From By-Lines to Budgets—Cate

By STEWART HARRELL, '36ma

From by-lines to budgets, from captions to contracts, from features to finance—that's the transformation of Roscoe Cate, state newspaperman who was recently named financial vice-president of the University of Oklahoma.

His boyhood ambition was to become an electrical engineer. While a student at Muskogee High School he was stopped one day by Miss Bess Huff, journalism teacher, and asked, "Don't you want to work on the school paper?" That did it. Long afterward he became editor of the school paper, the Scout, which won first place in the contests of the Oklahoma Inter-scholastic Press Association.

Even then he wasn't certain about newspaper work as a career. He came to O. U. to study law. One day he got a job as student assistant in the school of journalism and assisted in editing Sooner State Press. Soon afterwards he started working on the Oklahoma Daily, student newspaper.

Roscoe climbed fast. He was selected managing editor and soon afterward in an all-school election he was elected editor. "The next year they adopted the merit system," he chuckles, "and abandoned popular election of editors."

Work on the Oklahoma Daily claimed most of his time. But when Phi Beta Kappa selected a few students for outstanding grade averages, Roscoe's name was on the list. He also was a member of Sigma Delta Chi, national journalism fraternity: Phi Kappa Sigma, national social fraternity; and he played in the University band for a year.

After graduating from the School of Journalism in 1926, he joined the Muskogee Times-Democrat and became city editor of the Muskogee Phoenix. For several months he worked as a reporter and desk man on the Ponca City News. Later he went to Oklahoma City and served as assistant city editor of the Daily Oklahoman, then as rewrite man for the Oklahoma City Times and back to the Oklahoman as makeup editor. In 1929 Roscoe became city editor of the Norman Transcript.

In 1936 he joined the University staff as editor-manager of the Sooner Magazine, monthly publication of the alumni association. Ted Beard, executive secretary of the association, joined the air corps in 1942. Overnight Cate became acting manager of the Oklahoma Student Union and acting secretary of the alumni association, in addition to his job as editor-manager of the magazine.

Cate's administrative ability attracted the attention of Dr. George L. Cross, University president, who named him financial assistant to the president July 1, 1944. At a recent meeting of the Board of Regents he was named financial vice-president of the University.

Every day he faces enough problems to exhaust the average man. He directs the financing of all University enterprises, such as student housing: represents the University in many of its relations with the Oklahoma State regents in budget matters; negotiates contracts, and is responsible to the president on various business problems which include budget control, purchasing, the financing of construction, and preparation of financial data on future development of the University.

"Sometimes I see columns of figures in my sleep," he says, and no wonder. O. U.'s enrollment skyrocketed when housing was scarce. All expenses of operating the University—equipment, supplies—continue to rise. O. U. is a "big-time" university with three campuses at Norman, including two large Navy bases, and the medical school and hospitals campus at Oklahoma City.

One of the outstanding problems the University faces is that of an adequate newspaper. The Sooner is the University's organ of student news and opinion, and it is read by thousands of students and alumni. The Sooner is also a major source of information for the University, and it is published weekly by the University of Oklahoma Press.

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Dick Pearce—Fame for Fiction

(This article was written originally for The Daily Oklahoman by Mrs. Ruth Farris, Altus.)

If Dick Pearce, '316a, hadn't been so sure Lt. Col. W. N. Nye was in error concerning an Indian fight near Fort Reno, Pearce might not be one of the country's leading new fiction writers, and author of a book to be published by Random House.

Pearce is a former Oklahoma City Times reporter. As a member of the San Francisco Examiner editorial staff he read Colonel Nye's Cardboard and Lance, published by the University of California Press. The writer mentioned the use of telescopic lens on rifles used at Fort Reno in 1876.

Pearce was furious. El Reno was his home, and he just knew that telescopic lens were not used on rifles in 1876. To prove his point, he started extensive research on the subject. The research proved Colonel Nye was right. But during the course of the search Pearce became intensely interested in the period. A story idea formed. He toiled with it a while, then wrote it. The rough copy laid around the house for two months. Mrs. Pearce liked the story so she typed a clean copy and asked Dick where to send it.

"Well, I suppose we might as well start at the top," Pearce said. "Send it to the Saturday Evening Post First." Two weeks later a letter came from the Post. It contained a check for $1,200 and a query: "Who are you, anyway?"

It was as simple as that. No rejection slip, no agent, immediate recognition. Readers of the Post will remember the story back in 1944. It was "Outpost," an adventure story about old Fort Reno.

Story after story has followed since then. All have appeared either in the Post or in Colliers. And with each story Pearce's reputation for writing excellent fiction has advanced. His style is clear and lucid. Fictional incidents are backed by facts.

"I have reached the place that the onerous chores are that of an established writer. "Actually," Pearce continued, "I wonder if I would spend any more time on fiction than I do now. After a day at the office writing facts, the writing of fiction is my recreation. My writing hours at home mean utilization of hours that would be wasted otherwise, for I use the time I am not engaged in work, or in having fun."

Pearce does not follow a regular writing schedule even when he is on leave from his newspaper job. "A schedule just doesn't work out for me," he said.

Several full page features of his have appeared across the nation in Sunday newspapers. He was one of 15 writers representing that many of the country's largest newspapers who was chosen to tour the Pacific in 1943 to inspect American air bases. Later, the latest public event was in covering the story of the Alcatraz prison break.

Dick Pearce is the son of Mrs. C. A. Pearce of El Reno. His father is dead. One of nine children, he spent his early childhood on a farm, but his school years were in El Reno. He was graduated from

Sooner Magazine
the University of Oklahoma School of Journalism in 1931, after having served as editor of the Oklahoma Daily his senior year.

A more thorough look at his future career highlights, it may be recorded that he is still remembered with awe in Norman—and later in Oklahoma City journalistic circles—as a super-shrewed guy with a pair of aces. He knew his poker techniques to perfection. Maybe he still does.

Pearce came directly to the Oklahoma City Times as a reporter, and during his cub days covered almost every news run in town. He next was special statehouse reporter for the Oklahoma News, formerly published in Oklahoma City by Scripps-Howard. This organization sent him to San Francisco in 1934 as a rewrite man on the News. A year later he joined the staff of the Examiner as a rewrite man and has been on the Examiner staff since that time.

On November 23, 1939, Pearce and Miss Carol Ruben, a librarian for the San Francisco News, were married. "From both a personal and career standpoint it was the luckiest day of my life," Pearce says. "Carol is a graduate of the University of California School of Library Science. Fiction writing must be based upon factual backgrounds. She does all my research for me. As a former librarian she has direct access to the stacks of the Bancroft library, the public libraries and those of the universities. And, she's my best critic. She always does the final 'clean copy' for me, and if she doesn't like a story I don't send it in.

The Pearces have two daughters. Sally will soon be 7, and Betsy is 3. Each year the children are left with a nurse for a month and Dick and Carol take a trip to foreign lands. Since that time.

Dick got the material for "Sweet Water." It will be some months before it is on the market.

"Taffy" Williams Is Officer in National 'Ad Fraternity

Appointment of Miss Lucille (Taffy) Williams as vice-president of Gamma Alpha Chi, national professional advertising fraternity for women, has been announced by Mrs. R. Dean Johnson, Kansas City, Missouri, president. Miss Williams is an account executive of the Jos. W. Hicks Organization, Chicago public relations firm.

Miss Williams, a June 1947 graduate of the University of Oklahoma's School of Journalism, will be in charge of alumnae organization and will be keeper of the national files.

Among her immediate plans is the organization of alumnae chapters in Chicago and St. Louis. She will also publish a booklet, Who's Who in GAX Alumnae, which will help graduating Gamma Alpha Chi to secure advertising positions.

While at the University of Oklahoma Miss Williams was a charter member and first president of the newly installed Mu chapter of Gamma Alpha Chi, and directed the chapter in several large advertising projects. She also served as editor of the Extension Division News, society editor of the Oklahoma Daily, and on the advertising staffs of several campus publications. She was a member of Newman-Eurnett's campus merchandising bureau for two years, and was a free lance copywriter for the John A. Brown department store in Oklahoma City, writing a weekly advertising column for the campus newspaper. During the summers of 1945 and 1946 Miss Williams was a member of the merchandising department of Strawbridge & Clothier department store, Philadelphia.

A member of Mademoiselle's college board, Miss Williams was selected to serve as a guest editor of the August, 1946, Mademoiselle. At the University she was also a member of Theta Sigma Phi, and received the Sigma Delta Chi scholarship award, and the Gamma Alpha Chi advertising award.

For the last two months Miss Williams has been working on the Curtiss Candy Company account, for which the Jos. W. Hicks Organization handles public relations. She has attended several state fairs across the country doing publicity for the show herds of champion livestock owned by the Curtiss Candy company. Miss Williams enjoys this field.

On the campus Miss Williams was also a member of Mortar Board, Alpha Chi Omega Sorority and was vice-president of the Union Activities Board."
NBC Promotes Russell Black

Russell Black, '42ba, a radio announcer on the NBC staff in New York, has been promoted to senior announcer.

Since the war Black has spent two years in New York, part of the time as a candidate for a master's degree from Columbia.

After receiving the master's, his first radio work was playing discs two nights each week on station WJZ, key station of ABC. Then with a little "reclit" announcing for some local outlets, Black taught speech at the Ann Reno Institute, a girls' college, and at the Abbe Theater School.

Later, a four-month daily news spot on WNAD was obtained at WKY and KOCY in Oklahoma City.

Black attended Central High School in Oklahoma City where he won the national oratorical contest in 1935. At the University he majored in speech and won the Prohibition, Gordon Fuller, and All-University oratorical contests.

He did a number of shows on WNAD while in school, and at the Abbe Theater School.

At this twenty-second annual Dads' Day affair, Mr. Duffy was principal speaker at the morning meeting. At this meeting awards were presented to the most outstanding man and woman student on the campus. The two receiving the awards were Charles Ward and Bette Yarger, both seniors in journalism.

Additional awards were presented to the following:

C. Ross Hume, '98ba, '00ma, Amadarko, at 69 years of age the oldest dad present; G. E. Etheridge, El Reno, at 33 years of age, youngest dad; Jeff Worley, Lead, Oklahoma, had two sons and one daughter in school.

For the most sons and daughters in the University it was a four-way tie. Each of the following had two sons and one daughter in school—C. A. Orike, Fort Worth; Walter Kimmel, Tulsa; Dr. J. Rud Nielsen, Norman, and Walter Northcut, Lexington.

For dads traveling the greatest distance to the University event, Elmer L. Farmer took the in-state award, coming from Boise City. Virgil Farmer, Roseville, California, took the out-of-state by traveling 1,950 miles. Delta Gamma sorority won an award for having more dads in attendance than any other organization.

Thirty-two Delta Gamma dads were on the campus.

During the event, Sooner dads joined hands with their sons and daughters in a movement to end the Sooner-Longhorn football game played in Dallas each year. Because the "commercial aspects and other features accompanying the game as played in Dallas in recent years are not in keeping with the best interests of these two educational institutions and clean athletics" the O. U. dads voted to discontinue the annual Cotton Bowl game.

Charles B. Duffy Is 'Top' Pop; Dads Oppose Dallas Pilgrimage

Sons and daughters at the University fixed up things extra special on October 18, and invited the guys who foots the bills down for the annual University Dads' Day.

Organized houses entertained the dads at meals and the athletic department set aside a block of seats in Owen Field for the Kansas-O. U. football game in the afternoon.

At an election of officers for the University of Oklahoma Dads' Association, Charles B. Duffy, '22law, Ponca City, was elected president. He succeeds Joe Looney, '20ba, '22law, Wewoka, Emil R. Kristl, '18, secretary of the University of Oklahoma, was re-elected secretary and R. W. Hutto, '10ba, Norman, was re-elected treasurer.

The groups of 697 dads elected vice-presidents from the eight congressional districts. Alumni who figure in this election are:

Charles H. Fawks, '19ba, Claremore, second vice-president, district 1; Earnest Brown, '22law, Pryor, third vice-president, district 1; Roy Spears, '14ba, McAlester, third vice-president, district 3; Curtis Edgerton, '16law, Sapulpa, third vice-president, district 4; and Grady D. Harris, '18, Alex, second vice-president, district 6.

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Herb Scott Attends Inaugural

Herbert H. Scott, '26ba, '26ma, president of the O. U. Alumni Club in St. Louis, attended the inauguration of Dr. Francis Lewis McCluer as 12th president of 121-year-old Lindenwood College, St. Charles, Missouri.

Scott attended this anniversary day inauguration at the "Vassar of the West" as representative of the University of Oklahoma. Delegates from 136 colleges and universities were named to attend.

Dr. McCluer, as president of Lindenwood, will be head of a women's college which was a pioneer in higher education west of the Mississippi. He came to Lindenwood from Fulton, Missouri, where he was president of Westminster College.