Riding the Sooner Range

By Ted Beaird, '21ba

(Ten years ago this month, Ted Beaird, '21ba, related the whereabouts and activities of a number of O.U. engineers. The children mentioned in the story have grown up. Many of the engineers have changed jobs and locations. In reprinting this interesting story, the editors have added the present address of the person involved in parentheses, D. B.)

Shamrock, green shirts, and O.U. Engineers on parade! These champs, some 1,700 strong, representing graduates in various divisions of engineering from the University of Oklahoma, are in this 1940 season indeed getting their "double-play." The March issue of Sooner Magazine is devoted to engineering features. Recent notes on some of these "Sons of Erin," as we have observed them in action while jogging along the range, as well as reading of their various successes in the mail which comes across the desk, are as follows:

MAYO B. PARKS, B.S., in M.E. '36, now of the New York Navy Yard at Brooklyn, N.Y. (1638 Westover Road, Linden, New Jersey) is in off hours enjoying swimming and hiking and applying his extra-curricular activity at Hobart High School and Cameron State College at Lawton to good recreational interests. CRAIG L. MOON, B.S. in E.E. '37, now of Kansas City, Missouri (3514 28th, Lubbock, Texas) still following his interest in radio television and looking back on those hours he spent on Tulsa's tumbling team prior to his entering the University. IVAN MILLER, B.S. in E.E. '32, (1114 N. 15th, Oklahoma City) is following his old-fashioned hobby of amateur radio work, and if he can shut out the messages on the ether as he performed in the State Pistol Meet in 1952 when he became state pistol champion, he is indeed still holding up the honors of old Shawnee High School in the early '20s! CLAUD H. HOOKS, B.S. in E.E. '35, the established table hop and dishwasher for four long years at the University while pulling through, has a string of hobbies consisting of military work, reading, shows, radio work and his children and is applying his electrical engineering talents in his chosen profession with the Southwestern Bell at Oklahoma City (Box 5100, Sonita Base, Albuquerque, New Mexico).

LADY of the craft (?) Yes, and How! Namely BESSIE FRANCIS KINISELEY, B.S. in Arch., Eng'r. '36, and then on to the University of California for an M.A. in Arch. '39. She is now located at Berkeley, California. (Mrs. Bessie F. R. Marriott, 2921 Esmond Ave., Richmond, California) as a special instructor in architecture for the University of California, and did she perform while in the University? Well, just look—a regular "duck" in the Ducks Club, an efficient rab-bit-rod of at least 10 years, was Engineers' Queen in 1933, What a record! What an Engineer! What a gal!!!

That string of years in the South American climate only "seasoned" RANSOME G. HOLLAND, B.S. in P. E. '29, to the continuation of his engineering work now being followed at Ponca City (2630 N. 26th, Oklahoma City), Ramos, along with wife, MILDRED PYLE HOLLAND, B.S. in H.E. '38, drop by to see us occasionally accompanied by their two charming young daughters. Another HOLLAND, LOYAL "B. JACk," B.S. in E.E. '18, divides his interest and time three ways, independent oil business, his ranch in Hereford, Texas, and his home in Norman—and in Norman often teaches "the hired hand" the latest bridge technique! (501 Okmulgee, Norman.)

And there was old "Rags"—to the dignified and efficient "son of Erin," DOUGLAS E. BELL, B.S. in P.E. '34, who along with Mrs. Bell (MARY ELIZABETH SCHEIBLE BELL, B.F.A. in P.S.A. '34), are enjoying their home and little daughter at Houston, Texas. (945 Humble Road, Humble Oil Co., Houston, Texas) headquarters. (And just here, thanks "Doug," and Mary Elizabeth, for your new Life Membership in the Association that came in last week.) Our "personal" McClain County engineer, EVERET STONG, B.S. in M.E. '34 and MRS. STONG (MARY ALICE COON STONG, '34), came in today as the newest Life Members in the Engineering Division of the Association. These "Purr-few-lies" are always welcome as they are really home folk to us! (2012 Elmurst, Oklahoma City).

DAVID E. FIELDS, B.S. in M.E. '25, M.F. '35, of Tulsa, (2304 South Lewis Ave., Tulsa) has
devoted a lot of his time to the writing of special articles for technical magazines in recent years. HAROLD E. MASSEY, B. S. in M. E. '36, has for the past four years been with the I. T. T. O. as special petroleum engineer (C/o Atlit Soc. Oil Co. Drawer G., Hobbs, New Mexico). FRANKLIN C. MORRIS, B. S. in Arch. Eng., 26, A. E. '30, of the University of Illinois, (Faculty Exchange, Norman) recently was awarded the highest year Veteran and Silver Beaver in the Boy Scout organization—and that Frank is a chap who earns his spurs! JACKIE LYNWOOD RIDLEY, B. S. in M. E. '39, Ponca City, (Muroc Field, California) is working with the Continental Oil Company and now wrestling with the most difficult problems of the oil industry and no longer wrestling at one of the representatives on the OU. team.

HUBERT WILLIS DAUBENHEYER, B. S. in E. E. '38, is another of the O. G. & M. men working out of the Oklahoma City office (6817 Barr Road, Fairways Hills, Maryland). CUNDALL E. TURNER, B. S. in P. E. '32, outer of his engineering duties with the Phillips Petroleum Company in Bartlesville, (1922 Keeler, Bartlesville) spends many hours in woodwork and gardening, accompanied on such tours by Eddie, aged 4, and Gage, aged 5. Still another Bartlesville “laborer,” LUDWIG A. WEBBER, B. S. in M. E. '30 (Hedgecole Drive, Borger, Texas) is doing special research work and relaxing with several rounds of tennis daily. DELBERT L. HAYNES, B. S. in Ch. E. '37, Gut Bank, Montgomery, (Sand Point, Idaho) has for the past year performed special research service for his company, but does find time to participate in the American Institute of Chemical Engineers, “slice in” a little golf, and try his hand at fishing.

LLEWELLYN GOODWIN LEAVITT, B. S. in C. E. '26, is doing special engineering inspection work, with headquarters in Minneapolis, Minnesotta (Four Seasons Hotel, Minneapolis). WILLIAMSON, B. S. in Geol. E. '31, who was the very fine president of the Engineers' Club in 1931, and in the same year earned a senior designation of cadet colonel, is another Minneapolis, Minnesota, address unknown chap in Engineering work. RALPH WESLEY WOLVERTON, B. S. in E. E. '35, Lawton, (913 Arlington, Lawton, Oklahoma) has for years been with an electrical company and is putting into practice some of the fine points mastered while employed as a student helper at the Alpha Gamma Delta house while in the University. FRANKLIN CRAWFORD, B. S. in M. E. '34, B. S. in Civil E. '35, is district superintend for an outstanding oil concern, and for the past year has been located at Palacios, Texas (deceased, March 4, 1940). L. DAN JONES, B. S. in P. E. '33, breeze off down to Arlington, Virginia, (1021 North Livingston, Arlington, Virginia) via George Washington University, where he completed his LL. B. in 1938, and since that date mixed engineering-law as a special attorney for the Department of the Interior.


WILLIAM HORN, B. S. in P. E. '37, is another who still follows the short wave radio hobby, and is now and has been since his graduation, field engineer for an outstanding gas concern, being located at Kilgore, Texas, (3602 Utah, Dallas, Texas). HUBERT H. THOMPSON, B. S. in Ch. E. '28, has been chemist for one of the leading oil firms for several years, and is located at Tulsa, Oklahoma (2613 East 19th St., Tulsa). ROBERT E. ERBS, JR., B. S. in M. E. '33, Burburnett, Texas (1019 N. Oklahoma, Okmulgee) has a very unique hobby that he develops along with his professional work, namely, the building of a mechanical model building. THERESA HELENA REINHART, (MRS. RAYMON D. GOLAN), B. S. in C. E. '20, in addition to her engineering courses, is majoring in Chemistry and has the position of construction engineer for the Reinhart and Donovan Company with headquarters in Oklahoma City (2112 N. 20th St, Oklahoma City). CHARLES W. HEWETT, B. S. in E. E. '36, Shawnee, (Ogden, E. G. & Salpula) applies double energy to his hobby, namely archery, and is this year president of the Shawnee Archery Club. In his school days, as a carrier for the Oklahoma Daily, he evidently developed technique in hitting the bull's eye in the early morning hours tossing the paper at the hole in the front screen door. JOHN A. REINHART, B. S. in E. E. '34, is another part of the Reinhart & Donovan Company with headquarters in Oklahoma City (2108 N. 25th, Oklahoma City). EDWIN R. PAGE, JR., as a graduate student at the University of Oklahoma, is following through on some detailed training after his B. S. in E. E. '38, and hopes to receive his master's in June, 1940 (168 Parkside Ave., Syracuse, New York).

EARL L. HASSLER, A. B. '28, B. S. in E. E. '30, M. S. '34, who during many of his years at the University of Oklahoma was assistant in the Physics Department and belonged to many honorary and professional societies and found time, in addition, to these to serve on the Student Council in '37-38. He is now in Tulsa with the Southwestern Bell (2320 North Young Blvd., Oklahoma City). WILLIAM HOWARD TAFT, A. B. '30, B. S. in P. E. '31, has for some time held the position of superintendent with a drilling concern, with headquarters at Mount Vernon, Illinois (1211 Fourth Blvd., Oklahoma City). WADE A. ESKRIDGE, B. S. in M. E. '31, Tampico, Texas (701 Florence, Racine, Wisconsin) has caught the movie photograph bug and reports that his wood-working is no longer his hobby, but a drudgery.

HINMAN STUART MILAN, B. S. in E. E. '30, Chelsea, (Cherokee, Oklahoma) has been assistant superintendent of his company since 1932. MAY-NARD G. FULLER, JR., B. S. in E. E. '30, with the Oklahoma State Highway Department at Oklahoma City, (611 W. Huisache, San Antonio, Texas) states, "I washed dishes, waited tables at a number of places while in O.U., made all my way through." Yes, in addition to this, this chap is one of the designers and erectors of the engineers' famous electrical sign, and was one of the leading members of St. Pat's Council in 1930. J. DAVISS COLLETT, JR., B. S. in P. E. '32, is owner of "Associated Engineers" and operates out of Houston, Texas (Box 6067, Houston, Texas). LEROY MOFFETT, JR., B. S. in E. E. '29, is now located in New York City (9 Glenwalde Park, Tarrytown, New York). He is in the fascinating field of engineering work classified as development engineering, television section, of the National Broadcasting Company. Hundreds of engineers will recall that it was this Moffet boy who received the best student paper at the regional A. I. E. E. meeting in Denver, Texas, in 1929. OMEGA CUMMINS, B. S. in E. E. '34, headquarters New Orleans, (6316 Indiana, Kansas City, (Continued on page 30)
Two young engineers take advantage of pre-spring weather to get in a bit of studying out of doors. Ten years from now these lads will be making their careers somewhere out on the Sooner Range.
the Bakersfield, California home of FRANK ITTNER, B. S. in M. E. '33, and his charming wife, MARY ELIZABETH SIMPSON ITTNER, B. A. 24, M. A. 25, (1205 North Michigan, Pasadena, California). "Glamour Boy Frank"—and what a record he really did make at the University—plus O.U.'s Mary Elizabeth, do a lot of fancy visiting among the O.U.-ites of the West Coast, and just now, of course, are controlling the arguments pro and con as to the reasons why "STEINIE GOT ALL THE GRAPES—WHILE OKLAHOMA GOT ALL THE WRATH."

Then to breeze back across to the immediate mid-west, and here we are with JOHN B. BENDER, B. S. in E. E. '34, stationed in Kansas City, Missouri, and following out his old tricks of "inventin'" (6206 Oak Street, Kansas City, Missouri). Wonder if John remembers when on a long automobile trip with a lot of mechanical equipment he headed for a college in South Texas, he had to invent a new method of transportation, after stripping the gears of a broken-down car.

Thus, here they are in review. As it was then, it is now. "Three Cheers, Three Beers, O.U. Engineers." And that chant we hear quite often, as we gallop along, Riding the Sooner Range.

---

**BOOKS**

**Copy That Clicks**

*Patterns of Publicity Copy*, by Stewart Harral, University of Oklahoma Press, Norman, $2.75.

Stewart Harral, '36ma, director of public relations at the University of Oklahoma and president of the American College Public Relations Association, has written a book about "copy that clicks."

Harral brings publicity writing up to the atomic age when he says:

"Publicity has advanced from a half-truth, hit-and-miss stage to a recognized position as a social instrument of great importance. Today no institution of any size can afford to overlook its tremendous worth in winning and holding good will."

*Patterns of Publicity Copy* discusses and evaluates many of the devices used by top-flight publicists. This is done, Harral says, "with the hope that all who write releases can improve the quality of their stories."

The book includes chapters which discuss leads that catch attention, mastering words, pre-testing copy, finding copy material in the commonplace, dressing facts with fiction, and pathways to placement. A concluding chapter presents "proof of the pudding," stories which show the varied approaches in publicity copy.

"Writing," Harral says, "is like skating and dancing. You may sit on the sidelines watching the teacher, but it helps little. To learn, one must do." As an aid to those who do write, a "check list for publicity copy" is included in the appendix.

An active writer, publicist and lecturer, Harral has written four other books, *Public Relations for Churches, Public Relations for Higher Education, Successful Letters for Churches* and *Publicity Problems.*

---

**IMAGE IS NOT AVAILABLE ONLINE DUE TO COPYRIGHT RESTRICTIONS.**