Association's loss and gain

By EARL FOSTER, '12
Alumni Association President

THE University of Oklahoma association has suffered a real loss in the resignation of our efficient and genial executive secretary, Frank Cleckler, but the association has secured the services of a competent and aggressive young man in the person of T. M. “Ted” Beaird to carry on where Frank Cleckler left off.

Frank came to the University from a high position in the United States Veterans administration to become full time alumni secretary in 1928. Starting with a very scant organization, he built up during his eight years of management one of the strongest organizations of alumni and former students in the entire southwest.

When he took charge we were without a magazine, without proper records of alumni and former students, without funds, without any strong interest in the organization, and with few members except a group of loyal graduates who had pledged to become life members if an efficient association could be formed.

It was indeed a gloomy day when Frank took up his duties. Then, just as he was beginning to get his bearings, the tangled problems of the Oklahoma Union, then facing bankruptcy, were thrown into his lap. Either of these two problems was enough to discourage the strongest. But patiently, without complaining, he used his business mind and his ability to inspire confidence in those around him, and went to work to build the association and save the Union.

The Sooner Magazine was first published under Frank’s direction in 1928, and from the first issue has been recognized as one of the leading publications of its kind. At first conditions were such that one alumni remarked when paying $60 for a life membership, “Is it for my life, or the life of the association?” But the memberships began to come in more steadily and now we have approximately 130 life members, and the life membership fund exceeds $13,000. This fund is in trust, and only the interest can be used for expenses of running the association.

The regular membership now exceeds 1,800, which is more than ten per cent of the graduates and is a proportion that compares well with records of other state universities.

The Union has been put on a paying basis. All interest is paid to date, and the principal indebtedness is in good standing. Many improvements have been made, including erection of an imposing tower costing approximately $30,000; and we have a right to believe that the Union will be entirely completed, properly furnished, and the needed additions built on in a very few years.

New interest in the affairs of the association has been developed, and attendance at executive board meetings has been particularly good. The annual meeting of the alumni association at Commencement time has become one of the chief features of Commencement. The annual Homecoming dinner-dance, sponsored by alumni in Oklahoma City but planned with the active assistance of the alumni secretary, has grown from an attendance of thirty or forty in the years 1928 and 1929 to approximately five hundred in the years 1934 and 1935; and the entertainment at the University on Homecoming day has become a most enjoyable affair.

Frank has served also in developing the Teachers Placement bureau, in interesting promising high school athletes in the University, and in helping to secure an option on the tract of land east of the Stadium which was recently purchased for the University.

He has at all times co-operated with the president of the University, the Board of Regents, the faculty, the Athletic association and all the other organizations working to build a greater University.

While viewing with pride the achievements Frank Cleckler has made, we look (TURN TO PAGE 79, PLEASE)
ASSOCIATION’S LOSS AND GAIN

(continued from page 58)

Tom Finney, '36aw, has been employed in the offices of the law firm, Ramsey, Martin and Logan, at Tulsa.

Bert Truman Brundage, '36MD, is taking his internship at Medical Center hospital in Jersey City, N. J.

Bess Werts, '36as, has been added to the teaching staff at Anadarko.

Louis Kennedy, '36MD, is serving as interne at St. Louis City hospital.

Grant E. Reed, '36MD, was one of 24 men selected from 900 applicants for internship at the Henry Ford hospital, Detroit.

The newly established art department in Lexington schools is in charge of Naomi Hardwick, '36as.

Herman A. Jones, Jr., '36 pharmacy, is now associated with the Spickard drug store and hospital in Okemah.

Lawrence Reedy, '36MA, has gone to Ireland where he will work on a doctor's degree at the University of Dublin. Reedy will major in English and expects to complete work for the degree by 1939.

Edith Wood, '36as, is working in the advertising department of the John A. Brown company, Oklahoma City.

Delmar Steinbeck, '36as, Sooner varsity quarterback last season, is head athletic coach at Caddo high school this year.

The newly established research department of the school of home economics who received their degrees this year are actively employed in various phases of their profession. Six are teaching. Those who have secured other positions include Mrs. Ora Smith, supervisor of rural rehabilitation in Chickasha; Heldegard Wey, demonstrator at the Texas Centennial exposition in the foods building; Betty V. Hume, dietetic intern in St. Mary's hospital, Rochester, Minnesota; and Mildred Spears, dietetic intern at University hospital, Oklahoma City.

Mary Cassidy, Glenpool; Hazel Bennett Dupuy, Fort Worth; Texas; Mary Leight Taliaferro, Ponca City; Dorothy Mae Stewart, Lawton; Hubert Snurka, Yukon; Harold Rogers, Ada.

The Sooner Magazine

December

SOCIETY OF 1936 ON THE JOB

(continued from page 56)

E. office in Shawnee; Jim Walker, with General Electric Company, Springfield, N. Y.; Earl Aber. C.I.T. corporation, Seminole; Leon M. White, lumber dealer, Seminole; Lucerne Lee Watts, assistant manager, Oklahoma City; Mary Leigh Taliaferro, Ponca City; ida Lou Horner, Oklahoma City; M. F. Flynn, Elk City; Mrs. W. J. Cross, Norman; Mrs. E. A. Cooper, Elk Dorado, Kan.; Floyd H. Norris, Oklahoma City; Kenneth Nance, Tulsa.

1935

James F. Hawes, Norman; W. Wesley Wood, Oklahoma City; Ida Lou Horner, Oklahoma City; M. F. Flynn, Elk City; Mrs. W. J. Cross, Norman; Mrs. E. A. Cooper, Elk Dorado, Kan.; Floyd H. Norris, Oklahoma City; Kenneth Nance, Tulsa.

1934

Rudolph Ruzek, Jr., Enid; Mary Louise Todd, Tulsa; Perry B. Hackett, Seminole; Ralph V. James, Oklahoma City; Greta Fauette, Oklahoma City; Alberta Fauette, Oklahoma City; Clarence D. Musser, Oklahoma City; Guy H. Williams, Norman; Lina Jane Walker, Tulsa.

1933

Mary Cassidy, Glenpool; Hazel Bennett Dupuy, Port Arthur, Texas; Lynn Howard, Oklahoma City; Peggy Brady, Carter; Frances Townsend, Anadarko; Maxine Frost, Ardmore; Selma Shelby, Yukon; Suzanne Arnote, Oklahoma City.

▲ ▲ ▲

SOUTHERN ASSOCIATION'S LOSS AND GAIN

(continued from page 58)

forward with equal enthusiasm to the future of the association under the leadership of Ted Baird.

Ted, whose real name is Thomas Marion, graduated from the University in 1919 in the same class with Frank. Both men are Phi Beta Kappas. But Ted has at least one advantage over his predecessor. In 1921 he married Kathryn Louise Haxel, of McAlester, while Frank has remained a bachelor.

The new alumni secretary belongs to so many honorary associations that it would take a Greek professor to figure them all out.

He has been with the Department of Public Relations in the University for many years and was national chairman of the public speaking committee of the National University Extension association from 1926 to 1935. From 1931 to 1934 he was the executive secretary of the Association of University and College Broadcasting stations, and is recognized throughout the United States as the outstanding manager of a college broadcasting station.

He is director of the Forensic league, which conducts all the debating and oratorical contests in the high schools of the state.

Through his duties as director of that league and as manager of the radio station, and as a member of the Public Relations department, he has had perhaps more personal contact with high school and college students throughout the state than any other man. He is active in civic affairs and in the American Legion. His wide experience has given him acquaintances throughout the state, which will be most valuable to our association. He is a man of tireless energy and creates confidence in all with whom he comes in contact.

Under the new arrangement, Ted will have charge of the tasks previously handled by Frank Cleckler, and also will continue as manager of the radio station and director of the Oklahoma Forensic league. Arrangements have been made for a full-time editor for the Sooner Magazine and a full-time assistant in the executive office. Under this arrangement, Ted will have considerable time to visit alumni groups throughout the state, and the prospects for a larger and better organization are indeed encouraging.

Including the Union business, our executive secretary now handles approximately $175,000 a year, which is getting into the class of big business. While our chief function is to build good will for the University and keep the alumni and former students in closer contact, at the same time the business duties of the secretaries are important. The officers of the association are confident that Ted Baird will perform these duties efficiently and that under his guidance, the association will continue its steady progress.