Harry B. Rutledge who had been field manager of the Oklahoma press association with headquarters in Norman since 1928 and who was recently appointed to the highest field manager’s position in the country, that of secretary of the National Editorial Association, which office he took over December 1, 1932. During the four years which Mr. Rutledge was field manager for the press association in Oklahoma he raised its service and standards to one of the highest in the entire country.

Harry B. Rutledge

OKLAHOMA’S N. E. A. SECRETARY

BY GEORGE OVIE HOPKINS, ’32

THE age old idea that man can make his own opportunity has been proven by Harry B. Rutledge, who for the past four and a half years on the University of Oklahoma campus conducted the business of the Oklahoma Press association, as field manager, that he received the highest field manager position in the United States, executive secretary of the National Editorial Association. Rutledge assumed his new duties in Chicago December 1.

The Oklahoma Press association is an organization of state newspapers with its central office in the press building on the University of Oklahoma campus. The present association was formed to protect the interest of the Fourth Estate of Oklahoma in advertising and of newspaper properties in the lines of business and legislature.

Before March 19, 1928, the association was more in the nature of a yearly outing, when newspapermen of the state met for social purposes. A series of articles on the field manager plan as operated in other states and printed in the Sooner State Press, a weekly printed by the school of journalism, giving the journalistic news of Oklahoma, was partly responsible for the field manager plan being adopted in the state.

Twenty six publishers had faith in the planning to become connected as advertising agencies. Rutledge in his work with the central office backed by loyal members of the association, have brought in thousands of dollars cash, saved thousands of dollars from fake promoters and advertising, and established Oklahoma newspapers more thoroughly with national advertising agencies.

Outstanding accomplishments of Rutledge in his work with the central office include:

1. The clearing of $28,880.09 in advertising through the central office to the columns of state newspapers.
2. Approximately $100,000 saved to Oklahoma newspapers in increase in revenue from printing resale notices, from legislation passed.
3. The lowering of bus rates in carrying newspapers, which saved newspapers thousands of dollars annually.
4. Appearing against insurance companies who were seeking to raise insurance rates against newspaper liability.
5. A yearly contest and exhibition of Oklahoma newspapers in connection with the Oklahoma State Fair and Exposition.
6. The development of fifty-fifty advertising schemes for member newspapers. (The national advertiser pays half and the local advertiser half the advertising bill in the fifty-fifty scheme.)
7. The development of electrical shows for eighty newspapers to bring in additional revenues.
8. The development of Christmas queen contests for advertising revenue.
9. The smashing of a gigantic promotion scheme formulated by an out-of-state promoter in connection with the twenty-fifth anniversary celebration of the state of Oklahoma. This plan called...
The Sooner Magazine

Charles Bryant Truitt, '31eng, 2301 Commerce, Houston, Texas.
Raymond J. Watson, '32law, 2500 South Harvey, Oklahoma City.
E. B. Warwood, '29eng, 2075 East Third street, Long Beach, California.
Mrs Floy Weaver Barrier, '16as, 1144 West Forty First street, Oklahoma City.
Bernice Johnnie White, '26as, Croomwell.
Worthley DeArmound Wilks, '32pharm, Ponca City.
Mrs Gwendolyn Rule Wright, '29as, 126 South Cheyenne, Tulsa.
Victor John Zobisch, '32bus, South Broadway, Geary.

MARRIAGES

CHAPMAN-MCCULLOUGH: Miss Emma Kathryn Chapman, and J. Milton McCullough, '29as, December 25, Sigma Chi. Home, 1701 West Thirty Second street, Oklahoma City.
DELANA-TURNER: Miss Marion DeLana, '33, and John Hickman Turner (Missouri), December 23. Kappa Alpha Theta-Beta Theta Pi. Home, Norman.
DICKINSON-WILLIAMS: Miss Mary Enol Dickinson, '31as, and George B. Williams, December 30 in Oklahoma City. Home, Winumka.
STIGG-ABERNATHY: Miss Mary Ann Stigg, '28as, and Jack H. Abernathy, May 13, Home, 5233 Byers, Fort Worth, Texas.
STAIG-ABERNATHY: Miss Mary Ann Staig, '32as, and Jack H. Abernathy, May 13, Home, 5233 Byers, Fort Worth, Texas.

BIRTHS

Mr and Mrs Edward Gerkey, Jr., of Carthage, Missouri, announce the birth of a son, Edward III, on September 30, 1932.

DEATHS

MRS GEORGE A. MOORE

Mrs George A. Moore, wife of George A. Moore, '30M.A., died Wednesday, January 11, in Oklahoma City. Mr Moore is assistant professor of zoology at Oklahoma A. & M. College at Stillwater.
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LAWRENCE N. MORGAN
(continued from page 145)

The reminiscences of Mr Morgan are decidedly enlightening. It would be, of course, too lengthy to mention the colorful turn in the train of events in the university's progress which he has observed during these happy years he has spent on the campus, but progress has been phenomenal.

As he gazed out of the window of his office in the liberal arts building taking in a panoramic view of the modern college, Mr Morgan recalled that when he first came to Norman there was a double row of trees along the unpaved street which is now known as Boulevard and that the unpaved oval ran south of the auditorium. The buildings were few in number, the administration, education, old science hall, the frame gymnasium and the old engineering building being the principal structures reaching above a half dozen less imposing wooden sheds. The law building was in the process of construction. Dr. Stratton D. Brooks was inaugurated as the new president the year Mr Morgan came to the university.

He remembers a great many of his students, and particularly does he like to point to those former students of his who have risen above the ranks. He recalls that Orel Bushy, now a justice of the state supreme court was editor of the old Umpire, student paper, and that Dr. E. D. Meacham, now assistant dean of the college of arts and sciences was a student in his class the first year he taught modern drama.

Mid the scenes of his early experience as a teacher, Professor Morgan has grown to love the university, to be happy in his work and enjoy the association with the different generations of students young and eager. Is it any wonder that he keeps young, or that his interest in his branch of the field of education grows stronger day by day?

Now correspondent

Mrs Minnaletha Popejoy, assistant professor of voice, has been appointed state correspondent for the Musical Courier, national weekly music magazine published in New York City.

She will contribute musical news for the column, “Music News From Coast to Coast.”

The government printing office has just issued Institutions of Higher Education in Sweden by Alina M. Lindegren. It is pamphlet No. 32 of the Office of Education and may be had for ten cents by writing to the Superintendent of Documents, Washington, D.C.