to Haug's ability as a musician and organizer, and to his ambition of building an outstanding band at the University. William

H. Carson was named dean of the College of Engineering, succeeding James H. Felgar, who had been associated with the school since its founding in 1909.

The University began preparing for a four-year observance of its semi-centennial celebration by ambitiously looking forward to the establishment of large endowment funds. The announcement of this plan was described by President Bizzell as "the most significant in the University's history." No great state university, he pointed out, ever was developed without large endowments to supplement legislative appropriations. In conjunction with this, University officials and alumni leaders were perfecting ideas for an independent agency to be known as the University of Oklahoma Foundation. Funds were being sought for buildings, scholarships, professorial chairs, art and museum collections, scientific research, lectureships, publication funds, and general purposes.

Among the living memorials already in operation were the Frank Phillips Collection of historical material and the Lew Wentz Loan Foundation for University students. The Matzene Oriental art collection and the Woodruff collection of paintings were outstanding contributions to OU's cultural resources.

Elsewhere, students were complaining about a new administrative policy measure called "flunk fee," and cheering a new basketball team appropriately tagged "The Boy Scats." Coach Hugh McDermott's speedy quintet, although young and inexperienced, was perhaps the most colorful bunch of basketeers in Sooner history, smashing all home attendance marks and establishing a new Big Six conference scoring record of 45.6 points per game. The team was led by sophomores Jimmy McNatt, Marvin Mesch, and Roscoe Walker. The following year McDermott retired as coach and was succeeded by one of his finest pupils, Bruce Drake.

In other events, the biological sciences building, first unit on the South Oval, was being dedicated, and French S. E. Amos, last of the four men on the first University faculty, retired from the teaching profession. With Amos' departure, Joseph F. Paxton acquired the distinction of being the oldest faculty member in years of service to the University. Another original faculty member, Edwin (Daddy) DeBarr, was still a familiar figure about Norman, although he had not been teaching for several years. The other founding man, W. N. Rice, died during the summer of 1939.

The football Sooners of 1939 had two of the slickest sophomores in the nation in Indian Jack Jacobs and Orville Mathews, and the team had a good chance of going undefeated had it not been for big fullback Bob Seymour's sustaining a brain concussion in the first minute of the Missouri game. The preceding January, OU had made its first bowl appearance, and, handicapped by the loss of running back Howard (Red Dog) McCarty and end Bill Jennings, lost to Tennessee, 0 to 17, in the Orange Bowl.

Football fortunes, at least, were showing signs of improvement, which could not be said for the University's financial picture. Cold facts showed how distressingly low faculty salaries had become, how far below national standards the per capita expenditure on students had declined, and how far above the national standards the number of students per instructor had grown. The legislators

could only reply, "We're sorry, but the money simply isn't there to appropriate."

President Bizzell kept his chin up. Despite persistent rumors that he was to be fired, he continued to fight for the University. He constantly displayed an even disposition, and this may be why, whenever politics interfered with University affairs, it was very trying for him—"the hardest ten years of my life." Bizzell innately was not a politician, although he frequently acted the part better than he knew and accomplished more than he thought. Throughout it all, he maintained a positive approach to the days ahead.

"In spite of the dilemma presented by increasing enrollment and decreasing appropriations, I have deep faith in the future growth and enriched services of the University of Oklahoma," he told an alumni gathering in Washington, D.C.

Bizzell was in great demand as a speaker, and outside of reading and collecting rare books, he enjoyed talking before large groups of people more than anything else. Coupling this with his love for travel, he spoke all over the nation.

In fact, Bizzell's speaking engagements made him nationally prominent. He had the unique honor of being elected president of the National Association of State Universities, a position not usually held by a southwesterner. He received from Columbia University its Medal of Excellence, the highest award which Columbia confers upon its graduates; he presided at the International Congress on Education for Democracy, and, having contributed to books and journals on higher education, was selected from all college presidents as the one to write the article on higher education for *The Encyclopedia Americana*.

"A man who can speak on the abstract subject 'Scholarship' and hold the intense interest of a crowd of several hundred persons, as Dr. Bizzell has done on many occasions, and who can inspire any average group of citizens in the cause of education, exerts a tremendous influence on the intellectual life of his state," Roscoe Cate said.

"'Ignorance is a curse of God; knowledge is the wing wherewith we fly to heaven,' is a quotation that President Bizzell has used in describing his conception of the obligation of a university to promote scholarship and learning. Through his work as administrative head of the University, through his thousands of contacts with the people of Oklahoma, he has become a symbol of character and integrity and the aliveness of higher education."

"I guess I went with Dr. Bizzell on at least 90 percent of his trips," Emil Kraettli recalled. "He'd give a commencement address at Alva, way up in the northern part of the state, one evening; then we'd come back that night, and the next evening we'd go to Altus in the southwestern part of the state."

"He always knew how to judge any situation or crowd. One time, he was to give the main address at a women's club at the Municipal Auditorium in Oklahoma City, but the program was extremely long, and it must have been 10 p.m. before he could start. He simply got up and told them 'how much I appreciate the invitation to come up here, but it is late and you are all tired. It would be much more appropriate if I just didn't speak tonight.' I think everybody applauded. Best speech he could have made."

"He had many more calls to make addresses than he could possibly fill," Kraettli added, "but he'd always reply that there would be another time, and, when there wasn't a definite conflict, he'd be happy to come. And he did."

Kraettli was one of a trio of men who were considered indispensable to Bizzell in the general administration of the University. The other two were long-time comptroller J. L. Lindsey and registrar George Wadsack. Another man of considerable significance was Morris L. Wardell, historian, lecturer, and popular teacher, who, in later years, was selected by Bizzell to serve as assistant to the president. Wardell remained at this post until the end of the Bizzell administration, when he returned to full-time teaching and was soon elected a David Ross Boyd distinguished professor. By far the most powerful policy-making body during the Bizzell years was the Dean's Council, an oligarchy in which each dean exercised controlling authority in decisions concerning his college.

In the spring of 1940, Dr. Bizzell announced his resignation as chief executive, to be effective the following year, and the Board of Regents immediately invited him to remain on the staff as president emeritus and head of the sociology department. He accepted the new role. Sociology was a field in which Bizzell had done special study and which he had a personal interest in developing as a part of the University's curriculum.

Despite critical financial and political problems, the University had made great progress during his fifteen-year administration. He was criticized at times, even by some alumni, for refusal to deal with politicians "on their own ground," but he consistently held the respect and admiration of the state for "his unquestioned integrity and reputation as a scholar and a gentleman."

Broad campus expansion and outstanding achievements, such as the building of the \$560,000 library and establishment of the University Press, were due almost solely to his personal influence. Too, he would always be remembered as an incessant fighter for the right of academic freedom for his faculty, tenure and adequate salaries for faculty members, and the avoidance of salary cuts despite financial crises in the University's budget.

The fact that the change of the presidency was made in complete harmony, and only upon Dr. Bizzell's voluntary retirement at age 65, was applauded by alumni, who, at various times in previous years, had been disturbed by newspaper rumors that Bizzell might arbitrarily be removed from his post. But the orderly way in which the change was in fact effected was in keeping with the dignity of the institution and strengthened the standing of the University in the eyes of educators all over the country.

With the announcement of Dr. Bizzell's resignation came thousands of words of praise for his many achievements. Kenneth Kaufman, modern languages professor, said it was Bizzell's love for books and humanity that set him apart from other men. "And it seems to me that if there is any one thing to be required of an educator, it is that very gift of bringing humanity and books together." One newspaper editor called Bizzell a "Mr. Chips," who "lent atmosphere and provided the school's transition period from a medium-sized student body to a large university." Of the 21,607 degrees conferred by the University since its establishment, Bizzell had conferred 16,201. Of even more

significance is the fact that he conferred 2,151 of the 2,532 graduate degrees given by OU up to this time.

Said Roscoe Cate: "In the face of increasing enrollment and decreasing revenue, the way in which Bizzell maintained and even raised the scholastic ideals of the University during such a period of stress is perhaps his greatest achievement, although it is intangible and not so obvious as the physical improvements made on campus during the earlier years of his administration."

Cate pointed out that critics sometimes remarked that Bizzell "is not a good politician—he doesn't know how to deal with the legislature." "Yet, it might be said," said Cate, "with good reason, that President Bizzell is probably the only man in America who could have acquired \$560,000 for a library building.

"Sixteen years have passed since William Bennett Bizzell . . . came to Oklahoma to dedicate his energies and abilities to building and developing this state university.

"As he prepares to retire . . . and become president emeritus and head of the sociology department, a survey of the eventful years of his administration shows that President Bizzell has fulfilled the promises of his inaugural address to the utmost. In material progress, and in scholastic reputation, the University of Oklahoma has become

a vastly different institution than it was when he walked into the president's office in the summer of 1925, hung up his hat, and went to work on a thousand different problems.

"To some, it may seem that sixteen years have passed rapidly, that this period is only a short time. Yet it represents one-third of the entire life of the University. With all due respect to the valuable and capable work of the early administrators, it may be truly said that it is this last third of the University's life that has seen it flower into full stature as a well-rounded, mature institution."

"What pride and joy must be his as he looks out upon this campus and back across the years!" observed Joe Looney, president of the Board of Regents. "Even more, what greater pride and what greater joy must be his as he gazes in retrospect upon the thousands of young men and women passing across the commencement stage into an active life of good citizenship and useful service! Yes, he has done infinitely more than to lead in building a fine University. He has led in building life and character—manhood and womanhood—for Oklahoma.

"Oklahoma is proud of Dr. Bizzell for what he is. Oklahoma is grateful to Dr. Bizzell for what he has done. He has richly earned from the state of his adoption the righteous verdict of 'well done, good and faithful servant.'"



THE BRANDT YEARS

IN EVERY sense of the word—when it came to the selection of Joseph A. Brandt as the next president of the University—the job sought the man.

No one conducted any special campaign in his behalf. What happened was that the Board of Regents wanted a man with a southwestern background, preferably an Okla-