A Vision Is Fulfilled—Part III

The Challenge Is Met

War and its aftermath called on every ounce of vision and fortitude of each member of the Alumni Association. Here in the third article of a history of the Association and its presidents, the author clearly describes how successful the efforts were.

By Paul A. Andres

We find the headlines screaming one meaningful word as this third instalment is begun.

War!
The Alumni Association went to war in 1917 and, in spite of difficulties in publication and communication, continued to carry on a vigorous program. For the first time their activities were worldwide and it was not unusual to hear from Sooners who had gathered in the pubs of London and the night spots of Paris.

It was a fast moving world, but the Association expanded every facility and up-to-date news filled the pages of the University of Oklahoma Magazine as the sons and daughters of Soonerland made history on the far-flung battle fronts of the world.

1916-17 SHELLY TRACY captained the ship during this first year of United States participation in the conflict and it is interesting to note the contents of a resolution presented to the June 5, 1917, annual meeting of the Association. The wording of this resolution is not only expressing deep civic spirit, but also personalities sincere patriotism. Without much imagination the reader will be able to see the serious group sitting around a long mahogany table and hearing the words of the speaker as he said:

“Whereas the unrest of the first few months of the war has caused doubt in the minds of many as to the proper course to take in the school work of the state to the extent that the school children are in danger of suffering irreparable injury and whereas the future of the state and nation demands that the boys and girls be the last to bear the burdens of war—

“Therefore, be it resolved by the Alumni Association of the University of Oklahoma that we urge on the citizens of the state the necessity of maintaining common and high schools at least up to their former standard and that we consider it a patriotic duty of every alumnus of the University to urge the importance of this on the citizens of his community.

“And whereas our success in times of peace and our successful prosecution of the war demands that Americans do not suffer from a shortage of college trained men and women—

“Therefore be it resolved that we urge upon the parents of the state the necessity of sending boys and girls graduating from high school to colleges and universities for higher specialized training.

“Be it also further resolved that we buy a Liberty Bond.”

The minutes and this resolution concluded with the simple yet momentous statement, “These resolutions were adopted.”

But let’s look at one of America’s most prominent hucksters. Shelly Tracy, '11ba, has done all right for himself in every activity he has engaged in.

While a student at O.U., he was active in many campus affairs and organizations. He served as athletic editor of the 1910 Sooner Yearbook, belonged to Peer, Phi Beta Kappa and Sigma Delta Chi honorary organizations. He received a varsity letter in tennis and, according to his records, was very active in class football, baseball and tennis. A member of the debating team and Sigma Alpha Epilon, social fraternity, Tracy also served as vice-president of the senior class and played an important role in the senior play.

Leaving the University upon his graduation in 1911, he became a feature writer for the Daily Oklahoman for one year and then was employed as advertising manager of the wholesale grocery firm of Williamson Habell Frasier. In 1915, he organized the Southwestern Advertising Company which later became Tracy-Locke-Dawson Incorporated of Oklahoma City, Dallas and New York City.

Having served as president and chairman of this later organization, he popularized the famous Dr. Pepper slogan “At 10-2 and 4” and made the beverage a national drink. Dr. Pepper was only one of Tracy’s many successful projects, but it is his most famous. Before his firm took over the product whose popularity had slumbered for so many years it was known only to the old heads who remembered drinking it in their youth.

Prophecies about Tracy in the Sooner Yearbooks of 1910 and 1911 did not pan out quite as stated. In the annual of 1910 he was listed as “a faithful man in class athletics. Spoken of by the ladies as ‘the dear little lad.’ Has a promising future—but oh, the promise.”

And, in 1911 Sooner Yearbook quoted him as saying, “Some people who are too lazy to think tell themselves conservatively. ‘I am a very conservative man.’”

Besides being president of Tracy-Locke-Dawson Incorporated, he was president of Dr. Pepper Bottlers, Incorporated, vice-president of Lakewood Country Club, a member of the board of directors of the American Association of Advertising Agencies, and a dollar-a-year man serving with the communicative division of the Office of the Coordinator of Inter-American Affairs during the late war.

Tracy served his University for several months in 1912 when, on the invitation of President Joe Bransfield, he returned to Norman to make an exhaustive study of the possibilities of the formation of a University endowment fund.

He is also a member of the Dallas and Oklahoma City advertising clubs, having served as president of the Oklahoma City group for one year, as past vice-president and director of the American Association of Advertising Agencies, as director and member of the Operating Committee of National Outdoor Advertising, Incorporated, and as president of Maculette, Incorporated for five years.

1917-18 With the June 4, 1918 entry in the minute book, we come to the end of the first of three volumes.

The last entry finds PAUL A. WALKER, '12 Law, serving as president. The two most notable things accomplished in the short record of the meeting held on the above date were the allowing of a fifty dollar bill for the payment of subscriptions of alumni in the armed services overseas and the donation of a large sum for the purchase of baby bonds by the Association.

Fred Tarman, the former president, was called to the military service along with many others and the treasury finished the year with a balance of $83.23 on hand.

Paul Walker finished the year with a lot to his credit too. Maybe you’ve never heard of him but there’s no doubt whatsoever about the fact that you’ve heard from him!

He’s one of the most important men in the field of communications—in fact, everyday you turn on your radio, you hear from the seventeenth president of the University of Oklahoma Association.

He is the commissioner and vice-chairman of the Federal Communications Commission and indeed one of the outstanding alumni of Soonerland. His record is worth a careful scrutiny.

Attending the John B. Stetson University during the winter quarter of 1903-04, he went to the University of Chicago where he graduated in
1904. From 1905 to 1908 he served as principal of Shawnee High School. In 1909 he again attended the University of Chicago to receive a Bachelor of Philosophy Degree and then returned to Oklahoma where he served on the faculty of the University and, at the same time, attended the Law School.

Graduating with the class of 1912, Walker became a practicing attorney in Shawnee for the next three years. In 1915, he was an attorney for the Corporation Commission of the State of Oklahoma and, in 1919, he served as a referee for the State Supreme Court.

Advancing fast in the state hierarchy, Walker represented Oklahoma before the courts and in many Interstate Commerce Commission freight rate cases. He was chairman of the Corporation Commission from 1921 to 1923 and, in 1924, advanced with a true hop, skip and jump to the federal realm where he assumed the position of commissioner and vice-chairman of the Federal Communications Commission which he holds today. From November 3 to December 29, 1947, he was acting chairman of the commission.

Although attending the University for only a few years, Paul Walker has an activity record that will rival the best of them:

He was a member of the University Debating Team, the Varsity Debate Team, Phi Beta Kappa and Sigma Alpha Epsilon; he was a charter member of both Phi Delta Phi, law fraternity, and Delta Sigma Rho, debating fraternity.

As an alumnus, Walker was chairman of the committee on building and locating the school of Law, a member of the Board of Governors of the Oklahoma Memorial Union, a member of the Oklahoma State Bar Association, the National So-

In 1949, a book was written by Walter B. Emery entitled Paul J. Walker of the Federal Communications Commission.

In conjunction with his many honors and accomplishments, Walker has experienced some interesting incidents of University life.

He recalls an episode that happened during the Walton administration which concerned the appropriations for the University of Oklahoma and, incidentally, for the other State schools:

"Governor Walton conceived the idea of drastically reducing the appropriations, by vetoing one-half the amount appropriated for the University and, if I remember correctly, approximately the same proportion for the other state educational institutions. The Law Alumni of the University immediately took a hand in the matter and appointed a committee which attacked the Governor's veto in the courts. That was during the time that Dean Buchanan was serving as acting president of the University following Dr. Brooks' resignation to accept the presidency of the University of Missouri.

"The alumni committee first attacked the veto in the district court and then handled the matter on appeal to the Supreme Court of the State. Each member of the committee submitted his contribution for the brief in the Supreme Court. I recall that I presented the argument for the committee. The Court unanimously sustained our position in what is known as the 'split veto decision,' thus enabling the University and the other state institutions to obtain the full amount appropriated by the legislature."

Another interesting incident which will always remain vivid in the memories of those participating was the alumni dinner which the Washington (D.C.) Alumni Club had for President William B. Bizzell in 1941.

Arrangements had been all set for Dr. and Mrs. Bizzell to reach Washington by train in sufficient time for the alumni banquet which was to be held at the New Colonial Hotel on Saturday night, February 15, 1941. Walker relates that "We had reservations from alumni, not only within the city of Washington and the District of Columbia, but also from surrounding and neighboring communities and from cities and towns within reasonable reach of Washington, including Pittsburgh, Philadelphia, Baltimore, and New York. Harry A. Andrus, '24a, President of State Teachers College, came down from Bloomsburg, Pennsylvania; President-elect Joseph Brandt and Mrs.

Brantl came down from Princeton; John Hervey, '23a, '25 Law, former dean of the Law School at Temple University, and Mrs. Hervey, came down from Upper Darby, Pennsylvania and Frank Long, '28a, '29ma came up from Roanoke, Virginia. In fact we had 304 paid guests!"

"The drama of the thing was that on Friday before the Saturday night banquet. Governor Leon Phillips, '09 Law, suddenly called a meeting of the boards and presidents of the higher educational institutions of Oklahoma. There was no way for President Bizzell to avoid attending the meeting. Consequently, he and Mrs. Bizzell cancelled their train reservations and President Bizzell wired us his regrets. We immediately wired him that a plane leaving Dallas Friday afternoon would get him to Washington early Saturday morning in time for the Saturday night banquet. Neither Mrs. Bizzell nor President Bizzell had ever flown. Mrs. Bizzell would not fly.

"President Bizzell wired us that he would make the venture and would arrive in Washington Saturday morning by plane. Thus the banquet was saved, although we were denied the pleasure of Mrs. Bizzell's presence. It was a grand occasion with President Bizzell, President-elect Brandt, the alumni and the Oklahoma delegation in Congress, most of whom were alumni of the University."

A very forward moving motion was made and passed in the decision that "payment of life or annual membership by a husband or wife entitles the other to membership in the University of Oklahoma Association, if the wife or husband is otherwise eligible."

This motion which passed 21 years ago is still good today.

Two other significant motions are found in the minutes. One provided that membership dues would run concurrently with the annual magazine subscription and be based on the calendar year instead of the fiscal year; the other which was further reaching than its appearance reveals, provided that the president of the Alumni Association would be granted the authority to nominate the six alumni which the executive board would recommend to the president of the University for appointment to the athletic council. Many benefits and privileges for alumni have been received through the close relationship that has been built up between the Association and the athletic department.
George A. Meacham, Jr., graduated in 1914 were George A. Meacham, Jr., 14 at O.U. and all are related.

The board and the Board of Governors of the Memorial University of Chicago in 1922.

Harvard in 1917 and Ph. D. degree from the University and is following in the Dean's footsteps as assistant professor and professor to assistant dean in the school of arts and sciences. From 1910 to 1913, the other players remember him as a farmer. He received varsity letters in football and was a member of Pi Eta Sigma Chi, Phi Delta Kappa, and was one of the original members of the 2-5-0 organization which so ably provided the majority of the necessary funds for the Stadium-Union campaign of several decades ago. Meacham also has the distinction of being one of the original alumni members who started the movement for the University of Oklahoma Foundation.

Meacham's record is something bordering on the phenomenal—especially for a man who wanted to be a farmer. He received varsity letters in football in 11, 12 and 13; varsity track letters in 12, 13 and 14; he served as editor of the 1913 Sooners and was a member of Peet, Sigma Delta Chi, Phi Beta Kappa, and Pi Mu Epsilon. He also was senior class president.

His record as a schoolman shows the amazing rapidity of his climb to his present position as dean of the school of arts and sciences. From 1910 to 1911 he served as superintendent of school at Lock- eba, Oklahoma. After graduation from O.U. he became an instructor of mathematics and graduated through the ranks of assistant professor, associate professor and professor to assistant dean in 12 short years. He received a master's degree from Harvard in 1917 and Ph. D. degree from the University of Chicago in 1922.

Further honors include his positions of secretary of the state high school athletic association, his presidency of the University athletic council for 10 years and his appointment as faculty representative to Big 6 conferences from 1935. He was also a member of both the Stadium Union Board and the Board of Governors of the Memorial Union. On June 6, 1927 he was awarded the merit prize for the alumnus who had done the most service for the University during the preceding year.

Dean Meacham has one more thing to be proud of. And no one can blame him for it either.

There have been a total—to date—of 16 Meachams, male and otherwise, who have been enrolled at O.U. and all are related.

When the school was still in its infancy, five brothers were in attendance. Besides the dean who graduated in 1914 were George A. Meacham, Jr., 20Law; E. J. "Bert" Meacham, 18Law, and A. H. "Son" Meacham, 26Law. The three brothers are now partners in a Clinton law firm. L. B. "Sanky" Meacham served as a major on General Eisenhower's staff in North Africa and, although he graduated from West Point, he was a student at the University in 1917.

Every male Meacham attending the University has been initiated into the local chapter of Kappa Sigma. In all there are 10. Alta Meacham, '19-21, a sister of the five brothers, was initiated into Pi Beta Phi sorority here and her sister, Maud Meacham, '24, was a Delta Delta Delta. Maud received a Master's Degree in 1943.

There was a short interim but then came the next generation of Meachams. Denver Meacham, '35bs, '35Law, the son of George Meacham, Jr., and Holland Meacham, '37bs, '45md, started the record again.

Another girl, to decrease the large male majority, was Marjery Meacham, '36Lib.sci., a Delta Gamma. She married the president of the Kappa Sigma chapter at that time to keep it in the family!
with the University, but continued to serve it through the Association wherever possible. His interest resulted not only in his election to the presidency of the alumni but also as treasurer for several terms. In his relations with this office he has done a good deal for the progress of the University. He is also a past member of the Board of Governors of the Stadium Union campaign, and a loyal worker in everything that advances the University.

"Bep" has lived in Norman for many years now and has attained positions in civic affairs which prove his ability and leadership. From 1910 to 1918 he served as cashier for the Farmers National Bank of Cordell. Moving to Norman in 1918, he assumed the same position with the Security National Bank which he became president of in 1930.

In 1940, Hutto was elected chairman of group three of the Oklahoma Bankers Association. The following year he was appointed to membership on the cathedral chapter, interim governing body of the Episcopal diocese of Oklahoma.

When 1943 rolled around, Hutto was honored by his election as vice-president of the Oklahoma Bankers Association—an office which led to the presidency of that association the following year. Previously he held a position as a member of the first city commission under the charter and managerial form of government in Norman from 1920-24. From 1929-30 he served the Norman Chamber of Commerce as president.

Besides his civic and University interests Mr. Hutto belongs to the McAlester consistory, 32nd, K.C.C.H. and is a member of the board of control, Masonic dormitory, Norman. He also served as a district governor of the Lions Club.

Matthews increased membership a hundredfold. Among the increase was the addition of over ten thousand members of the Association. Hutto, with a deep love for his alma mater, devoted the best years of his life to this work. His aggressive campaign that set the Association moving forward in tremendous strides.

Through periodical letters to every alumni, Matthews increased membership a hundredfold. During his administration an alumni directory was published and supplied to all paid members of the Association and, in addition, the present plan of cooperation with the athletic association began whereby two of the best sections of the grandstand on Boyd Field were set aside for members.

An excerpt from one of his first letters to the alumni dated July 1, 1921, shows the difficult position that he was placed in at the time. He states:

"The experience we have just had with the recent legislature on appropriations shows us very clearly that if the University is to become what we all wish it to be, every alumni must begin to exert an influence. We want you to begin now to feel out prospective candidates for the legislature from your county, and to get them lined up for the University and its needs. We very much regret that politics must have any part in the affairs of the University, but since it does, and there seems to be no way to prevent it, we must play the game.

They "played the game" well, and Matthews record as president of the Association is indeed a tribute to a great man and a hard-working loyal Sooner.

(To be continued)
Pittsburgh Gets Sugar Bowl Film

The Pittsburgh, Pennsylvania, alumni group met September 25 to view the sound film of the Sugar Bowl game and to receive their club charter application.

University representative at the meeting was George Cummings, '49bus, administrative assistant of the University of Oklahoma Association. Cummings presented the charter application to their recently elected officers.

The officers elected were: Dr. E. E. Brown, '19ba, 25ma, president; W. H. McBrayer, Jr., '37ba, '39 Law, vice president, and Herb Scott, '26ba, '26ma, secretary.

Pictured above are the officers. Left to right they are McBrayer, Dr. Brown, and Scott. Shown at right are some of the alumni in attendance at the meeting. From left to right they are A. C. McIntosh, '30eng, Mrs. Iva Riley Meixner, Chester Burns, '38ba, '38eng, Major Arnold L. Hall, '48 Law, Rodney Burns, '34bus, Mrs. Hall and John H. Baade, '47geol.

Others in attendance were Betty Pickard Scott, '29, Hal Morrow, '48bs, Jeanet D. Morrow, '47ba, Virginia Lester Mapel, '33ba, Anne Feild Elder, '33bs, Howard L. Pilat, '62chem, and wife, and Dr. James Hamilton, '35ba, '35bs, '35med.

Detroit Club Picnics

The Detroit (Michigan) Alumni Club recently held a picnic at Grosse Point Park Beach. It was termed an “unqualified success” by D. F. Boyd, '43bs, secretary of the club.

Aside from the picnic lunch provided by the ladies, the affair was enlivened by games and contests with prizes for both the grown-ups and “small-fry.”

Attending the picnic were: Dr. E. B. McCollum, '29ba, '30bs, '32med, and Mrs. McCollum; Roy C. Jenkins, '31bus, and Mrs. Jenkins, Neal Mosely, '43eng, and Mrs. Mosely; D. F. Boyd, '43bs, and Mrs. Boyd; Ben W. Bull, '29, and Mrs. Bull, Richard Goodwin, '48ba, and Mrs. Goodwin, Paul N. Campbell, Jr., '48bus, and Mrs. Campbell, Mr. Charles Buhl and Mrs. Buhl, the former Pauline Mason, '27ba; Richard R. Sneed, '34bs, '40eng, and Mrs. Sneed, Mr. Leon DeMause and Mrs. DeMause, '29ba, and Mrs. Paul Campbell, the former Alma Douthit, '20ba.

An informal business meeting was held and plans were made for additional social gatherings to be held this fall.

Student for a Day

On one of those hot, humid days in August President George Cross stepped down for a day as an educator and once again became a student.

The proxy controlled his examination nerves and reported to North base air field. There he was given his flight examination for a private pilot’s license. And he’s just as proud of having passed the test as any other student would have been.

Dr. M. Dale Arvey, assistant professor of zoological sciences, attended a meeting of the American Ornithologists’ Union, Buffalo, New York, October 7-15.
Above, they must have known the 46-0 outcome of the B. C. game before it was played. Laughing are Dr. Cross; Mrs. Barbara Ewing Danielson, '43bs; Cambridge, Massachusetts; Mrs. Cross; Robert W. Danielson, '43bs; Cambridge, president of the Boston alumni club; Mrs. Don Emery, Bartlesville; Miss Hoffman; and Don Emery, '20ba, '21Law, president of the University Board of Regents.

Above, this smiling congenial group includes (front row) Ellen Roe Brillhart, '49fa, Madill; Mrs. George L. Cross; Mrs. Mildred Colby Brillhart, '27ba, Madill; Shirley Harrell, '49fa, Oklahoma City. (Back row) Mrs. Betty Robinson, New York City; Mrs. Ruth Sprague Nettleton, '26ba, Waban, Massachusetts; President George L. Cross; Mrs. Tommy Jean Everett, Oklahoma City; Marilyn Hoffman, '45journal, Boston; Tully Nettleton, '23ba, Waban, Massachusetts, and Norman Brillhart, '17ba, Madill.

Above, Joe Coker, '49bs, and Mrs. Coker, Newton Highlands, Massachusetts, are early birds at the football game. Joe is attending the Harvard graduate business school.

Above, Burton C. Wood, '47ba, Oklahoma City, now studying at Harvard is pictured talking with President Cross.

Below, O. U. students attending the game are snapped. They are Joe B. Cogdell, '50, Altus; Gene Robinson, '50, Tulsa, and Floyd Johnson, '50, Cushing.