

A HISTORY OF THE DAILY O'COLLEGIAN,  
STUDENT NEWSPAPER OF OKLAHOMA  
A. AND M. COLLEGE:  
1924-1934

By

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## PREFACE

This study traces the history of The Daily O'Collegian, student newspaper of Oklahoma A. and M. College, during its first 10 years of daily publication. The author's primary objective is to furnish a permanent record of the paper's early progress. The study describes various aspects of the paper's operation, including its organizational structure, financial support, physical properties, and editorial content. It also records the role student politics played in the selection of editors, and its influence on the paper's editorial and news content. Much of the information is based on personal interviews and correspondence with former editors. In addition, each issue of the O'Collegian published during this period was examined for relevant information.

The author expresses appreciation to her major adviser, Dr. Harry E. Heath, Jr., for his guidance throughout the study. Appreciation also is expressed to Dr. William R. Steng and Professor Lemuel D. Groom, committee members, for their suggestions on preparing the final manuscript. A special debt is owed to Professor Harry L. Hix and Mr. Leland A. Tenney, associate publisher and general manager of The Daily O'Collegian, for their help in obtaining photographic illustrations.

In addition, thanks are extended to the Special Collections staff and Mrs. Heather Lloyd at the OSU library for their cooperation in making the 1924-1934 O'Collegians available at night and on weekends. Thanks, too, are due to Mrs. Linda Millspaw for her conscientious typing of the final thesis copy.

Special gratitude goes also to all former editors and other interested individuals who supplied information for this study through personal correspondence and interviews.

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## CHAPTER I

### PREDECESSORS OF THE DAILY O'COLLEGIAN

#### Introduction

Almost from its beginning, Oklahoma State University has had an official campus newspaper, produced for and by its students. The first issue was distributed May 15, 1895--just four years after the institution's founding--and had a circulation of 142 students, total enrollment at that time of Oklahoma State University's predecessor, Oklahoma A. and M. College.<sup>1</sup>

Since then the newspaper has published continuously for 80 years, operating under several different names and a variety of formats: The College Mirror, monthly, 1895-1899; The College Paper, monthly, 1899-1907; The Orange and Black, weekly, 1907-1924; and The O'Collegian, semi-weekly, March-November, 1924.<sup>2</sup>

At the start of the winter quarter--December 1, 1924--the paper began daily publication, raised its circulation to 2,983, and became the fifth college paper in the United States to join the Associated Press.<sup>3</sup> However, it was 1927 before the word "daily" appeared on its nameplate, making it The Daily O'Collegian, the name it carries today.<sup>4</sup>

#### The Oklahoma A. and M. College Mirror

When the embryonic journalistic effort known as The Oklahoma A. and M. College Mirror appeared toward the end of the spring term

in 1895, it carried a salutatory explaining its twofold purpose:\*

First, we desire to accomplish self-improvement; second, we wish to contribute something to the growth, extension, and influence of Oklahoma Agricultural and Mechanical College. We believe that these things may be performed by the same labor and at the same time.<sup>5</sup>

Thus from the beginning, the campus newspaper at A. and M. College recognized its public relations function as well as the more obvious purpose of providing students with news.

The first editors went on to confess:

We must, of necessity, rely upon our labors alone in securing self-improvement. In extending the power, influence, and prestige of the college, we invite--we must have--the hearty support of the students and the friends of the institution in the fullest sense and in the most substantial way.<sup>6</sup>

The masthead of this first paper listed Norris T. Gilbert and Samuel R. Querry as editors with E. G. Lewis and Emma Swoope shown as their assistants. Business managers were Arthur W. Adams and Charles E. Regnier. These six must have felt a tremendous sense of pride when they read the flattering commentaries of area editors concerning their first issue:

The A. and M. College Mirror is to hand. It is a credit to the students and college, it is in pamphlet form and contains 16 pages, neatly printed and gotten up.--Edmond Sun Democrat.<sup>7</sup>

'The Oklahoma A. & M. College Mirror' is a neat publication....It is edited by a half dozen college pupils and is bright as a solitaire. It is monthly, 50 cents a year and is devoted exclusively to forwarding the college.--State Capital.<sup>8</sup>

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\*Direct quotes will appear exactly as printed in the reference. Punctuation frequently was omitted or used incorrectly. However, the traditional bracketed "sic" will be used only for misspelled words or incorrect word choice.

# THE OKLAHOMA

## A. AND M. COLLEGE MIRROR.

VOL. 1.

STILLWATER, OKLAHOMA, MAY 15, 1895.

NO. 1.

**BY THE OVERLAND TRAIL.**

This was the path of empire. Fifty years  
 Have hung their halos where heroic rolled  
 The white-topped wagons of the pioneers,  
 Who walked the desert ways for dreams of  
 gold  
 How gaunt and ghastly gleamed the far fron-  
 tiers  
 With care and carnage for the pale-face bold,  
 When savage warriors with embattled spears  
 Brought death and danger to the days of old!  
 Here crossed the prairies toward the Golden  
 Gates  
 The fathers, founders of the Greater West;  
 They conquered kingdoms in their mighty  
 quest,  
 And sowed the seeds of cities, towns, and  
 states.  
 Lo, by their prowess is the present blest,  
 And on their glory all the future waits!  
 —Freeman E. Miller in Overland Monthly.

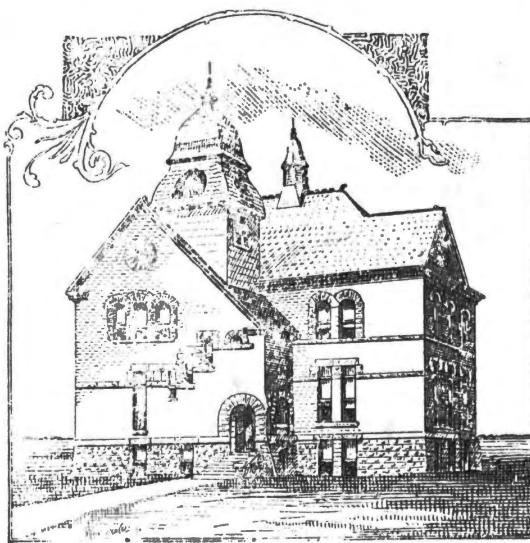
**HISTORICAL AND ADVISORY.**

Most great discoveries are accidental,  
 and often slight causes lead to tremen-  
 dous changes in the plans of both mice  
 and men.

The members of the stormy first ses-  
 sion of the territorial legislature, es-  
 pecially those from Payne county,  
 builded much wiser than they knew  
 when they asked for the Agricultural  
 college, and "through thick and thin"  
 worked, schemed, intrigued, and no-  
 body knows what else they did to get  
 it.

Still, few knew what a bonanza it  
 was, and in my correspondence with  
 the first governor, in 1890, his ideas  
 were so very hazy as to its value and  
 importance that I gave him line upon  
 line, letter after letter, even to the ex-  
 tent of an outline of a law, embracing  
 the results of some years of experi-  
 ence of one of the oldest, and best con-  
 ducted, and stable colleges in the  
 United States. These suggestions were  
 not utilized to any great extent, and  
 the law passed is a queer medley of bad  
 English, uncertain phrase and indirect-  
 ness that makes it one of the curiosi-  
 ties of legislation.

Some day this may be remedied. The  
 present law placed the college within  
 the grasp of Stillwater, and this plucky  
 little town, with a grit and go ahead  
 that is unsurpassed in the records of  
 the territory, assumed the task of pro-  
 viding place and habitation for an in-  
 stitution that now, and in all the fu-  
 ture, will give opportunity for a



A &amp; M. COLLEGE BUILDING.

Figure 1. Front Page of First Student Newspaper at Okla-  
 homa A. and M. College

The initial number of the Agricultural and Mechanical College Mirror is before us. It is put up in two-column pamphlet form and is quite neat and clean, both editorially and typographically. The paper is published by the college students, and the object seems to be mutual improvement. Success to the Mirror.  
--Enid Wave.<sup>9</sup>

The College Mirror was published by the campus literary societies under the supervision of the College Press Bureau. The first issue's 16 pages were devoted almost exclusively to promoting the college. Successive issues were published monthly using similar format for the same general purpose--boosting A. and M. College. As noted by The State Capital, subscription price was 50 cents per year. Individual copies sold for five cents each.

This early prototype of The Daily O'Collegian contained brief histories of the classes, extracts from lectures by professors, and news bits from the board of regents meeting. A column captioned "In and About the College" capsuled news items on various subjects ranging from deaths of students to facts about the college. For example, when this column appeared in the May 15, 1895, issue, it reported total enrollment at 142 and noted the library's book holdings had reached 1,650 volumes.

When the second volume of The College Mirror rolled off the press on September 16, 1895, the paper, although still in pamphlet format, had increased the page size to slightly larger than 8 by 11 inches. Other changes also were apparent. The pages were numbered; the publication offices had been moved from the library to the English department; and the paper was entered at the Stillwater post office as second-class matter.

Two years later the paper was successful enough, financially speaking, to allow a decrease in subscription rates. Single-copy price remained five cents, but yearly subscription rates were down to a quarter.<sup>10</sup>

New columns were added and the October issue of 1897 carried the first column to be specifically devoted to alumni. Headed "The Alumni and Alumna," this column reported on former students in blurbs similar to the following: "Frank E. Duck, '96, is earning an honest living on his farm west of Stillwater. The wave of prosperity has submerged him, but he still enjoys 'single-blessedness.'"<sup>11</sup>

Why The College Mirror suffered its demise less than two years later is unknown. Although amateurish by today's standards, it had succeeded in its mission of self-improvement and promotion of the college.

#### The College Paper

May 15, 1899, marked a new period in the history of student publishing at A. and M. The College Paper appeared, announcing itself as "successor to the goodwill and back subscriptions of The College Mirror."<sup>12</sup> The longevity of this paper was twice that of its predecessor. Although still in pamphlet format, and a far cry from its later counterparts, this paper may generally be classified as bigger and better than its forerunner. Like The College Mirror, it appeared on a monthly basis, but it contained more pages and carried several columns generated for and by the students.

Over its eight-year lifespan, The College Paper progressed in both content and layout. Gradually, this paper reflected student



interest through its columns of student poetry, essays, and features. Several pages in each issue were devoted to short items about student life. These columns reported everything from who went home on weekends to the names of new freshmen. The college itself was boosted at every opportunity through essays, editorials, fillers, and in early days of publication even in "house ads" on the back cover.

Students performed all the major tasks of publishing, with even the press runs serving as part of their instruction and course work in the Department of Printing. A faculty committee advised the students on content and the superintendent of printing served as publication director.<sup>13</sup>

It was not long before the little six-by-eight-inch pamphlet doubled its page size, giving this editorial note of explanation:

It is the desire of the present College Paper staff to increase the number of pages from 16 to 32. There is news material in abundance--enough to fill 100 pages of the paper each month, and surely it will not require much of an effort on the part of the student body, if each one will do his part to furnish 32 pages.<sup>14</sup>

Early issues were devoid of illustrations and photographs and used vertical layout with one-column label heads, as did the leading commercial dailies of the period. Content rather than layout apparently held student interest. However, staff members soon learned to use boxed heads, larger headline type, cartoons, and illustrations, and two columns of type per page to get a layout that they no doubt considered innovative at the time. By the fall of 1902, even the nameplate was boxed.

Layout was always restricted by the paper's pamphlet form, and the paper's general format was similar to agricultural bulletins of

this period. Pages were numbered consecutively from one issue to the next.

Public relations content seasoned all issues. The July 1902 number carried extracts from the college catalog with accompanying photos showing physical facilities, faculty members, student activities, athletic events, and classwork. It could be surmised that extra copies of this issue were sent to area high schools and other off-campus readers, because the paper emphasized that "a complete catalog would be sent to anyone desiring it."<sup>15</sup>

The June number of The College Paper in 1906 served as a senior memory book, characterizing class members with humorous quotes. Devoted exclusively to the seniors, this issue carried none of the paper's regular features. Cartoons and photographs of campus, class, and student activities broke the gray text and recorded this period for posterity.

In 1907, the paper continued in its regular format and carried the usual features, essays, and news notes. Although this was its last year of publication, the paper apparently failed to mention this to its readers.

#### The Orange and Black

Oklahoma A. and M. ushered in the spring of 1908 with a new student publication, The Orange and Black. Mastheads of The O'Collegian and various news stories providing historical sketches of this student newspaper peg The Orange and Black's first publication date as 1907.<sup>16</sup> However, the first issue of this publication plainly carries the date of April 1908.<sup>17</sup>

The only noticeable difference in its first edition when compared to The College Paper is that the pamphlet's cover was indicative of its name--an orange background printed with black lettering. However, over the next few years, it was to undergo a complete metamorphosis, eventually evolving into a weekly published in regular newspaper format.

Labeled as a magazine on the masthead of its first issue, The Orange and Black provided readers with essays, poems, and features focusing on life at A. and M. For example, the May 1908 issue carried a three-page publicity piece on A. and M. President Angelo C. Scott.

The majority of articles in this issue and the months following had more of a literary than news flavor. Many if not most of the articles, as is suggested by the one entitled "The Prospects Open To the Agricultural Graduate," promoted the college.<sup>18</sup> Features were inclined to have an historical slant, explaining the background of some particular cause or event. However, humorous features also were popular. One of these, "The Romantic Side of Leap Year," quipped: "Romantic leap year is...to the Bachelor Girls, 'the opportunity of a lifetime,' to the Boys, 'a blessing in disguise.'"<sup>19</sup> Editorials, poetry, cartoons, and class notes rounded out the content of these Orange and Blacks which appeared monthly until 1911.<sup>20</sup>

There is some doubt concerning the exact date the publication changed from monthly magazine to weekly newspaper. An account in The O'Collegian sets the start of weekly publication as 1911.<sup>21</sup> An actual copy of The Orange and Black would substantiate this, but the 1911 issues are not on file in the special collections of the OSU library.

It is known, however, that the metamorphosis had occurred by the fall of 1912, since a file copy shows the publication in newspaper format with a five-column vertical layout.<sup>22</sup> A variety of nameplate designs appeared in the early Orange and Black weeklies, but by 1913 the nameplate was one of stark simplicity, consisting simply of the words, "Orange and Black," extending the five-column width of the page.<sup>23</sup>

If a unifying theme exists for classifying the Orange and Black, it is variety. The paper seemed to change its appearance and publication day with each editor and sometimes more often than that. While the nameplate remained fairly consistent after 1913, the publication alternated from white, semi-gloss paper to newsprint, and eventually increased in size, going from five to six columns.

Special editions of the paper, such as the freshman and sophomore editions, were published from time to time. Often they carried an original nameplate designed by the class editing the special edition. The paper sometimes included a half-page supplement to accommodate extra news.

Editors of these early Orange and Blacks were elected by The Orange and Black Board and not by a vote of the entire student body, as became the custom later.<sup>24</sup>

In terms of content, the newspaper was considerably newsier and livelier than the magazines had been. News reporting, while amateurish by modern standards, probably was a fairly accurate reflection of the times. One of the stories, headlined "College Man Helps Officers," described a raid on bootleggers in the oil town of Cushing. Phillip Hayes, a sophomore, took part in the thrilling escapade and the following Tuesday, "Hayes helped empty the beer and whiskey out in the courthouse yard."<sup>25</sup>

Photos were practically nonexistent. Camera equipment was unavailable to Orange and Black staffers, and the cost of halftone engravings was prohibitive. Consequently, when an eight-column centerfold of the campus was printed in 1916, it impressed the paper's readers.<sup>26</sup> In addition to the few photos of campus buildings, the Orange and Black occasionally carried portrait shots of new faculty members and guest speakers. A few sports pictures were used to portray star athletes in pre- and post-game publicity. Athletes posed early in the fall for a traveling photographer, with the resulting photos used in both the newspaper and yearbook.

Advertising was solicited mainly from local merchants. Many ads fell into the category of "contributory advertising to help out the cause."<sup>27</sup> Nevertheless, advertising helped finance the paper to a limited degree. Orange and Black editors believed in displaying ads to their best advantage, and it was not uncommon for advertising to appear on the front page, a practice carried over from British journalism in many New England newspapers and elsewhere. Classified ads would come several years later with the Orange and Black's successor, The O'Collegian.

Sports were front-page news with football taking precedence over other sporting events. In October 1914, the Orange and Black carried a page-one editorial campaign to beat the OU Sooners. While A. and M. players failed to win, the game was far from disaster--they had scored:

The 'jinx is busted.' The first score ever made against the University of Oklahoma by A. and M. during the entire history of the two schools, was made Friday afternoon, November 6, on Boyd Field when the Aggies lost to the Sooners by a score of 28-6.<sup>28</sup>

Three years later when the A. and M. Tigers beat the Sooners, there was rejoicing in Aggieland. The facts were announced in a red banner head above the nameplate: "A Consolation for Soonerland: Although We Might Have Scored More, They Couldn't Have Made Less."<sup>29</sup> This was the first Aggie victory over OU, and the score was 9-0.<sup>30</sup>

But the victory over OU was not the top story in 1917. World War I got top billing that year with the Orange and Black striving to serve the war effort in every way possible. In April, the Orange and Black noted U.S. involvement in the war with Germany by printing a story labeled "College Students As Prospective Soldiers."<sup>31</sup> By fall Orange and Black editorials were urging students to do things for the war effort, while news stories reported on A. and M. students at the front. Columns such as "On the Field of Honor" supplied remaining Aggies with addresses and personal information on former classmates in the war.

The Orange and Black itself purchased three Liberty Bonds of \$50 denomination and urged individuals and student groups to act according to their means.<sup>32</sup> A. and M. coeds were encouraged to adopt a soldier, supplying him with letters, copies of the Orange and Black, and a "little homemade candy once in awhile, or any other thing that will carry friendship and goodwill."<sup>33</sup>

The war effort infiltrated campus life. The college dining hall began serving meals cafeteria style as part of "the nationwide attempt to conserve foodstuffs."<sup>34</sup> A war tax of 15 cents was charged on the admission for the Aggie-OU game and students catching the train to Norman paid a 24-cent tax on their railroad tickets. Together it was

the cost of a good meal, and A. and M. students begin to realize that "war is awful."<sup>35</sup>

The December 15, 1917, issue was a special eight-page military edition carrying Christmas greetings signed by OAMC President J. W. Cantwell. Later issues paid tribute to A. and M. students killed in the war<sup>36</sup> and saluted the 640 former students serving in the armed forces.<sup>37</sup>

The Orange and Black lost its editor, A. O. Martin, and several staffers to the draft. However, the newspaper continued to operate under the assistant editor, Mable Caldwell, and a staff of six. The business manager corresponded from a training camp.<sup>38</sup>

The paper did some recruiting of its own during the war and the years following. While it had always promoted the college, it was exceptionally active during these years in a recruitment campaign for a larger enrollment. A. and M. students were urged to do their part:

"Get all your home students lined up to come here next fall."<sup>39</sup>

"HOT STUFF! Clarence Emmons is running an ad in his home paper for A. and M. What are you doing?"<sup>40</sup>

"Be of good service to your college--tell others about A. and M."<sup>41</sup>

These were direct appeals for students to bring their friends to A. and M. Indirect methods also were employed. News stories, sports, pictures, and editorials told the A. and M. story so well that a college statistics class concluded that the Orange and Black was one of A. and M.'s most effective advertisements.<sup>42</sup>

During these early post-war years, "there was a rosy glow of anticipation in Aggieworld."<sup>43</sup> It was 1919 and much too early for the women's liberation movement, but Grace Sneary of Cherokee was elected

"After the War there will be Universal Military Service, or Universal Disarmament which is not Probable; Students of Recognized Military Colleges will Receive Credit."—General Leonard Wood.

STUDENT NEWSPAPER OF THE OKLAHOMA AGRICULTURAL AND MECHANICAL COLLEGE

Orange and Black

VOLUME 11

STILLWATER, OKLAHOMA, DECEMBER 14, 1917—MILITARY EDITION—EIGHT PAGES

NUMBER 18

MEN SELECTED FOR THIRD CAMP

Captain Dudley, Examining Officer, Chooses 22 From 150 Applicants—Camp Begins January

The examinations, both mental and physical, for the third training camp were completed at Stillwater last Tuesday. Captain C. Dudley, examining officer, has selected 22 men...

- Monday morning many of the applicants of the college arrived. All day Monday Lieutenant Centre, U. S. M. C., examined the physical condition of applicants and undertakes Tuesday morning the prospective physical condition of the applicants...

The alternate are: Eugene S. Elder, David S. Hays, Colmell Senator, Ray, Thomas, John L. Gilliam, William Albert Wilson, Ray...

FRATERNITIES ANSWER CALL

Six Local Chapters Have Total of 125 Men in Service—Oldest Established Chapter Leads

The fraternities of A. & M. College are doing their part in this great, world-wide struggle. This is shown by the fact that at the beginning of the school year a question was asked whether the fraternities would have a representative sufficient to be known as organizations...

The Sigma Beta Chi is close behind with twenty-four men in service, and being accepted for the next training camp.

The Lambda Chi Alpha, which was organized in January, 1917, has also organized in January, 1917, has also organized in January, 1917, has also organized in January, 1917...

Among the men that are still in school, quite a number are in the second draft. This will leave only a few ready for the call.

G. E. DAVIS, '16, VISITS

G. E. Davis, '16, who since graduation has been employed in the telephone department of the General Electric Company, characterized his visit here as a short time before entering the service.

THIRD CAMP DEPLETES STUDENT OFFICES

Military Department Headed H. H. Dudley and Black Loose Head Members—New Material Needed

Thirteen of the thirty-two men selected for the third camp are now undergraduates of Oklahoma A. & M. College. These men hold many of the most important offices which a student can receive.

On the Orange and Black staff these men are leaving. The Asst. Editor-in-Chief, Benjamin Harrison, circulation manager, and Woodrow Wilson, sporting editor. Woodrow Wilson will not go to the third training camp, but he is related to the aviation corps and has withdrawn from college.

The following are the men who are leaving: Thomas Aycock major, Philip Williams lieutenant, Meredith Bright, captain, Fred Taylor, captain, Joseph Spencer, captain, Sherman Krisher, lieutenant, Elmore Patten, lieutenant, Floyd Anderson, lieutenant, Elias Skinner, lieutenant, Harley Thomas, sergeant, Benjamin Harrison, corporal.

STAFF FEED

Manager Harold Egan of the Orange and Black treated all staff members and staff reporters to a feed at the Faculty Shop last Thursday evening. This was given in honor of the staff members who are in honor of the third camp.

After finishing with the delicious luncheon, there were several talks from staff members and one from Professor N. W. Rodley of the English Department and one from Miss Margaret Walters, an alumna of the College, and member of the Orange and Black Board.

The associate and assistant editor will have charge of the editorial work and paper during January, and at the end of this time the selections to fill the vacancies will be made.

Will Paul Watson, '16, Glee Commission as Captain—Goes to France

Will Paul Watson was one of A. & M.'s most active under-graduates here, being concerned in many student activities. He was the last president of his class when they were sent to France.

HOLLER VOLUNTEERS

Professor Z. N. Holler, instructor of mathematics, has volunteered for the coast artillery and will serve with the quota from San Francisco school.

Christmas Cheer From Alma Mater

TO OUR BOYS ON THE FIELD OF WAR

As it is the mother whom you have called to the defense of his country, so it Oklahoma A. & M. whose sons have shouldered arms and raised the flag in the present world crisis.

At the morning call of the bugler the College awakes with first thought of war and with fervent solicitude for its boys at the front, when the last rays of the sun have faded from the western sky and lamps have sounded, a silent prayer is breathed for 1,000,000 soldier boys whose duties now call them to the far flung lines of battle.

As when Christmas comes and cards of greeting go here and you, the spirit of alma mater is moved to send a word of good cheer, of affection, of knowledge to that group of sons who have undertaken to support the cause of freedom and all government for the friends at home and the allies abroad.

May you remember us as we remember you this Christmas time in mutual affection.

J. W. CANTWELL, President.

Military Record and History of A. & M. College

Oklahoma's Quota for This Camp Comes from This College—Over 500 Men in the Service—125 Commission Now, with 32 from Next Camp

At the present time there are 125 The military work has received great Oklahoma A. & M. College men in the service of the United States Army. This number represents four percent of the total number of men in the service of the United States Army.

The other officers are commissioned in the military training of the Oklahoma A. & M. College. It was in this year that the Government established an infantry unit of the Reserve Officers Training Corps. The members of this unit are now in the service of the United States Army.

There are two divisions of the R. O. T. C. in the military training of the Oklahoma A. & M. College. It was in this year that the Government established an infantry unit of the Reserve Officers Training Corps.

There are two divisions of the R. O. T. C. in the military training of the Oklahoma A. & M. College. It was in this year that the Government established an infantry unit of the Reserve Officers Training Corps.

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There are two divisions of the R. O. T. C. in the military training of the Oklahoma A. & M. College. It was in this year that the Government established an infantry unit of the Reserve Officers Training Corps.

HOBO DAY A BIG SUCCESS

A Large Crowd Watches a Good Show—Miscellaneous Favorites Nominated

Hobo Day—a new feature on the campus—might be characterized as a success. It was the greatest show of the year. It was a great success. It was a great success.

STUDENT ENGINEERS MAY BE EXEMPTED FROM DRAFT

War Department Decides to Release War College Students

This means that 4000 engineering students from 17 engineering schools throughout the United States will be exempted from the draft.

Washington, D. C.

A bill (H. R. 131) which would exempt engineering students from the draft has passed the House of Representatives.

REDDICK STAFF BROKEN

Two Men Going to War—Word on Camp Progressing Rapidly

The 1918 Reddick staff is again broken. Two men are going to war. The camp progress is progressing rapidly.

WRESTLING TOURNA.

Finals in Three Classes This Afternoon—Old Medal to Winner

The wrestling tournament is now well under way. The finals in three classes will be held this afternoon.

The finals in three classes will be held this afternoon. The old medal will be awarded to the winner.

The finals in three classes will be held this afternoon. The old medal will be awarded to the winner.

The finals in three classes will be held this afternoon. The old medal will be awarded to the winner.

The finals in three classes will be held this afternoon. The old medal will be awarded to the winner.

Figure 2. A Special Military Edition of The Orange and Black



first female editor.<sup>44</sup> Papers during the Sneary regime are perhaps best remembered for the weekly cartoons they carried on a variety of campus subjects ranging from the use of ain't to class tug-of-wars. The cartoonist was a Pawnee freshman named Chester Gould, who now reaches millions with his syndicated comic strip, "Dick Tracy."

History repeated itself in 1922 when Madelaine Bradley defeated Edgar Bass 434-432 in the spring campus-wide election to become the Orange and Black's second female editor. She served until she finished her work at A. and M. and later became a well-known writer under the by-line of Madelaine Bradley Wilson.<sup>45</sup>

Harold "Ben" Matkin was appointed by The Orange and Black Board in the spring of 1924 to fill out Miss Bradley's unexpired term. Under Matkin's leadership, the weekly Orange and Black was revamped into a semi-weekly, The O'Collegian. Nine months later, Matkin's successor, Walker Stone, rounded up enough student and administrative support to complete the renovation. The paper went daily December 2, 1924.<sup>46</sup>

In the following chapters, a detailed look at the daily's first decade--the innovations and problems which contributed to its growth--will be stressed.

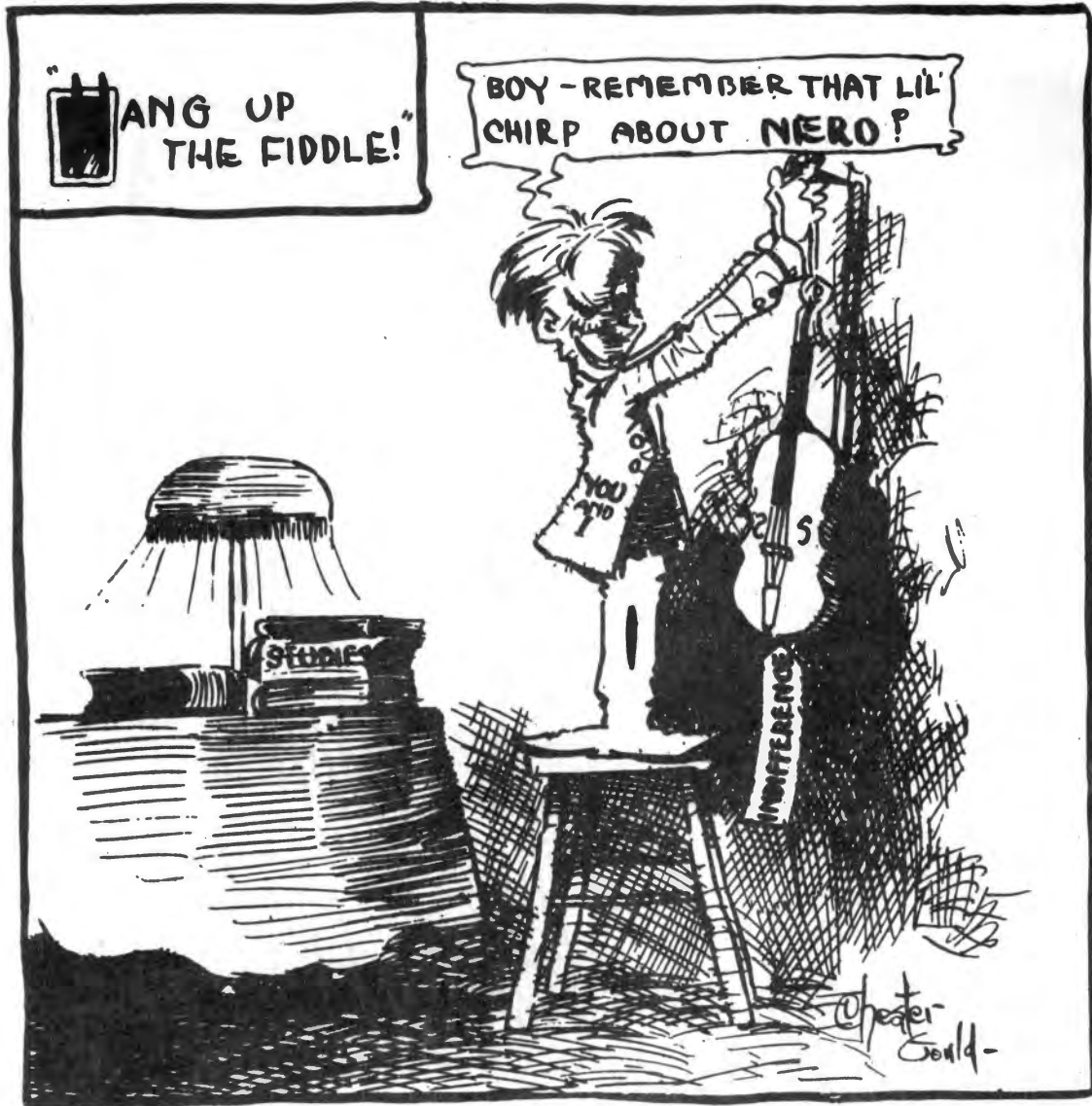


Figure 3. An Early Chester Gould Cartoon Which Appeared in The Orange and Black (January 14, 1920)

FOOTNOTES

- <sup>1</sup>The College Mirror (May 15, 1895), p. 10.
- <sup>2</sup>The Redskin (1928), p. 202.
- <sup>3</sup>The Redskin (1925), p. 164.
- <sup>4</sup>The Redskin (1928), p. 202.
- <sup>5</sup>The College Mirror (May 15, 1895), p. 8.
- <sup>6</sup>Ibid.
- <sup>7</sup>The College Mirror (June 15, 1895), p. 7.
- <sup>8</sup>Ibid.
- <sup>9</sup>Ibid.
- <sup>10</sup>The College Mirror (September 15, 1897), p. 8.
- <sup>11</sup>The College Mirror (October 15, 1897), p. 1.
- <sup>12</sup>The College Paper (May 15, 1899), p. 1.
- <sup>13</sup>Ibid.
- <sup>14</sup>The College Paper (February 1, 1900), p. 110.
- <sup>15</sup>The College Paper (July 1902), p. 35.
- <sup>16</sup>The O'Collegian (March 23, 1924), p. 1.
- <sup>17</sup>Orange and Black (April 1908), p. 1.
- <sup>18</sup>Orange and Black (May 1908), p. 4.
- <sup>19</sup>Ibid., p. 17.
- <sup>20</sup>The O'Collegian (March 23, 1924), p. 1.
- <sup>21</sup>Ibid.
- <sup>22</sup>Orange and Black (September 18, 1912), p. 1.
- <sup>23</sup>Orange and Black (October 8, 1913), p. 1.

- <sup>24</sup>Orange and Black (April 29, 1914), p. 2.
- <sup>25</sup>Orange and Black (September 26, 1914), p. 1.
- <sup>26</sup>Orange and Black (April 22, 1916), pp. 2-3.
- <sup>27</sup>Randle Perdue, editor of Orange and Black 1913-14, personal interview (February 16, 1974).
- <sup>28</sup>Orange and Black (November 7, 1914), p. 1.
- <sup>29</sup>Orange and Black (December 1, 1917), p. 1.
- <sup>30</sup>Ibid.
- <sup>31</sup>Orange and Black (April 19, 1917), p. 1.
- <sup>32</sup>Orange and Black (October 27, 1917), p. 1.
- <sup>33</sup>Orange and Black (November 3, 1917), p. 3.
- <sup>34</sup>Orange and Black (September 8, 1917), p. 1.
- <sup>35</sup>Orange and Black (December 1, 1917), p. 2.
- <sup>36</sup>Orange and Black (February 16, 1918), p. 1.
- <sup>37</sup>Orange and Black (March 16, 1918), p. 1.
- <sup>38</sup>The Daily O'Collegian (October 10, 1933), p. 1.
- <sup>39</sup>Orange and Black (June 5, 1917), p. 1.
- <sup>40</sup>Orange and Black (July 2, 1917), p. 1.
- <sup>41</sup>Orange and Black (December 15, 1921), p. 1.
- <sup>42</sup>Orange and Black (April 12, 1919), p. 1.
- <sup>43</sup>Stillwater News-Press (July 30, 1972), p. 15.
- <sup>44</sup>Ibid.
- <sup>45</sup>Stillwater News-Press (August 6, 1972), p. 13.
- <sup>46</sup>The Redskin (1925), p. 104.

## CHAPTER II

### GROWING PAINS

#### The O'Collegian Goes Daily

When Walker Stone\* and Leslie Hollingsworth were elected editor and business manager of The O'Collegian in the spring of 1924, they had ambitious plans for the paper's future.<sup>1</sup> By the start of the winter quarter, December 2, 1924, their dreams had materialized--The O'Collegian was a daily newspaper.<sup>2</sup>

Daily publication had been assured five weeks earlier, on October 23, when a special vote of the student body gave Student Senate Bill 1094 (requiring automatic student subscription to the paper at enrollment each quarter) a three to one majority.<sup>3</sup> The passage of this bill practically assured 100 percent student subscription. Exemptions were obtained only by appearing before the college president and presenting conclusive proof of the inability to pay.<sup>4</sup>

#### Associated Press Membership

Organizational planning for a daily had begun early in the summer with Stone outlining his plans in a July O'Collegian story.<sup>5</sup> He started a correspondence in June with the Associated Press for AP news service.<sup>6</sup>

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\*A complete listing of the editors who served during this period is shown in Appendix A.

FRANK B. NOYES,  
WASHINGTON STAR,  
PRESIDENT.  
MELVILLE E. STONE, COUNSELOR.  
FREDERICK ROY MARTIN, GENERAL MANAGER.

EDWARD H. BUTLER,  
BUFFALO NEWS,  
FIRST VICE-PRESIDENT.  
KENT COOPER, ASST. GENERAL MANAGER.  
JACKSON S. ELLIOTT, ASST. GENERAL MANAGER.

C. P. J. MOONEY,  
MEMPHIS COMMERCIAL-APPEAL,  
SECOND VICE-PRESIDENT.  
J. R. YOUATT, TREASURER.  
MILTON GARGES, CHIEF OF TRAFFIC DEPARTMENT.

**DIRECTORS.**

VICTOR F. LAWSON, CHICAGO DAILY NEWS.  
FRANK B. NOYES, WASHINGTON STAR.  
ADOLPH S. OCHS, NEW YORK TIMES.  
CLARK HOWELL, ATLANTA CONSTITUTION.  
CHARLES HOPKINS CLARK, HARTFORD COURANT.  
W. H. COWLES, SPOKANE SPOKESMAN-REVIEW.  
ELBERT H. BAKER, CLEVELAND PLAIN DEALER.  
FRANK P. MACLENNAN, TOPEKA STATE-JOURNAL.  
H. V. JONES, MINNEAPOLIS JOURNAL.  
E. LANSING RAY, ST. LOUIS GLOBE DEMOCRAT.  
BENJAMIN H. ANTHONY, NEW BEDFORD STANDARD.  
STUART H. PERRY, ADRIAN TELEGRAM AND TIMES.  
FREDERICK I. THOMPSON, BIRMINGHAM AGE-HERALD.  
ROBERT MCLEAN, PHILADELPHIA BULLETIN.  
J. R. KNOWLAND, OAKLAND TRIBUNE.

# The Associated Press.

GENERAL OFFICE  
383 MADISON AVENUE  
NEW YORK, N. Y.

July 1st, 1924.

C. Walker Stone, Editor,  
The Daily O'Collegian,  
Stillwater, Okla.

Dear Mr. Stone:-

Supplementing my letter of June 21st, I am advised by our Chicago office that your inquiry for service is for a morning paper at Stillwater. The assessment for the Oklahoma City 30 minute night telephone report from 9:30 to 10:00 P.M., in the event of your election to membership, would be \$18.20. This assessment includes the telephone tolls and the rental on the special equipment which would be installed in your office.

In the 30 minute service, you would receive approximately 2000 words. The service is similar to that going to a number of other papers in Oklahoma. The assessment is subject to our ability to secure facilities from the Telephone Company, into which we are inquiring.

If there is any further information I can give you concerning the service, please let me know.

Sincerely yours,

*Milton Garges*  
Chief Traffic Department.

WJM W

Figure 4. Letter Describing Associated Press Service Sought by The Daily O'Collegian

By the end of October, financial success for a daily was a virtual reality as E. E. Hadley reported when he returned The O'Collegian's application for AP membership:

Beginning December 1 The O'Collegian will be a daily morning publication with a Sunday edition, but not published on Monday of each week.

Aside from the fact that, with Associated Press membership we will step to the front among college publications, we believe it may be of interest to you to know that the students of the college, numbering 2,300, have voted upon themselves a general tax of \$1.00 each quarter, to be paid at the time of registration, as subscription to The O'Collegian. We do not know of another college paper so supported. Our circulation will cover every student in the college. Besides this, twice each week, on Thursdays and Sundays, the college is purchasing 1,000 copies to distribute to high schools of the state on the basis of one paper to each ten students.<sup>7</sup>

With the paper's financial support seemingly guaranteed, the staff settled down to the business of putting out a daily. It was a new business to all of them--one which required a concerted effort to meet the daily deadlines.

The AP service was put to use immediately. Its "pony" service, to which The O'Collegian had subscribed, provided that 2,000 words of news nightly would be transmitted from the AP state bureau in Oklahoma City.<sup>8</sup> Mildred Maroney, secretary to the college president, took the dictation via a telephone in the office of The Advance Democrat,\* where The O'Collegian was printed.<sup>9</sup>

The AP stories enlightened A. and M. students on state, national, and international news. One of the first AP stories informed Aggies of their election to the Missouri Valley Conference.<sup>10</sup> Later AP

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\*The Advance Democrat was a weekly newspaper whose readership consisted primarily of Stillwater residents.

news stories relayed election news on the nation's first woman governor, Mrs. Nellie Taylor Ross of Wyoming.<sup>11</sup> Stone also used wire service news to compose "The Day In Washington," a regular feature which capsuled Washington news events for O'Collegian readers. An added bonus was that AP service provided dependable backup when local copy fell short of daily publication quotas.

Throughout its initiation into daily publication, The O'Collegian compared favorably with sister papers in the Missouri Valley and Southwestern conferences, outdone in circulation only by the The Texan (University of Texas) and The Student Life (Washington University). With a circulation of 2,983 it had clearly passed its old rival at OU, The Oklahoma Daily, which had a circulation of 1,700.<sup>12</sup> None of these papers held membership in the Associated Press. Only four other college papers in the United States enjoyed this privilege--the Universities of Illinois, Indiana, Iowa, and Dartmouth College.<sup>13</sup>

#### Editorial Management

The organizational structure of The O'Collegian in 1924 revolved primarily around the editor and business manager, who were elected by popular vote of the student body in the annual spring elections. Staff positions were assigned early in the fall quarter. Editorial posts were assigned on the basis of competitive tryouts handled by The O'Collegian Board. The business manager appointed students to the business staff with selections subject to board approval.<sup>14</sup>

The paper's editorial policy was one of unwritten implication conforming "as nearly as possible with the best code of ethics of the journalism profession."<sup>15</sup> The news columns stressed fairness and



accuracy while the editorial columns maintained "an unprejudiced stand for the right, with the interest of the institution at heart."<sup>16</sup>

Editorial management of the paper involved both students and faculty. One editorial proclaimed the paper to be controlled entirely by students. In actuality, The O'Collegian operated under a system of checks and balances controlled by both students and faculty.<sup>17</sup>

The O'Collegian Board, comprised of student and faculty representatives, acted in both a supervisory and advisory capacity to all student publications. A second check was exerted through a former journalist with faculty status, E. E. Hadley. As editor-in-chief of college publications, he could exercise editorial control whenever he felt it was needed. The third check was an unofficial, ex-officio, self-appointed adviser--President Bradford Knapp. President Knapp was acutely interested in The O'Collegian from the standpoint that it was an official organ of the college. From time to time he sent letters to the editor to make his opinions known. His correspondence may be classified as censorship or keen interest, depending on one's point of view. His remarks to Stone about O'Collegian copy ran the gamut from severe criticism to sincere praise.<sup>18</sup>

From the outset of daily publication, The O'Collegian served a dual purpose. It was both a student newspaper and an official college organ.<sup>19</sup> Occasionally, the paper's twofold purpose produced a conflict of interest. As a student newspaper, a news story critical of A. and M. could be published, but as an official college organ, a critical story would not serve the best interests of the school. Stone recognized the delicacy of the situation and sometimes solicited President Knapp's opinion when confronted with such an issue.<sup>20</sup>

## Money Problems

The O'Collegian successfully survived its first year of daily publication, according to the copy blurb in the 1925 Redskin.<sup>21</sup> However, the initiation period from semi-weekly to daily was not without the normal growing pains. One of these pains was money, or more accurately, the lack of it.

In March of 1925, three months after the transition to daily newspaper, The O'Collegian showed a \$600 deficit.<sup>22</sup> As mentioned earlier in this chapter, A. and M. students supported the paper by 100 percent subscription.<sup>23</sup> In addition, the college administration contributed \$50 a week to O'Collegian expenses to have the paper sent to high schools across the state.<sup>24</sup> In the view of The O'Collegian business staff, the answer to the paper's financial woes was more advertising.

Accordingly, an editorial campaign was planned to show Stillwater merchants the advantages of O'Collegian advertising. The campaign consisted of four editorials to be run consecutively in The O'Collegian. Labeled "straight talks," the editorials addressed four separate audiences--students, faculty, administration, and downtown merchants.

The editorials to students, faculty, and administration emphasized that approximately \$1,200,000 a year was spent in Stillwater because of A. and M. (through student and faculty spending). These editorials compared the money spent to advertising bought in The O'Collegian:

Stillwater merchants have spent in advertising to you in The O'Collegian this year \$3,000. Note the difference between this sum and \$1,200,000. They have given your own enterprise a mere one-fourth of one percent of the business you give them!

Our deficit exists because these same Stillwater merchants are certain they will continue to get your business, as they have in the past, whether or not they advertise to you. It is for you to say whether they are right.<sup>25</sup>

In the concluding editorial Stillwater merchants were told that petitions had been signed by faculty and students urging them to increase their advertising in The O'Collegian. The petitions carried signatures of 1,549 students and 235 faculty.<sup>26</sup> The editorial explained:

In circulating these documents, it has not been our idea to hold a club over your heads to force you to advertise in The O'Collegian. It has been our purpose to show you the desire of the very persons who contribute most to the volume of your business, and hence the intrinsic worth, even necessity, of advertising your wares to them. You have been neglecting them at the cost of not playing fair with your best customers. Can you afford such a luxury?<sup>27</sup>

While the editorials reflected the desperateness of the paper's financial woes, they did not solve the problem because they were never printed. The campaign was cancelled--probably because of the candid advice of a downtown merchant who helped operate the Bishop Clothing Company. In a letter to Hadley, this merchant, who had seen advance copies of the editorials, advised:

...it is my judgment that your series of articles, as you have them worded, would start a ripple, if not a wave, of antagonism that could not be justified, and would hit very largely at the bunch of men whose hearts and souls have been in the upbuilding of this institution and the welfare of the students who attend it.<sup>28</sup>

The merchant suggested that additional revenue for The O'Collegian might be obtained by "foreign advertising" from companies specializing in products used by college students.<sup>29</sup> Evidently the advice was taken; national ads began to appear in The O'Collegian the following fall.<sup>30</sup>

### Incorporation and the End of Financial Stress

The few national ads helped, but they fell far short of removing the \$600 deficit. Instead of getting better, the situation became worse. When the deficit reached \$2,000 and the downtown printer decided not to print any more papers, President Knapp took some action of his own: He hired Raymond Bivert, a junior from Luther, as business manager.<sup>31</sup>

Bivert only agreed to work the rest of the year, but stayed with the paper until 1942 when he left for military service in World War II. His 16 years with The O'Collegian, first as business manager of The O'Collegian and later as general manager of student publications, provided the paper with a continuity that fostered its growth.

Bivert convinced the printer, Authur S. McEwen, that he should continue to print the paper. By January 1926--less than a year later--he had The O'Collegian out of the red.<sup>32</sup> Shortly after this, Bivert discussed a new idea with Knapp: Why not buy printing equipment and use student employees to print the paper on campus? He recalls that Knapp did not seem impressed, but offered no discouragement.<sup>33</sup>

Although Bivert eventually accomplished his goal, it was no overnight success story. He vividly recalls this period in his association with The O'Collegian: "No one had any money for us. No one was particularly concerned, and we continued to publish downtown until mid-1926."<sup>34</sup>

However, Bivert was optimistic. He wrote Barnhardt Brothers and Spindler in Kansas City about equipment. When the salesman came, Bivert acquired a new slant on the problem: "If I incorporated the

student newspaper under some name and had three people to serve as officers in the corporation, I could legally borrow money and start a business."<sup>35</sup>

President Knapp and C. H. McElroy, dean of men, agreed to serve with Bivert as corporation officers, and Bivert was in business. After finding a Stillwater attorney who drafted the articles of incorporation free of charge, Bivert left for the office of the Secretary of State in Oklahoma City. On August 31, 1926, Bivert returned with an incorporated newspaper under The O'Collegian Publishing Company.<sup>36</sup> By September, the corporation was operating in the basement of the Biology Building with a new \$15,000 printing plant.<sup>38</sup> The incorporation permitted Bivert to publish more than just The O'Collegian, and it was these outside jobs (The Aggievator, football programs, Alumni Magazine, etc.) which kept The O'Collegian in the black.<sup>39</sup>

This was the start of a new era for the paper. Under Bivert's management, it would continue to have updated facilities and new equipment (see Chapter IV). For the remainder of the decade, the paper was financially secure, and progress could continue in other areas of development.



Figure 5. Certificate of Incorporation Which Established The O'Collegian Publishing Company

FOOTNOTES

<sup>1</sup>The O'Collegian (July 21, 1924), p. 1.

<sup>2</sup>The Redskin (1925), p. 104.

<sup>3</sup>Ibid.

<sup>4</sup>The O'Collegian (October 16, 1924), p. 3.

<sup>5</sup>The O'Collegian (July 21, 1924), p. 1.

<sup>6</sup>Milton Garges in a letter to Walker Stone (June 21, 1924), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>7</sup>E. E. Hadley in a letter to Milton Garges (October 25, 1924), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>8</sup>The O'Collegian (September 4, 1924), p. 3.

<sup>9</sup>The O'Collegian (December 2, 1924), p. 1.

<sup>10</sup>The O'Collegian (December 7, 1924), p. 1.

<sup>11</sup>The O'Collegian (January 6, 1925), p. 1.

<sup>12</sup>The O'Collegian (January 25, 1925), p. 1.

<sup>13</sup>The Redskin (1925), p. 104.

<sup>14</sup>The O'Collegian (July 21, 1924), pp. 1 and 4.

<sup>15</sup>The O'Collegian (June 4, 1925), p. 4.

<sup>16</sup>Ibid.

<sup>17</sup>The O'Collegian (September 21, 1924), p. 4.

<sup>18</sup>President Bradford Knapp in various letters to Walker Stone (1924-1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>19</sup>Walker Stone in a letter to Bradford Knapp (March 23, 1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>20</sup>Ibid.

<sup>21</sup>The Redskin (1925), p. 104.

<sup>22</sup>"Straight Talk To The College Administration," unpublished editorial (1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>23</sup>"Straight Talk To Our Student Readers," unpublished editorial (1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>24</sup>"Straight Talk To The College Administration."

<sup>25</sup>"Straight Talk To Our Student Readers."

<sup>26</sup>"Straight Talk To Stillwater Merchants," unpublished editorial (1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>27</sup>Ibid.

<sup>28</sup>Unsigned letter to E. E. Hadley (March 23, 1925), typed on Bishop Clothing Company letterhead stationary, Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>29</sup>Ibid.

<sup>30</sup>The O'Collegian (September 22, 1925), p. 2.

<sup>31</sup>Raymond Bivert, personal interview (July 23, 1973).

<sup>32</sup>The O'Collegian (January 14, 1926), p. 1.

<sup>33</sup>Bivert.

<sup>34</sup>Ibid.

<sup>35</sup>Ibid.

<sup>36</sup>Articles of Incorporation (August 31, 1926), School of Journalism and Broadcasting, Oklahoma State University.

<sup>37</sup>Bivert.

<sup>38</sup>The O'Collegian (September 18, 1926), p. 1.

<sup>39</sup>Bivert.



## CHAPTER III

### STUDENT VOICE AND EDITORIAL MANAGEMENT: THE OPERATION OF THE DAILY O'COLLEGIAN

#### The Board of Publications

From the outset of daily publication, The Daily O'Collegian operated under the watchful eye of the board of publications. The structure of the board would change at least three times over this ten-year period,<sup>1</sup> but its purpose remained the same: student control with faculty representation.<sup>2</sup>

In the early O'Collegian years, the student body elected the editors and business managers of the three major publications--The Redskin, A. and M. yearbook; The Aggievator, student humor magazine; and The Daily O'Collegian. The board of publications was relegated to a supervisory capacity and handled such business transactions as contracts, requisitions, payrolls, and financial statements.<sup>3</sup> Prior to 1928, board membership included two students elected by the student body, an alumni representative appointed by the college president, the head of the publications department, and the editor of the publication under consideration. That is, when the board was acting on business concerning the O'Collegian, the paper's editor was a voting member. When the board dealt with matters concerning The Redskin, the yearbook editor participated as a voting member. The same procedure was followed for matters relating to The Aggievator.<sup>4</sup>

During the 1927-28 school year, an amendment was added to the student constitution increasing the number of student representatives and giving the board authority to appoint editors and business managers for each of the three student publications. The board now included six students--one from each of the six schools within the college, the editors and business managers of each publication, an alumnus, and the editor-in-chief of college publications.<sup>5</sup>

Otis Wile, O'Collegian editor at that time, gave the new system a mixed blessing:

This column favors editorship and managership appointments--rather than the general election method of filling such offices. It does so because it believes the officers have served long enough in the role of political footballs on the campus....

...The daily newspaper of the future A. and M. should be considered a department, student operated, and should have its leaders named by those who know the intricacies of the department...not by an unwieldy board, many of the members of which could have at best but a semi-knowledge of the requirements of the department under its supervision.<sup>6</sup>

Several years later, the board was restructured by President Henry G. Bennett along the lines suggested by Wile in an effort to remove student publications from the influence of campus politics.

In the meantime, the board was hailed as "second only to the Student Senate in point of power concerning student affairs."<sup>7</sup> The 1931 Redskin emphasized this power in its description of the board's function:

It annually appoints editors and business managers. It awards all major contracts of these publications. It governs policies and business matters, and in short acts as a rigid supervisor for The Daily O'Collegian, The Redskin, and The Aggievator. Besides its numerous local affairs, the Board of Publications exerts its influence to attract promising journalists to attend this school.<sup>8</sup>

The board depended on the committee system for quick dispatch of its affairs. Each of the three publications had a committee consisting of five members: its editor and business manager, the editor-in-chief and general manager of publications, and a school representative. This committee decided upon the action needed by its particular publication and presented its request to the entire board for approval or rejection.<sup>9</sup>

In 1933, while the adoption of a new student constitution was pending, the Council of Deans recommended that editors and business managers be eliminated as voting members of the board. There was immediate controversy. Committees from the Redskin, Panhellenic, Student Senate, and the board visited President Bennett to make their opinions known.<sup>10</sup> O'Collegian Editor Lawrence "Scoop" Thompson was especially hostile to the proposed change, explaining:

If the council constitution were adopted, reason for initiative of student editors would be removed. The editors would not even have a voice in determining the policies of the publications they head. The board, on which they do not sit, could remove staff members at will. The effect would be to relieve the editors and business managers of responsibility, and to make them puppets, manipulated by student politicians.<sup>11</sup>

Eventually, the question was settled; editors and business managers remained on the board with full voting privileges.<sup>12</sup>

The next year (1933-34) brought new developments. In the wake of the TNE scandal (see Chapter X), President Bennett suspended the board of publications.<sup>13</sup> The following September he established a new board which would be "tried out in practice" and then submitted to a student vote for final approval.<sup>14</sup> The administration wanted the board to be "a guiding hand for publications that would be entirely free from student politics."<sup>15</sup>

The 1935 Redskin explained the structure of the new board:

In effect there are three Boards with overlapping memberships. The membership of all Boards are [sic]: two students elected by the student body as regular student officers, two faculty members appointed by the President of the College, the Dean of Men, and the Head of the Publications Department of the College. One of the student members is elected as a junior each year to serve two years. The other members of the Board are the editor and business manager of the publications under consideration...<sup>16</sup>

An amendment to the student constitution calling for the board of publications to operate within this structure was submitted to a student body vote and ratified in the spring of 1936.<sup>17</sup>

The O'Collegian Editorship: Responsibilities,  
Power, and Problems

The editorship of the The Daily O'Collegian was one of the most sought after jobs on camps. It was not only a prestigious position, but a paying one as well. However, it had its ups and downs, as Editor Earl Richert knowingly pointed out in the fall of 1934:

There is something pitiful about the position of an editor of a college paper. He is really between the devil and the deep blue sea. If he doesn't say anything, he is the world's worst editor and if he does say anything, he is apt to be kicked out of office or have perpetual warfare with certain factions of the student body.

...He cannot take a stand as can an editor who owns his own newspaper. Under the present system of politics playing a great part in the functioning of state universities college editors dare not look around them for fear they will see something which their own journalistic sense will tell them should be printed but which they know would cause the loss of their jobs if the facts appeared in print.<sup>18</sup>

Richert's comments were truly indicative of the editor's predicament. Nine-and-a-half years earlier, Walker Stone had faced the same dilemma: the conflicting interests of student newspaper vs. college newspaper.

Stone, noting that the O'Collegian served the dual purpose of "student newspaper and an official college organ," believed that scandalous stories, even if the facts were correct, would be "inimical to the best interests of this institution."<sup>19</sup>

A. and M. President Bradford Knapp reinforced Stone's conception of the paper's role:

The O'Collegian is not only a student newspaper but is the official organ of the institution and for that very reason its publications must be different from those of an independently headed newspaper...

A college paper has three things to consider; one of these is the news value of an item, the second is its truth and the third is the influence of the publication upon the policy of an institution and the institution's reputation and good will. The first two only are considered by ordinary newspapers, the third requires us to exercise a very much higher degree of judgment than the ordinary newspapers.<sup>20</sup>

Other editors dealt with the dual function of the O'Collegian when formulating their editorial policies. In 1928, when Wile presented the general editorial policy of his editorship, he clearly indicated support of Knapp's third consideration--the reputation of the institution:

It is the duty of the student newspaper to record happenings of note that are of interest to the readers of the paper and to present such in an unbiased manner; it is the duty of the paper editorially to work for the development and improvement of the student body and of the institution as far as such may be possible and to condemn any practice that is detrimental to the student body or to the institution.<sup>21</sup>

Editorial policy in 1931, under Thompson's leadership, advocated "independent and aggressive thinking":

1--The Daily O'Collegian will spare no individuals or organizations, neither will it fear to print names of any person or any groups.

2--The O'Collegian will be as quick to praise as condemn, and it will not be frightened or coerced into avoiding either.

3--The editor is writing under no obligations not his own. The paper will strive to be a palladium of independent and aggressive thinking.<sup>23</sup>

But Thompson, like Richert, acknowledged that he could not operate in the same manner as the editor of an independently owned newspaper.

He openly referred to those with the power of censorship in this way:

"...Only authorities which we recognize as sufficient to suppress any news story or any editorial are the board of publications, the president of the college or the board of regents."<sup>24</sup>

John Oliver, 1933-34 editor, did not consider the dual role of the O'Collegian as student newspaper and official college publication to be a problem. Instead, he reconciled the two roles in terms of reciprocal support:

More freedom is, of course, desirable in state maintained schools. But here, the paper cannot be entirely separated from the administration of the college if the college contributes toward its support, or it is classed as an official publication of the college. This does not mean that students cannot say what they believe in their paper, but it does mean the journalist is bound to uphold principles upon which the institution is founded, or at least not attack those principles.<sup>25</sup>

Even though the administration occasionally exercised its power to determine what would or would not be published, most editors during this decade held the administration in high esteem. This seems attributable to two factors: (1) the personalities and concerns of Presidents Knapp and Bennett, and (2) the individual freedom of the editors who generally were unhampered by supervision from the faculty or board of publications.

During the Knapp administration, O'Collegian editors often were recipients of personal letters from the A. and M. president. Displeased

with the news coverage of one event during Stone's editorship, he suggested that reporters assigned to stories should "have some appreciation of the thing they are going to write up, and at the same time, some newspaper ability in expressing themselves."<sup>26</sup>

Stone considered each of Knapp's observations carefully and responded accordingly. Sometimes he agreed with the president; in other instances he explained the rationale behind the action in question but did not accept Knapp's criticism as valid. All of Stone's successors did not interact with the president in this way. Clarence Paden, elected to the editorship in 1926, lasted precisely 81 issues before he resigned "after an editorial policy clash with President Knapp."<sup>27</sup>

It should be pointed out, however, that Knapp was just as quick in offering praise as criticism. On several occasions, he complimented editors on their work and judgment. He also wrote an occasional column for the paper entitled "Prexy's Paragraphs" to communicate with the student body.

Knapp's successor, President Bennett, maintained a rapport with editors that brought him praise. Thompson applauded Bennett for his openness with the press:

We have yet to find any matter which the president is unwilling to discuss with the press. And what is more, he discusses everything fully and candidly, making no attempt to evade or polish over facts.<sup>28</sup>

Oliver remembers Bennett as "one of the wisest and most persuasive men I have ever known." He explains:

On a couple of occasions, President Bennett...called me to his office to tell me about some upcoming event on which he felt premature publicity would be unwise. He did not demand I do anything, but the manner in which he handled the matters resulted in effective control.<sup>29</sup>

OKLAHOMA  
 AGRICULTURAL AND MECHANICAL COLLEGE  
 OFFICE OF THE PRESIDENT  
 STILLWATER

March 26  
 1925

Mr. Walker Stone, Editor  
 The O'Collegian  
 Campus.

Dear Mr. Stone:

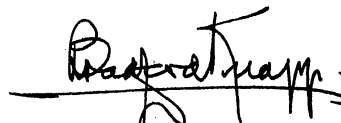
I do not know who wrote the account of the exhibition put on by the Physical Education Departments last night, but whoever did has fallen so ridiculously short of any adequate write-up of this very wonderful and very beautiful exhibition that I feel constrained to call your attention to it. I hate to have a poor write-up of a fine exhibition sent out into the state.

My criticisms are first to the headlines and the opening statement which are absolutely lacking of all appreciation of the beauty and real artistic presentation of what I feel could not be duplicated by any group of amateur performers outside of a great city. The write-up is distinctly on a low plane and in no place do I find that accord with true appreciation which ought to have been evident in this write-up. One reason I am calling your attention to this is because it isn't the first time it has happened. Other performances here have been written up on the same general tone, a tone which may be all right in a high school or in a little country town but a tone which lacks dignity, appreciation, and skill of expression on a plane the equal to the standards of an institution of this character.

I was in the audience last night and all about me I heard from students, faculty, and town people, the most glowing compliments for this performance. To read the morning paper on the same subject is like getting hit across the face with a wet dishrag. Possibly this is pretty severe criticism. I am sorry if it is too severe, but I have seldom, if ever, been so disappointed in a write-up of a performance as I have been in this case.

My suggestion is that people ought to be assigned to write up these things who have some appreciation of the thing they are going to write up, and at the same time, some newspaper ability in expressing themselves.

Very truly yours,



Bradford Knapp  
 President

BK/H

Figure 6. Letter from A. and M. President Bradford Knapp to Editor Walker Stone Evaluating Staff Performance



However, there were occasional hints of censorship during Bennett's administration. In 1933, an editorial column headed "Dark Thoughts of a Light Lady," mentioned "the iron hand of censorship that hangs over campus publications."<sup>30</sup> The same article accused faculty members of being "responsible for the departure of some five columnists on this paper in the past four years."<sup>31</sup> The 1931 Redskin also alluded to "years of turbulent editorial policies and abrupt changes in leadership."<sup>32</sup>

A second source of control, when it chose to assert its power, was the board of publications. Wile, who was sometimes muzzled for the outspoken views presented in his columns, described the hierarchy of O'Collegian censors:

The Daily O'Collegian recently has made as careful a study of the A. and M. political situation as is possible....We find that the daily is subject editorially to the board of publications, and that the board of publications is subject to the administration, and that the administration is subject to the board of agriculture.<sup>33</sup>

While the board of publications clearly had such power at that time, it exercised this option on an infrequent basis. Raymond Bivert, general manager of student publications during the 1920's and 1930's, recalls the O'Collegian editors had much freedom and responsibility. There was no obvious censor of the paper or a need for it, he explains, because "we weren't creating those kinds of conditions."<sup>34</sup>

Aubrey McAlister, who served both as night editor and managing editor, remembers that the editorial board exercised limited editorial control but rarely chose to override the judgment of the editor.<sup>35</sup>

Richert substantiates this view:

Control in my case was strictly by me. But I tried to use common sense and had frequent conversations with the college president, Dr. Henry G. Bennett. I did not

regard the college newspaper as a vehicle to be used to try to shock parents or students.<sup>36</sup>

Nevertheless, the board exerted editorial control when it thought the occasion merited it. Wile fired the board into action when he started an anti-TNE crusade in the columns of the O'Collegian. Theta Nu Epsilon, a secret political fraternity, had established widespread power in campus politics. It is probable that the board of publications felt the influence of TNE at this time.

Regardless of the motive, the board censored Wile during the TNE controversy by having a student representative check the paper before it went to press. Wile gives this summation of the episode:

Editorials were not precensored, but you got called in if you got offsidess...no trouble after the election/TNE/stuffed-ballot box issue...The Board felt that it gave the school a bad image and cut down on it. Censors were put on the last month or two of my editorship...<sup>37</sup>

Actually, censorship was the least of an editor's worries. Wile cited the small staff as a major problem during his editorship. He remembered that editors were concerned about changes, meeting deadlines, and getting the paper to bed somewhere between 1:30 and 3:30 a.m. "It was such a primitive operation," he concluded, "you might have done as good with a chisel and a hammer on a cave wall."<sup>38</sup>

Joe Griffin, who headed the paper in 1929-30, listed the editor's responsibilities as total management of the editorial and business sides,\* print shop supervision, and staff recruitment. The major responsibility was "to get the paper out every day and to keep it operating profitably."<sup>39</sup>

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\*While Griffin indicated his concern for the business management of the newspaper, day-to-day responsibility no doubt was in the hands of Raymond Bivert, general manager, and the student business manager.

Richert, who edited the O'Collegian four years later, considered "running the paper, making personnel selections, and writing editorials" his top priorities as editor.<sup>40</sup>

The most vivid descriptions of what it took to put the O'Collegian to bed come from McAlister and Welden Barnes, who worked on the paper as night editors during the 1930's.

"My time with the O'Collegian was so long ago I don't recall much about goals, objectives, editorials, etc.," McAlister candidly admits.

About all I remember is that it was pretty hard to get out a paper every morning during those depression days.

We had no wire service, no responsibility from journalism classes, and many were the nights I've come on the desk at 6 o'clock and found practically nothing done on the paper. I got \$30 a month for working from 6 p.m. until the paper was out, usually around 3 a.m., six nights a week. If we missed a paper or two because of a holiday, we were docked accordingly.<sup>41</sup>

Barnes served as night editor in 1932. McAlister was managing editor at this time and the editorship was under Thompson. Barnes recalls that he came to work between five and six o'clock in the evening and stayed until one or two o'clock in the morning when the paper came off the press. It was Barnes' responsibility to edit stories coming in during the evening, handle makeup, and check page proofs.<sup>42</sup>

The following spring, McAlister and Thompson dropped out of school and Barnes became editor without the title. From this perspective, he relates the following:

The editorial staff congregated in the afternoon only. Usually reporters, editor, and managing editor discussed right after lunch the stories to be covered. The editor would write out an assignment sheet for reporters who would go out to get the story. The editor may have scheduled a visit with the Dean or the Student Senate. The editor or managing editor might write an editorial.

The editors and managing editors received many invitations. On Friday or Saturday night the Student

Senate sponsored a dance for all students. The other night a sorority or fraternity sponsored a dance and the editors were always on the invitation list. Except for management, editors spent a great deal of time making contacts.<sup>43</sup>

#### Student Attitude and The Daily O'Collegian

Possibly because of these contacts, or perhaps in spite of them, O'Collegian editors got along unusually well with their constituency. From all indications, their readers liked them.

Several facts contributed to this popularity. One was the relatively small enrollment at A. and M. during this period, which made it possible for the readers to know the editors personally. In 1924, when Stone was editor, students numbered approximately 2,400.<sup>44</sup> During the depression years, A. and M. remained small. Barnes describes A. and M. in the early 1930's:

The University [referring to the present name of A. and M., Oklahoma State University] was much smaller. There were two women's residence halls--Hanner and Crutchfield, which would only house 200-300 each.

Student activity revolved around club meetings. Women's hours were very restrictive--they had to sign out of the dorm specifying they would return at a certain time. Weekend hours were more liberal for dances. Dress was simple. Students were interested in books, career, vocation. There was no elaborate entertainment or social life. School spirit was high because of the small group; it was easier to organize. Everyone knew everyone.<sup>45</sup>

This environment promoted a favorable attitude toward editors and the paper in general. Barnes cannot recall any friction with any of the paper's audiences during the time he was connected with the O'Collegian. He remembers that the paper had support from both the student body and student government:

Student opinion was very favorable because we devoted our attention and all of our space to what they [the students] were doing. They had their names in the paper.

We had support of the Student Senate because we reported their activities and they were anxious to have our favor because this was their outlet for publicity for their elections. There was also fairly close association. The O'Colly offices at this time were located in the old Dairy Building with the O'Colly on the first floor and the Student Senate on the second floor.<sup>46</sup>

O'Collegian editors knew most of their readers personally. They also introduced several innovations which encouraged readers to express themselves in the O'Collegian.

Stone provided readers with "The Firing Line," a medium "for expression of their opinions and ideas." He invited both student and faculty comment.<sup>47</sup> He particularly urged students "to take advantage of the opportunity to criticise [sic] or advance new ideas."<sup>48</sup>

Stone also allowed students a voice in the editorial columns. Stipulating that they must choose their own subjects, Stone invited six prominent student leaders to write guest editorials. The six included the presidents of the Student Senate, Senior Class, Young Men's Christian Association, Young Women's Christian Association, and the editors of the Aggievator and Redskin. They all did their best for the cause, no doubt encouraged by Stone's promise: "In case any one of them fails to write his editorial, the space will be left blank with only his name."<sup>49</sup>

Wile turned his editorial column over to staff members, giving each of them sole charge of it for a week. This not only acquainted them with editorial duties, but permitted greater student voice in policies advocated by O'Collegian editorials.<sup>50</sup>

Other editors also were interested in student welfare. Paden, who followed Irvin Hurst as editor in 1926, expressed this in his statement of editorial policy:

Keeping the faith of the student body and supporting or sponsoring movements and campaigns for the betterment of Aggieland shall be the editorial policy of The O'Collegian this school year.<sup>51</sup>

Editorials in 1929<sup>52</sup> and 1930<sup>53</sup> stressed concern for the student voice. Explained Editor Griffin: "We have striven to make the paper this year, one that would faithfully portray student sentiment and desires..."<sup>54</sup>

Three years later, Thompson strongly encouraged student contributions:

If any student, faculty member, or citizen of Stillwater has any item of news, however small, he may rest assured that space permitting, it will be received and printed with joy by this paper. After all, we're just one big family...<sup>55</sup>

Richert also believes that the attitude of the student body toward the O'Collegian was good, but qualifies his opinion by saying, "Remember that was 1934-1936 when most everyone was damned glad to be able to go to school."<sup>56</sup>

But the fact that students were glad to be in school and led relatively simple lives compared to today's counterparts did not lessen the challenges for an editor trying to communicate with his readers. There were problems, then as now, and the editors lived for that challenge. Richert summed up their feelings in the same editorial he used to describe the plight of an editor: "...it is a great game and we wouldn't miss our year at editing this sheet for a good amount of money."<sup>57</sup>

FOOTNOTES

- <sup>1</sup>The Redskin (1936), p. 20.
- <sup>2</sup>The Redskin (1935), p. 22.
- <sup>3</sup>The Redskin (1928), p. 206.
- <sup>4</sup>The Redskin (1935), p. 23.
- <sup>5</sup>The Redskin (1928), p. 206.
- <sup>6</sup>The Daily O'Collegian (February 4, 1928), p. 2.
- <sup>7</sup>The Redskin (1931), p. 178.
- <sup>8</sup>Ibid.
- <sup>9</sup>The Redskin (1933), p. 266.
- <sup>10</sup>Ibid.
- <sup>11</sup>The Daily O'Collegian (March 7, 1933), p. 2.
- <sup>12</sup>The Redskin (1933), p. 266.
- <sup>13</sup>The Daily Oklahoman (January 16, 1934), p. 8.
- <sup>14</sup>The Redskin (1935), p. 22.
- <sup>15</sup>The Redskin (1934), p. 215.
- <sup>16</sup>The Redskin (1935), p. 22.
- <sup>17</sup>The Redskin (1936), p. 20.
- <sup>18</sup>The Daily O'Collegian (October 17, 1934), p. 2.
- <sup>19</sup>Walker Stone in a letter to Bradford Knapp (March 23, 1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.
- <sup>20</sup>Bradford Knapp in a letter to Walker Stone (March 26, 1925), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

- <sup>21</sup>The Daily O'Collegian (February 25, 1938), p. 2.
- <sup>22</sup>The Daily O'Collegian (November 7, 1931), p. 2.
- <sup>23</sup>Ibid.
- <sup>24</sup>Ibid.
- <sup>25</sup>The Daily O'Collegian (January 31, 1934), p. 2.
- <sup>26</sup>Knapp.
- <sup>27</sup>The Redskin (1927), p. 222.
- <sup>28</sup>The Daily O'Collegian (September 23, 1932), p. 2.
- <sup>29</sup>John Oliver, personal letter (January 11, 1974).
- <sup>30</sup>The Daily O'Collegian (June 16, 1933), p. 2.
- <sup>31</sup>Ibid.
- <sup>32</sup>The Redskin (1931), p. 174.
- <sup>33</sup>The Daily O'Collegian (March 20, 1928), p. 1.
- <sup>34</sup>Raymond Bivert, personal interview (July 23, 1973).
- <sup>35</sup>Aubrey McAlister, personal letter (February 13, 1974).
- <sup>36</sup>Earl Richert, questionnaire reply (January 24, 1974).
- <sup>37</sup>Otis Wile, personal interview (December 12, 1973).
- <sup>38</sup>Ibid.
- <sup>39</sup>Joe Griffin, questionnaire reply (March 26, 1974).
- <sup>40</sup>Richert.
- <sup>41</sup>McAlister.
- <sup>42</sup>Welden Barnes, personal interview (December 9, 1973).
- <sup>43</sup>Ibid.
- <sup>44</sup>Bradford Knapp in a letter to L. W. Burton (September 4, 1924), Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.
- <sup>45</sup>Barnes.
- <sup>46</sup>Ibid.



<sup>47</sup>The O'Collegian (March 13, 1925), p. 4.

<sup>48</sup>Ibid.

<sup>49</sup>Ibid.

<sup>50</sup>The Daily O'Collegian (March 11, 1928), p. 2.

<sup>51</sup>The O'Collegian (September 19, 1926), p. 2.

<sup>52</sup>The Daily O'Collegian (November 11, 1929), p. 2.

<sup>53</sup>The Daily O'Collegian (June 3, 1930), p. 2.

<sup>54</sup>The Daily O'Collegian (November 11, 1929), p. 2.

<sup>55</sup>The Daily O'Collegian (November 6, 1932), p. 2.

<sup>56</sup>Richert.

<sup>57</sup>The Daily O'Collegian (October 17, 1934), p. 2.

## CHAPTER IV

### THE O'COLLEGIAN BECOMES A PAYING PROPOSITION

#### Out of the Red, Into the Black

When the O'Collegian "went daily" in December 1924, it had the financial backing of A. and M. students. Only weeks before, they had voted to pay one dollar per student each quarter for a student newspaper.<sup>1</sup> As it turned out, student fees were not enough to keep a fledgling newspaper going. Everyone seemed to realize this a semester later when the cash balance dropped to \$25.39--several hundred dollars short of the \$813 owed for back debts.<sup>2</sup>

Shortly thereafter, Raymond Bivert, a junior from Luther, took over the job of business manager at the request of President Bradford Knapp.<sup>3</sup> Bivert's talent proved to be management, and he soon made the O'Collegian a paying proposition. When the financial report was published for the fall quarter of 1925, the O'Collegian showed a little over \$100 profit. It also had \$241.69 in the student publications reserve fund.<sup>4</sup> This reserve fund would be used to help finance new equipment and improvements for an O'Collegian print shop, a dream Bivert held from the beginning.

Bivert wasted no time in making the dream a reality. In the summer of 1926, after serving one year as business manager, he was appointed general manager of student publications.<sup>5</sup> With the cooperation of the administration, he incorporated the paper under the name, "The

# THE O' COLLEGLIAN

Published Every Morning Except Monday in the Regular School Term by Students of Oklahoma A. and M. College

VOLUME XXXI

STILLWATER, OKLAHOMA, THURSDAY MORNING, JANUARY 14, 1926

PAGES 20

## NATIONAL MEET GOES TO OREGON

**A. A. U. Wrestling Tourney Taken by Oregon Aggie**  
**GALLAGHER PLEASED**

A. and M. Will Send Squad of Champions On Western Trip

Oregon State Agricultural college, Corvallis, Ore., has at last agreed to conduct the 1926 national mat tournament, under auspices of the American Amateur athletic union, says E. C. Gallagher, Oklahoma A. and M. coach. Aggie wrestlers had been worrying because of the unpleasant (to them) prospect that it might again be held at Stillwater, it is said.

The trip to Corvallis appealed to Aggie grapplers. They wanted to make it; but had the meet been held in Stillwater this year such an opportunity would have been lost. "I'm relieved" was the exclamation of Coach Gallagher, when informed of the acceptance of Robb Ross, Oregon member of the A. and M.

In line to have all expenses paid from Stillwater to the Oregon tourney, are five national champions. Five second and third place winners expect part payment. Number of grapplers to represent A. and M. in the tournament has not been decided, Gallagher says.

Included in the probable A. and M. entrants in the Oregon meet are: George Campbell, Buel Patterson, Lycester Brigham, and Orton Stuewille, all national title holders. Harold Peery and Chris White, second place winners, and Chilton Wright and Fendley Collins, third placers, also anticipate making the journey.

National championships are not uncommon at Agrieland, but Charles Strack, former Colgate university representative, who stayed at A. and M. following the national meet last year, is the only Aggie known to have fallen heir to a title. Robert Kruse, Mulvane Athletic club, who won heavyweight honors last year has entered "pro" wrestling, involuntarily forfeiting his right to the title. Strack, as runner-up last year, becomes possessor of the championship.

## A. and M. Will Have Exhibit at Aggie Meet

President Knapp Heads Faculty Representative to State Gathering

Seven men of the college faculty are attending a meeting of the state board of agriculture, which is being held in Oklahoma City today and tomorrow. A. and M. will have a large exhibit which is being put up there today, says C. E. Sanborn, professor of entomology.

Those who have gone from here to attend the meeting are President Knapp, Dean C. T. Duwell, of the school of agriculture; Prof. W. L. Biliant, of the animal husbandry department; G. W. Cochran, head of the department of horticulture; J. T. Sanders, professor of agricultural economics; W. W. Fetrow, and Professor Sanborn.

## AGGIEVATOR WILL REST, AWAIT INTERSCHOLASTIC

The Aggievator will not appear again before the annual interscholastic meet, in early May, the board of publications decided yesterday. Appointment of a successor to George Milburn, editor of the last issue, who has left school, will be made probably at the next regular meeting of the board, in February.

## STILLWATER MAYOR AGAIN REMINDS OF WATER LACK

The city water supply is diminishing daily, which should cause students and the citizenry of Stillwater to conserve as much as possible, said F. R. Hassler, mayor of Stillwater yesterday. Mayor Hassler says that there is urgent need for everyone to conserve, to the best of their ability, of the water supply so that it will not become very low, or fall entirely.

## Little Audrey Bows From Stage

### Financial Report of The O' Collegian for Fall Quarter

CASH-		RECEIPTS	
Balances Sept. 1, 1925	\$ 25.89	Advertising	2,657.89
Advertising	2,657.89	Subscriptions	2,498.40
Subscriptions	2,498.40	College Subsidy, 1000 copies of 18 issues out to high schools	450.00
College Subsidy, 1000 copies of 18 issues out to high schools	450.00	Borrowed from 1926 Redskin	325.00
Borrowed from 1926 Redskin	325.00	Old accounts	210.50
Old accounts	210.50		
		<b>6,867.18</b>	<b>6,867.18</b>
Additional assets in accounts receivable: Advertising	580.21		
		<b>6,947.39</b>	<b>6,947.39</b>
		<b>Disbursements</b>	
Printing (70 issues)	1,442.00	Salaries and miscellaneous	1,131.25
Salaries and miscellaneous	1,131.25	Postage (out of town mailing list)	99.85
Postage (out of town mailing list)	99.85	Old bills (deficit resulted from previous operation)	815.20
Old bills (deficit resulted from previous operation)	815.20	Student publications reserve fund (4% of gross receipts)	241.69
Student publications reserve fund (4% of gross receipts)	241.69		
		<b>6,480.00</b>	<b>6,480.00</b>
Additional liabilities in debts owed: Due 1926 Operating	325.00	Due student publications reserve fund (4% of advertising accounts receivable)	23.21
Due 1926 Operating	325.00		
Due student publications reserve fund (4% of advertising accounts receivable)	23.21		
		<b>348.21</b>	<b>348.21</b>
		<b>6,828.21</b>	
Profit left over from quarter's operation	119.17		

The above report is correct. Approved: E. E. Hallier, Chm. Pub. Board  
RAYMOND BIVERT, Business Manager  
L. E. HAWKINS, Chairman  
Attest: WALKER STONE, Student Senate Audit com.  
Gen. Mgr. Student Publications.

## THE O' COLLEGLIAN OUT OF THE RED

Report Shows Profit for Fall Despite \$28.40 Operating Cost an Issue

Operating at an average cost of \$28.40 an issue, the O' Collegian is a paying business, a report of the financial standing of the publication, presented to the board of publications at its regular meeting yesterday and approved by that board, shows. The report covers business for the fall quarter. Seventy issues of the paper were published in the fall quarter; the total cost for which was \$6,480, the report reveals. Of that sum, \$4,142 went to a Stillwater printing firm; \$1,131.25 for salaries; \$99.85 for office and miscellaneous supplies; \$82.00 for postage; \$815.20 for back debts; and \$241.21 for the student publications' reserve fund. The paper had an additional liability \$259 borrowed from the Redskin and \$23.21 still due the reserve fund. The paper had a profit of \$119.17 for the quarter. Student subscriptions were the largest item.

## TULSA COMPLETES AGGIE GRID CARD

Varsity Plays Four Opening Games on Foreign Fields; Then at Home

Scheduling of a football game with Tulsa university, to be played at the oil capital, October 16, 1925, is the final move in filling football dates for next year's aggregation, it was announced yesterday at the athletic office. Ranging from the opening game with Michigan university to be played on the Ann Arbor, Mich., gridiron, Oklahoma A. and M. undertakes in 1926, the most pretentious schedule ever billed for an Oklahoma Aggie. A. and M. will meet two teams in the Southwest conference, one in the Oklahoma state loop, one in the Big Ten circuit and four in the Missouri Valley. With the four opening contests, away-from-home affairs, Agrieland will not see the team in action until October 30, when Grinnell college makes its second trip in two years to Stillwater. The last four games, however, are slated for Lewis field.

## MEINE HOLOCAUST TAKES BIG TOLL

Widow's Sorrow Not Faint to Owe; There But Worst

None of us alive?

Relatives and Friends Stand to Gaze Group at Mine Shaft Entrance

OKLAHOMA CITY, Jan. 13.—The explosion in the Dugan-McConnell mine at Wilton today probably will prove the most disastrous of any mine disaster, believed. This is the second explosion of the Dugan-McConnell mine there. The men were killed August 23, 1925, when the conveyor No. 18 blew up. Reporters set 18 o'clock stated that rescue workers had reached only 20 and that 31 bodies had been located and were being brought to the surface as rapidly as possible. Workers stated that there was only a small hole through the shaft, making work of finding the bodies almost slow. Troops tonight were guarding the doors of the town's surrounding parlors, keeping out all those who sought entrance.

A report that 18 men trapped in the mine were alive, who were confirmed by Superintendent Powers of the mine, were. The men were the 26 men in the mine who were found alive in his opinion. "We were sent here by Governor Trapp and will do everything in our power to relieve the situation," Col. Head told W. H. Powers, superintendent of the mine.

Late into the night a group of grim, silent men stood at the mine opening and in the mine houses outside the ropes, where scores of wives, children, sweethearts, and friends stood with tear-stained faces, awaiting definite word of the fate of their loved ones. In the engine house the McAlister corps of the Salvation Army furnished sandwiches and doughnuts to rescue workers.

## POOR HEALTH CAUSES GRADUATE TO RESIGN

Poor health has compelled G. C. West, graduate of last year, to resign his position with the Condon Oil company at Tulsa and leave for Colorado.

West was a federal student and a member of Kappa Kappa Psi. Mrs. West has withdrawn from college to be with her husband. "Y. W." TO BUY FURNITURE Members of the Y. W. C. A. will purchase additional furniture for the "Y" room in the Woman's building, says Miss Lenore Culp, president. An extra table, chairs and a mirror are included in the lot.

## NOTICES

Will all students who made grades of course and incomplete in S. Y. 110, 111, 112, 100 or 101 last quarter report to me at once for assignments to remove these deficiencies. MILDRED MARONEY.

Meeting of Phi Kappa council, tonight, 7 o'clock, at Zeta Tau Alpha house. VICTORIA COX, Pres.

Meeting of Aggie society tonight, 7:30 o'clock, Room 905 Morrill hall. ZEB LOWE, Pres.

All juniors in military science, meet in The O' Collegian office tonight at 7:30 o'clock for appointment of committees for military ball. IRVIN HURST, Chm. Ball Committee.

Student senate meeting tonight, 8 o'clock. GEORGE CONNOR, Pres.

Conditional examinations in all courses in the school of commerce, except Economics 218, will be offered from 8 to 9 p. m. next Monday and Tuesday, January 18 and 19, building. All students in the school of commerce with conditions are expected to report for examinations at that time. If any student has more than one conditional examination to take he should report immediately to take his conditional report. (Continued on Page 4)

## Alpha Sigma Delta, International Frat, Began With Aggie - Sooner Affiliation

EDITOR'S NOTE: Today's campus organization story is the third of a series to introduce A. and M.'s organizations and personnel to the student body. By C. C. HUTCHINSON, President of Beta Chapter "Hello! Hello!—Hello, BUQ! This is HQD, located on the Oklahoma A. and M. campus at Stillwater, Oklahoma." In another instant an important message by traversing several hundred miles has reached its destination, to the satisfaction of both sender and receiver. No greater feat of speed or accuracy has ever been accomplished or fabulous thrill can come to any person, than that which is received by an instant upon completion of his first connection into the radio world. It is this continuation of charm and seal of experiment that sponsors the formation of organizations which will bring advancement to radio science. In June of 1921 a club was formed at the University of Oklahoma by a mutual friendship and a common interest in the rapidly-growing profession of radio. A year later the club was reorganized as a Greek-letter fraternity, bearing the present name, Alpha Sigma Delta. Meanwhile, a home A. and M. college, with the faculty being formed at the Oklahoma campus, organized as Alpha Omega Professional Radio fraternity, October 15, with the purpose of furthering research and experimentation in the field of radio communication. In March, 1924, it was unanimously voted by each of the two clubs to affiliate and thereby form a national organization. The name Alpha Sigma Delta was selected and incorporated under the laws of the state of Oklahoma. On April 11 and 12, 1924, representatives met in Stillwater and perfected the organization of the first national radio fraternity. Since then chapters have been founded at Massachusetts Institute of Technology, Boston, and Iowa State, Ames. At the national convention held in Stillwater September 16, 1925, Alpha Sigma Delta became an international organization. (Continued on page four)

Figure 7. Front-Page Coverage of the O'Collegian's Financial Status

O'Collegian Publishing Company." This move paved the way for Bivert to borrow money to achieve his goal.<sup>6</sup>

#### An On-Campus Print Shop

The printing plant was an ambitious undertaking, costing approximately \$15,000--big money in those days, particularly for a student enterprise such as the O'Collegian. But Bivert believed that the college newspaper should be printed on campus and that a campus shop could print the paper for less than a commercial publishing house.<sup>7</sup> A super salesman, it was not long before Bivert gained administrative approval to purchase the necessary equipment. Thus when students returned from their summer break in 1926, they discovered the O'Collegian had a new printing plant:

The new plant is located in the basement of the Biology building, just south of the college printing plant, and will be owned solely by The O'Collegian Publishing Company, which is the student body of the A. and M. College. Equipment for the plant consists of two linotypes, which have a value of almost \$5,000.00 each, a Babcock Reliance Press, rebuilt, which bears a cost near the figure of \$1,500.00 installed; an eclipse folder representing an expenditure of approximately \$500., as well as some \$1,500.00 for miscellaneous equipment such as type, saws, tables, stones and other printing paraphernalia. In round numbers an expenditure of \$15,000.00 is involved.<sup>8</sup>

The \$15,000 was to be paid out over the next three-and-a-half years, making the O'Collegian a self-owned enterprise by 1930:

It is the plan of the O'Collegian publishing company to purchase its plant, thru long time payments, and build as it goes. That is the present staff are not desirous of having a large plant, all equipped and paid for at once, but are cognizant of the fact The O'Collegian is a publication that will survive, and that it is right that future staffs and Aggie students should have a part in the payment of same. Notes to retire the total purchase have been executed to terminate at the end of three and one-half years. Which means that in 1930, the O'Collegian

shops will be self owned in the strictest sense and that it will then be in a class with the larger and better papers of more advanced schools.<sup>9</sup>

With the added expense of payments for the new equipment, it was necessary to economize. Staffers unselfishly rose to the occasion by voluntarily decreasing their own salaries. This incident impressed President Knapp and he publicly commended the staff for their dedication:

All students ought to know of the splendid spirit of the staff of The O'Collegian. The other day they checked up their finances carefully and then one of the leaders suggested that they must cut down on their salary expenses and unselfishly offered to take a cut in his own salary. The result was a voluntary cut on every salary on the student staff. It takes a good deal of unselfish devotion to do a thing like that. It is the spirit of the greatest promise and one which will mean victory in the end. The student body ought to know of this action that it may increase their loyalty to the staff and their confidence in the general spirit of their fellow students.<sup>10</sup>

In a further effort to reduce expenses, the Associated Press service was temporarily suspended.<sup>11</sup> Fortunately, the suspension did not affect the number of stories carried by the O'Collegian. The new equipment had the capacity to print a six-column paper, and in less than a year it was doing so.<sup>12</sup> However, eight years would elapse before the paper could again afford the services of Associated Press.

#### New Facilities

The O'Collegian was a growing enterprise, employing approximately 30 students.<sup>13</sup> Consequently, its quarters in the Biology Building were becoming cramped. There were other inconveniences: the press was in the basement, but the folding machine was upstairs.<sup>14</sup> O'Collegian and Aggievator staff members shared such tight lodgings that they bothered

one another during rush periods. The rooms and corridors were dark and dreary.<sup>15</sup> "Most of the time The O'Collegian Publishing Company had the building no one else wanted," said Bivert.<sup>16</sup> (Before moving to the Biology Building, the O'Collegian occupied an office in Old Central, until it was condemned as unsafe.<sup>17</sup>)

Considering all the drawbacks of the plant's location, Bivert asked President Knapp if the O'Collegian offices could be moved to the creamery. Accordingly, the old Dairy Building was remodeled to house all campus publications--The Redskin, The Aggievator, and The Daily O'Collegian, as well as the Student Senate and post office. The move, made during the Christmas holidays of 1928, gave the O'Collegian staff more space and better organization. The O'Collegian print shop was now adjacent to O'Collegian editorial offices.<sup>18</sup>

Several circumstances favoring the O'Collegian materialized during these years. The financial report given to the board of publications in 1928 indicated the O'Collegian would end the year with an unprecedented balance.<sup>19</sup> Degree programs with majors in agricultural and home economics journalism were established, thereby increasing the number of potential reporters for the O'Collegian. These students would enroll in such courses as technical\* news writing, technical feature stories, technical publicity methods, bulletin editing, ethics and history.<sup>20</sup> Classes in editing and copyreading were started, with students working on the O'Collegian for laboratory experience. Both instructor and editor critiqued their work.<sup>21</sup>

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\*The "technical" journalism emphasis offered some protection against University of Oklahoma claims of unnecessary duplication of efforts, and also was in keeping with the land-grant tradition.

### Growth and Expansion Continues

Much of the revenue which kept the O'Collegian presses humming came from other campus printing. The O'Collegian Publishing Company, under the skillful management of Bivert, had printing accounts for the Aggie-vator, the A. and M. Magazine, football programs, and student directories.<sup>22,23</sup> It also handled miscellaneous printing such as posters and handbills advertising campus activities.<sup>24</sup>

A second source of revenue came from advertising. Aggressive business staffs added new accounts for both national and local ads, making advertising important to the financial well-being of the paper.<sup>25</sup>

Bivert had organized the printing operation into a self-owned, self-earning corporation, and all profits were saved to be invested in better equipment. Consequently, The O'Collegian Publishing Company soon owned one of the best equipped college print shops in the United States.<sup>26</sup> In November 1929, Bivert bought a stitcher and paper cutter which raised the total valuation of the news shop to \$16,000.<sup>27</sup> The really big purchase came less than a month later when a new flat-bed press was installed at a cost of \$7,400.<sup>28</sup>

There had been a lengthy controversy over the advisability of purchasing the new press, but finally the board of publications voted approval, giving the following justification:

The new move is an important one in the life of college publications. The new press will enable The Daily O'Collegian to expand its pages to seven or eight columns if necessary, and will allow the paper to print editions of four, six, eight, ten, or twelve pages, without unnecessary delay in folding or printing.<sup>29</sup>

Bivert was soon on his way to Battle Creek, Michigan, to see the Duplex Web Perfecting Press chosen by the purchase committee. It was

**THE WEATHER**  
Probably cloudy and warmer; Monday, fair.

# THE DAILY O'COLLEGLIAN

N. E. A. and Collegiate Feature Service a better paper for you.

VOLUME XLIV

STILLWATER, OKLAHOMA, SUNDAY MORNING, JANUARY 1, 1930

NUMBER 77

## INFIRMARY TO BE FINISHED WITHIN NEXT TWO MONTHS

Completed Building Will be One Of Most Modern Structures In Southwest

### OCCUPY MAY 1

Permanent Staff Will be Enlarged to Include Doctors, Nurses, And Dentist

With the completion of its construction, which, according to contract, will be on March 1, the new college infirmary will form one of the most important and useful of the additions to the A. and M. campus.

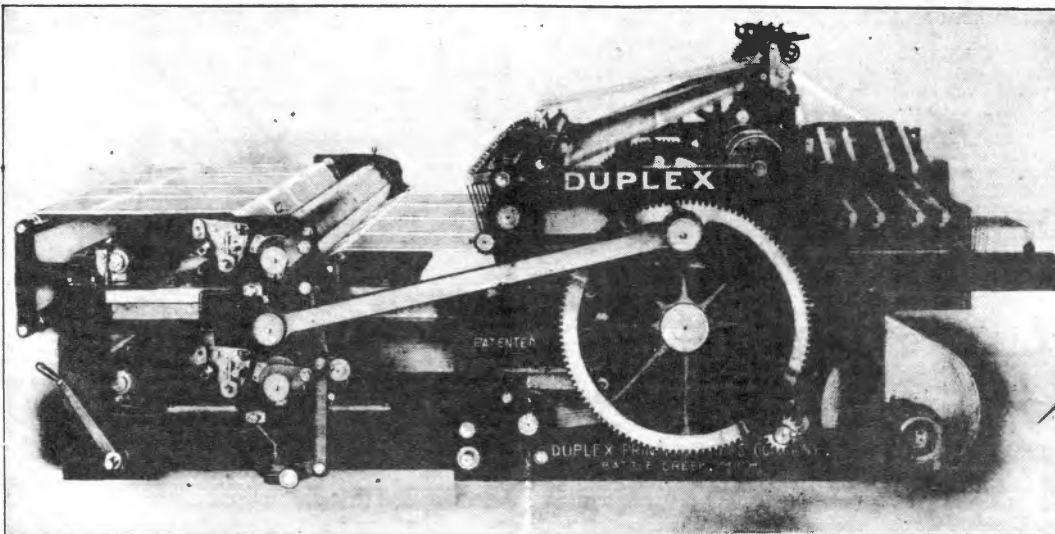
Work on the building has proceeded as rapidly as possible under existing conditions, a delay in the delivery of cut stone from Carthage, Missouri having greatly hindered progress. Shipment of the stone yesterday was promised by the company in Carthage, and with its arrival on Monday, work on the main entrance can begin immediately. All exterior work will then be completed within a week or ten days.

**Concrete Work Finished**  
Concrete work in the building has been finished for some time, and plumbing and heating installation is well under way. Kreipke Construction company of Oklahoma City hold the contract for the construction of the building, exclusive of plumbing and heating.

Following the completion of the building, equipment and furnishings must be purchased, and according to Dr. E. W. Shull, college physician, it will not be ready for occupation before May 1. A woman physician, the present college physician, and three nurses will hold permanent positions on the infirmary staff. A permanent dentist has also been considered, but has not been definitely decided upon.

**Has Elevator Service**  
The infirmary is an exact duplicate in size and construction of the one built in Norman in 1927 for Oklahoma University students. The building has

## Install Latest Type of High Speed Press in O'Collegian Plant



This issue of The Daily O'Collegian is the first to be printed on the new Duplex Web Perfecting Press, just installed at the O'Collegian plant in the publications building.

For some time past the Daily has given a great deal of time and thought toward improving the paper and its service, and it was found that one of the greatest business needs of the time was a printing press that would pro-

duce the entire circulation list in a much shorter time than has been done in the past.

The sanction of the board of publications was secured, and the Duplex Web Perfecting press of the latest model, a picture of which appears above, was purchased and installed.

This press, manufactured by the Duplex Printing Press company of Battle Creek, Michigan, is considered the last

word in printing press equipment in newspaper offices throughout the country. It is a marvel of precision with its many special features for production and adjustment.

It is considered an especial honor in that the Daily now owns one of the most modern printing plants in the southwest in the field of college publications.

The press will print two, four, six,

or eight pages direct from the roll of paper at a speed of 3,500 papers an hour all in one operation, delivering the papers, folded ready for distribution. The automatic folder, which is an integral part of the machine, will fold at a touch of the hand, either half fold or double fold, the one used when papers are mailed.

Formerly the paper was printed on a cylinder press which printed two

pages at a time and had to be fed one sheet at a time.

In order to erect this huge press in The Daily O'Collegian plant, it was first necessary to construct a huge concrete foundation. This work has been going on for the past month along with the general reconstruction of the plant. Jay Baker, special erector for the Duplex company, has been in Stillwater during the past week installing the new press.

### WANTS TO KNOW CARE OF 'GATOR

As an information center, the college is receiving considerable re-

### DAILY IS RECIPIENT OF CONGRATULATORY MESSAGES FROM MANY SOURCES AS PRESS INSTALLATION IS COMPLETED

State, Civic, Campus Leaders interested in the growth of O. A. M. C. your excellent A. and M. College daily.

### RELEASE FINAL EXAM. SCHEDULE

Schedule for final examinations of the current semester has been

## CHEM DEPARTMENT TO GIVE MOTION PICTURE PROGRAM

Shows Monday and Tuesday Will Be Combination of Instruction and Amusement

### OTHERS TO FOLLOW

Advance Reviews Rate Shows as High Class Entertainment For College Students

Monday and Tuesday nights the chemistry department will present the first motion picture program of the year. Three films will be presented Monday and four Tuesday. Criticisms of the films offered by authorities on educational films forecast a most interesting and entertaining program each night.

Humor and instruction as well as details of development will be found in both programs.

"The Story of Sulphur," made in cooperation with the Texas Gulf Sulphur Co. will be shown Monday night. The first reel of this picture shows the operations of mining sulphur from deposits at a depth of 1,000 feet by means of compressed air which forces sulphur that has been liquefied by superheated pumped down into the deposits from the surface. The liquid sulphur is forced into large storage vats and allowed to cool and solidify into masses weighing thousands of tons. The solid sulphur is then blasted and loaded into railroad cars by means of large buckets. The second reel outlines a few of the many uses of sulphur as in manufacturing sulphuric acid, in the preparation of dried fruits, rubber, explosives and the paper industry.

"Matches" is an account of the travels of a match stick from the tree to the floor. Complete details of the numerous phases of development that a little piece of wood must undergo before someone is able to successfully strike it are presented in vivid realism.

Figure 8. The Duplex Web Perfecting Press: A Major Purchase for the O'Collegian Print Shop



exactly what was needed and the company agreed to prepare the machine for shipping. But, there was a slight hitch: Bivert would have to go to Chicago for the motor. Undaunted, he called A. and M. to wire him a purchase order, caught a train to Chicago, and bought the motor. The press was installed on schedule.<sup>30</sup>

The new press received the attention of a campus celebrity. The entire print shop was rearranged to accommodate it.<sup>31</sup> Students were invited to drop by to see the press in operation.<sup>32</sup> O'Collegian reporters turned press agent in advertising its job qualifications:

Printing from roll paper, the machine will turn out 3500 copies each hour, an increase of 2,000 over the press now in use. The length of the paper will be increased one inch and four, six, or eight pages can be printed at one time. The chases are of a capacity so as to allow a seven column paper to be printed. No change in the columns will be made this year, however.<sup>33</sup>

Congratulatory messages poured in from state, civic, and campus leaders. Telegrams arrived from other newspapers. All expressed pride in the new equipment.<sup>34</sup> The O'Collegian itself spared no superlatives:

This press, manufactured by the Duplex Printing Press company of Battle Creek, Michigan, is considered the last word in printing press equipment in newspaper offices throughout the country. It is a marvel of precision with its many special features for production and adjustment.

It is considered an especial honor in that the Daily now owns one of the most modern printing plants in the southwest in the field of college publications.<sup>35</sup>

The print shop became the pride of the publications staff and they advertised their good fortune often. According to the 1931 Redskin, the plant was equipped with the following: a stereotyping department, a Duplex Model A flat-bed press, a book press, two linotypes, holders, and mailing equipment.<sup>36</sup> At this time, The Daily O'Collegian was one

of the biggest student employers on campus, paying approximately \$12,000 a year for student salaries.<sup>37</sup>

Not long after this, the depression years began to leave their dent, and the years 1931-34 proved to be less than booming for the O'Collegian. Yearly progress reports were given in the college year-book:

Publications safely passed the financial crisis which threatened to disrupt every organization in the country. New equipment was even added, every one of the three major publications being enlarged while contemporary publications were suffering hardships. It was through the vigilance and conservative policy of the Board of Publications that such success was attained.<sup>38</sup>

Two years later, the O'Collegian began to feel the sting of the depression, and it was forced to operate within a tighter budget:

Because of financial stress, the board this year was confronted with more problems than would ordinarily face it. The O'Collegian, operating under fewer subscriptions than in previous years, was dependent to a much greater extent upon advertising revenue. This revenue varied from month to month with the result that the budget was necessarily altered a couple of times.<sup>39</sup>

Because of the financial hardships in 1934, students were permitted to waive O'Collegian subscriptions. It looked like a threatening situation for the paper, which had depended on student subscriptions from the start of its daily existence. An all-out editorial campaign was launched to tell students that the paper's fate was in their hands:

When fees are assessed, it will be a temptation to leave off the paper, and plan on reading the other fellow's. That may be all well and good, but if many students decide on that method of procedure, the other fellow won't have any paper to read. There just won't be one.<sup>40</sup>

The students rallied, the paper survived, and a few months later the Redskin reported the O'Collegian had weathered the storm:

At the beginning of the second semester, it seemed that, due to the fact the O'Collegian was made optional on the list of enrollment fees, the paper would have to abandon the daily service it had maintained for nearly a decade. However loyal students rallied to its aid and with excellent work on the part of the business staff, the catastrophe was averted.

Financially, the O'Collegian is rounding the corner and by strictest economy has paid off a number of debts from previous years.<sup>41</sup>

#### 1924-1934: A Successful Decade

From the standpoint of growth and expansion, this decade was one of the most important in the O'Collegian's history. Daily publication started a new era for student editors. The O'Collegian acquired its own print shop in 1926 at the cost of \$15,000. Over the next few years, it added approximately \$10,000 worth of equipment, increasing the size of the paper from five to six, then to seven columns.<sup>42</sup>

By 1934, the O'Collegian had survived some financial strains, coped with voluntary student subscriptions, and reinstalled the Associated Press wire service.<sup>43</sup> It had also entirely paid for its equipment.<sup>44</sup> The daily's first decade was an unqualified success.

FOOTNOTES

- <sup>1</sup>The O'Collegian (October 26, 1924), p. 1.
- <sup>2</sup>The O'Collegian (January 14, 1926), p. 1.
- <sup>3</sup>Raymond Bivert, personal interview (July 23, 1973).
- <sup>4</sup>The O'Collegian (January 14, 1926), p. 1.
- <sup>5</sup>The Redskin (1935), p. 23.
- <sup>6</sup>The O'Collegian (September 18, 1926), p. 1.
- <sup>7</sup>Ibid.
- <sup>8</sup>Ibid.
- <sup>9</sup>Ibid.
- <sup>10</sup>The O'Collegian (October 3, 1926), p. 1.
- <sup>11</sup>The O'Collegian (September 18, 1926), p. 1.
- <sup>12</sup>The Redskin (1927), p. 223.
- <sup>13</sup>The O'Collegian (September 18, 1926), p. 1.
- <sup>14</sup>Bivert.
- <sup>15</sup>The Daily O'Collegian (December 18, 1928), p. 1.
- <sup>16</sup>Bivert.
- <sup>17</sup>The O'Collegian (April 7, 1927), p. 1.
- <sup>18</sup>The Daily O'Collegian (December 18, 1928), p. 1.
- <sup>19</sup>The Daily O'Collegian (November 15, 1928), p. 1.
- <sup>20</sup>The Daily O'Collegian (May 8, 1928), p. 1.
- <sup>21</sup>The Daily O'Collegian (September 22, 1931), p. 1.
- <sup>22</sup>The Daily O'Collegian (November 5, 1929), p. 1.

- <sup>23</sup>The Redskin (1931), p. 178.
- <sup>24</sup>Ibid.
- <sup>25</sup>The Redskin (1930), p. 129.
- <sup>26</sup>The Daily O'Collegian (November 5, 1929), p. 1.
- <sup>27</sup>Ibid.
- <sup>28</sup>The Daily O'Collegian (December 6, 1929), p. 1.
- <sup>29</sup>The Daily O'Collegian (November 27, 1929), p. 1.
- <sup>30</sup>Bivert.
- <sup>31</sup>The Daily O'Collegian (November 27, 1929), p. 1.
- <sup>32</sup>The Daily O'Collegian (December 6, 1929), p. 1.
- <sup>33</sup>Ibid.
- <sup>34</sup>The Daily O'Collegian (January 5, 1930), p. 1.
- <sup>35</sup>Ibid.
- <sup>36</sup>The Redskin (1931), p. 175.
- <sup>37</sup>The Redskin (1931), p. 174.
- <sup>38</sup>The Redskin (1931), p. 178.
- <sup>39</sup>The Redskin (1933), p. 266.
- <sup>40</sup>The Daily O'Collegian (January 21, 1934), p. 2.
- <sup>41</sup>The Redskin (1934), p. 219.
- <sup>42</sup>The Redskin (1930), p. 128.
- <sup>43</sup>The Redskin (1935), p. 220.
- <sup>44</sup>The Redskin (1935), p. 23.

## CHAPTER V

### DISSEMINATING THE NEWS

#### Reporting Trends

Several trends in news reporting are evident during this decade, with emphasis upon expanded news coverage, i.e., both on and off campus. Other prominent trends include longer, better-developed news stories, editorials to interpret the news, and greater coverage of state and national events.

From the outset of daily publication, it was the editor's desire to increase news coverage. Walker Stone, editor at this time, took a major step in this direction by contracting for the services of Associated Press. For the first time in its history, the paper carried current national news. The wire service was discontinued the following year, however, because of more pressing priorities. The O'Collegian was incorporated as a non-profit business, and all available funds were channeled into the development of a first-rate print shop. Consequently, it would be nearly 10 years later, in 1934, before the paper could again afford the services of AP. In the meantime, editors concentrated on increased news coverage and succeeded by improving the coverage of campus and local events.

The foundation for increased campus coverage was established early in the Irvin Hurst administration. Inheriting the O'Collegian in its

second year of daily publication, the Hurst crew considered its major accomplishment the successful weathering of the transition, which established the O'Collegian as the official student newspaper. However, the staff's effort to "promote cooperation between the college administration and the student body" was equally important, because it paved the way for better news coverage.<sup>1</sup>

The following year, under the editorial management of Lawson Taylor, the paper's policy was "A paper for the student; A paper for Oklahoma A. and M. College."<sup>2</sup> With the continued growth of both the college and its activities, the five-column publication soon proved inadequate for handling the increased volume of news.<sup>3</sup>

Taylor's successor, Otis Wile, directed his staff to "cover the campus for its news, sift the findings and print the results so that the campus might be served in a creditable manner."<sup>4</sup> The O'Collegian advanced to six columns and the 1928 Redskin noted that better copy was being written as a result of an increase in personnel.<sup>5</sup>

New printing equipment, increased advertising, and loyal support of the student body made it possible to expand the paper from six to seven columns a few years later. Staff members began to think of the paper as a commercial daily; their objective was to provide the O'Collegian's 4,000 readers with accurate and unbiased news.<sup>6</sup>

In 1932, the campaign for complete news coverage continued, and the staff pointed with pride to the results:

Folks read the O'Collegian this year. Perhaps it was because of the scoops on big stories, such as the animal husbandry building fire and explosion, two city elections, two county and national votings, the attempted assassination of Roosevelt, Governor Murray's educational executive order, the California earthquake, and because of the consistent coverage of daily local happenings.<sup>7</sup>

The next year, more stories of city-wide interest were reported and a special eight-page edition was printed for Stillwater's Armistice Day celebration.<sup>8</sup> This was a "first" for a city celebration, although special editions were already a tradition for homecoming festivities, important football games, and special observances by the schools of agriculture and engineering.

In the fall of 1934, the services of the Associated Press were restored, and the O'Collegian recorded a new challenge--"to become in reality the morning newspaper in a community of almost 15,000, the population of A. and M. and Stillwater."<sup>9</sup> The AP made a vital contribution to this effort:

Associated Press service has meant for the O'Collegian a great increase in accurate and timely coverage. The chief contribution to the news agency has been in inter-collegiate sports encounters, although it has been invaluable in protecting Aggieland's newspaper on all news relating to the campus. Stories of faculty and administration changes, appropriate actions, honors extended those now or formerly connected with the college, all other accounts concerning A. and M., and major stories throughout the state and nation have been given to O'Collegian readers from this source. Besides, the Associated Press has given the publication photographs illustrating current news and has enabled it to establish an invaluable matrix and preparedness morgue of state-wide figures.<sup>10</sup>

Throughout this 10-year period, news stories concentrated on the five W's and H--the who, what, when, where, why, and how. Reporters, for the most part, tried to write the news objectively, confining their editorial remarks to columns, editorials, and reviews. Apparently, there were no consistent efforts at interpretive reporting, although occasional attempts were made in this direction. The second paragraph of the following excerpt demonstrates the type of approach commonly used:



Expulsion from school for the three ring leaders of the engineer kidnapping group which recently abducted Mildred Bennett, Aggie Princess, was voted by the college discipline committee following an all-day session yesterday. Five girls, involved in the plot, were given strict probation for the remainder of the semester.

The disciplinary action, severest ever administered for a like offense, was taken as an ultimatum of the college's intention to stamp out kidnapping and uncontrolled hostilities between the schools of agriculture and engineering in the future.<sup>11</sup>

The longer, better-developed news stories which began to appear during this period probably were due to several factors. First, when the size of the O'Collegian increased from five to six, and later to seven columns, reporters had room to expand their news stories to include details along with the basic facts. Each year brought an increase in the number of students willing to work on the O'Collegian for experience, and the added personnel made it possible for the editor to assign the more difficult stories to veteran reporters. The increase in available reporters not only enhanced the competition for paid positions but furnished the O'Collegian with better copy as well.

Without the wire service, the paper was for awhile noticeably bare of national news. It compensated, to some extent, by subscribing to the NEA\* feature service, which covered current events with photos and commentaries. However, it was the increased coverage of local and state news which began to fill the gap left by the suspension of AP service.

O'Collegian reporters began covering Stillwater chamber of commerce meetings and city elections. Robberies, drownings, airplane crashes, automobile wrecks, and water shortages were reported in stories bearing a Stillwater dateline.

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\*Newspaper Enterprise Association, owned by the Scripps-Howard newspaper interests.

State news entered the paper via the rewrite desk. Readers were kept informed on moves affecting A. and M., including various measures passed by the state legislature, executive orders from the governor, and meetings of the state board of agriculture.

#### Problems in Disseminating the News

The O'Collegian's longstanding policy was to publish "all the news while it is news."<sup>13</sup> Reporters, however, were occasionally thwarted in their efforts by the college administration. There were few attempts at overt censorship; the more frequent response was to withhold information. From the administration's viewpoint, such action was taken for the good of the school; from the editor's perspective, it violated the reader's right to know.

Over the years, there were several skirmishes in the old battle of supportive vs. non-supportive news. In the spring of 1926, the O'Collegian carried a story describing Stillwater's limited water supply and the proposed restrictions. The reporter quoted Stillwater's mayor as his news source.<sup>15</sup>

Considering the story unfavorable publicity, Stillwater's chamber of commerce asked that the paper not be mailed out of town. E. E. Hadley, chairman of the publication board, acquiesced, and 1,000 papers intended for distribution across the state were withheld from the mail.<sup>16</sup>

The administrative mood at this time was compatible with such a request. If the paper had contained a story which put the school in an unfavorable light, there would have been cause for similar action, as indicated by the comments of President Bradford Knapp:

I cannot conceive of a paper that will not back the institution and work with it. From my personal

standpoint, I refuse to be a party to sending out into the state, and especially high schools, literature which does not represent the best ideals of what they ought to receive. The place for most of the discussion for the benefit of this institution is around the council table, with student organizations representing the student body, and not in the columns of the student press.<sup>17</sup>

Consequently, the administration did not always cooperate with O'Collegian reporters. Usually, the agitation remained behind the scenes, but Wile took it straight to the readers in the fall of 1927, with a slap at the administration for suppressing the news:

The committee on student government expells a student; but the news is kept from the student paper, 'for the good of the school.' Enrollment shows no gain; so for the good of the school, the story is held up...for one reason or another, news often is blocked from its natural course because it is thought to be against the best interests of the school to publish it. Occasionally, we believe publication of facts to be advisably withheld, but an instance of the kind does not come to mind just now. It is a rare happening.<sup>18</sup>

A few years later, in 1932, the situation had improved somewhat, and Editor Lawrence "Scoop" Thompson congratulated the administration for its openness. At the same time, he reminded his readers that this was a new development.

Another delightful improvement, from our standpoint, is the cooperation given by Schiller Scroggs, director of administrative research. He is who handles registration and it is under his regime that The O'Collegian has been allowed, for the first time in the school's history, to print day by day stories giving the actual figures of the enrollment. In the old days we had to wait weeks and even months for even the first story other than optimistic statements that it was the highest in the college's history. Of course the statements have been made this year too but we've had cold figures to print along with them. And it has been no little boon.

The college infirmary once was inaccessible as a leper's colony, so far as the reporter was concerned. Dr. Gray has thrown the doors wide open and taken the public into his confidence. Both he and the ones under him have been more than willing to give stories to the

press. And the naughty things we used to murmur about the hospital and its staff are being replaced by a hymn of praise.

Dean Stout has been glad to cooperate too, and has been a great aid more than once already this year. Our reporters no longer go to the dean of women's office with trepidation [sic], for they realize a cordial reception is awaiting them.<sup>19</sup>

While the problem of access to the news was improved, it was not solved. O'Collegian reporters claimed the college administration favored Oklahoma City and Tulsa papers by giving them the news first. As a result, many of the A. and M. stories in the O'Collegian came from the rewrite desk. Arguing that the situation was unfair, the editor campaigned editorially for first-hand news:

It is not too hard to understand the attitude of the college administration on publicity. Naturally they want as much favorable notice toward A. and M. aroused over the state as possible. The student body and Stillwater citizens are all for Aggieland anyway--and think A. and M. everyday--publicity or no publicity.

It is however, particularly griping to the news hounds to re-write A. and M. news from the big-city papers for campus and local consumption, and while recognizing the need for state-wide publicity for the college, feel that Stillwater papers and Stillwater readers should be given at least an even break with Tulsa and Oklahoma City. We fail to see how publication of a story in the O'Collegian will lower its value to one of the Tulsa sheets. The student body deserves an even break with Oklahoma City businessmen on campus news.<sup>20</sup>

#### Student Newspaper vs. College Newspaper

Aside from the minor squabbles, like the ones mentioned, the college administration and the student press enjoyed a working relationship, realizing to some extent each was dependent on the goodwill of the other. The conflict, when there was one, hinged on the opposing views of student newspaper vs. college newspaper. Most of the time the paper managed to play both roles simultaneously and successfully.

As a student newspaper, the O'Collegian concentrated on news important to students: news about other students, student politics, athletics, sorority and fraternity functions, clubs and organizations, and other student activities. As a college newspaper, the O'Collegian carried stories which appealed to the administration: stories on increased enrollments, legislative funding, new building projects, new academic offerings--in short, items which subtly showed the overall excellence of A. and M.

Long before daily publication, the pattern was set for the student newspaper to serve in the recruitment of students. Earlier papers openly advertised for new students. While the daily was more subtle in its approach, it just as faithfully promoted A. and M.

In 1925, a page-one head reported: "Governor's Pen Good to Aggies."<sup>21</sup> The story focused on the \$307,500 allocated for new buildings in the institutional appropriations measure signed by the governor. Promotion was a little more direct in next year's story on a \$500,000 improvement project:

State board of agriculture members, Tuesday, in session at Oklahoma City, unanimously approved President Knapp's request to take steps at once to bring about the campaign and solicitation of the money. Fact that the institution is growing rapidly and that the time has come when it must do something for itself to meet competition from colleges and universities elsewhere was emphasized by President Knapp when he appeared before the board members. Practically all state operated institutions have some activities and some buildings which are operated largely through contributions of their friends, it is said.<sup>22</sup>

The O'Collegian's promotion technique was never more obvious than in the enrollment stories. Enrollment always exceeded all expectations, as demonstrated by the following heads: "Freshmen Enrollment Largest in History of School,"<sup>23</sup> "Heaviest Registration in History Predicted."<sup>24</sup>

"Financial Depression not to Effect [sic] Enrollment Here,"<sup>25</sup> "Enrollment This Semester May Top All Records."<sup>26</sup>

Every year, special issues of the O'Collegian were printed for the schools of agriculture and engineering. Some of the copy was furnished by the respective school; the rest was written by O'Collegian staffers. These papers made no attempt at subtlety; they were plainly recruitment pieces. They carried a variety of stories on aggie and engineering activities, similar in tone to the following:

Fortunate is the engineer! He does no job hunting-- he steps from the classroom directly into a brand new job, picked from dozens he has probably been offered.

The 57 graduating seniors in engineering are in the majority already placed in positions which will claim them immediately after graduation at the end of this month.<sup>27</sup>

The college sponsored an interscholastic meet each spring which brought high school students from across the state to compete in various contests. During these meets, the O'Collegian displayed A. and M. to its best advantage, carrying special features on college life for the high school readers.<sup>28</sup> A Hi-Y conference received similar treatment with a full-page ad touting the merits of A. and M.<sup>29</sup> Homecoming editions offered equal inducements for the college.<sup>30</sup>

Although numerous stories in this period smacked of propaganda for A. and M., the O'Collegian was far from being a public relations sheet for the administration. Enough controversial news was printed to convince any reader that it was a student newspaper.

Most of the controversial news may be attributed to two sources: student politics and the aggie-engineering feud. The paper devoted so many column inches to student politics during this period that this area of O'Collegian coverage is treated separately in Chapter X. If it

THE DAILY O'COLLEGIAN

VOLUME XXXI STILLWATER, OKLAHOMA, SATURDAY MORNING, MARCH 17, 1928 NUMBER 23

KNAPP IS ASKED TO TAKE AUBURN JOB

HUMANITY HELPED BY CIVIL ENGINEER

Has Long Been Regarded as Man of Peculiar Specialized Abilities

ACCOMPLISH MUCH

Professor Gives Chronological History of Civil Engineering Trade

By R. G. Haxton

The civil engineer has long been regarded as a man of peculiar abilities adapted only to a particular kind of work. It is true that a civil engineer is more or less of a specialist along the line which he has developed. The progress in general is probably best defined by the invention of the concrete highway in New York by Professor of the City of New York, Dr. Charles E. Koenig, and the invention of the automobile by Dr. Karl Benz.

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The invention of the automobile has been a great boon to the world. It has made possible the rapid transportation of goods and people. The invention of the airplane has also been a great boon to the world. It has made possible the rapid transportation of goods and people.

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Books Tossed Aside Today As Engineers Rally To Shamrock Shrine of Famed St. Patrick

HERE ARE THE EVENTS OF THE DAY

Airplane exhibition on Thomas field, just east of Stillwater Lake (2 miles north of campus), will begin at 9 o'clock this morning. The Engineering Queen, with escort planes, will arrive from Tulsa via air at 11 o'clock this morning, will circle the campus and land at Thomas field.

Stunt flying will be featured throughout the day, with a parachute jump at 2 o'clock this afternoon. Engineers will be taken up all day. Commencement exercises will be held at the start of the banquet at 6 o'clock at the First Methodist church, corner Seventh avenue, and Duck street. Procession from church to American Legion hall at 8:30 o'clock. Annual ball will close the ceremonies of the day.

And that is the program for the day.

AGGIE ENGINEERS NOT KNOWN IN '05

Profession Has Developed in Last Twenty Years; Prospect Pleasing

Heretofore by the white and sage of professional engineers. Agriculture's modern engineers, who during past years have been the backbone of the profession, today are making a name for themselves. A. and M. is one of the foremost of these modern engineers, and is being recognized as such by the profession. The profession has developed in the last twenty years, and the prospect is pleasing.

E. E. GROUPS HAVE PROGRESSED FAST

Rapid Growth Noted in Electrical Engineering Work at A. and M.

By Edwin Kurtz  
The School of Electrical Engineering at A. and M. has made rapid progress in the last few years. The growth of the department is noted in the number of students enrolled. The department has made rapid progress in the last few years.

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She Rules the Irish!



MISS OPAL GOODWIN, QUEEN OF THE ENGINEERS  
Miss America of 1926 and Engineers' Queen of 1928 Costumed by Vandever

And the Queen's crown  
As all shall see  
Such renown?  
Which she wears  
Which she wears  
Which she wears

SPINNING STARTED INDUSTRIAL BOOM

State Manufactured Products Equal Others in Value; Demand for Engineers

By H. G. Theissen  
Before 1750 very little progress had been made by mankind in industrial methods. The chief pursuits were agriculture and the textile industries. Both of which were carried on with very primitive implements. The average individual found himself striving to secure the prime necessities of life.

A Toast to the Engineers

To the Sons of Saint Pat  
A toast I give  
To each one so brave and true,  
For the many great things they have done in the past,  
And their courage in all that they say.

—Opal Goodwin

WILL DECIDE YES OR NO NEXT WEEK

Offer is "Very Attractive and Very Flattering" Announcement States

CONJECTURE RIFE

Alabama School Smaller Than A. and M.; President's Reaction Unknown

There will be no definite announcement regarding whether President Knapp will accept the offer of the presidency of Alabama Polytechnic Institute until the first of next week, it was announced from the office of the president yesterday afternoon. News dispatches, which were confirmed here, related that Doctor Knapp was unanimously elected president of A. P. I. Friday morning by the board of regents of the Auburn University.

Dr. Knapp's offer comes on the heels of speculation regarding the possibility of the Alabama Tech position of Dr. Knapp. It is believed that Alabama friends of Dr. Knapp are anxious to favor the offer in preference to a suggestion by Dr. Dowell.

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ARCHITECTURE IS FAMED ON CAMPUS

A. and M. School Has Produced Much Noted Work Since 1909 Founding

The school of architecture and applied art, made up of the department of architecture and the department of art, was established as a department in the school of engineering in 1909, under the direction of W. A. Shannon, A. I. A. A. has a resident of Stillwater.

The department of art and architecture is one of the most important departments of the school. It has produced many notable works of art and architecture. The department of art and architecture is one of the most important departments of the school.

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Figure 9. One of the O'Collegian's Special Engineering Editions, an Annual Tradition

seems surprising that the administration permitted such complete coverage of the campus political unrest, it must be remembered that there was no way to spare the school the publicity. The subject also was covered prominently by the metropolitan presses of Tulsa and Oklahoma City.

The aggie-engineering feud reached its zenith in the spring of 1931. After years of petty bickering, the feud came to a stunning climax with a seven-column banner announcing the verdict of the latest battle: "Engineer Kidnappers Ousted From School by Discipline Group."<sup>31</sup> The event rated several front-page headlines before it finally was settled. In this case, the editor's view was parallel to the administration's:

...we have no sympathy for the group which perpetuated the deed. It may have been nothing but a publicity stunt--and probably the entire deed was carried out in pure fun--but it is just such things as this which give a college a black eye, and we have an inherent desire to keep the name of this school free from any smirch or blemish as long as it is humanly possible.<sup>32</sup>

There were other stories bordering on the controversial side. In the fall of 1932, the O'Collegian reported another student kidnapping.<sup>33</sup> The paper described the freshman class election that year as "one of the wildest demonstrations of student spirit and class rivalry, bordering on a riot, that ever was witnessed on the campus."<sup>34</sup> Students threatened to rebel over a dancing curfew, but later abandoned their plans after arbitration.<sup>35</sup>

The vast majority of student news was noncontroversial. A great deal of space was given to sorority and fraternity functions, with contests and pledging reports appearing as front-page news. Banner headlines on Greek news were not unusual, as this was a time when



fraternities and sororities more or less dictated the students' social life.<sup>36</sup>

Club activities, debating contests, band tours, and flivver derbies took their fair share of column inches. According to Earl Richert, editor in 1934-35, the O'Collegian itself sponsored numerous newsmaking events, including "bus trips to out-of-town football games, queen elections, varsity revues and a whole host of activities that had not previously been sponsored or even inaugurated."<sup>37</sup>

Sporting events dominated the O'Collegian news scene to such an extent that this aspect of news coverage is examined in Chapter VII. Suffice it to say here that sports coverage received more column inches and banner headlines than all other student activities combined.

#### General-Interest News

A great deal of news in the O'Collegian can be classified in the general-interest category. These stories appealed to all subscribers--students, faculty, alumni, and townspeople alike. Wire service stories may be classified into this category as well as the NEA news features.

During this period, a concerted effort was launched to provide local coverage of Stillwater news. In 1925, the O'Collegian reported on cornerstone ceremonies for the new First National Bank Building.<sup>38</sup> By 1934, the paper had expanded its local coverage to include Stillwater election returns.<sup>39</sup> The effort was not without dividends: it helped add Stillwater residents to the subscription list, and it proved a strong selling point with local advertisers.

State politicians influenced A. and M. activities to such a degree that the presidency was referred to by reporters as "a political

football."<sup>40</sup> When Knapp left A. and M. to become president of Alabama Polytechnic Institute, the O'Collegian reported he was the first president in 28 years not asked to resign.<sup>41</sup> The story on the arrival of Henry G. Bennett, Knapp's successor, shared front-page coverage with a report on the wholesale firing of nine faculty members by the state board of agriculture.<sup>42</sup> The term "political football" surfaced again<sup>43</sup> following unfounded rumors that Bennett would be transferred to the presidency of OU.<sup>44</sup>

Since daily publication, the news emphasis had been on current events, and in the latter half of this period, there was nothing more current than the depression. Several news stories reported its effect on A. and M. Among other things, it served as the subject for a commencement address,<sup>45</sup> lopped off \$3,750 from Bennett's salary,<sup>46</sup> reduced the wages of faculty and staff,<sup>47</sup> and closed the Stillwater banks.<sup>48</sup> One of the feature-a-day writers told how it affected student life:

Basement rooms, attic rooms, smoke-house rooms, garage rooms, a week's wear of one shirt, a pork and bean or bread and milk diet, and entertainment consisting entirely of bull sessions among the fellows are trivialities when one is saving his pennies for the sake of an education. A man can work his way through college if he wants to, even during a period of depression.<sup>49</sup>

There was one bright spot in the depression news. Will Rogers, Oklahoma's cowboy humorist, stopped at A. and M. on one of his charity wise-cracking tours.<sup>50</sup> It was a big event for everyone, especially the Kappa Sigs, who hosted Will for lunch. The meal, at Will's request, consisted of cornbread and beans.<sup>51</sup>

In 1932, after three-and-one-half years of depression, the American voters elected Franklin D. Roosevelt president. Big news by

WEATHER  
Cloudy

# THE DAILY O'COLLEGIAN

THE DAILY O'COLLEGIAN  
PUBLISHED DAILY

VOLUME XLVII

STILLWATER, OKLAHOMA, THURSDAY MORNING, FEBRUARY 4, 1931

NUMBER 164

## SUCCESS OF WILL ROGERS SHOW DEPENDS ON STUDENT SALE TODAY

### YOUNG DEMOS OPEN MAIL CAMPAIGN TO OPPOSE FRAT BILL

Letters to Be Sent All American Legion Posts, Churches and Similar Groups

### GREEKS RESPOND

Sam Hoover Heading Committee of Disbursements: Will Make Expense Report

Direct mail campaign against the proposed fraternity tax bill is being launched immediately by the A. and M. college chapter of the State League of Young Democrats, Ewing Jones, S. L. I. president announced last night. Letters to all American Legion posts, churches, and similar groups will be mailed the latter part of the week, and further appeals will be made to members of the house and senate at once June 2nd.

Members of the fraternity tax committee will be in touch with each group going, but they were unable to receive the support necessary from such sources on the campus. Groups phoning The Daily O' Collegian that they were supporting the campaign were Lambda Chi Alpha, Kappa Alpha, Pi Beta Phi, Kappa Sigma, and Sigma Xi.

Sam Hoover, S. L. I. was named chairman of the committee which will be in charge of the disbursements. Other members of the committee are: H. G. Bennett, secretary; Ewing Jones, president; and other groups were contacted by the proposition to call for a study of O' Collegian.

The committee will be in touch with each group going, but they were unable to receive the support necessary from such sources on the campus. Groups phoning The Daily O' Collegian that they were supporting the campaign were Lambda Chi Alpha, Kappa Alpha, Pi Beta Phi, Kappa Sigma, and Sigma Xi.

### ENROLLMENT WILL SURPASS SPRING'S TOTAL IN NUMBER

Rumors that enrollment would surpass that of last spring were confirmed last night by Earle C. Albright, assistant to Pres. H. G. Bennett, after an approximate check had been made from cards turned in through the chief clerk's office.

No exact figures were released by the president's assistant last night, although nothing definite will be known until all students who expect to enroll turn cards in to the chief clerk's office. Many have not yet enrolled because of delays in getting money for registration fees, it was pointed out. Arrangements are being made for students to defer these charges at the office, in order to complete the registration as soon as possible, Albright said.

### COLLEGE EXHIBIT INNOVATION HERE

Every School in College Will Cooperate in Show Which Renews Old Ones

Approval by deans of all schools consummated plan which have been underway for some time led by the Engineering Society, for the all college exposition to be held within a month. This will replace the former Engineering and Aggie shows, with other four departments adding their exhibits.

Every school building on the campus will be utilized in the show, tentative date for which is March 12 and 13. Each school department organization takes over arrangements.

### EARLY BOUTS FOR BRIDGE TOURNAMENT TO START MONDAY

All Houses Expected To Begin Eliminating Contenders In The Near Future

### WILL PLAY AUCTION

Manager Will Be Appointed By Editor Within A Week As Entrants Are Made

Preliminary bouts in the third annual bridge tournament will be started Monday, it was announced last night. Fraternities, societies, dormitories and rooming houses from which teams are to be entered are to start playing their own tournaments to select the couple which will enter the general contest.

Auction bridge will again be the official game as the card tournament gets underway. The last rounds will be started on Monday, February 23, and all teams must be chosen by the Saturday procedure that dates at the meet.

### Use Alternate Boards

Definite decision to use alternate boards in the final rounds has been reached here, it will be reported out of the preliminary tournament, which can be run off by any regulation the different houses see fit to use. In previous years the "card" board has appeared, but this time, rather than selecting their players, they will use the same set of cards throughout the game. A manager to be appointed will be named within a week, to see that preliminary elimination is worked under way and arranged for the final rounds. Entries have closed, and the tournament will be held at the end of the month.

### "All I Know Is What I Read in the Papers"



### WILL WILL EAT WITH THE KAPPA SIGMAS

There will be distinguished guests at the Kappa Sigma banquet tonight, but one could not guess a from it and the bill of fare. The boards will break under previous help of old-fashioned pork and beans, and they won't be taking out of our city to get corned beef in the evening. If the more the supper-table food has been ordered for the banquet, it is for Will Rogers.

Rogers at one time had a nephew attending school here. He was "Bogue" McSpadden, a Kappa Sig. His mother is Mrs. Tom McSpadden, Will's sister. She will be one of the guests today, as Will Rogers' son, Bill, and other members of the party.

It was yesterday that Rogers requested 150 men consist of beans and cornbread, and the Kappa Sigmas will not be disappointed.

### MUST TAKE SEATS NOT BOUGHT LAST NIGHT IN ADVANCE

Revenue Expectations Will Not Be Met Unless Students Fill \$1 Bloc

### STORES TO CLOSE

Walter Harrison and Frank Hawks Will Accompany Humorist on Stillwater Visit

Chief responsibility for the degree of success to attend this morning's program by Will Rogers—for charity's sake—rests upon students of Oklahoma A. and M. college. They must buy the tickets which last night had not been claimed in advance sale. If the students flock to the Auditorium, to hear Oklahoma's world renowned comedy humorist and "talker" star, the guarantee of \$2,000 made by Stillwater United Charities probably will be realized. Otherwise the revenue will not meet expectations. Not more than \$1,600 which included \$5 price for the 25 stage seats sold.

Many of the \$2.50 and \$2 tickets had not been bought. These were for covered seats.

Sale of \$1 general admission tickets started briskly Wednesday afternoon, but whether the \$50 would be disposed of was a matter awaiting the guarantee.

Charity officials intended to cancel tonight's Wednesday, with rain postponement to continue it early this morning.

Scattering sale of seats to poor devotees of nearby towns was reported. For weather this morning is expected to increase demand from such sources, as well as to stimulate local charitable sale of corporation.

Figure 10. Will Rogers' Visit to A. and M. in 1931, a Bright Spot in the Depression News

anybody's standard, the story was given the top news position on page one.<sup>52</sup> A year later, a progressive young editor named John Oliver launched a "New Deal" series to explain Roosevelt's program.<sup>53</sup>

Associated Press service was restored in the fall of 1934 and the daily's first decade ended with up-to-date coverage of national and international news.

When compared to its 1924 counterpart, the 1934 paper had a look of metropolitan sophistication. There had been many innovative changes, but the philosophy on news dissemination remained essentially the same. The following is characteristic of the views shared by the editors of this period:

The O'Collegian is attempting to relate and to interpret news of the campus as it sees it to the student body, the faculty, former students and townspeople. It has no grudge against a single individual. And believe it or not, it represents no clique but the student body and as accurately as we can interpret it, student opinion. It is not the mouthpiece of the college administration nor any small group of students. A fairly independent publication, supported by the student body at large and the city of Stillwater, it could not afford to cleave to any other policy...<sup>54</sup>

FOOTNOTES

- <sup>1</sup>The Redskin (1926), p. 138.
- <sup>2</sup>The Redskin (1927), p. 222.
- <sup>3</sup>Ibid.
- <sup>4</sup>The Redskin (1928), p. 202.
- <sup>5</sup>Ibid.
- <sup>6</sup>The Redskin (1930), p. 128.
- <sup>7</sup>The Redskin (1933), p. 262.
- <sup>8</sup>The Redskin (1934), p. 218.
- <sup>9</sup>The Redskin (1935), p. 22.
- <sup>10</sup>Ibid., p. 220.
- <sup>11</sup>The Daily O'Collegian (April 24, 1931), p. 1.
- <sup>12</sup>The Redskin (1928), p. 202.
- <sup>13</sup>The O'Collegian (September 19, 1926), p. 2.
- <sup>14</sup>The O'Collegian (October 20, 1927), p. 2.
- <sup>15</sup>The O'Collegian (May 16, 1926), p. 1.
- <sup>16</sup>The O'Collegian (May 18, 1926), p. 2.
- <sup>17</sup>The O'Collegian (January 15, 1927), p. 2.
- <sup>18</sup>The Daily O'Collegian (October 20, 1927), p. 2.
- <sup>19</sup>The Daily O'Collegian (September 23, 1932), p. 2.
- <sup>20</sup>The Daily O'Collegian (May 11, 1934), p. 2.
- <sup>21</sup>The O'Collegian (April 14, 1925), p. 1.
- <sup>22</sup>The O'Collegian (October 8, 1926), p. 1.

- 23 The Daily O'Collegian (September 13, 1929), p. 1.
- 24 The Daily O'Collegian (September 14, 1930), p. 1.
- 25 The Daily O'Collegian (January 14, 1931), p. 1.
- 26 The Daily O'Collegian (September 18, 1932), p. 1.
- 27 The Daily O'Collegian (May 21, 1931), p. 1.
- 28 The Daily O'Collegian (May 2, 1929), p. 1.
- 29 The Daily O'Collegian (February 1, 1930), p. 7.
- 30 The Daily O'Collegian (October 26, 1929), p. 1.
- 31 The Daily O'Collegian (April 24, 1931), p. 1.
- 32 The Daily O'Collegian (April 29, 1931), p. 1.
- 33 The Daily O'Collegian (September 20, 1932), p. 1.
- 34 Ibid.
- 35 The Daily O'Collegian (November 6, 1931), p. 1.
- 36 The Daily O'Collegian (March 8, 1929), p. 1.
- 37 Earl Richert, questionnaire reply (January 24, 1974).
- 38 The O'Collegian (April 5, 1926), p. 1.
- 39 The Daily O'Collegian (April 4, 1934), p. 1.
- 40 The O'Collegian (January 22, 1926), p. 1.
- 41 The Daily O'Collegian (March 18, 1928), p. 1.
- 42 The Daily O'Collegian (June 5, 1928), p. 1.
- 43 The Daily O'Collegian (April 28, 1931), p. 2.
- 44 The Daily O'Collegian (April 25, 1931), p. 1.
- 45 The Daily O'Collegian (July 28, 1931), p. 1.
- 46 The Daily O'Collegian (January 6, 1931), p. 1.
- 47 The Daily O'Collegian (March 1, 1933), p. 1.
- 48 The Daily O'Collegian (March 15, 1933), p. 1.
- 49 The Daily O'Collegian (October 30, 1931), p. 1.

<sup>50</sup>The Daily O'Collegian (February 6, 1931), p. 1.

<sup>51</sup>The Daily O'Collegian (February 5, 1931), p. 1.

<sup>52</sup>The Daily O'Collegian (November 9, 1932), p. 1.

<sup>53</sup>The Daily O'Collegian (October 3, 1933), p. 2.

<sup>54</sup>The Daily O'Collegian (November 26, 1933), p. 2.

## CHAPTER VI

### THE EDITORIAL PAGE

#### Columns

The ten years between 1924 and 1934 were the golden years for O'Collegian columnists. "Everyone had to have a column in those days," said Otis Wile. "Everyone was trying to be 'Dear Abby.'"<sup>1</sup>

The reader wanted for nothing. Advice, humor, philosophy, scandal, or commentary--it was all in the columns. The competition was stiff, and some columns were eliminated after only a few issues. Others at least lasted the editor's term, while one--"Peter Greensleeves"--appeared at intermittent intervals throughout this period, resurrected by several different authors.

Humorous columns were in great demand and appeared in The O'Collegian before it went daily. "Gold Dust," "The Mustard Pot," and "Fodder" were a few of the early ones. "Hell's Bells," was born in 1924 during the Walker Stone regime. A humorous commentary on campus events, it carried the by-line of Jay En Tee, pseudonym for J. Nelson Taylor. Talking about columnists several years later, Lawrence "Scoop" Thompson called Taylor "about the king of the roost."<sup>2</sup>

In 1925 it was "Little Audrey"\* who stole the hearts of O'Collegian readers by giving them laughter of their own making. This column was

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\*The "Little Audrey" phenomenon was national in scope. The O'Collegian editor capitalized upon it to entertain the paper's readers.



comprised entirely of readers' contributions. Students improvised on campus life and made Little Audrey their heroine:

Little Audrey went to class Monday morning and asked her instructor if anyone could be punished for something they hadn't done. The instructor replied, 'No of course, not.'

Then Little Audrey just laughed and laughed because she knew all of the time that she hadn't studied her lesson.<sup>3</sup>

The next year brought "Doodle's Daily Dozen," which specialized in witticisms and jokes. By 1927, columns--all kinds of them--were featured in each issue of The Daily O'Collegian. Columnists began to write folksy columns, taking campus happenings and adding humor and philosophy to make unique local commentaries. These commentaries covered a wide variety of topics--nearly all of which appealed to the reader.

Women reporters wrote society and personal columns keeping the reader informed on the ins and outs of campus life, the latest fashions, romantic attachments, and the social whirl. "Petticoat Prattlings," by Virginia Pope, was one of the few female commentaries written in this period. Many columns concentrated on sorority and fraternity activities because a large percentage of O'Collegian readers were involved in these events. Personal columns were extremely popular; on a campus where everyone knew everyone, it was fun for students to see their names in print.

There also were columns designed to inform students about current events. Stone originated the earliest of these, "The Day In Washington," to capsule national news items from the wire service. Bradford Knapp used "Prexy's Paragraphs" to bring students up to date on news from the president's office. Henry G. Bennett wrote "Prexy's

Column" for similar reasons. Editors often used columns like "What Other Schools Are Doing," "Clipped From the High School Press," and "Glimpses From Other Campuses" to display exchange items. "The Firing Line" and "Say the Students" were devoted entirely to readers' ideas and opinions.

There were numerous other columns, in addition to the ones mentioned, including: "Kow Kollege Klatter," "The Oriental Eye," "Between You and Me," "Idle Thoughts," "Jejunie Jibes," "Thoughts of an Idle Aggie," "Varsity Fair," "A Column More or Less," "Just Around," "Peter Greensleeves," "Drifting In Aggieland," etc.

Three of these--"Peter Greensleeves," "Drifting in Aggieland," and "A Column More or Less"--are all-time standouts.

"Peter Greensleeves" first appeared in the fall of 1928, offering a barbed commentary on campus activities. A year later, Joe Griffin, O'Collegian editor at that time, received requests for resurrecting Greensleeves. Discussing the matter editorially, he presented a striking picture of Peter:

...Peter with his prying, peeking nose for scandal has caused many a tremor in the sound stability of students on the campus. It all seems, that our mutual friend and companion, Greensleeves, is a person somewhat in demand...

...A column such as our pious friend would conduct would of course have to subsist on the embarrassment of certain students...

...if our friend Peter again starts his daily snooping we do hope he is a trifle bit more discreet as to his victims.<sup>4</sup>

Peter was revived and became the idol of the campus. Thompson described his popularity in a 1931 tribute to columnist Louis Blackburn:

Most widely read of A. and M. columnists was Louis (L.A.B.) Blackburn, when he was conducting 'Peter Greensleeves.' Peter had been started several years before by

THE DAILY O'COLLEGIAN

Entered as second class matter at post office, Stillwater, Oklahoma... Official student newspaper, published by The O'Collegian Publishing Company of Oklahoma Agricultural and Mechanical College, every morning except Sunday...

- MANAGING EDITOR: Harold Phillips... EDITOR: Lavin A. Blackman... BUSINESS MANAGER: Raymond Bivert... ADVERTISING MANAGER: Frank Jamison...

Peter Greensleeves

Dear Editor, Peter he has gone today by the town... bot de Kappa Sig und also to the Psi house... By de saasly colypna, Ed shee loo klike to me some off de Beta's half started to go social at last...

DAIRY MAGAZINE MAN CONFERS HERE

N. L. Smith, Shevport, Ia., was in Stillwater attending to business concerning the "Southern Dairyman" a publication printed in the interest of the dairying industry... Prof. A. C. Durr, is a member of the Advisory Board of the magazine...

"Old Families" Are Slipping

Roger Babson, famous statistician, made some highly interesting remarks the other night at a meeting of Boston business men... "But I am not optimistic about the old New England families. Our business is passing into the hands of immigrants and the sons of immigrants, while the grandsons of the old families are playing golf..."

Contributor's Column

Dear Editor, I just wanted to say that I am glad to see in your issue of the 11th a letter in which I wish to express my sincere gratification which I not find in the interest of the magazine... I believe that it is altogether fitting and proper that he should receive an informed that he can intelligently exercise the power of the ballot and have his own share in our democratic government...

KANSAS STATE TO SCRAP TEACHERS

Prof. A. C. Durr, is a member of the Advisory Board of the magazine... Prof. B. Becker is a contributor to the magazine... Prof. Durr is using as a basis for his information a series of statistics being published by Hoover dealing with "Planning a Bill of Rates for Dress..."

The Need Of Adaptnbility

Scientific research is both a blessing and a curse, in the opinion of Dr. Thomas S. Baker, president of the Carnegie Institute of Technology... It is a blessing, obviously, when it discovers how to make bright dyes out of coal tar, artificial silk out of cornstarch and rubber out of the juice of the milkworm... Yet these very discoveries will seem much like curses to the men who get their living by marketing dyes, artificial silk or rubber obtained in more settled, expensive ways...

TEACHER GOES TO NATIONAL MEETING

Miss Hilda Brockman, associate professor of home sciences left Friday afternoon to attend the fifth annual convention of the American Child Health association... The convention is to be held in Chicago, October 18 to 19. A joint session of the American Social Hygiene association, the American Public Health association and the American Child Health association is to be held at this same convention for the purpose of bettering child health in America...

Book Reviews

ALL ENERGLING by Ann Parrish... Her sweetly sacrificed air and her sensitive soul were artfully cultivated in being the world to her best... Her health, her delicate butterfly wings and the fragile exquisiteness of Charles' love, were by accident a doubly little part of herself and a little that often wounded others deeply...

AGGIEVATOR TO BE DELAYED DAY

AGGIEVATOR TO BE DELAYED DAY... (Continued from Page 1) The athletic club will award a prize to winners and runnerup of high scoring honors in track and will make suitable awards to the other place winners. Other schools are expected to make similar awards to their victorious athletes...

WANT ADS

CHILDREN cared for by middle-aged lady. One block from campus. 307 N. West St. Phone 635-M. STUDENT want any kind of work. Phone 1074-M. LOFT: One furnished room with kitchen and bathroom. Call on 1st floor to O'Collegian office. LOFT: Clean furnished room. Phone 1074-M. LOFT: Clean furnished room. Phone 1074-M.

Figure 11. Typical Editorial Page of the Period, Showing the Popular Peter Greensleeves Column

an earlier writer, but Blackie revived him and gave him a new life which took the campus by storm. Soon the column overshadowed the rest of the paper. Readers would turn to the coly, disregarding all the front page news, scan Greensleeves, and toss the paper away...

Secret of Peter Greensleeves' success was due, largely, to his scandal-mongering. Peter spoke bluntly and plainly and he hurt a good many feelings.<sup>5</sup>

Greensleeves, resurrected for the third time, was still going strong in 1933 and 1934.

"Drifting In AggieLand" was one of the most provocative columns to appear in the O'Collegian. Authored by Wile during his editorship, it specialized in vigorous, outspoken comment. Like "Greensleeves," this column stepped on a good many toes. Few problems at A. and M. escaped Wile's notice, and few of Wile's comments were missed by the college authorities.

When President Knapp resigned the A. and M. presidency to go to Alabama Poly, Wile kept his readers informed on the latest developments in potential replacements. This led him to report on the part H. B. Cordell, president of the State Board of Agriculture, was playing in the selection. Shortly thereafter, the board of publications prohibited further editorial comment,<sup>6</sup> and Wile could not resist describing his predicament:

You may speak of co-eds dear  
While you're editor up here.  
Let the column ring with comment on  
the senate;

You may talk of games and such  
For it doesn't matter much,  
But lay off the Aggie board, for they  
are agin it.<sup>7</sup>

Later on, he used the column to crusade against a sub rosa political fraternity. Again, Wile was censored by the publications board.<sup>8</sup> He teasingly told his readers that the censorship committee

dropped in to make sure he printed no crime news.<sup>9</sup> But, it was obvious that Wile shared Thompson's philosophy: "Unless you can make people mad, make them think, make them laugh, or startle them; what's the use of writing for them?"<sup>10</sup>

Thompson himself was extremely successful at these traits. During his salad days on the O'Collegian, he displayed such talent as a columnist that it should have surprised no one when his "Life With Larry" column on The Miami (Fla.) Herald became one of that paper's most popular features.

Thompson belonged to that rare breed of columnists who can take their readers anywhere--making them cry one moment only to be dissolved in laughter the next. That quality appears many times in Scoop's columns, as the following excerpts demonstrate:

My best friend died Friday night. Saturday morning I found the lifeless body of Trixie beside the house. And there's a sort of ache in my heart at the departure of this lovable Collie who has been closest intimate and confidant for many years.<sup>11</sup>

Thompson went on to acquaint the reader with Trixie, delighting him with her antics and convincing him that she must have been the most noble dog in the world:

She never made a very good watch dog. Not that she couldn't make enough noise: after dark she greeted every living thing that stirred with a stentorian voice. But as soon as it came near her, she would stop barking, and run to greet it, tail awagging. She was the most friendly dog in the world, and would have made up with Al Capone himself had he paid our house a visit....She was a good mother, too, and as proud of the nondescript pups she brought into the world as of the pure bred line she often mothered. She was a pure bred Collie herself, with a pedigree, but I doubt if she knew it. She was too democratic for an aristocrat.<sup>12</sup>

Thompson seemed to enjoy writing his column as much as his readers enjoyed reading it. He introduced "A Column More or Less" in the fall of 1931 with this invitation:

Have a seat. Certainly, you may smoke. Make yourself at home.

We are going to talk things over here everyday--or nearly so. And once you've been a visitor with this column you'll return; you're going to like it here. Modesty, what a rare jewel thou art!<sup>13</sup>

He was right--the readers did like it there, and the column ran for several consecutive seasons: 1931, 1932, 1933.

#### Editorials

When Stone retired as editor of A. and M.'s first daily, he wrote an editorial on the futility of editorializing. The appeal of this editorial is ageless and a neatly typed copy still survives in Stone's personal collection of OSU memorabilia, 50 years later. The editorial laments the fact that students are well-fortified against editorial influence:

No matter how much this editor has pratted and puffed, fretted and fussed, students still have continued to trample the green turf of the campus under their hobnails, the student senate has continued to exist in a state of dormancy, professors have never let their classes out on time, factional influences still predominate in politics, and the Firing Line still is used as a medium to criticize The O'Collegian and attack the editor...<sup>14</sup>

But in spite of Stone's convincing arguments that editorials are ineffectual, successive editors kept writing them. Irvin Hurst, who followed Stone at the helm of the O'Collegian, published an abundance of them, believing that a "persistent editor can accomplish many things with editorials."<sup>15</sup> The majority analyzed local subjects; some were

reprints from other papers. All of them reflected the concerns of the day.

When Vassar's student association made national news by voting to allow women the privilege of smoking on campus, Hurst wrote a clever comparison on the difference between East and West:

In reality, the law here against smoking by coeds is many times more effective than all the college rules put together. It is the moral law, backed by public sentiment. In the eyes of the East, the West is old-fashioned, to be governed by silly conventions which don't tolerate a picture of mother with a package of cigarets in her apron pocket and an ash try on one corner of the bread-board...<sup>16</sup>

The first real effort at editorial campaigns came the next year, resulting in Clarence Paden's "editorial policy clash" with President Knapp and his eventual resignation. Two editorials brought about the irreconcilable differences. One criticized a class grading system; the other reported the "talk of a nationally known hygiene worker."<sup>17</sup>

Paden's resignation effectively ended the editorial controversy which had begun the previous semester. In December, before his resignation in January, Paden waged an extremely strong campaign for an increase in student wages.

He began by criticizing the college labor committee for setting the standard wage at 25 cents an hour. The editorial stressed that while the college employed fewer than 175 students, the wage scale influenced the salaries paid by other Stillwater employers, which in turn affected 50 percent of the student body.<sup>18</sup>

A subsequent editorial cited campus working conditions, emphasizing that cafeteria workers put in six to seven hours a day for room and board. Commented Paden: "The meals, no doubt, are provided in excellent style. But the room--it's a veritable 'hole.'"<sup>19</sup>

Happy Hank Hopes That the Redskin Ball Saturday Night Isn't Exactly a Savage Affair

# THE O' COLLEGIAN

VOLUME NO. 32

STILLWATER, OKLAHOMA, FRIDAY MORNING, JANUARY 14, 1927

NUMBER 81

## PADEN RESIGNS EDITOR'S POST

### MIXER SCHEDULED IN GYM TONIGHT

In Second All-College Social Event of Year; Begins at 7:30 o'clock

### SPONSORED BY "Y's"

Varied Program Arranged for Tonight's Entertainment

Second all-college social event of the year, a mixer, will be given in college gymnasium tonight, 7:30 o'clock. Invitation has been extended to all students and faculty members.

A varied program for the affair has been arranged by the social committee headed by the Young Women's and the Young Men's Christian associations, Elizabeth Johnston, Stillwater, and Ralph Potter, Chandler. Group games, musical numbers, readings, tumbling act, vaudeville specialties and community singing, are included.

First half hour of the program will be given over to a get-acquainted period, when 500 blue triangle and 500 red triangle cards will be circulated for student signatures. The entire group will be assigned to four divisions as they enter, for later games and stunts. A novel peanut stunt is one feature that will be used in helping the individuals get better acquainted.

Remainder of the program includes 8 o'clock, musical specialties and vaudeville, arranged by Paul Michael, Oklahoma City, and Lester (See B on Page Two)

### PEST SURVEYS TO START HERE SOON

Advanced Entomology Students to Collect Data on Bacteria

Advanced students in entomology are planning on launching in the near future, surveys of insects and pests which are conveyors of harmful bacteria, according to E. A. Sanborn, department of entomology.

A. and M. is considered an exceedingly healthful educational institution, and outbreaks of contagious diseases here have been very few, advanced entomology students soon are to start surveys of harmful bacteria-carrying pests, which, when finished, should contribute information very beneficial to the health and general welfare of the student body," Sanborn stated.

Stillwater is fairly free from flies, and there are but few mosquitoes. The absence of disease spread by these insects would also indicate few insects here that spread disease.

Almost daily, inquiries at the infirmary show how little contagion and sickness there is in the student body. Rarely, if ever, is there a patient confined at the infirmary with a serious ailment. The rather steady stream of visitors to the college physicians have only minor ailments such as colds, and small injuries.

One of the most outstanding reasons for good health in Stillwater is the civic improvement in streets and alleys, declares Sanborn. "The recent painting of buildings on the campus is a move toward better sanitation, and a factor in the diffusion of light receive students at the infirmary in the class rooms, he says.

### Judge for Yourself

#### NEW RELATIONSHIP WITH ALUMNI NEEDED; "ALMA MATER" MEANINGLESS

A few blythe moons ago, when the Virgin and the Balance were chasing Sagittarius and the He Goat around the hinter rim of the Zodiac, several of our local Broddingsians were assiduously belaboring the assembled Lilliputs with a vociferous broadside, appearing in The O' Collegian under the general scare-head, "What is Most Needed on the A. and M. Campus?"

These eminent pamphleters decided and sold themselves on the idea that Calvary was forthcoming unless something was done to eliminate the long-felt need for a community fish bowl, a municipal dog pound, or a more inspiring frize-piece for the auditorium. Though not in exact unity, or in mutual accord, they rejuvinated our campus.

NEW FEELING NEEDED I regret that the fever interest aroused by the prognostications and estimates of these aulny Gargantuas has so quietly subsided. Because I want to say in one terse, dogmatic breath that what we need more than any other thing is a closer alumni-ecology.

This is not merely a haphazard opinion; it is a sound truth that must be recognized before A. and M. is going to make that progress to which we are all looking forward. This not asking you to agree with me; I am begging that you will think about it for a few moments.

We need a correlation, a reciprocal relationship, extending from the class of 1894 to the class of 1927; from Cimmaron to McCurtain; from Old Central to Whitehurst Hall.

COLLEGE HERE, 1890 One night, back in 1890, George W. Gardenhire, "the father of the college," a populist, and the president of the senate in the first Territorial Legislature, came riding into Stillwater with joyous news. That night the "Sanhedrin" met at the home of Captain Hild Lowrey, and the young Senator informed them that Stillwater could have everything from the State Capitol to an insane asylum. The treasury of Oklahoma existed in name only; the land grant college carried with it a cash consideration and the A. and M. college was located at Stillwater, December 26, 1890. A certain Lane turned over his homestead, six men burned away the grass, and since its inception, A. and M. has steadily looked forward. Not once have they thought to look back. Always our quest has been for new material; always we have disregarded the old grad and the former student. There has never been a realization that the strength of colleges is built on a love of alma mater. There has never been a conception of ALMA MATER. And forever there has been a raw day in the offering; a new dawn—there has been no rest; only a glorious tomorrow!

RELATIONSHIP LACKING As a consequence, we have committed a sort of emotional suicide. We, that are here now and as one to love our college, will after we have left here, find that those who have come to us our place has assuredly annihilated us as we have, in our day, shut off the others gone before. Our efforts have been to convince the man of '10 that we have outgrown him; that (See C on Page 2)

### Here's State Officers

- Governor—Henry S. Johnston, Democrat, of Perry.
- Lieutenant Governor—W. P. Hollway, Democrat, of Hugo.
- Secretary of State—Graves Leeper, Democrat, of Sulphur.
- Attorney General—Edwin Dabney, Democrat, of Oklahoma City.
- State Treasurer—R. A. Sneed, Oklahoma City, Democrat.
- State Superintendent of Public Instruction—M. A. Nash, Democrat, of Edmond.
- State Examiner and Inspector—John P. Rogers, Democrat, Oklahoma City.
- Commissioner of Labor—W. A. Murphy, Democrat, Oklahoma City.
- Commissioner of Charities and Correction—Mrs. Mabel Bassett, Oklahoma City, Democrat.
- Insurance Commissioner—Jesse G. Reed, Hobart, Democrat.
- President State Board of Agriculture—Harry B. Cordell, Democrat, Muskogee.
- Clerk of Supreme Court—Jesse E. Moore, Democrat, Oklahoma City.
- Corporation Commissioner—C. C. Childers, Democrat, Oklahoma City.
- State Auditor—A. S. J. Shaw, Democrat, Oklahoma City.
- Justice of Supreme Court, District Two—E. P. Lester, Democrat, Wilburton.
- District Five—Robert A. Hefner, Democrat, Ardmore.
- Justice Branson becomes chief justice because of seniority.
- District Eight—J. W. Clark, Democrat, Atoka.
- Judge Criminal Court of Appeals, eastern district—James S. Davenport, Democrat, Vinita.
- Chief Mine Inspector—Miller D. Hay, Muskogee, Democrat.

### PUBLICATION HEAD TO ATTEND PRESS MEETING

Clemet E. Trout, director of publications, will attend the annual mid-winter meeting of the Oklahoma Press association, which will convene today in Oklahoma City for a two-day meet. The association is composed of editors and others interested in the Oklahoma press.

Governor H. S. Johnston is scheduled to address the members of the association at a banquet tonight and a program of interest to newspapermen has been arranged for the meeting, Trout said.

### EXTENSION DEPT. ASSISTS BANKERS

To Help in Campaign for Reduction of State Cotton Acreage

The college extension division will do its utmost in cooperating with the Oklahoma State Bankers' association in a state-wide campaign for the reduction of cotton acreage throughout the state, was expressed yesterday by W. D. Bentley, director of extension work here. January 17 (See A on Page 3)

### Editorial Policy Clash Given as Cause for Act

#### Differences With President of College on Editorials Cited in Cause; Effective at Once; Taylor Named Acting Editor

Resignation of Clarence Paden, Ponca City, editor-in-chief of The O' Collegian, was accepted last night by members of the college board of publications in special session.

Paden requested that the resignation become effective at once.

Differences between the president of the institution and himself as to what editorial policies The O' Collegian would uphold, was given as Paden's reason for resigning.

"The president and I have discussed the editorial policy of The O' Collegian quite a few times this year and it is unfortunate that our conceptions do not coincide. Four or five times last quarter we clashed on certain principles and ideas that I advanced through my column. This quarter I was severely censured for two of my editorials, one criticizing a class grading system and one reporting the talk of a nationally known hygiene worker. Nothing personal between the president and myself—just a big difference in our opinions," was Paden's statement last night.

### A. AND M. IS HIGH IN ENROLLMENT

Is Sixth Among All of the Country's Separate Land Grant Colleges

Oklahoma A. and M. ranks sixth in point of enrollment among all separate land-grant colleges in the United States, according to latest official statistical matter compiled on the subject. Last year's enrollment figures were used in the compilation.

By "separate land grant colleges," is meant those institutions devoted exclusively to agriculture and mechanical arts. University of Illinois, University of Missouri, and similar institutions which embody schools of agriculture and mechanics along with their regular university work, are not considered in the averages.

The five agricultural and mechanical institutions outranking Oklahoma A. and M. are: Iowa State college, Pennsylvania State college, Kansas State Agricultural college, Oregon Agricultural college, and Washington State college.

College officials here state that this high rating of A. and M. is remarkable, considering the many excellent agricultural and mechanical institutions in the country which it outranks.

### 32 FROSH HEED CALL FOR TRACK

Former High and Prep School Luminaries Report for Yearling Squad

Thirty-two freshmen, many of whom are former high school and prep school athletes, are reporting daily for the yearling track squad, according to Roy W. Kennedy, track coach.

"I believe we have in this bunch of tracksters some men who will prove to be a real power on next year's varsity squad," Kenny stated in commenting on the prospects of aspiring candidates.

Several of the most outstanding members of the yearling squad will accompany Aggie varsity tracksters to Kansas City next month, where unattached, they will enter the annual indoor track meet there, Kenny stated.

The 32 men now reporting will not be required to take the regular freshman course in physical education.

HERE'S SMALLEST CLASS The first class work ever offered in medical entomology, is being taught this quarter at A. and M. Prof. C. E. Sanborn, head of entomology department, is the instructor. Three are enrolled. (See B on Page 4)

### SORORITY NAMES 3 CONTEST JUDGES

\$15 Offered for Best Short Stories by Honorary English Sorority

Judges for the short story contest sponsored by Chi Delta Phi, national honorary English sorority, sponsoring creative work in English, which was announced before the Christmas holidays, have been chosen, Dorothy Ross, secretary, said yesterday.

They are A. A. Arnold, foreign language; Whittier Burnett, and Victor Solberg, English.

Prizes of \$15 will be awarded to the two best original short stories, not to exceed 5,000 words in length. Ten dollars will go to the first place winner and \$5 to second.

Closing date for the submitting of manuscripts has been announced as February 15, and the winners will be (See B on Page 4)

Figure 12. Editor's Resignation, the Result of an Editorial Clash with the College President



Paden wrapped up the campaign by saying:

The O'Collegian believes the key to the situation lies entirely with the college labor committee. If they set the college price higher others employing student labor will likewise pay the same wage. Since only 175 out of a student body of near 2,600 are actually paid out of college funds it is apparent that this slight hike will not materially decrease the number to be employed. Think, too, labor committeemen, of the scores of others, loyal sons and daughters of Aggieland, who will be effected [sic].

What shall be the reaction of college officials?<sup>20</sup>

The president's answer appeared in the next issue. He emphasized three points: (1) chastisement of the editor for not consulting the president's office to obtain both sides of the question; (2) the O'Collegian should support the president in requesting more maintenance funds from the legislature; and (3) the student labor committee, as advocated by the editor, had no power to solve the problem. The board of regents had the authority, but did not act because of insufficient funds.<sup>21</sup>

Other prominent editorial campaigns were waged by later editors. As reported earlier, Wile chose to conduct his campaigns through his column, "Drifting In Aggieland." Campus politics seemed to be his forte.

Three students--Harold Phillips, Tom McMurtrey, and Louis Blackburn--occupied the editor's chair the following year.<sup>22</sup> Under their leadership, editorials concentrated on relevant abstractions--student obligations, responsibilities, success, etc.

Griffin campaigned the next year for campus improvements.<sup>23</sup> The editorials which caused the biggest controversy in the Griffin administration concerned the college band playing at football games. Griffin incensed the band when he wrote:

To us there is no more of an inconsistency in the world than the sweet soothing tones of the band being wafted o'er the air while the team sweats and struggles for a touchdown...

What the students want at a football game is a pep band. A band that will make noise as well as music, a band you can hear and a band that will make you think of getting up from your seat and yelling, a band that will put a ripple in your blood.<sup>24</sup>

Band members protested the editorial by refusing to play at football games and promising to boycott any attempt to form a pep band.<sup>25</sup>

The conflict was later resolved in a meeting between editor and band. Later that year, the Press Club bought the band new uniforms. However, it took several years of varsity revues and band queen contests to raise money for the payments on the note. Nearly five years and \$3,704.01 later, the band uniforms were paid for.<sup>26</sup>

Ewing, "Husky" Jones, who took over the editorial pen for 1930-31, believed the editorial columns should "suggest, rather than strongly espouse."<sup>27</sup> Consequently, there was only one strong editorial campaign that year--for Sunday movies. The campaign was unsuccessful. Organized opposition against the repeal of the Sunday-movies ordinance prevailed.<sup>28</sup>

Thompson's editorship (1931-1933) seemed to be one continuous editorial crusade. Four pages in the 1932 and 1933 Redskins are devoted to just naming the campaigns. Scoop covered everything from freshman hazing to a new constitution for Women's Panhellenic. Among the many items in between were an anti-wolf\* campaign for student employment, a plea for homecoming house decorations, and a fight for later closing hours.<sup>29</sup>

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\*This campaign, built around the theme "keep the wolf away from the door," coordinated student employment efforts during the depression.

State papers censured Thompson severely when he criticized the athletic cabinet for scheduling games with small schools.<sup>30</sup> Thompson received an invitation to meet with the coach. Thereafter, he relaxed his stand somewhat, explaining to his readers:

Well, we left that conference with slightly altered ideas. Have you ever seen a saucer of butter left on a hot stove? It loses its resistance and becomes soup. That's about the way we softened.<sup>31</sup>

Thompson, of course, was not always critical in his editorials; he was superb when it came to poking fun. One of his more humorous editorials concerned the coed prom. The prom, an annual event in those days, was strictly for females. Thompson's protest read in part:

It ain't fair, mates. Here we buy cokes for the girls when our checks are so small we have to go without gravy on our potatoes; we take them to the show when the old man has mortgaged the farm; we dance with them while grasshoppers are eating the corn and the boll weevils are wrecking havoc with the cotton crop back home; we say sweet nothings to them while our studies are being neglected; we dream of them when we should be listening to class recitation. And what appreciation do we get? You know the answer, gentlemen, and it's a blotch on our sex that we take it on the chin thusly without so much as whimpering.<sup>32</sup>

Editors John Oliver and Earl Richert closed out the decade with conservative editorial policies. There were no fire-eating campaigns. Oliver believed the newspaper should remain aloof from campus politics.<sup>33</sup> Therefore, his readers were surprised when he used a front-page editorial to resign from the top student political fraternity.<sup>34</sup>

Richert considered the appointment of a new athletic director his biggest editorial achievement:

No head of the athletic department had functioned since the resignation of Lynn O. Waldorf in 1933 to become coach at Kansas State University. O'Collegian editorials stirred up student sympathy against this

apathy and eventually were a factor in the choice of Henry (Hank) Iba to guide the athletic department.<sup>35</sup>

O'Collegian editorial writers had their problems, but they thought being editor was worth it. If their editorials were not as good as commercial papers', it wasn't because they didn't have their hearts in it. Of course, as Stone pointed out, big-city editors "do not have to think about tomorrow's eight o'clock or the coming examinations."<sup>36</sup>

### Special Features

The trend in special features was for the unique and unusual, but features of all kinds--news, humorous, human interest, personal experience, personality sketch, and interview--appeared regularly. Most were written by O'Collegian writers, but some were picked up from the wire. Others, like cartoons and pictures, were purchased from feature syndicates. In the early years, it was common for the entire staff to make feature contributions. Later, there were special "feature-a-day" writers.

"Dumb Dora," the O'Collegian's first syndicated comic-strip feature, appeared in 1925.<sup>37</sup> She was followed by a succession of others, including "Merely Margy," "Clara Belle's Cousin," "Freddy the Shiek," and "Mom 'N Pop." There also were political cartoons. These offered humorous and thought-provoking commentaries on national politics.

Features mirrored the times. There was the coed reporter's story about her first airplane ride.<sup>38</sup> An earlier story reported on the knicker fad.<sup>39</sup> Freshmen were warned against chapel salesmen, fraternity sweat boxes, and the frosh paddle gang.<sup>40</sup>

Affairs of the heart also made good feature copy. Love notes hastily scribbled during study hours formed the basis for a feature

headlined "Waste Paper Reveals Love Affairs of Students Who Select Library as Best Place to 'Call.'"<sup>41</sup> The romance of Notre Dame football captain Adam Walsh and A. and M. coed Dorothy Fisher was the subject for another feature.<sup>42</sup> Ten years later, an O'Collegian feature writer was the star character in a story on her secret marriage.<sup>43</sup>

There were a few attempts at humorous exposés. "Profs Do Dye It Is Found," announced the O'Collegian in 1926. The feature confirmed that professors do color the truth with the startling revelation that an associate professor living on Hester Street had just dyed his hair.<sup>44</sup>

In the fall of 1929, Editor Griffin added a special features section to the O'Collegian. This page was made up entirely of features and news-service photographs. Later it was billed as the "Magazine Page," specializing in literary sketches, features, verse, and reviews.<sup>45</sup> Edited by the MS Club, a writers' group, the page eventually expanded into a magazine supplement which appeared in Sunday editions.

The custom of feature-a-day writers began in the 1930's. Among the first of these innovative storytellers was Berta Lou Grattan. She braved the dentist's chair, spooky attics, the weather, and smoke rings to delight her readers.<sup>46</sup> The feature-a-day writers made a vital contribution to the paper. One won her editor's praise as "the best known and most popular writer for the publication."<sup>47</sup>

From time to time, as noted earlier, editors published special editions for the colleges of agriculture and engineering. These papers carried many public relations features on activities within the schools. Subjects ranged from beauty queens to new technologies. For added emphasis, these papers were often printed on colored newsprint.

Occasionally, special editions appeared on April 1 for April Fools' Day. These, of course, carried many humorous and outlandish features on prominent members of the faculty and student body.

Sports features appeared regularly in the O'Collegians of this period, and received special emphasis in the "extras" circulated after some football games. These will be covered in Chapter VII.

FOOTNOTES

- <sup>1</sup>Otis Wile, personal interview (December 12, 1973).
- <sup>2</sup>The Daily O'Collegian (October 15, 1931), p. 2.
- <sup>3</sup>The O'Collegian (January 5, 1926), p. 2.
- <sup>4</sup>The Daily O'Collegian (September 21, 1929), p. 2.
- <sup>5</sup>The Daily O'Collegian (October 15, 1931), p. 2.
- <sup>6</sup>The Daily O'Collegian (April 11, 1928), p. 1.
- <sup>7</sup>The Daily O'Collegian (March 30, 1928), p. 1.
- <sup>8</sup>Wile.
- <sup>9</sup>The Daily O'Collegian (April 28, 1928), p. 1.
- <sup>10</sup>The Daily O'Collegian (October 19, 1934), p. 2.
- <sup>11</sup>The Daily O'Collegian (October 16, 1932), p. 1.
- <sup>12</sup>Ibid.
- <sup>13</sup>The Daily O'Collegian (September 11, 1931), p. 4.
- <sup>14</sup>The O'Collegian (May 26, 1925), p. 4.
- <sup>15</sup>The O'Collegian (May 25, 1926), p. 2.
- <sup>16</sup>The O'Collegian (February 27, 1926), p. 2.
- <sup>17</sup>The O'Collegian (January 14, 1927), p. 1.
- <sup>18</sup>The O'Collegian (December 2, 1926), p. 2.
- <sup>19</sup>The O'Collegian (December 3, 1926), p. 2.
- <sup>20</sup>The O'Collegian (December 4, 1926), p. 2.
- <sup>21</sup>The O'Collegian (December 5, 1926), p. 2.
- <sup>22</sup>The Daily O'Collegian (September 11, 1931), p. 1.

- <sup>23</sup>The Redskin (1930), p. 128.
- <sup>24</sup>The Daily O'Collegian (September 29, 1929), p. 2.
- <sup>25</sup>The Daily O'Collegian (October 1, 1929), p. 1.
- <sup>26</sup>The Daily O'Collegian (December 20, 1934), p. 2.
- <sup>27</sup>The Redskin (1931), p. 174.
- <sup>28</sup>Ibid.
- <sup>29</sup>The Redskin (1932 and 1933), pp. 212-213 and 262-263.
- <sup>30</sup>The Redskin (1932), p. 212.
- <sup>31</sup>The Daily O'Collegian (November 4, 1931), p. 2.
- <sup>32</sup>The Daily O'Collegian (December 8, 1934), p. 2.
- <sup>33</sup>The Redskin (1934), p. 218.
- <sup>34</sup>The Daily O'Collegian (December 19, 1933), p. 1.
- <sup>35</sup>The Redskin (1935), p. 221.
- <sup>36</sup>The O'Collegian (March 7, 1925), p. 4.
- <sup>37</sup>The O'Collegian (March 20, 1925), p. 1.
- <sup>38</sup>The O'Collegian (April 20, 1926), p. 2.
- <sup>39</sup>The O'Collegian (April 11, 1925), p. 1.
- <sup>40</sup>The O'Collegian (September 4, 1924), p. 1.
- <sup>41</sup>The O'Collegian (December 6, 1924), p. 1.
- <sup>42</sup>The O'Collegian (December 9, 1924), p. 1.
- <sup>43</sup>The Daily O'Collegian (December 4, 1934), p. 1.
- <sup>44</sup>The O'Collegian (January 7, 1926), p. 3.
- <sup>45</sup>The Daily O'Collegian (October 29, 1929), p. 3.
- <sup>46</sup>The Daily O'Collegian (December 4, 1934), p. 1.
- <sup>47</sup>The Redskin (1935), p. 220.



## CHAPTER VII

### O'COLLEGIAN SPORTS COVERAGE

#### Top Billing for Sports

Daily publication of the O'Collegian in the fall of 1924 coincided with the beginning of one of the most spectacular decades in the sports history of A. and M. Consequently, sports became the No. 1 news feature, garnering more column inches than all other student activities combined.

When football season opened that September, there was cause to rejoice. Coach John Maulbetsch's Aggies outplayed the Bulldogs from Southwestern State Teachers' College in the starter, defeating them 9-0. The team kept on winning to end the season 6-1-2.<sup>1</sup> This opening victory netted front-page coverage, complete with 72-point banner headline--perhaps an early indicator of the prominent display sporting events would receive throughout this period.<sup>2</sup>

The Aggies' chief rivals in football, and most other sports, were the University of Oklahoma Sooners. OU had been beaten by the Aggies only once--in 1917--and the excitement in 1924 was at fever pitch when the Sooners arrived in Stillwater for the highly touted match.<sup>3</sup>

A special train, the "Sooner Special," carried 500 OU students, their band, and two pep groups from Norman.<sup>4</sup> Lewis Stadium could not contain the crowd, seating only 6,000 of the estimated 10,000 present.

Aggie backers had their fingers crossed for a win, and they were not disappointed. When the final whistle blew, the score stood 6-0 in the Aggies' favor.

#### The First Sports Extra

Still glowing with the thrill of victory, Aggie fans left the stands to be handed another triumph--the first sports extra published at A. and M.<sup>5</sup> The O'Collegian, hot off the press, had the game story on page one. In later years, these sports extras would become a tradition, but this first one was a true innovation. Otis Wile, budding young sports editor at this time, described his part in the event many years later when he wrote a sports history of Oklahoma State University:

Old Central's bell was ringing as the throng, reluctant to leave, strolled across the campus from the stadium, met by O'Collegian paper carriers peddling an Extra of editor Walker Stone's campus newspaper with a brief story and a huge headline about the game. The story had been written enroute to the press room in the basement of the Hoke building downtown with about ten minutes left to play.

The press rolled the instant word came by phone from the field that it was still a 6-0 victory. This we know first hand. Editor Stone drove his little coupe madly from the playing field to the press room and the author [Wile]...pecked out the story on a typewriter held on his lap as Stone pushed the old car to the limit through the deserted streets. To a sophomore reporter, it was heady wine indeed, the biggest story assignment since Princeton and Rutgers invented football--even if it were a mere two paragraphs long.<sup>6</sup>

The six-column extra greeted its readers with an astounding 2 1/2-inch banner head: "Aggies Beat O.U. 6-0." A three-column group shot of the team accompanied the story, the lead of which had been written by Wile on the way to the print shop. It was an impressive feat for student journalists, to say the least.

EXTRA THE O'COLLEGIAN FIVE CENTS 5c

PUBLISHED SEMI-WEEKLY IN THE SCHOOL YEAR BY STUDENTS OF A. AND M. COLLEGE

THEY BEAT O. U. S. O.

FRESH WIN GAME TOO!

Yearlings Defeat Oklahoma Military Academy at Claremore, 21 to 3

Coach Ed Crutchfield's freshman eleven chalked up their third consecutive victory of the year Friday when they defeated the cadets of Oklahoma Military Academy, of Claremore, 21 to 3.

The freshmen scored early in the game when Heilman stepped up a racket fumble and rambled 40 yards to the goal line in the opening quarter.

Freshman Spirit Rests on Justice, Says Knapp

President Knapp's letter to freshmen, printed in Thursday's O'Collegian, advising the first year men to abandon their pastime in creating "spits," was only in part the essence of some conditions, the text of the paper editing it, now, left out much of the president's message.

A word to freshmen - The present freshman class has done so many good things and shown such spirit, that it would be too bad to see judgment about spits. If all whatever justification there may be for using paddles and bolts on its own members and doing other things toward lettings of town, such things can only be overcome and can continue as long as to become a nuisance and a menace rather than a mere prank.

You cannot whip or club anyone into loyalty, nor into class spirit, after the good natured student prank period has passed. Right and justice are that loyalty which grows out of respect for the class, constitutes the only basis for real class spirit.

It would like to see the freshmen show what up to the situation and control its own spirit before it becomes necessary for anyone to take action.

Some injustice has been and is being done and everybody is proving that in enough leadership, enough firmness and womanhood in the freshman class to cut out these things and mold the class into genuine loyalty and extend college and class spirit by a higher appeal than fear. Am I right?

BRADFOED KNAPP.

A covering board of points was the second of a thousand university students when they were seen of "where we" class walked under a scaffold on which judgment was waiting to show his mean for the competition.

Here is the Team Triumph!



Sitting, left to right: Peery, halfback; Guy Lookabaugh, halfback; Esalinger, quarterback; Clodfelter, halfback; Schaefer, fullback; Weisinger, tackle; Kneeling, left to right: White, halfback; Chambers, center; Walker, fullback; Strickland, end; Connor, end; Captain Wahl, tackle; Higgins, end and halfback; Mason, quarterback; Jenkins, end; Harrington, tackle; Bennett, halfback; Edgerton, halfback; Bill Williams, assistant line coach. Standing, left to right: Head Coach Johnny Maulshtach; Davis, guard; Crowe, center; Copeland, tackle; HART, end; J. Lookabaugh, guard; Meeks, center; Hutman, tackle; Yarger, guard; Hull, end; Rodgers, guard; Collins, guard; Roy W. Kenny, line coach; Taylor halfback. Cox, guard, and Murray, tackle, are not shown.

Orchestra Will Make Short Tour of State

Plans of the college orchestra, which made its first appearance before the student body in convocation services Tuesday, call for a short tour of the state following the Christmas holidays.

There are 21 members in this year's orchestra, all of whom have been selected as advanced musicians from a class of more than one hundred students enrolled in music courses.

Members of the organization are: First violin - Mrs. Katherine Cash; Miss Abbie Smith, Lois McGinnis, Vera Morgan and Ora Brooks. Second violin - James Keay, Anthony Selenka, Misses Grace Miller, Phyllis Mitchell and Katherine Dyeas. Viola - Walter Berg. Cello - Vera Brasenbergh. Bassoon - Gerald Brooks. Clarinet - Louis Markus and Eugene Pittman.

SCHOOL GETS HUGE EAGLE

A golden eagle, one of the rare birds of this section of the country, has been received by the department of zoology to be mounted. The eagle, measuring seven feet from wing tip to wing tip, was killed by Dr. J. L. Lewis of Pawnee, near that town.

CHEMISTS TO MEET HERE

Chemists from many parts of the state will be present at the session of the Oklahoma section of the American Chemical Society which will convene in Stillwater November 24.

LETTERS ASSURE KNAPP SCHOOLS IS ADVERTISED

High School Heads Glad to Distribute The O'Collegian Among Students. They Write President

President Knapp has received in letters from high school principals of the state, material evidence that The O'Collegian is being appreciated elsewhere than on the college campus.

One thousand copies of each issue of The O'Collegian, or one for every ten high school seniors of the state are mailed to the principals of the various state high schools as a means of advertising the college. Two of the letters which President Knapp has received thanking him for the paper follows:

"Chickasha, Okla., Oct. 16, 1924. 'Dear Mr. Knapp: In answer to yours of October 10 permits me to say that I shall be glad to distribute The O'Collegian to the members of the senior class regularly. Address them to me in care of the high school library.'

"I like the spirit of A. and M. and the confidence that you inspire among our people. You have my heartfelt support. 'Hempstead, Texas. 'J. F. HATCHER, Principal.' 'Lamar, Okla., Oct. 15, 1924. 'President Bradford Knapp. 'Stillwater, Okla. 'Dear Sir: 'I received your letter in regard to The O'Collegian being sent to my school and will say that I appreciate the very much. I have been a booster for A. and M. for several years, and I shall be only too glad to do anything I can to advance the interests of your school. 'J. R. HADDIN, Supr.' TO STUDY MARKET ORGANS

TO STUDY MARKET ORGANS

Preparatory to making a detailed study of the O. C. C. C. market conditions and the Bureau of Cereals' association, Prof. W. W. Farrow, of the department of agricultural economics, J. W. Middleton, and W. L. Smith, graduates of agriculture, met Thursday interviewed officials of these marketing organizations in Oklahoma City.

Doble Deals With Rise of Western Literature

"Literature of the Cow Country" was the subject of Prof. J. Frank Doble's weekly reading Friday afternoon.

Interest in cowboy tales dates from 1850, Professor Doble said. "First cowboy stories were sold on train by newsboys because of hostility of reputable publishers who looked with disfavor on the new literary product. Originally the cowboy has come into his own, the final step in his recognition being found in the publication of a western story, 'Wilderness,' in the current issue of the Atlantic Monthly.

Professor Doble read selections from Amy Adams and Will James. Other writers he mentioned as being noteworthy are Emerson Huff, Charles Sarwege, Owen Wister and Stuart Edward White. Dr. A. A. Arnold of the foreign language department will read selections from Spanish authors next Friday at 4 o'clock in Room 305 Morrill Hall.

Injury Under Control, Clodfelter Improving

Doctors Save Life of Varsity Gridster Who received Ruptured Blood Vessel in Scrimmage

College Plans to Offer Scoutmasters Course

At a meeting held Tuesday night it was arranged to conduct a course at Oklahoma Agricultural and Mechanical college for training of scoutmasters.

LOOKABAUGH, STAR OF 1917, PUTS BALL OVER IN SECOND AFTER SMASHING FIELD DRIVE

Aggies Decisively Outplay Sooners From Start to Finish, Keeping Ball in O. U. Territory Throughout Game; Entire Team Stars

10,000 PERSONS SEE BATTLE

A. and M. and O. U. Pep Orders Enliven Vacant Time Intervals With Wide Variety of Stunts

Out-rushing, out-passing, out-punting, out-fighting, and in a word, completely out-playing Oklahoma university all through the four periods of the annual clash between the two schools, the Aggies today defeated Oklahoma 6 to 0. It was the first Aggie victory since a Sooner team since 1917.

"Ducky" Lookabaugh, who set the pace for the O'Collegian in today's battle. Time and again the great Aggie broken-field star ripped the Sooner defense to shreds with runs from open formations.

The Sooner aerial attack, feared throughout the Valley for its effectiveness, was useless today, the Aggie secondary line allowing but two completions, and intercepting two.

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Figure 13. The O'Collegian's First Sports Extra (1924)

## AP Improves Sports Coverage

The best football season in A. and M.'s history was followed by outstanding efforts in basketball and wrestling. The Aggie roundballers dribbled their way to the Southwest Conference title, and A. and M. grapplers walked away with the school's first AAU championship.<sup>7</sup> Both events received prominent coverage, but the biggest sports story of the year was the announcement that A. and M. had joined the Missouri Valley Conference. By coincidence, the story was one of the first Associated Press write-ups to appear in the O'Collegian, published less than a week after the paper went daily. Under a banner head and a Kansas City dateline, the story carried a simple lead:

Oklahoma A. and M. college of Stillwater, Oklahoma, today won its fight for admission to the Missouri Valley conference.

A petitioner for several years, the Oklahoma college finally was admitted to membership in the valley organization by vote of faculty members of the conference meeting here.<sup>8</sup>

In a few years, the O'Collegian reported another vote of the Missouri Valley Conference, but that story's reception would be in stark contrast to this one, as will be noted later.

The Associated Press proved a valuable asset to the sports coverage of the O'Collegian, allowing the paper to report the scores from road games in the next morning's edition. A typical example of AP reporting appeared in the February 8, 1925, issue. Under a single three-column head, separate stories reported the progress of Aggie athletes in basketball, wrestling, and track.<sup>9</sup>

Although the O'Collegian would later withdraw as a member of AP for financial reasons, it managed to maintain impressive sports

coverage, with the important stories rating banner headlines on page one. In 1929, LeRoy McGuirk, wrestling standout and sports editor extraordinaire, would designate page three as the sports page.<sup>10</sup> But even then, sports continued to get a lion's share of front-page coverage. Sports carried a big impact on a male-dominated campus, a fact well understood by O'Collegian editors--themselves all male, many of whom had come up the ranks to editor via the sports desk.

### Sports Promotion

When the campus lacked spirit, the O'Collegian promoted it--first in front-page editorials,<sup>11</sup> and later going to all-out campaigns.<sup>12</sup> Three separate issues in October 1926 attempted to wake up the dragging Aggie spirit for the A. and M.-Washington game. One of these carried quoted material from an Oklahoma City paper which claimed the Aggies were "lacking the kind of morale that it takes to win on the field of battle."<sup>13</sup> The same issue carried a stirring editorial by a gifted sophomore sports editor, Paul Miller, admonishing the students to show school spirit:

Get this: It is YOUR team; not THAT team!

Oklahoma writers have accused Aggieland of being devoid of that quality necessary to the fostering of a winning aggregation. They have said that despite great material, Coach Johnny Maulbetsch is unable to produce winners because of the spirit here.

The time has come for the student body to begin to strike. There is no tomorrow. There is no later day. The time is here--now! It is knocking at the door of Aggieland. Time it is for Aggieland to awaken, kick off the fetters of deep sleep in which she apparently has been reclining, arise to full consciousness of the mighty task before her and be at once about it. BEAT WASHINGTON!<sup>14</sup>

To help matters along, Editor Clarence Paden visited the Student Senate, urging the senators to "cooperate with the O'Collegian in arousing in every Aggie student a spirit of fight and pep that would radiate from each student and permeate the entire student body."<sup>15</sup>

Part of the O'Collegian's promotion was for students to answer class rolls with "Beat Washington!". When the plan met resistance in some classes, the professors were chastised by name in a front-page editorial criticizing their lack of cooperation.<sup>16</sup>

When the campaign was rewarded by a 37-3 win over Washington, the story appeared on page one in typical O'Collegian style: it rated a 72-point banner with the first six paragraphs set in 11-point type, three columns wide.<sup>17</sup>

The O'Collegian had the good fortune of having several excellent sports writers during this period, including Wile, Miller, McGuirk, and Olen Lynch. Miller specialized in leads as exciting as the games he described. The following Miller lead is a sampling of what O'Collegian sports readers were accustomed to:

Drake's snarling Bulldog, with strips of Chicago's Maroon banner and patches of Illinois' blue hanging in its teeth, seemed docile enough on the Aggie court last night as Maulbetsch's flashing Oklahoma aggie newcomer intruded into Missouri Valley championship predictions, downing Drake's touted title contender 34 to 29 in a fiercely fought court contest.<sup>18</sup>

#### Front-Page Coverage

But games were not the only sports news in 1926; a few athletic contests covered by the O'Collegian were fought off the playing field. E. C. Gallagher, director of athletics, made headlines when he engaged in a minor skirmish with the Student Senate over the intramural sports

program.<sup>19</sup> Later, Professor F. W. Redlich, head of architecture, resigned from the athletic council under pressure from A. and M. President Bradford Knapp.<sup>20</sup> Both stories made page one, but there was no attempt at sensationalism.

Sports coverage continued routinely into 1927, with many stories written as pre-game publicity. Banner heads announced Aggie victories. Occasionally a posed photo spiced up the copy, but for the most part, stories depended on their writers to supply excitement, as photos were hard to come by.

Wile, editor at this time, had come up the ranks step by step, serving as sports editor under Stone. But he doubts that he emphasized sports more than his predecessors, explaining: "Sports in that era were a very prominent student activity. It was a small student body and sports were a pretty big thing, having always been covered enthusiastically."<sup>21</sup> Sports would go right on being covered enthusiastically by Wile's successors.

O'Collegian sports writers were getting all the ingredients for good copy that fall, with the sports momentum increasing as the year wore on. The Aggie gridiron warriors posted an 18-6 victory over Creighton University in October to give the alumni a rousing homecoming.<sup>22</sup> Before the ink was dry on that story, the sports scribes were gearing up for the Sooner-Aggie clash.

As part of the pre-game publicity, the O'Collegian sponsored a Flivver Derby which would become an annual event. Campus organizations were permitted one car each in the 92-mile race to Norman. The stripped-down Fords, valued at no more than \$25, competed for a first prize of five reserved seats on the 50-yard line. Of the 28 cars

making the race, six had to be disqualified for going faster than the 40 mph speed limit.<sup>23,24</sup>

Pre-game publicity on the Sooner-Aggie feud dominated the front pages of five consecutive issues, leading up to the Saturday play date. The Aggies won 13-7, but the paper didn't come out until Tuesday,\* so there was no need for a banner head. The students had re-hashed the game so much by then there simply wasn't much left to be said. Consequently, Wile chose to sentimentally editorialize (for posterity's sake, he said), giving the team the public praise he thought it deserved. The front-page "post-mortem account" pulled no punches: it was written for sentiment. Said Wile:

We are going to let it go at that...not try to get statistical about a game that smacked too much of heroic effort to warrant tiresome details of how it happened. Old Central's bell has rung before and it will ring again, but it recorded a game last Saturday that will live long.<sup>25</sup>

Aggie wrestling received much front-page coverage in the spring of 1928, as A. and M. posted another perfect season to win the Missouri Valley championship.<sup>26</sup> Suspense was sustained in the O'Collegian's reporting of baseball, as the Aggie nine competed with the Kansas Aggies for first place in the conference.<sup>27</sup>

However, the story with the biggest impact came just before school was out. The Big Six--Oklahoma, Kansas, Missouri, and Nebraska, along with Kansas State and Iowa State--withdrew from the Missouri

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\*No explanation is given as to why the regular Sunday edition was not printed. Raymond Bivert suggests this may have been one of the few occasions that the O'Collegian print shop was without electricity.



Valley Conference. The move had been expected and A. and M. entertained hopes of joining the defectors in a new conference. But this invitation was not given, causing Wile to comment philosophically in his column:

Now that the break has come and A. and M., with Drake, Washington and Grinnell, is a member of the Missouri Valley Conference, it would appear the thing to do is cast about for about four other schools and build the conference back into as strong an athletic group as possible.

The old records and traditions of the Valley are to cling to the organization, Dean McElroy's wire states. One first thinks of Byron's famous line, 'The glory that was Greece,' when first contemplating the old Missouri Valley with the six members gone, but the prospect of rebuilding the conference is not at all disheartening when the pang of not going with the Big Six is forgotten.<sup>28</sup>

#### The First Sports Page

When September came, McGuirk's name appeared on the masthead as sports editor. (Curiously, under Wile, there had been no slot designated for sports editor, although his papers provided excellent sports coverage.) McGuirk gave the O'Collegian its first sports page, relegating the run-of-the-mill sports stories to page three. Stories on victories and championships still would make page one.

The sports page was enlivened typographically by the use of NEA illustrated sports features. McGuirk, like his predecessors, had very limited access to pictures. The few pictures available were posed, usually shot by a traveling photographer at the beginning of the school year for use in sports publicity and the yearbook. Often the publicity departments of schools competing against A. and M. would send advance photos of their players to be used in pre-game publicity.<sup>29</sup>



### AGGIE SPORT GOSSIP

And the Sooners said that they were going to run up a score early in the game, and pull their regulars to save for the Missouri game. I wonder what they were thinking about in the fourth quarter when the Aggie was constantly threatening their goal line. I wonder what Mr. Churchill (in case you don't know Mr. Churchill is Oklahoma's all-big box end, and is being groomed for another berth on the mythical eleven), was thinking about when unmanly Aggie backs insisted to catch Mr. Warren's passes instead of letting him have the honor of completing the job. We say that it was a great game for the Aggie.

At the beginning of the season Aggie fans little expected to give the Sooners such a battle. The most optimistic fans would have been content with a low score at the first of the season. But when the Aggie went down there and whipped them, you whipped them, then everyone went wild. In case anyone happens to ask you one Kenneth McLean played for himself a football game Saturday. When he stretched out his long eager arms and drew down that pass, that shall long be remembered in football history, the crowd went mad. BUT when Ray Ellis sent the point after tumbled out over end through the uprights, the crowd was exhausted, they could do nothing but settle back down in their seats and mean a sign of relief.

Little did the fans realize that they were going to be the point that meant the end of the season.

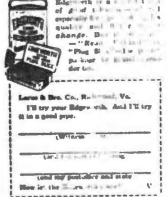


### Pipes save no midnight oil

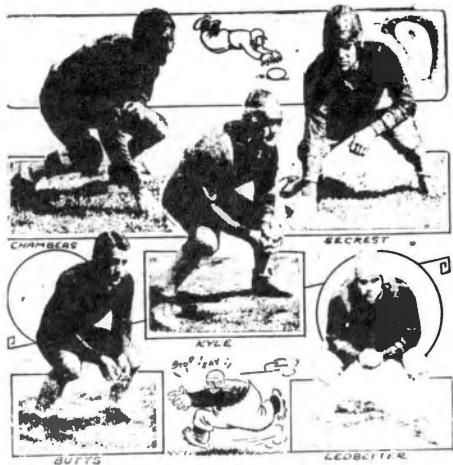
PIPES made the men, anybody as all could rise in the world just by smoking a few pounds of Edgeworth. But pipes do not make the man. Men make the pipe—most men do. Edgeworth depends on the individual, more on the pipe, and the tobacco is most important of all. Things must be congenial.

Edgeworth is a congenial tobacco, cool, slow burning, fully flavored. Edgeworth has pipe, kindly good nature, real tobacco personality. Edgeworth will make new friends. Many a good man has been obliged to pipe by Edgeworth's aid.

### EDGEWORTH



### ARKANSAS



Five husky Packers who will make it extremely difficult for the Oklahoma Aggies to end their football season with a victory. The game with Arkansas University will mean the first of a year series that the two state institutions will engage in.

### JENKINS PROMISES TO BE REAL RACER

Arkansas Razorback Race Concludes Program for 1929 Country Season

When the Oklahoma Aggie cross country team meets the Arkansas university barriers between halves of the Aggie-Razorback football game here Thanksgiving day, fans will see in Alvin Jenkins, sophomore from Hollis, a boy who is expected to develop into one of the greatest distance runners in the entire middle west.

After leading the Stillwater distance men all season the lanky boy from Hollis won a place for himself in the Aggie hall of fame while practicing for the Arkansas race last week by clipping 19 seconds from the school cross-country record of 37:16. By carrying the grueling course in 38 minutes and 41 seconds, Jenkins bettered the mark of John Paulmier, considered as the greatest of all Aggie distance men.

### WEAR-EVER

ALUMINUM ROASTERS  
Special  
THIS WEEK ONLY

No. 1, regular \$3.75 for small roaster or pork—now \$2.95  
No. 2, regular \$2.50, size 10x11 1/2—now \$1.95  
No. 3, regular \$6.50, size 11x12 1/2—now \$4.95  
No. 1, regular \$7.25, size 12 1/2x14 1/2—now \$5.45

Roast that turkey or ham in a Wear-Ever roaster it will be better

### Murphy Hardware

### Aggies Tie Mighty Sooner Team In Fast Grid Game

Rising above all expectations to completely outplay and outfight the Red and White clad Oklahoma university Sooners, the Oklahoma A and M, college gridmen played a brilliant brand of football to gain a 7 to 7 deadlock with their ancient rivals before a crowd of 20,000 Oklahoma Day fans at Norman Saturday.

In one of the best games ever played on Oklahoma soil the Aggies completely smothered Sooner threat to take a moral victory over the upstate clan. So badly were the men of Ad Lindsay outplayed that at no time after the second quarter were they able to work the ball out of their own territory, being pushed steadily backward by the swarming Stillwater clan.

The Sooners were able to capitalize on their chances, however, to gain a tie, although even the staunchest of the Crimson supporters freely admitted that their team was lucky to gain a draw verdict. The Oklahoma score came as somewhat of a fluke, however, when an Aggie penalty gave Frank Crider and Co. the ball on the Aggie 5 yard stripe.

Having successfully repaid every Sooner attempt to gain yardage from their 21 yard line, Aggie routers headed a sigh of relief as Ad Warren's pass to Ray Mills went unobscured into the end zone, giving the Stillwater crew the ball on their 20 yard line.

The offense, Leslie Edmonds, of Emporia State Teachers' college, soon caught an Aggie player interfering with an eligible pass receiver on the 21 yard line, however, and the ball was advanced the Sooner at the spot. Ad Warren's drive by Mills and Kaylaw Kirk had netted three yards, Ad Warren sent into the end zone for the Sooner's first score. The Aggie's first score, Mills kicked goal to give O. U. a 7 to 0 lead.

### Aggie Score

Angered by the rating of the media, the Aggie promptly retaliated to show the count. Following an exchange of punts, the Waldorfen took the ball in mid-air and marched steadily down the field to the Sooner 43 yard line. On the next play, Captain Jack Haker took the ball, and after shaking off a couple of tacklers, sent a beautiful 23 yard pass to Kenneth McLean who sped the remaining 10 yards to the goal line unobscured. Raymond Ellis sent his placement kick sailing squarely between the uprights to tie the score at seven all and set the Sooner hope for a victory.

Outside of the first half spurt that gave them their only touchdown the Sooner showing was stifled by a super defensive Aggie team. Twice the Stillwater licks marched the ball with an striking distance but saw chances for a victory go glimmering when two place kicks proved futile. In the third quarter Red Martin, stellar signal carrier, elected to try for a field goal from the 25 yard line when three studs in the Sooner wall had failed to gain the required yardage. His kick was short. With the final period rapidly passing, Martin called upon Ellis to try a sack from the Sooner 10 yard line, but the try went wide and the upstate team took the ball on the 20 yard line.

### Game Even

Game statistics show the two teams about even, although the Sooners were completely outplayed by their intrastate rivals. The Aggie made 10 first downs to 7 for the Oklahoma while the Red and White clad team had a majority in total yardage, gaining 128 to 107 for Waldorfen.

The Sooner passing attack which has been such a terror to Kansas Aggie, Iowa State and Tech linebacks, was successfully stopped. Out of 21 pass attempts, the Sooner completed but three for 50 yards. The Aggie completed three out of twelve attempts in the same amount of yardage.

Who is one proponent one could say that any one man of the Aggie team performed better than any other because they were all in there fighting a flag had never fought before. The Oklahoma was never completely outplayed by the Sooner, and McLean did not muddy yards through his ineptness. During Curtin played one of the greatest games at halfback, being the claim to honor as the greatest punter back in the history of Oklahoma. Both quarterbacks, Hagan Trigg and Red Martin, ran the game in textbook style, the midge and the midge, showing exceptional good play in calling for placement punts.

Had there been a functional perfect line on every play. Phil Rodgers, and B. F. Fulk, giant university pivot,

on his heels during the entire game. Earl McCready and Raymond Ellis, on his heels during the entire game. Earl McCready and Raymond Ellis, on his heels during the entire game. Earl McCready and Raymond Ellis, on his heels during the entire game.

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### CAMPUS COWBOY



This is the story which proves that Henry Ford isn't in a class by himself when it comes to making money. Edgeworth is a congenial tobacco, cool, slow burning, fully flavored. Edgeworth has pipe, kindly good nature, real tobacco personality. Edgeworth will make new friends. Many a good man has been obliged to pipe by Edgeworth's aid.

Figure 14. The O'Collegian's Sports Page, Originated in 1929 by Sports Editor LeRoy McGuirk (Ben Day Screen, "Sports," at Top of Page Failed to Reproduce in This Facsimile)

A standing six-column head illustrating the sports of football, tennis, track, wrestling, basketball, and baseball became a standard fixture on the sports page. Sports columns like "Sporting Squints" and "Aggie Sport Gossip" were set off by boxed heads, lending additional typographical interest.

The leading sports headline that fall told of the Sooners trouncing the Aggies in the annual football encounter. McGuirk summed up the Aggies' fate in a single-sentence lead that left few questions unanswered:

Playing before an Oklahoma state college home-coming crowd of approximately 12,000 people the crimson-clad gridmen of Oklahoma university played heads up football and took advantage of every break to gallop merrily over the hefty Aggies 46 to 0 here this afternoon for the first Sooner victory on Farmer soil since 1920.<sup>31</sup>

The leading story for the year, however, came in the spring when a banner head announced "Maulbetsch Gets Sabbatical Leave." In the following two-column story, the reporter intimated, based on interviews, that there would be a change in the structure of the athletic department.<sup>32</sup> The next issue carried a story with statements by both Maulbetsch and President Bennett on the combined leave and resignation. A two-column box presented Bennett's official statement on the reorganization.<sup>33</sup>

McGuirk stayed on as sports editor the next year, sharing duties with a co-sports editor, Orlando Blackburn. Together, they promoted sports to the limit. In addition to the Flivver Derby, they sponsored a weekly sports strategy contest which awarded \$10 to the fan predicting the correct combination of winning football teams.<sup>34</sup>

### Complete Coverage

McGuirk and Blackburn made an outstanding pair of sports reporters as they sought to give complete coverage to the Aggie sports front. There were several prominent sports stories that year. Pre-season publicity was extremely optimistic.

The O'Collegian reported a "complete appointment of a new athletic staff" early in September, giving background stories and pictures of three new football coaches: Lynn O. Waldorf, head coach; Harold "Puny" James, freshman coach, and A. A. Exendine, assistant coach.<sup>35</sup> Later that month, sports fans read of the first night scrimmage under the new Cahill lighting system.<sup>36</sup>

The Aggies finished the football season 4-3-2, with the all-important Sooner game ending in a 7-7 tie.<sup>37</sup> In a related matter, the paper ran a front-page exposé on the "Beat O.U." ribbon sales, claiming the ribbons were being sold under false pretenses.<sup>38\*</sup>

Headlines that spring recorded national championships for the A. and M. wrestlers.<sup>39,40</sup>

### Special Correspondent

Sports coverage the following fall enjoyed two advantages over the previous year. There were more pictures to brighten up the sports copy and Miller, working for the college Bureau of Information, served as special correspondent to the O'Collegian for out-of-town football games. Both assets made a world of difference. A 9 by 13 half-tone

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\*Students buying the ribbons were led to believe all proceeds would go to the Press Club's fund for band uniforms. The seller, however, only intended to make a donation to the fund.

silhouette of Wichita's Pete Gallagher in a kicking pose pepped up pre-game publicity for the Aggie-Wichita game.<sup>41</sup> Mug shots of 14 grid stars were used in another advance story, as the Aggies prepared for Indiana.<sup>42</sup>

When the football team hit the road in October, Miller went along as correspondent for some of the larger state papers as well as the O'Collegian. The O'Collegian carried the following description of his departure:

When Miller left with the squad Tuesday evening, he took along a steamer trunk, in which he carried a portable duplicating machine, supplies of envelopes and paper, a graflex camera and miscellaneous football publicity material. In his hand he carried a portable typewriter--for which there was not enough room in the trunk.

The camera taken by Miller is that owned by the Redskin, student yearbook. Pictures taken on the trip will be used not only in football publicity, but for the Redskin of 1931.

It was the first time in history that such extensive preparations have been made to keep the fans informed of the team's activities on a long trip.<sup>43</sup>

Miller's coverage of the games away from home was the next best thing to being there. His writing provided the reader with vivid images:

Oklahoma Aggies butchered the waddling Porkers of the University of Arkansas and turned them to grease upon the griddle of a fiery attack, thereby chalking up the lopsided count of 26 to 0 for the Razorbacks' second homecoming setback in the Institution's history yesterday afternoon.<sup>44</sup>

#### More Banner Headlines

On the home front, McGuirk, covering A. and M. sports for the third straight year, reported the excitement surrounding the OU game:

Most desired of all accomplishments, the trouncing of Oklahoma University on the gridiron, was the feat of

a brilliant A. and M. eleven, led by the spectacularly running Hayden Trigg, yesterday afternoon in the twenty-third meeting between the institutions, by a score of 7 to 0. All attendance records for the annual game were broken when some 17,000 rabid fans filled all available standing and seating space in the Lewis field stadium.<sup>45</sup>

Such a show of enthusiasm was normal for the OU-Aggie tilt. But as winter turned to spring, fans rejoiced over the outcomes of other sports. Seven-column banner headlines proclaimed the Aggies champions in basketball, wrestling, and track. In March, the Cowboy cagers clinched a tie with Washington University for the Missouri Valley Conference title.<sup>46</sup> Shortly thereafter, Aggie sprinter Peyton Glass tied the world's record for the 100-yard dash at the seventh annual Texas Relays.<sup>47</sup> Close on the heels of this good news came the national title in wrestling.<sup>48</sup>

#### Sporting Sidelights

When the 1931 football season rolled around, there were several interesting sidelights. For example, Editor Lawrence "Scoop" Thompson opened up a can of worms one uneventful Sunday by commenting on the fiasco of losing to Oklahoma City University. Said Thompson:

So long as the athletic cabinet continues to schedule games with small state schools, A. and M. will never attain a very high degree of prominence in national gridiron circles...

It is true, of course, that considerable revenue is derived from these state combats, but I fail to see where the monetary gain compensates for the loss of prestige. Impressive games against the Big Six and Big Ten opponents are brought to naught by weak showings against minor institutions.<sup>49</sup>

Sports writers on the state papers disagreed with Thompson's logic and told him so.<sup>50</sup> One of those disgruntled was Harry Gilstrap,

Assistant sports editor of The Tulsa Daily World. A former Aggie, Gilstrap let Scoop have it with both barrels:

I myself would have considered it a distinct achievement for the Aggies to stop the little schools with the big team.

After all, Scoop, football prestige has no relation to enrollment. Oklahoma A. and M. college has some three or four times as many students as the U.S. Military Academy, but the Cadets would have to stoop to play the Aggies...

Football prestige is enhanced rather by playing and beating if possible--schools which have consistently good teams,...<sup>51</sup>

Gilstrap suggested in closing that Thompson start his campaign at a more opportune time--after the Aggies beat OCU.<sup>53</sup>

Another interesting sports feature concerned the case of the missing clapper. This piece of metal was almost sacred to the Aggies, playing a vital part in the bell ringing celebrations when A. and M. beat OU. The Sooners had stolen the clapper the year before, but the Aggies retrieved it from an OU fraternity house.<sup>53</sup> However, the Norman fraternity claimed it still had the real clapper. The resulting controversy was covered by the O'Collegian, picking up the OU version from the Oklahoma Daily and running both stories side by side in a full box, telling the reader to take his pick.<sup>54</sup>

#### Sports Surprises

The Sooners enjoyed another victory over the Aggies that year when they met the Cowboys on the wrestling mat. The defeat, reported on page one under a seven-column banner, ended an 11-year winning streak for the Aggies, in which they had posted 69 consecutive wins.<sup>55</sup> The O'Collegian had trotted out all its superlatives for the advance stories, billing the meet as "the greatest amateur wrestling attraction

to be found anywhere in the entire United States."<sup>56</sup> In contrast, the lead telling about the loss was plain and to the point:

For the first time in over a decade, a wrestling team tutored by 'the old master,' coach Ed C. Gallagher, has gone down to defeat.<sup>57</sup>

The hurt of the Sooner defeat was not prolonged by agonizing over it in print. O'Collegian sports writers moved on to other things with the next big shocker coming sooner than expected. In late March, the state press hinted that Aggie football coach Lynn Waldorf might be a candidate to succeed Ad Lindsey at OU. Other rumors had Waldorf considering Missouri, and Aggie fans were beginning to show concern.<sup>58</sup>

However, they didn't have to worry long. On April 3, 1933, the O'Collegian carried a seven-column streamer--"Revision of Athletic Department Looms." The lead, true to the inverted pyramid, summarized the important facts:

Complete reorganization of A. and M. college athletics with a divorcing of the physical education department from the major athletic groups beginning next fall awaits the approval of the state board of agriculture which meets in Oklahoma City, it was unofficially learned here late Saturday night.

Under the new plan, E. C. Gallagher, present director of athletics, will assume the post of head of the physical education department, remaining as wrestling coach, while Lynn O. Waldorf will succeed Gallagher as director of athletics, in addition to keeping his duties as head football coach.<sup>59</sup>

Later paragraphs showed some effort on the part of the writer to interpret the news:

The proposed step also has an important bearing on state college athletic affairs, in that just a week ago Waldorf was declared by an Oklahoma City newspaper to be the next successor to Ad Lindsey as head football coach at Oklahoma university.

Indications of a greater era in athletics and physical education here were apparent with the



proposed change. Because of the divorcing of the two departments a far-reaching program of intramural sports will be made possible.<sup>60</sup>

### Best Year For Aggie Sports

That was the big news for spring. When autumn came, the emphasis shifted to the annual Aggie-Sooner football clash. As usual, O'Collegian sports writers got maximum mileage out of the game by running advance stories for several days. Following the game, O'Collegian newsboys were out peddling the traditional extra to the delight of Aggie fans. The streamer this year flew above the flag, announcing victory for A. and M.<sup>61</sup> Sunday's paper carried many of the same stories, but it had a different look. The game story itself was re-written with the banner head running beneath the nameplate.<sup>62</sup>

The OU win was a good indication of how the year would run. Sports scribes kept the streamers flying freely on pages one and three to record the many Aggie victories. Sports coverage ended the year with a seven-column banner reading: "Year Called Best in Aggie History."<sup>63</sup> The accompanying story enumerated the wins and championships:

Coach Ed Gallagher's wrestlers won the national title, and placed three individual champions. Lynn Waldorf's 1932 football team swept through the greatest season an A. and M. team has ever experienced, losing only one of 12 games for undisputed Missouri Valley and state crowns.

Albert A. Exendine's baseball boys won 13 out of their 16 games, Roy (Wash) Kenny's cinder performances beat Oklahoma university for the first time in 20 years, the feat carrying with it the state title in tract.

Coach DeWitt Hunt's tennis men had a great year, losing only three of their thirteen matches...<sup>64</sup>

The high point of the 1933 fall sports coverage came with the 13-0 Aggie win over the Sooners at Owen field in Norman.<sup>65</sup> The homecoming encounter with Drake University was celebrated with a sports extra hitting the stadium 15 seconds before the final buzzer sounded. The paper carried a play-by-play description of the game right up to the last two minutes of play.<sup>66</sup> This story ran a column and a half before being jumped to page four--definitely a more elaborate production than the first sports extra in 1924.<sup>67</sup>

#### An Editorial Campaign for a New Coach

Waldorf resigned as football coach to be succeeded by his assistant, Albert A. Exendine, in the spring of 1934.<sup>68</sup> But far greater emphasis was given to the basketball situation. In March, O'Collegian Sports Editor Lynch wrote an editorial suggesting A. and M. hire a new basketball coach with the primary duty of coaching basketball and the secondary duty of coaching freshman football.

Lynch's editorial pulled no punches. Pointing out that James inherited the job of basketball coach when there was not enough money to keep the regular coach, he said:

But that is beside the point. The fact remains that Puny James' basketball teams have been dismal failures. The three teams he has coached have won a total of 14 games and lost 41, for a percentage of .254.<sup>69</sup>

Lynch went on to say that better teams always were promised for the next year but that those promises had failed to materialize. The solution as he saw it was to hire a new coach, but he tried to soften his criticism in closing:

We hope that no bad feelings result from this article. No personal feelings or ill will have gone

into it. We have always been and always will be for the betterment of Aggie athletics. We write this because we think we would be shirking our duty if we didn't. We have been behind A. and M. athletes and the athletic department at every turn. We still are.<sup>70</sup>

Waldorf, in his final semester as athletic director, responded to the editorial with a letter to the editor. His reply, printed in its entirety, emphasized that A. and M. lacked experienced material, was meeting tough competition, and had to begin the practice season later than opponents because of James' responsibilities to freshman football. He also said the criticism was unjustified.<sup>71</sup>

Nevertheless, on May 9, 1934, the O'Collegian carried an above-the-flag streamer relaying news of Henry Iba's appointment as new cage coach. It is pointless to speculate on the impact made by the O'Collegian editorials along this line. However, the next year's Redskin would claim O'Collegian editorials were instrumental in Iba's being named to head the athletic department.<sup>72</sup>

#### Sports Rate First as News

There is no doubt that the quality and quantity of O'Collegian sports stories made a vital contribution to the paper's newsworthiness during its first 10 years of daily publication. Treated as the No. 1 news source, sports received excellent coverage and prominent display throughout this period. The paper was fortunate in having highly motivated and gifted writers, with some of them, like Wile and Miller, covering sports professionally after leaving the O'Collegian.

Strangely enough, by-lines seldom were used on the sports articles. The first by-line to appear on a sports story after daily publication simply designated the writer as R. B. (probably Ralph Bynum, who helped

with circulation).<sup>73</sup> Miller was given by-lines on the stories he wrote for the Bureau of Information, but only occasionally did an O'Collegian sports writer see his name above his copy. Sports columns and editorials usually carried identifying by-lines, however, because they represented the personal opinions of the writer.

One of the more subtle sports novelties at this time was the use of pep slogans, such as "Beat the Rangers," which substituted for cut-off rules.<sup>74</sup> Sometimes these pep slogans were set in 11-point capitals and sandwiched in between the lines of body type, encouraging Aggie teams to win.<sup>75</sup>

The importance placed on sports coverage is indicated by the following excerpt from the 1935 Redskin:

It is difficult to list the most important O'Collegian news stories for the year, but it is certain that the following were of unusual importance in news values:

The winning of the A.A.U. and Intercollegiate wrestling tournaments by A. and M. wrestlers with three firsts and two seconds in the Intercollegiate and of five firsts in the Oklahoma City show; appointment of Henry Iba; and discovery of football play-selling.<sup>76</sup>

This merely substantiates what is obvious from a careful study of the O'Collegians for this period: sports remained the top news story throughout this decade.

FOOTNOTES

- <sup>1</sup>Stillwater News-Press (August 6, 1972), p. 15.
- <sup>2</sup>The O'Collegian (September 28, 1924), p. 1.
- <sup>3</sup>The O'Collegian (November 1, 1924), p. 1.
- <sup>4</sup>The O'Collegian (October 30, 1924), p. 1.
- <sup>5</sup>Stillwater News-Press (August 13, 1972), p. 15.
- <sup>6</sup>Ibid.
- <sup>7</sup>Stillwater News-Press (August 20, 1972), p. 11.
- <sup>8</sup>The O'Collegian (December 7, 1924), p. 1.
- <sup>9</sup>The O'Collegian (February 8, 1925), p. 1.
- <sup>10</sup>The Daily O'Collegian (January 28, 1929), p. 3.
- <sup>11</sup>The O'Collegian (November 24, 1925), p. 1.
- <sup>12</sup>The O'Collegian (October 29, 1926), pp. 1-4.
- <sup>13</sup>Ibid, p. 4.
- <sup>14</sup>Ibid., p. 1.
- <sup>15</sup>Ibid.
- <sup>16</sup>The O'Collegian (October 30, 1926), p. 1.
- <sup>17</sup>The O'Collegian (November 7, 1926), p. 1.
- <sup>18</sup>The O'Collegian (January 16, 1926), p. 1.
- <sup>19</sup>The O'Collegian (January 20, 1926), p. 1.
- <sup>20</sup>The O'Collegian (January 28, 1926), p. 1.
- <sup>21</sup>Otis Wile, personal interview (December 12, 1973).
- <sup>22</sup>The Daily O'Collegian (October 30, 1927), p. 1.
- <sup>23</sup>The Daily O'Collegian (October 15, 1927), p. 1.

- 24 The Daily O'Collegian (November 22, 1927), p. 1.
- 25 Ibid.
- 26 The Daily O'Collegian (March 11, 1928), p. 1.
- 27 The Daily O'Collegian (May 16, 1928), p. 1.
- 28 The Daily O'Collegian (May 19, 1928), p. 1.
- 29 The Daily O'Collegian (October 22, 1929), p. 3.
- 30 The Daily O'Collegian (September 19, 1929), p. 3.
- 31 The Daily O'Collegian (November 25, 1928), p. 1.
- 32 The Daily O'Collegian (May 21, 1929), p. 1.
- 33 The Daily O'Collegian (May 22, 1929), p. 1.
- 34 The Daily O'Collegian (September 19, 1928), p. 3.
- 35 The Daily O'Collegian (September 13, 1929), p. 6.
- 36 The Daily O'Collegian (September 25, 1929), p. 1.
- 37 Stillwater News-Press (September 3, 1972), p. 11.
- 38 The Daily O'Collegian (November 21, 1929), p. 1.
- 39 The Daily O'Collegian (March 30, 1920), p. 3.
- 40 The Daily O'Collegian (April 6, 1930), p. 3.
- 41 The Daily O'Collegian (September 24, 1930), p. 3.
- 42 The Daily O'Collegian (October 11, 1930), p. 1.
- 43 The Daily O'Collegian (October 1, 1930), p. 1.
- 44 The Daily O'Collegian (November 9, 1930), p. 1.
- 45 The Daily O'Collegian (November 23, 1930), p. 1.
- 46 The Daily O'Collegian (March 3, 1931), p. 3.
- 47 The Daily O'Collegian (March 28, 1931), p. 3.
- 48 The Daily O'Collegian (March 29, 1931), p. 3.
- 49 The Daily O'Collegian (October 25, 1931), p. 2.
- 50 The Redskin (1932), p. 212.

- <sup>51</sup>The Daily O'Collegian (November 1, 1931), p. 2.
- <sup>52</sup>Ibid.
- <sup>53</sup>Stillwater News-Press (September 10, 1972), p. 12.
- <sup>54</sup>The Daily O'Collegian (October 29, 1931), p. 3.
- <sup>55</sup>Stillwater News-Press (September 10, 1972), p. 12.
- <sup>56</sup>The Daily O'Collegian (February 21, 1932), p. 3.
- <sup>57</sup>The Daily O'Collegian (February 28, 1932), p. 1.
- <sup>58</sup>Stillwater News-Press (September 17, 1972), p. 11.
- <sup>59</sup>The Daily O'Collegian (April 3, 1932), p. 1.
- <sup>60</sup>Ibid.
- <sup>61</sup>The Daily O'Collegian (October 29, 1932), p. 1.
- <sup>62</sup>The Daily O'Collegian (October 30, 1932), p. 1.
- <sup>63</sup>The Daily O'Collegian (May 21, 1933), p. 1.
- <sup>64</sup>Ibid.
- <sup>65</sup>Stillwater News-Press (September 24, 1972), p. 15.
- <sup>66</sup>The Redskin (1934), p. 218.
- <sup>67</sup>The Daily O'Collegian (November 11, 1933), p. 1.
- <sup>68</sup>Stillwater News-Press (September 24, 1972), p. 15.
- <sup>69</sup>The Daily O'Collegian (March 13, 1934), p. 2.
- <sup>70</sup>Ibid.
- <sup>71</sup>The Daily O'Collegian (March 14, 1934), p. 3.
- <sup>72</sup>The Redskin (1935), p. 221.
- <sup>73</sup>The O'Collegian (December 2, 1924), p. 1.
- <sup>74</sup>The Daily O'Collegian (September 25, 1929), p. 1.
- <sup>75</sup>The O'Collegian (November 12, 1926), p. 1.
- <sup>76</sup>The Redskin (1935), p. 221.

## CHAPTER VIII

### THE CONTRIBUTION OF O'COLLEGIAN ADVERTISING

#### Introduction

Without advertising, it is doubtful the O'Collegian would have stayed in business. Advertising not only helped support the paper, it helped sell it. From the start, editors and business managers worked together to increase the size of the O'Collegian. The editor wanted the paper to carry more news, and the business manager wanted more advertising. It was a simple matter of economics: the O'Collegian was a newspaper first, and an advertising medium second, but it was the advertising which paid most of the bills.

There is, of course, more to O'Collegian advertising than its financial aspects. Over the years the paper's advertising columns became a showcase for the products of local merchants and national advertisers alike. In this role, it faithfully recorded the styles and trends of a by-gone era, furnishing today's reader with a nostalgic look at the past.

#### The Financial Role of Advertising

The O'Collegian went daily December 2, 1924--just in time to capitalize on Christmas advertising. Energetic sales personnel rounded up a total of 47 ads for that first issue--all from local merchants. Apparently every business in Stillwater had been contacted, with most of



them buying space in the new daily. Advertisers included six grocery stores, four restaurants, three theaters, and four general merchandise stores. Numerous other ads represented enterprises ranging from baking to undertaking. The "Professionals" column listed four doctors, two dentists, one chiropractor, and a real-estate agent.<sup>1</sup>

The largest ad was a mere 14 column inches, and the majority measured less than half that size. Only four ads used illustrations; the others depended on the contrast between display type and copy blocks to get their message across.<sup>2</sup> When compared with those appearing ten years later, these 1924 ads seem primitive.

The variety and number of advertisements in this first issue indicate that from the start advertising played a major role in the financial support of the O'Collegian. In those days, the advertising code was simple: "We accepted any ad that was paid for," explains Irvin Hurst, editor 1925-26.<sup>3</sup> It is easy to understand this philosophy when one considers that roughly 35 percent of the paper's operating costs came from advertising. Subscriptions contributed approximately 50 percent while commercial printing jobs accounted for about 15 percent of the paper's income. The college subsidized the paper only by furnishing a building and utilities.<sup>4</sup>

With advertising a matter of survival, ad salesmen were just as important to the O'Collegian's operation as its reporters. Working under the supervision of the student business manager, their job was to sell the ads. They worked for a commission and their pay was based upon the number of ads they sold.<sup>5</sup> At first they concentrated solely on Stillwater merchants; later, they expanded their efforts to include

**Scabard and Blade Gets Three Pledges In Opening Program**

Seniors Are Invited to Join Military Organization as it Lays Plans For Active Season.

With military sponsors elected, and committees appointed to handle detail work connected with the organization's plans, Scabard and Blade, national honorary military fraternity, is prepared to start a program of intense activity for the remaining two quarters of school.

Three captains in the cadet corps were pledged to the fraternity at its last meeting, Monday afternoon, November 17. They are: Eric F. Ewing, Stillwater, senior in the school of commerce; M. L. Cobb, Wayneska, and Thomas Wishard, Stillwater, seniors in the school of engineering.

To Start Hedging Juniors There are eleven active members of the organization. Next meeting will be held at the armory, Wednesday night, December 10.

Junior officers in the cadet corps are to be pledged shortly, it is announced. The Stillwater chapter has a ruling against pledging of junior officers until they have completed one quarter's work in advanced military science.

The organization has started preparation for the annual military carnival to be held during the state inter-collegiate track and field meet here the first week in May. Beyond expenses incurred by the carnival, the proceeds will be added to the stadium fund, it is planned.

Cadet corps sponsors, including an honorary colonel and two honorary majors elected last quarter by the entire regiment, are to take prominent parts in the carnival.

Sham Battle on Program The sponsors are: Grace Miller, colonel; Thelma Myers, first battalion major; and Thelma Stokes, second battalion major.

They are to be provided with uniforms—combining military dress. The sponsors will function at all military parades and reviews.

A spectacular sham battle is planned to feature the carnival. The battle is to be staged at night on Lewis field by the college cadet corps with assistance of the American Legion of Stillwater. A military pageant is to precede the battle.

Scabard and Blade proposes to

supply its members who have participated in college athletic and literary activities with insignias denoting the particular fields in which they excel. The insignias, none of which yet has been designed, are to be worn on the military uniforms. Members of a committee to design and obtain the insignias are Leon Bauman, Frank Beas and Henderson Cobb.

**Wood is Kept in Trot**

A. and M. Professor Meets Classes in Three Towns

Prof. Sylvan B. Wood of the chemistry department has two classes to meet in neighboring towns. One of the towns is Yale; the other is Cushing.

Following organization last September of a class in vocational chemistry for all field workers at Yale, a demand was made for a similar one at Cushing. An-

noted by Prof. C. L. Mitchell, Professor Wood recently organized the class with an initial enrollment of 20.

Twenty-five men enrolled in the course at Yale. Many of these who are taking the work are all field chemists or refinery workers, but there are a few laborers in the production end of the business—enrolled, Professor Wood says. The class meets three hours every Friday night, while the Cushing class meets three hours on Wednesday nights. Classes are held under provisions of the Smith-Hughes act of congress, whereby the college ad-

ministration and the federal government share equally the cost of their maintenance. The state board of vocational education promoted organization of the class.

**TAX RETURN PUBLISHERS TO GET DECISION TODAY**

KAN SAS CITY, Dec. 1.—Decision on the demurrer of Walter S. Dickey, owner and editor of the Kansas City Journal-Post, and Ralph Ellis, man-

aging editor of the two papers, to indictment for illegal publication of income tax returns will be given in federal court here tomorrow morning by Federal Judge M. L. Reed, who is hearing the case.

**STONES BUS LINE**

Cushing and Stillwater  
Leaves Cushing 6:30 A. M.  
Leaves Stillwater 8:30 A. M.  
4:30 P. M.  
Phoness 25 and 19

**ARMY CLOTHES**

- O. D. wool shirts — \$1.50
- O. D. wool pants — 1.50
- O. D. wool blouses — 1.50
- O. D. wool blankets — 3.95

**Gray's New and Second Hand Store**

907-500 Main Phone 433

**FOR SIX YEARS ESSENTIALLY A PART OF THE INSTITUTION**

**The Orange and Black Jitneys**

ELZA BILYEU, Prop.

**Professional Column**

**DENTIST**  
DR. R. A. BARRON  
Opposite Nest Hotel  
X-Ray Equipment  
Stillwater, Okla. Phone 78

**Dr. A. M. Livingood DENTIST**  
834 1/2 Main Street  
Over Wobb's Grocery. Residence  
Phone 532-W; Office Phone 530.

**DR. L. A. BRIGGS**  
STILLWATER, OKLA.  
Residence Phone 546  
Office Phone 611

**W. B. MURPHY**  
THE REAL ESTATE MAN  
Realty and Insurance  
OFFICE 118 W. 7th Ave.  
In Business Since 1915  
Office Phone 734 Res. Phone 43

**DR. J. L. HUGHES**  
CHIROPRACTOR  
Office over Abbott Theater  
Phones: Office 581  
Residence 635-J

**DR. J. L. COLES**  
DR. CATHERINE COLES  
Osteopathic Physicians  
Office Located in Stillwater Natl. Bank Bldg., Over Postoffice.  
Phone 260 Res. Phone 1014-J

Telephone Office 449 Res. 301  
Ready for every call, Day or Night

**DR. PAUL FRIEDMANN**  
Physician and Surgeon  
Office 1-1st-1st, No. 71 1/2 Main St.  
Office Phone 38 Res. Phone 470  
L. & CLEVERDON, M. D.  
Special Attention Fitting Glasses  
Diagnose Eye, Ear, Nose and Throat  
Office Temporarily in Residence

**MUSIC STUDIO**  
Lesson in Music and Expression  
Musical Instruments For Sale  
MRS. L. M. McFLAIN  
MISS EMMA McFLAIN  
600 Block 1, 10th Ave. Phone 191

**Hamilton's Furniture**  
China, Glass and Aluminum  
Stillwater, Oklahoma

**YOU WANT TO EAT**  
Waffles and Hotcakes,  
Chili Hot Tamales,  
Home Made Pie  
and Good Fats of All Kinds.

— AT —  
**DAD'S & MA'S**

**STILLWATER-MORRISON**  
Auto Line  
Meet at Frisco Trains  
Livery Service Day or Night  
LAUGHLIN'S LIVERY  
Phone 430

**Grady Optical Co.**  
We Specialize in Fitting,  
Stylish, Glasses Correctly

EAT AT  
**Bill's Place**  
SNAPPY SERVICE

**ATTENTION**  
We have everything new in Perfume and Toilet articles—  
**Haubigants — Cotys Hudnuts**  
ALSO—  
Automatic Pencils—All Prices  
**TIGER DRUG**  
Phone 300

**SUITS AND OVERCOATS**  
Cleaned and pressed ..... \$1.00  
Hats cleaned and blocked ..... \$1.00  
No charge for replacing buttons and doing minor repairs.  
**STILLWATER LAUNDRY DRY CLEANERS**

**Particular People**  
We don't blame you for being particular about what you eat, for health depends much on what you eat. Pay our store a visit and see how we are equipped to look after our customers.  
**J. A. McNEFF'S PURE FOOD MARKET**  
Phone 51, or 801

**THE CAMPUS CAFE**  
Just East of Woman's Building  
Complete Line of Chase's Candies, New State Ice Cream, Toilet Articles, Stationery and GOOD EATS.

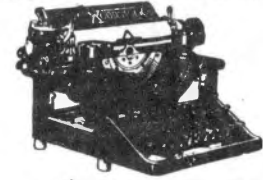
**PEERY WALL PAPER & PAINT CO.**  
WALL PAPER, PAINTS, VARNISHES, BRUSHES,  
GLASS, ARTISTS COLORS IN BOTH OIL  
AND WATER  
FLOOR WAXES A SPECIALTY  
910 Main Street. Phone 476.

**Stillwater Building & Loan Association**  
Our Association is conducted on the Standard Plan under the Supervision of the State Building Department. We do not pay interest on loans until we call at our office. WE ARE GLAD TO EXPLAIN OUR PLAN.  
G. E. MOORE, Secretary.

**TABLEQUEEN BAKERY**  
IF IT IS ANYTHING IN FANCY PASTRIES WE HAVE IT—GIVE US A TRIAL.  
Phone 107 715 Main

**COLLEGE CLEANERS**  
ARE MASTER CLEANERS  
CLEANING, PRESSING, EXPERT REPAIR WORK  
WE KNOW OUR STUFF PHONE 572

For Dances, Bridge Parties and Entertainments of all kinds, use  
**Hoke Hall**  
The Best Floor In Stillwater  
GEO. A. HOKE, Class of '11  
ROY T. HOKE, Class of '17



**the WOODSTOCK**  
represents the latest achievement in typewriter construction, with the greatest measure of satisfactory service and a model work load capacity.  
Features these facts: The Woodstock has 24 keys, the most convenient, superior features and a sturdy, practical case.  
You can have the Woodstock today, and the price and terms most attractive for typewriters of this class.  
**SOUTH TYPEWRITER EXCHANGE**  
316 MAIN STREET, STILLWATER, OKLA. DISTRIBUTOR

**CAMERA THEATER**  
TODAY and WEDNESDAY  
A First National Special  
Roy Stewart, Beasie Love, Charles Murray, and Hobart Bosworth in  
An epic of great hearts and mighty events.  
"SUNDOWN"

Figure 15. Some of the First Advertisements After Daily Publication

Oklahoma City and Tulsa. Earl Fisher, business manager in 1929-30, describes these early selling efforts:

In those days a trip to Oklahoma City was no little matter. We traveled dirt roads to Edmond, and from there on brick roads to Oklahoma City. We would stay a day or two working all the construction companies involved in the building of Whitehurst Hall, the stadium, etc.--anyone having business with A. and M.<sup>6</sup>

The selling technique, says Fisher, was simple:

There are two ways to sell an ad. You can walk in and say, 'Do you want to buy an ad?' and nine times out of ten the answer is no. Or you can walk in and show them an ad for their business, and they will take it nearly every time.

We subscribed to an advertising mat service and we'd work up an ad for a particular business, put it in a finished layout, walk in, and sell the ad. This was an especially appealing approach for the small businessman.<sup>7</sup>

The large businesses, Fisher recalls, had their own ad men. Local stores such as Katz, Bishop's, and G and G furnished their own advertising mats. Because they were consistent advertisers, they were contacted nearly every day.<sup>8</sup>

The O'Collegian itself employed the Katz Advertising Agency in New York City as its national advertising representative. Through this agency came all the national ads for cigarettes, soft drinks, Westinghouse, General Electric, Bell Telephone, and numerous other nationally known products and services. Raymond Bivert, general manager of student publications at this time, gives the following account of this operation:

Katz had the O'Collegian's publishing schedule, so they sent the ad and the day it was to be published. They got a 15 percent commission on each ad they sent us and another two percent if the advertiser paid his bill in 30 days. The ads were set in electroplates type-high, ready to run.<sup>9</sup>

## National Advertising

These national ads made a vital contribution to the O'Collegian, both typographically and financially. Their professional illustrations and large display lines provided a welcome diversion from the small headlines and grayness of the news copy on pages two, three, and four. The income from these ads helped the paper remain financially stable.

National advertising began to arrive in the O'Collegian offices shortly after daily publication started, with General Electric furnishing several public service ads.<sup>10</sup> Westinghouse and Southwestern Bell Telephone Company soon purchased similar advertisements. All three companies maintained active accounts with the O'Collegian for the duration of this period.

Other national ads included such products as Parker pens, Venus pencils, Remington typewriters, Sawyer's slickers, Coca-Cola, Dr. Pepper, Kellogg cereals, Sheaffer pens, Squibb's dental cream, and Wrigley's spearmint gum.

The most important ads, however--in terms of dollars and cents--came from the tobacco companies. Operating within a highly competitive market, they purchased more advertising space than all other advertisers combined. Camel cigarettes made their advertising debut December 17, 1925, in a 4 by 7-inch ad on page three. For nearly 14 months, the R. J. Reynolds Tobacco Company enjoyed an advertising monopoly. Fortunately for the O'Collegian, the monopoly was broken when Lucky Strike, Old Gold, and Chesterfield joined the advertising ranks in quick succession. The ads increased in size, often covering two-thirds of a seven-column page.<sup>11</sup>

A mild controversy erupted over cigarette advertising in 1932 when college editors discovered the University of Southern California and Oregon State College were not permitted to carry cigarette ads in their campus newspapers. On campuses across the country, the editorial pen rose in protest. O'Collegian editors apparently decided it was merely a matter of economics and used reprints from the University of Nevada's Sagebrush and the California Daily Bruin to represent their views:

As the younger generation has set the way, so have most college administrators 'gone modern.' Cigaretts are no longer banned from the campus, and cigaret smoking in campus buildings is restricted only because of fire hazard.

Likewise, most college administrators fail to see any harm in the insertion of cigaret advertisements in the columns of their college publications. They seem to feel that since their charges smoke, the advertisers have the right of fair competition in this field, and that on the other hand the publications should have the right to insert the advertisements so that they can make their papers pay.<sup>12</sup>

Sagebrush

Cigarette advertising is a large item in every college newspaper. In most it means the difference between profit and loss. These two papers are running heavy losses each year and because of a stand taken by administrative officials.<sup>13</sup>

California Daily Bruin

According to the latter paper, "smoking as a moral question went out with petticoats and the tandem bicycle."<sup>14</sup> As if in agreement, the Chesterfield ad in this issue of the O'Collegian quoted its speaker--a pretty coed--on smoking:

I was afraid Grandfather would be shocked. He's rather a bossy old darling, and I didn't know how he'd like the idea of my smoking.

The first time I lit a Chesterfield in front of him, he sniffed like an old war-horse...and I braced myself for trouble. But all he said was, 'That's good tobacco, Chicabiddy.'<sup>15</sup>

Most of the national ads appearing in the O'Collegian during this period were designed for the college market, and therefore presented a specialized appeal:

When Comp. Lit. and Physics 3-B are crowding for attention; when I've just received an over-cut notice from the Dean; when my allowance is a month off and the stub of my check-book confesses a balance of \$9.32, give me a pipe and Prince Albert. I want to be happy!<sup>16</sup>

#### Movie Advertising

Throughout this 10-year period, the O'Collegian depended on the common sense of editors and business managers for advertising standards. No formal advertising code existed and apparently none was needed. Liquor advertising presented no problem as national prohibition remained in effect for the largest part of this period. Cigarette ads were accepted as an economic necessity. This left only one area for controversy--the movies.

Theater advertising appeared in the O'Collegian on a daily basis. There were three theaters in Stillwater and on most days the paper carried three movie ads. As in other advertising, these slowly evolved from small, one-column ads to a multicolumn approach with illustrations suggestive of the movie's theme.

During the first half of this decade, the movies advertised appeared to be of the general-audience variety. As early as 1925 the O'Collegian had reported concern from the state legislature over the values movies portrayed. State Senator John A. Goodall introduced a bill providing for a censorship committee to review all films shown in the state. Said Goodall:

The moving picture exchanges and theater owners do what they can to show moral and educational films, but their judgment is weighed in the balance against financial gain, and too often the box office predominates.<sup>17</sup>

Stillwater theater owners may have remembered this criticism. Several years later, in 1932, when movies labeled "for adults only" began to make their appearance at local theaters, they were billed as "moral lessons."

In 1929 the Aggie Theater brought Stillwater its first talkie, "The Little Wildcat," starring Audrey Ferris and James Murray.<sup>18</sup> For a time, the Aggie was the only theater to show talking pictures. The Camera and Mecca theaters continued to show silent films at lower prices. Their ads were small (one and two column inches, respectively) when compared to the 16 column inches purchased by the Aggie to advertise Warner Brothers' production of Al Jolson in "The Singing Fool."<sup>19</sup>

The talkies brought new developments in movie advertising. Ads increased in size, illustrations became commonplace, and copy was more explicit. In addition to regular advertising, the O'Collegian added a movie review column to spotlight local showings. This feature appeared on a weekly basis with photos depicting scenes from upcoming attractions.

Occasionally, the column reported various promotional devices used by local theater owners to increase attendance. One of the more unusual gimmicks was used to publicize the comedy, "They Just Had To Get Married," starring Slim Summerville and Zasu Pitts. After describing the movie, the O'Collegian columnist explained:

In order to add local color to the affair, Manager Claude Leachman has agreed to pay all expenses for an honest-to-goodness marriage, providing it be held on the stage of the Aggie theater. Folks, don't crowd!<sup>20</sup>

Advertising for "The Yellow Ticket" in 1932 carried the label, "Adults Only," marking the start of a new era in O'Collegian movie ads.<sup>21</sup> By 1934, the paper was carrying movie ads which listed separate showings for men and women. Suggestive of the content of these ads is the one for "Road to Run," which billed the movie as "a great moral lesson" and "a solemn warning to cheating fathers."<sup>22</sup> A second ad for the same picture used more descriptive phrasing: "high-powered roadsters," "gin parties," "backseat petting," and "wild youth on the rampage."<sup>23</sup>

During these years there is some evidence to suggest that the O'Collegian made a conscious effort to exert some control over its advertisements. Explained one editor: "...we spent a lot of time pouring over and sometimes rejecting what we regarded as offensive theater advertising. And I was no prude."<sup>24</sup>

#### Miscellaneous Advertising

The bulk of O'Collegian advertising during these years falls into the broad category of miscellaneous advertising. This classification includes all ads for local merchants, the classifieds, house ads, and political advertisements.

From the outset, the O'Collegian received an enthusiastic reception from local merchants. Because most of them sold products which appealed to college students, the O'Collegian was a good medium in which to market their wares. The O'Collegian also was the morning paper for Stillwater and many local residents digested the newspaper's contents along with their morning coffee. When these factors are considered, the large variety of local ads is not surprising.



Classified advertising began shortly after the start of daily publication.<sup>25</sup> Over the years this column proved invaluable in matching landlords with renters, employers with employees, and buyers with sellers. It was a cheap way to advertise and thus appealed to students and townspeople alike. Ads for 20 words or less cost 15 cents, while ads for more than 20 words sold at a penny a word. Second and third insertions were discounted accordingly.<sup>26</sup>

Front-page advertising typical of that most frequently found in the northeastern United States was common during the early years.\* These ads generally promoted a student activity such as a dance, play, or sporting event. The ads were run at the bottom of the page across the entire width. Approximately two to three inches deep, they resembled a large, boxed banner headline.<sup>27</sup>

Occasionally a political candidate would request space on the front page.<sup>28</sup> The 1925 summer editions carried front-page advertising for various business establishments, a practice which was continued into fall.<sup>29</sup> In 1926, the First Baptist Church placed front-page ads to advertise a visiting evangelist.<sup>30</sup> Gradually, the front-page ads were restricted to announcements for school activities. Then in 1930, the board of publications eliminated all front-page advertising in an effort to improve the appearance of the paper and increase the value of the inside advertising.<sup>31</sup>

Political advertising appeared on a sporadic basis. In 1925, three Stillwater residents, engaged in the races for mayor and city

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\*It is not clear whether premium rates were paid for this front-page advertising space. Those sources most likely to know have been contacted, but they do not recall details on this point.

# THE O'COLLEGIAN

Published Every Morning Except Monday in the Regular School Term by Students of Oklahoma A. and M. College

VOLUME XXXI

STILLWATER, OKLAHOMA, SUNDAY MORNING, APRIL 25, 1926

NUMBER 176

## MEET ENTRY MARK EXPECTED TO FALL

Three Cities Alone Send Over 250 to Interscholastic  
TULSA, MUSKOGEE ENTER  
Few Entries Officially In; Blank Sent To All Schools In State

### 'The Early Bird...'

Annards and Carney high schools are the initial entrants in the eighteenth state interscholastic meet, to be held May 6, 7 and 8. It has been made known.

As the heralds of hosts of other entries, which are expected, three have appeared. Whether the "early bird catches the worm" remains to be seen in the meet.

Already extensive preparation is being made for the expected visitors by committees, which have been appointed to attend to every minute detail.

Three cities alone are expected to send 250 contestants here next weekend for the eighteenth annual interscholastic meet, DeWitt Hunt, chairman said yesterday.

Ponca City high school, winner of the sweepstakes last year, is expected to send at least 2,000 students here to enter practically every non-athletic event. The northern-Oklahoma city has been a heavy winner in the events here since the starting of the annual meet 18 years ago.

Tulsa's First Entry

For the first time, Tulsa high school will send entries here. Chairman Hunt was in Tulsa Thursday and was told by Principal M. E. Frantz that the school will send all second and fourth winners in elimination matches.

They are expected to be in this group to the meet here May 6. At least 100 of the first and third place winners in the Tulsa elimination enter competition at the meet.

## FIRING LINE

The O' Collegian does not assume responsibility for articles run under this head and they should not be interpreted as an expression of its policy. Contributions to this column are welcomed, though the editor reserves the privilege of withholding articles which are deemed libelous, frivolous, or otherwise unfit for publication.

**POLICE INTERFERENCE AT THE JUNIOR-SENIOR PROM**  
Although it is not strictly in keeping with the purpose of the Firing Line column of The O' Collegian to attack forces or questions outside of student government proper, it is in keeping with that purpose to allow the student body the privilege of us (Continued on page 202)

## CHURCH SERVICE FOR FRATERNITIES

Rev. Allen S. Davis Invites Men and Women of Organizations to Program

Using as his subject, "Alpha Kai Omega," meaning "Beginning and End," the Rev. Allen S. Davis, Presbyterian church pastor, will give a special sermon and program tonight to all fraternity and sorority groups be announced yesterday.

Special invitation by letter, has been extended by the pastor to each of the fraternities and sororities on the campus. Within the invitation he requested that each organization be prepared to sing one of their fellowship songs if they desired.

The subject will lead into a discussion of all phases of fraternity and sorority life, on the part of the pastor, he says.

Special music by Prof. Frank Haddy, the music department of the college, and by the church quartet, led by Prof. John Brigham, also of the music department of the college, will be given as another part of the special program.

## Three Aggie Mat Men Capture Team Championship of Canada

Trio Scores 18 Points to Lead Field at New Westminster  
BRING BACK FOUR MEDALS

Staterville Double Winner; Collins Gets Second Place in Meet

Missing the championship of the United States when Oregon's National A. A. U. tourney turned today-tuesday, three of Coach Ed Gallagher's 1925 national champions continued to the Canadian championships at New Westminster, B. C., and captured the championship of Canada, telegraph reports received here yesterday, stated.

The brief telegram sent by Charles Strack, Aggie heavyweight, did not give details of the meet. It gave the scoring as: Oklahoma Aggie 18, Regina Athletic club 15, Winnipeg Athletic club 8, and New Westminster Athletic club 6. "We are bringing home four medals, three gold and one silver," the telegram read.

Staterville won the 175-pound championship by gaining two straight falls over Oleson of New Westminster in his first-round match, Friday night. He also won the 191-pound title although his opponents were unknown here. Strack was second in the heavyweight division, by default after he had lost to McGready, 230-pound Canadian champion of last year. Collins captured his title in the 138-pound class, winning from Kaapen-pan of Canada in the first Aggie victory of the meet.

**Doubt About Strack**  
Strack was thought to have entered the 191-pound class as well as heavyweight but no reports on outcome of his work in this class was received here yesterday afternoon, when the telegram announcing Staterville's 191-pound victory arrived.

The three varsity veterans are expected home in about a week, other members of the team having returned home Friday from the A. A. U. meet at Corvallis at which they so unexpectedly lost their 1925 titles in the famed "Mystery Meet."

## AGGIES FOURTH IN DRAKE EVENT

University of Illinois Takes Medley Relay With Kansas Vexes Close Second

Aggie coach men, watching the medley relay at the University of Drake relay games, Friday, saw fourth place in the event held at Des Moines, Ia. The University of Illinois, four, took to be one of the best in the country, lived up to expectations and topped about 1:54. First place, with the team of 8 in all, at Des Moines. The race includes the 220 and 440-yard dashes and the half and mile runs.

The Kansas Aces, St. Clair in Evans, who secured also the Iowa State relay team, came in, finished just ahead of the men of the orange and black.

Carlota Meadows, swim, Peabody and four composed the Aggie quartet.

## Late News

**Prohi-Wet Fight**  
Saginpa Led Prohibition Orator. Public Inquiries on Continue Mexican Court Trial.

By the Associated Press  
WASHINGTON, April 24.—The first burst of applause from the galleries the final curtain fell today on the colorful prohibition debate before the Senate Judiciary committee. The senators, several of whom, announced the leading roles during the night, retire now to the wicker chairs to discuss the fate of the wets to modify the Volstead act, and the purpose of the dry allies to put many more teeth into that law.

The wet never entertained any (Continued on page two)

• Sunday, fair, warmer. Monday, partly cloudy, warmer.

## SOONER SLUGGERS SLASH STEADILY

Final Count 18-17, in Favor of University Nine  
39 HITS IS TOTAL

Series Being Making Three Won, Lost, Aggie, in O. U.-Aggie Clash

**Sad But True**  
The O' Collegian has been informed that the dean has just purchased an Advanced Six Nash coach from a local agency and drove the car through from Oklahoma City Friday.

It is expected that for the next week or so engineers will continually hear the refrain of Irving Berlin's latest hit for the dean's new car is the "apple of his eye" these days.

## CENTURY MARK FALLS AT DRAKE

Locke, Nebraska, Steps 100-yard in 9.5, Bettering Ancient World's Record

DES MOINES, Ia., Apr. 24.—The world's record for the 100-yard dash that has withstood attacks for many years fell in the Drake Relay carnival today.

It was smashed by Roland Locke, University of Nebraska sprinter, under weather conditions that started off with a drizzly rain accompanied by high winds that reached the proportions of a gale, causing the 1,200 rain-coated spectators to shiver, and many of them to seek cover.

## AID TO CYCLONE STRICKEN PERSONS

Only Temporary Relief, However, Sent to District of Johnson, Atoka, Blain

OKLAHOMA CITY, Apr. 24.—Only temporary relief measures were needed today in the rural districts of Johnson, Atoka and Blain counties, which were struck by a tornado today. Four persons were killed, a dozen injured and property was damaged to the extent of not more than one hundred thousand dollars.

Mrs. Tom Calton, of Ellmore, Johnson county, was killed when her home was destroyed. Mr. and Mrs. J. T. Morten were seriously injured (Continued on page two)

## Saddle Ponies to Let by the Hour

at the O. K. FEED YARD 915 Lewis street Phone 525



Would you press the crown of your hat with a flat-iron?

Certainly you wouldn't! Yet the chest of your coat has a crown similar to the crown of your hat. This crown, or curve, in your coat was put there by means of a special chest-forming press like the press illustrated above. Along with our other five different presses, it comprises the wonderful new Valeteria service that we've installed to press and shape your suit. Then when you put it on it will look just as it did when you first bought it. Just use the telephone and ask us for Valeteria service. . . . the same service that is advertised in the Saturday Evening Post!

STILLWATER LAUNDRY DRY CLEANERS  
Telephone 27-28 613-15 Main street

THE N. AND O. CLUB WILL DEBATE THE MITCHELL PLAN OF DEFENSE  
Dinner-Kiss, Alfred P. vs. Raymond Bivert, James Walker  
DRAMATIC READING—DECLARATION  
Alfred DeTeyes  
Monday, April 26, 7:30, Room 533 Morrill Hall

THE W. C. T. U. WILL HOLD AN ORATORICAL CONTEST IN THE CHRISTIAN CHURCH, THURSDAY, APRIL 29 at 8 o'clock p. m.

The Following Oration Will Be Presented in the Contest:  
Pact's Last Smoke . . . . . Willard A. Jones  
A Girl's Honesty at Earl's Gap . . . . . Grace Ingram  
A Message to Garcia . . . . . Alline Harper  
The Meaning of Christian Citizenship . . . . . Lewis Henderson  
Women and World Peace . . . . . Winifred Carlisle  
South America G. B. . . . . Anna Laura Longy  
A Good Program Guaranteed. Everybody Be Out.  
GOOD SPEAKERS INTERESTING SUBJECTS

Figure 16. Front-Page Advertising in Early Edition of the O'Collegian

commissioner, purchased advertising space.<sup>32</sup> When student elections rolled around that year, the O'Collegian put out a special six-page edition to accommodate the campaign ads. Whether there were regulations calling for uniformity is not known, but all candidates for the same office had ads of identical size.<sup>33</sup>

Next year's election brought fewer political advertisements, with only 15 ads appearing in the election issue. One ad reflected the plight of incumbent editor Irvin Hurst, who was campaigning for re-election. It read: "I'll not have time to campaign today. Somebody has to put out tomorrow's paper."<sup>34</sup> While the paper carried some political advertising the following year, none appeared in the elections of 1928.<sup>35</sup> Furthermore, no political advertising was noted during the remainder of the decade.

House ads were run on a regular basis, particularly on days when other ads were not as numerous as usual, to play up the advantages of advertising in the O'Collegian. These varied in emphasis, usually pointing out some special aspect of the O'Collegian advertising service. Sometimes the approach was more direct: "3,975 Readers Every Morning. 3,975 Possible Customers, Mr. Merchant, Everyday."<sup>36</sup>

Local advertisers fell into two distinct categories, those appealing to the college market and those appealing to a wider market of students, professors, and townspeople.

Looking at these ads today, nearly 50 years later, is a nostalgic exercise providing the reader with some understanding of the mood and flavor of life at A. and M. Some of the biggest advertisers throughout this period were merchants engaged in services appealing to the college student away from home.

Dry cleaners and laundries were among the heaviest advertisers directing their sales pitch to the student's need for having his clothes cleaned, pressed, and repaired.<sup>37</sup> Sometimes there were as many as three separate cleaning establishments advertising in the same issue.<sup>48</sup>

Various restaurants, including the college cafeteria, advertised their specialities, with some selling student meal tickets. The prices of plate lunches ranged from 20 to 35 cents, while a dinner (complete with drink and dessert) cost 40 cents.<sup>39</sup>

Department stores advertised clothing running the gamut from hats to shoes. They most generally appealed to the wider market, but sometimes offered a specialized appeal to the college student. Bishop's advertised knickers as "the correct thing for college men to wear for sport."<sup>40</sup> A J. C. Penney ad featured coats for the "college girl."<sup>41</sup>

At least two attempts were made to consolidate grocery ads to appear with a column on household hints. The first effort in 1925 gradually gave way to individual ads. The idea was tried again in 1933 under the business management of Harry Long:

On the 'Food' page each week will appear advertisements of leading grocers of Stillwater, as well as recipes, diets, and other food hints prepared by merchants and housewife readers...

With this weekly feature, housewives, fraternity and sorority cooks, students who batch, and boarding house owners can depend on a consistent shopping medium by which to order their goods...<sup>42</sup>

Numerous taxi ads recall a time when the one car parked at the fraternity house belonged to the housemother.<sup>43</sup> For many years students were not allowed to keep cars for social purposes.<sup>44</sup> Consequently, the taxi offered the main alternative to walking.

# Here's FOOD NEWS for Thrifty Shoppers!

## HAVE YOUR CAKE FOR SPRINGTIME DESSERT

Cake that's light as a feather, that hides its tempting texture beneath frostings that would tempt the most fastidious eye! Not too rich—yet satisfying enough for days that seem to indicate a desert of special springtime lightness and delivery. Such cakes are these and such days are these. Try them!

### Hour Cream Cake

- 1 cup sour cream
- 1 teaspoon soda
- 1 cup sugar
- 2 eggs
- 1 1/2 cups cake flour
- 1 teaspoon baking powder
- 1/2 teaspoon salt
- 1/2 teaspoon nutmeg
- 1/2 teaspoon cinnamon
- 1 egg yolk
- 1/2 cup nutmeg

Whip the sour cream with the soda until stiff and add the sugar. Beat until the eggs beat in the egg yolk and flour. Beat in the egg white. Fold in the egg white. Bake in moderate oven 20 to 25 minutes. Frost with 7 minute icing.

### Chocolate Cake

- 1/2 cup shortening
- 1/2 cup light brown sugar
- 2 squares unsweetened chocolate (melted)
- 1 teaspoon vanilla
- 1/2 teaspoon salt
- 1 egg yolk
- 1/2 cup boiling water
- 1/2 cup sugar
- 1/2 cup flour
- 1/2 cup cocoa
- 1/2 cup milk
- 1/2 cup butter
- 1/2 cup sugar
- 1/2 cup flour
- 1/2 cup cocoa
- 1/2 cup milk
- 1/2 cup butter

Mix sugar, vinegar and water in a bowl. Beat until stiff and add the soda. Beat until the eggs beat in the egg yolk and flour. Beat in the egg white. Fold in the egg white. Bake in moderate oven 20 to 25 minutes. Frost with 7 minute icing.

### Strawberry Cake

- 1 cup sifted cake flour
- 1 cup sifted sugar
- 1/2 teaspoon salt
- 1 egg white
- 1/2 teaspoon cream of tartar
- 4 egg yolks beaten and thick
- 1 1/2 teaspoon lemon extract

Sift flour, sugar, cream of tartar and salt together. Beat the egg whites until stiff and add the sugar. Beat until the egg whites are stiff and add the flour. Beat until the cake is light and fluffy. Bake in moderate oven 20 to 25 minutes. Frost with 7 minute icing.

### Pledges Of Phi Eta Sigma Given Orders

Pledges of Phi Eta Sigma, national honorary freshmen fraternity, were given orders for the remainder of the week at the meeting of the fraternity Thursday night in the Biology building.

Details for the pledges for the remainder of the week will be in the hands of the freshmen and 15 members of the fraternity, and to carry four members next week while on the campus.

At the meeting Thursday night it was found that some were not following the rules of shipping letters chosen Thursday. Penalties of adding long columns of figures and letters complete led words were placed on them.

Installation of the pledges will be held at 8 o'clock Monday afternoon in the College Shop.

Related to Greek Dr. J. E. Keith, associate professor of dairying, is scheduled to speak at 8 o'clock in the interest of the Oklahoma university schools.

How to tell good quality cream and how to grade it will be the subject of Dr. Keith's speech.

## Try These Meat Dishes With Your Spring Menus

### Veal Stuffed Tenderloin

- 1 1/2 pound veal tenderloin
- 1/2 cup diced celery
- 1/2 cup diced pineapple
- 1/2 cup sugar
- 1/2 cup raisins
- 1/2 cup nutmeg

Cut the veal into slices, one inch thick. Season with salt and pepper. Chop the celery, pineapple, sugar and raisins. Mix lightly with dried onion, salt and nutmeg. Stuff the veal with the mixture. Bake in moderate oven 20 to 25 minutes. Frost with 7 minute icing.

### Art Johnson's Attend

- 1/2 cup shortening
- 1/2 cup light brown sugar
- 2 squares unsweetened chocolate (melted)
- 1 teaspoon vanilla
- 1/2 teaspoon salt
- 1 egg yolk
- 1/2 cup boiling water
- 1/2 cup sugar
- 1/2 cup flour
- 1/2 cup cocoa
- 1/2 cup milk
- 1/2 cup butter
- 1/2 cup sugar
- 1/2 cup flour
- 1/2 cup cocoa
- 1/2 cup milk
- 1/2 cup butter

Mix sugar, vinegar and water in a bowl. Beat until stiff and add the soda. Beat until the eggs beat in the egg yolk and flour. Beat in the egg white. Fold in the egg white. Bake in moderate oven 20 to 25 minutes. Frost with 7 minute icing.

### Band Order To Attend

Members of Kappa Kappa Psi, national honorary band fraternity, will attend the annual convention of the organization at the University of Oklahoma, Oklahoma City, Oklahoma, April 21-22.

An announcement concerning a Kappa Kappa Psi banquet which is to be held on Friday, Saturday, April 7, 8, and 9, will be given at the next meeting of the organization at the University of Oklahoma, Oklahoma City, Oklahoma, April 21-22.

Patrons O'Collegeian Advertisers

## EDUCATION DEAN TALKS TO GROUP

Progressives Dominate Meeting In Cleveland Dr. Patterson Tells Kappa Delta Pi

Aggressive policies advanced by the left wing faction in the Department of Superintendency meeting at Cleveland, Ohio, were denounced by Dr. Herbert Patterson, dean of education at a Kappa Delta Pi meeting Wednesday evening in Morrill Hall.

Dr. Patterson said that there are 100,000 teachers out of jobs, the situation gives the reason as lack of professional training. In America where there is the most (efficient and the most efficient training program in the world, two thirds of the teachers are not college graduates.

Twenty per cent have less than one year to read the high school. Patterson said.

The surplus can be decreased by the use of the school system in the United States. Patterson said.

Patrons O'Collegeian Advertisers

## Seven Are Initiated Into Biology Society

Both Phi James Petrinsky, Chas. Stimpert, Nicholas Tolmachoff, Gen. Thomas Pitt Adams, and Earl Prichard were formally initiated into the biology society at a meeting held in the office of Dean Carl P. Blackwell.

Following initiation a banquet was held in the College Shop honoring the new members. Dr. H. J. Harper, professor of soil, was guest speaker talking on "Water Classification and Purification." In a short business meeting, Miss Jones accepted a position with the Biology Society, secretary to replace Marjorie Jones, resigned.

Dr. Harper was elected president of the organization of the reserve officers of Phi Eta Sigma when that group met at the camp on the A and B camps Thursday night for their annual election of officers.

Second Lieut. Donald H. Woodruff, U. S. A. R. C., was chosen vice-president and Capt. Garret B. Drummond, U. S. A. R. C., was named secretary. Plans were discussed for the state convention of the association which is held in Stillwater on April 21.

Male Home Economics Students To Be Feted

The second dinner for 50 of the 120 new students enrolled in the Home Economics class for men will be held at Morrill Hall Friday night in the dining room of the home economics building.

Patrons O'Collegeian Advertisers

## Five Are Initiated Into Biology Society

Both Phi James Petrinsky, Chas. Stimpert, Nicholas Tolmachoff, Gen. Thomas Pitt Adams, and Earl Prichard were formally initiated into the biology society at a meeting held in the office of Dean Carl P. Blackwell.

Following initiation a banquet was held in the College Shop honoring the new members. Dr. H. J. Harper, professor of soil, was guest speaker talking on "Water Classification and Purification." In a short business meeting, Miss Jones accepted a position with the Biology Society, secretary to replace Marjorie Jones, resigned.

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Patrons O'Collegeian Advertisers

## PIGGLY WIGGLY

Colorado honey 9¢	Fancy chocolate 19¢
Bring container, lb.	confection, pound
HEINZ pureed vegetables—keep the baby fit, 8 varieties, per can 10¢	
Number 1 prunes, 2 1/2 lb. box 21¢	Kumon's tomatoes, 2 1/2 can, fancy 15¢
HOMINY—3 No. 2 1-2 cans 25¢	
1,000 sheet toilet tissue 20¢	QUAKER OATS large box 18¢
50 front porch cabbage plants 10¢	EPSON MAILING 1-lb. box 10¢
Peaches, syrup pack, can 5¢	STUFFED OLIVES, pint jar 35¢
PRESERVES, Del. pint jar 10¢	
NARSY COFFEE, with almonds, lb. 34¢	Brown rice, 8¢
GOLDEN FLAKE BISCUITS—Ready to bake, 12 in can 10¢	
BROOM, good 1-1/2 25¢	Bar None dog food tall can 6¢
Cranberries, quart 10¢	Arm and Hammer Soda, for bar 15¢
SWANS DOWN 27¢	
Red potatoes, 15-lb. sack No. 2 27¢	Fancy Home Beauty apples, 10 lbs. 49¢
NEW JELL—All Flavors, 6 Boxes 25¢	
Brown squares, pound 9¢	Balling Beef, 7¢
Pineapple, lb. 12¢	Box Bacon 22¢
1 Gal. Colorado Honey 32¢	

## FARMERS Cooperative, Inc.

FRIDAY AND SATURDAY

We Deliver Phones 448-449

TOMATOES Fresh Hald 2 pounds 19c	LETTUCE solid 5c
CARROTS bunch 5c	RADISHES 3 bunches 10c
FIB BARS 2 pounds 25c	COOKIES chocolate marshmallows, pound 21c
Peaches dried slice, 2 lb. 25c	ONIONS yellow sweet 3 pounds 10c
Potatoes Baking Size Nov. 10 lbs. 21c	
BUTTER country or creamery, pound 25c	MEAT FOR LOAF 2 lb. 15c
CABBAGE Fresh Hald 3 pounds 9c	
Peaches, Quail 2 1/2, 2 for 35c	Pears, No. 2, scrup pack 15c
Tomatoes, No. 2, 3 for 25c	Apples fancy dried, 2 lb. 25c
Soap, Big 4-10 bars 21c	

## \$1500 CASH ASK NOW TO GET IT

SPICED PEARS No. 2, 1/2 doz 17 1/2¢

Radishes 5c

8 oz. jar Herbbery chocolate & No. 2 1-2 can Peeled 17¢

8 oz. can Herbbery cream 25¢

SALMON No. 1 tall mackerel 7 1/2¢

Old King Beer 10¢

Per bottle Grape Juice 15¢

BEANS Navy 29c

7 pounds

3oz Package 25¢

Half Gallon 39¢

SALAD DRESSING Fresh Sweet, 25c

Per Quart

Two 8 oz. packages 19¢

Portish Sardines (in curry sauce) 15¢

Van Camps PORK and BEANS 5c

16 ounce can

Cross & Blackwell's orange marmalade 39¢

7 oz. jar Chinese chop suey sauce 25¢

VAN CAMPS PUREED VEGETABLES 3 CANS 25¢

PHONE 925 N. R. A. FREE DELIVERY 824 MAIN

## PRICES CHEAPER

—at our store because we have a large stock of goods bought right which we want to exchange for cash. All quality merchandise.

Best country butter, lb. 22c	3 lb. best head rice 21c
Rich Jersey milk, quart 7c	2 lb. best yellow popcorn 15c
Fresh country eggs, doz. 15c	Thompson salted milk 47¢
No. 2 can tomatoes 9c	Indian tennis set 19c
Sunbright Cleanser 5c	4 hard water soap 15c
Tall can dog or cat food 5c	1 Palm Olive soap 15c
Oil Sardines 4c	Tall can mackerel 9c
Regular size box matches 4c	Fresh shipment Libby milk 11c
Imported sardines 10c	2 tall cans 15c
Van Hild puffed radishes 9c	Cranberries, quart 10c
Box Oldtime mince meat 9c	Large Texas oranges, doz. 25c
Small grated or sliced pineapple 9c	Pine leaf lettuce, lb. 25c
Full 2 pound box salt 9c	10 lb. sweet potatoes 20c
8 oz. imitation vanilla ext. 25c	3 extra fine fresh radishes 10c
Best comb honey 15c	No. 2 Monarch apple sauce 15c
Van Camp vegetable soup 9c	Gallon peaches 35c
Large charox 25c	Gallon prunes 37c
	Gallon tomatoes 35c

If you want the best quality fresh vegetables, fresh and cured meat and groceries at the price of inferior goods pay us a visit.

## McNEFF'S MARKET

Just East of Court House

Figure 17. The Food Page, an Advertising Innovation of 1933

It was 1930 before there were any serious ads for automobiles. Six car dealers joined together to purchase a full-page ad aimed at the college market:

Older Boys Attention!

The age of the automobile development, and the growth of Stillwater have been simultaneous. Get a lesson from the auto, it must have strength and character to stand the strain of modern industrial life.<sup>45</sup>

Beneath the overall caption, the dealers listed their individual ads for Hupmobile, Studebaker, Ford, Dodge, Chevrolet, and Chrysler.<sup>46</sup>

There were never many automobile advertisements--probably because of the lack of demand in the college market. A few ads appeared for used cars, but even these showed no pattern or regularity.

#### Conclusion

Clearly, O'Collegian advertising received its strongest impetus with the advent of daily publication. The increased costs of the daily made it imperative to sell more advertising than ever before. O'Collegian ad salesmen, through their ingenuity and determination, made the O'Collegian advertising story a success. It gave life-saving financial support to the paper itself, furnished advertisers with a medium to reach the college market, and provided a valuable shopping service for readers. In short, advertising was as much a part of the O'Collegian as its news and editorials. It is doubtful the paper could have existed without it.

FOOTNOTES

- <sup>1</sup>The O'Collegian (December 2, 1924), pp. 2-4.
- <sup>2</sup>Ibid.
- <sup>3</sup>Irvin Hurst, personal interview (January 12, 1974).
- <sup>4</sup>Raymond Bivert, telephone conversation (May 23, 1975).
- <sup>5</sup>Earl Fisher, personal interview (May 23, 1975).
- <sup>6</sup>Ibid.
- <sup>7</sup>Ibid.
- <sup>8</sup>Ibid.
- <sup>9</sup>Bivert.
- <sup>10</sup>The O'Collegian (February 7, 1925), p. 4.
- <sup>11</sup>The Daily O'Collegian (March 29, 1928), p. 4.
- <sup>12</sup>The Daily O'Collegian (February 21, 1932), p. 2.
- <sup>13</sup>Ibid.
- <sup>14</sup>Ibid.
- <sup>15</sup>Ibid, p. 3.
- <sup>16</sup>The O'Collegian (October 8, 1925), p. 4.
- <sup>17</sup>The O'Collegian (January 21, 1925), p. 2.
- <sup>18</sup>The Daily O'Collegian (February 17, 1929), p. 3.
- <sup>19</sup>The Daily O'Collegian (March 10, 1929), p. 3.
- <sup>20</sup>The Daily O'Collegian (January 31, 1933), p. 4.
- <sup>21</sup>The Daily O'Collegian (February 21, 1932), p. 2.
- <sup>22</sup>The Daily O'Collegian (January 23, 1934), p. 3.

- <sup>23</sup> Ibid.
- <sup>24</sup> Earl Richert, questionnaire reply (January 24, 1974).
- <sup>25</sup> The O'Collegian (December 4, 1924), p. 3.
- <sup>26</sup> The Daily O'Collegian (February 11, 1934), p. 2.
- <sup>27</sup> The O'Collegian (December 13, 1924), p. 1.
- <sup>28</sup> The O'Collegian (April 4, 1925), p. 1.
- <sup>29</sup> The O'Collegian (October 4, 1925), p. 1.
- <sup>30</sup> The O'Collegian (January 13, 1926), p. 3.
- <sup>31</sup> The O'Collegian (April 7, 1925), p. 1.
- <sup>32</sup> The O'Collegian (May 5, 1925), pp. 3-5.
- <sup>33</sup> The O'Collegian (April 13, 1926), p. 2.
- <sup>34</sup> The Daily O'Collegian (April 17, 1928), pp. 1-4.
- <sup>35</sup> The Daily O'Collegian (April 27, 1930), p. 4.
- <sup>36</sup> The O'Collegian (February 7, 1925), p. 2.
- <sup>37</sup> The O'Collegian (October 4, 1927), pp. 2-4.
- <sup>38</sup> The O'Collegian (October 7, 1927), p. 3.
- <sup>39</sup> The O'Collegian (October 28, 1926), p. 4.
- <sup>40</sup> The O'Collegian (September 13, 1927), p. 2.
- <sup>41</sup> The Daily O'Collegian (February 10, 1933), p. 4.
- <sup>42</sup> Fisher.
- <sup>43</sup> The O'Collegian (September 17, 1927), p. 1.
- <sup>44</sup> The Daily O'Collegian (February 1, 1930), p. 3.
- <sup>45</sup> Ibid.



## CHAPTER IX

### THE O'COLLEGIAN'S PHYSICAL APPEARANCE

#### Introduction

As the years passed, the O'Collegian's growth and development were reflected in its physical appearance.

Each editor, within the confines of available equipment and finances, was free to express his personal typographical preferences in the O'Collegian's makeup. Consequently, the paper underwent so many subtle changes in appearance that the 1924 papers seem but distant cousins to their 1934 counterparts.

Many editors came to the O'Collegian with work experience on commercial newspapers and, therefore, tended to use typographical techniques with which they were familiar. Others imitated the layout patterns of well established metropolitan papers, such as the Kansas City Star. Some followed the makeup of their predecessors. All were limited by the type faces available.

Nearly every editor lamented the scarcity of timely news photographs. Few photographs were available to these early editors, and most of the news pictures used were supplied by the Newspaper Enterprise Association (NEA). Sometimes the O'Collegian received photographs of campus buildings, athletes, faculty, and student leaders from the A. and M. publicity department or its counterpart at other schools.

On a few occasions, the paper had its own engravings made, but generally the cost prohibited this. In addition, the news illustrated in the halftone engravings grew cold while the editors, who sent the photographs to Oklahoma City by bus, waited for the engravings to return.

As a result, advertising played more than just a financial role. It often furnished the only illustrations for the inside pages, breaking up the dull, gray monotony of body type. In fact, the number and size of ads proved a key factor in determining the inside page makeup.

#### A Five-Column Newspaper

The O'Collegian began daily publication as a five-column newspaper measuring 13 by 20 1/4 inches. The paper used eight-point body type set in columns 13 1/2 picas wide. These two factors--the column width and body type--would remain the same throughout this period.<sup>1</sup>

The hand-drawn nameplate was simple in design, featuring The O'Collegian spelled out in capital letters four columns wide and centered at the top of the page. The four-column width permitted the editor to use ears to display items of interest. A line drawing of Old Central\* appeared in the center of the nameplate, behind the letters "COL" in the word, "O'Collegian." A line below the nameplate stated: "Published Daily Except Monday in the School Year by Students of Oklahoma A. and M. College."<sup>2</sup> The folio line, set between two rules, separated the nameplate from the headlines.

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\*Old Central, the first permanent building of the A. and M. campus, is preserved as an historical landmark on the Oklahoma State University campus today.

Design was somewhat varied in these papers edited by Walker Stone, but the consistent style for front-page makeup was a predominantly vertical layout using 24-point, one-column headlines. A two-column head was often used in the upper right-hand corner (columns four and five) which was commonly considered at that time to be the best display position on the front page.

Sometimes a banner headline displayed stories of major impact; usually these dealt with appropriations, sports, or building construction. Type size for the banners and spread heads varied, ranging from 24 to 72 point. Nearly all headlines--24 point or larger--were set in capital letters, a common headline practice of that era.

The four-deck head--at this time the leading typographical style for single-column heads in metropolitan newspapers--was used extensively in the O'Collegian until the 1930's. These heads usually featured a top deck with a two- or three-line dropline structure followed by a second deck in a two- or three-line pyramid. The third deck was a single cross-line set in capital letters. The fourth deck was a three-line pyramid set in upper and lower case.

As the year wore on, heads became bigger and blacker. Banners began to appear on page two to announce the results of sports events. Personal columns were used freely, and became the mainstay of page three. Both inside pages, along with page four, carried advertising. AP news stories often were carried on pages two and three, especially when campus news was in short supply.

Page four was designated as the editorial page. The editorials appeared just below the two-column masthead in columns one and two and

# THE O'COLLEGIAN

PUBLISHED DAILY EXCEPT MONDAY IN THE SCHOOL YEAR BY STUDENTS OF OKLAHOMA A. AND M. COLLEGE.

VOLUME XXX

STILLWATER, OKLAHOMA, THURSDAY MORNING, DEC. 11, 1924

NUMBER 32

## FIVE ARE KILLED IN PLANE CRASH

### Air Vessel Dives 1,200 Feet in Pacific Ocean

## THREE HURT FATALLY

Accident Said to Be Worst in History of Naval Aviation; Controls Jammed, Given As Cause

(By The Associated Press) SAN DIEGO, Cal., Dec. 10.—Five officers and enlisted men attached to Squadron 2, aircraft squadrons of the battle fleet, were killed and three others probably fatally injured when a huge twin-motored H-16 type sea-plane engaging in aerial target practice nose-dived 1,200 feet into the sea this morning. The accident was said to be the worst in the history of naval aviation.

Although aviation officials at North Island believe that the exact cause of the tragedy probably will never be known, a fairly accurate idea of what happened was obtained from Lieut. Joseph H. Gowen, pilot of the seaplane towing the target for the ship in which the five men lost their lives, and from observers at Rockwell field.

The H-16 plane was flying at a speed of about 85 miles an hour when Lieut. Barn, pilot, who was killed, attempted a "right-wing" turn. The ship at that instant was about 1,200 feet above the ocean and about half a mile southwest of Point Loma.

When its controls jammed or one of the wires leading to the rudder did not allow steady flight, the plane, weighing more than a ton, went into a spin, plunging with terrific speed toward the sea. Finally striking the surf about 500 yards directly west of the officers' quarters at Rockwell field.

## GERMAN CABINET RESIGNS

BERLIN, Dec. 10.—The cabinet of Chancellor Marx, at a meeting today, decided to resign. Date of its resignation will be fixed by agreement between Chancellor Marx and President Ebert.

## The Day in Washington

The house-passed minor naval legislation.

The senate devoted the day to Music Shub.

India's Commissioner Burke demanded investigation of charges filed against him in the house.

The Missouri-Pacific railway was given authority to purchase the New Orleans, Texas and Mexico railroad.

A senate-congress subcommittee reported a favorable report on the house bill for government purchase of the Caphart canal.

Possibility of seeing the plans for raising the arship Shennandoah to Hawaii for the navy department.

A bill to adjust postal rates to allow increased postal salaries was drafted in the postoffice department on request of Chairman Sterling of the senate postoffice committee.

## THE WEATHER

Thursday fair, pleasant; Friday fair.

## Young Bride Returns, But Hubby Has Gone

CHICAGO, Dec. 10.—Mrs. Dorothy Hillman, the young bride of Edward Hillman, Jr., son of a wealthy Chicago merchant, who astonished friends last week by fleeing to New York while her husband made frantic efforts to have her detained enroute, today returned as calmly and apparently in as much haste as when she departed.

She arrived at the LaSalle street station on a train from the east with her mother and fell into the arms of a husband. She was whisked away with her mother to her parents' home in Evanston.

## MORE OOK TO GERMANY

NEW ORK, Dec. 10.—Third shipment of gold by J. P. Morgan and company to the German Reichsbank amounting to \$2,000,000 today brought the total withdrawals of proceeds from the sale of the German loan up to \$10,000,000.

## Bandits Rob Shawnee Bank, Then Leave Car

No Other Trace of Robbers Who Took \$18,000 in Loan Is Found by "Hot" County Officers

(By The Associated Press) SHAWNEE, Okla., Dec. 10.—Bandits in the three bottom southwest of here, the automobile bandits who have been used by the four banks who hold up and rob the National National bank here, the car was used by the robbers to carry off the money.

The car was about 200 miles away from the robbers' headquarters, and because of its horsepower and weight. A check of bank records tonight revealed that approximately \$18,000 had been stolen. The \$18,000 was in the car, and \$10,000 in the bank.

## Far Stolen In City

OKLAHOMA CITY, Dec. 10.—The car used by four bandits who robbed a bank at Shawnee today was stolen from A. C. Hoffman, a local chauffeur, police said tonight. The men hired the car for a drive, Hoffman told police, and when they reached a point on the edge of the city they ordered him from the car at the point of a gun and then drove off.

## CHI OMEGAS RECEIVE CUP FOR SCHOLARSHIP

silver loving cup given by the women's Pan-Hellenic council to the society making the highest scholastic average is to be awarded to Chi Omega for scholarship.

The cup is also second to be obtained by the Chi Omegas for scholarship.

The first was won three years ago when the society was awarded the cup two consecutive years for scholarship.

## THEY'LL TELL THE WORLD

Old Men to Spend Millions Annually to Tell Their Story

FORT WORTH, Texas, Dec. 10.—Agency \$100,000 was set apart by its nation's oil interests to tell the world the story of it, according to a resolution adopted today by the board of directors of the American Petroleum Institute.

## MEN'S GLEE CLUB TOUR ANNOUNCED

### First Concert to Be Held in Sand Springs, February 2

### TRIP COVERS 12 DAYS

Musical Sketch of College Life in Operaetta Which Club Will Present This Year

Itinerary of the men's glee club, to cover the east central section of Oklahoma, was announced last night by John W. Brigham, director, following the return of Joe Lipscomb, business manager, who secured concert dates. Leaving Stillwater for its first concert in Sand Springs, February 2, the club will be on the road for ten days, holding its last concert (tentatively arranged) in Guthrie, February 12. The itinerary follows: Sand Springs, February 2; Collinsville, February 3; Claremore, February 4; Eufaula, February 5; Muskogee, February 6; Henrieville, Sunday, February 7; The club will sing in Henrieville (Monday), February 8; Okmulgee, February 10; Okemah, February 11; Chickasha, February 11 (tentative); Guthrie, February 12 (tentative).

## RED REPAIRS SETS FOR THE BOOMERANG

Scenery for "The Boomerang" is found to be presented by The Players, under the direction of D. T. Martin in the college auditorium.

Reconstruction of two old sets being attempted by Professor Reed. New artistic touches are being added to the sets and Professor Reed is certain the scenery will not be recognized as the old sets.

Reserved seats will go on sale today at the Tiger shop. The play is being attempted by Professor Reed.

## SEVEN SHARE \$6,000 FRANKS CASE REWARD

CHICAGO, Dec. 10.—Two newspaper reporters, four laborers, a member of a railroad crew, and a nightwatchman were given most of the credit for the solution of the Baldy Frank's murder and kidnaping case and the confessions of Nathan Leopold, Jr., and Richard Loeb, to a committee which today distributed rewards totaling \$6,000 offered for the apprehension of the slayers.

## WIDOW'S MILE IS SECOND OF THE YEAR

Second of a series of contest plays. "The Widow's Mile" was presented last Monday night by Gamma Upsilon.

## LINDSEY TO TEACH

Bert Lindsey of Elmore City has gone to Perkins to teach the seventh and eighth grades there the remainder of the term. Mr. Lindsey expects to discharge his school work at the college in the summer session.

## OMEGA PRESENTS PLAY

Second of a series of contest plays. "The Widow's Mile" was presented last Monday night by Gamma Upsilon.

## "Donde Esta El?" Is Tony's Question Now

"Little Tony" is lost. And "Big Tony" can't find him. "Little Tony" can't find him. "Big Tony" can't find him. "Little Tony" can't find him. "Big Tony" can't find him.

## Tonight's Practice Is Last for Aggies Here

But They Will Get Workout at Dallas Tomorrow for Game with Haskell

One more practice session on Lewis Field will be allowed the Aggie varsity players before they embark for Dallas tonight to play the Indians of Haskell Institute Saturday. Another workout will be taken at the Fair Park stadium in Dallas Friday, which should put the Aggies in top shape to wind up their prolonged football season.

## AGGIES ALSO WILL TRY OUT ON SATURDAY

in Texas in a practice workout Friday. The club will be present in the auditorium on the return of the club.

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## 'BARBS' CHALLENGE 'FRATS' FOR TITLE

### New Athletic Association Wants Chance in Basketball TOURNEY UNDER WAY

Arcaias Defeat Chi Beta and Sig Eps Under Sigma Nu in First Day's Contest

Barbwire (non-fraternity) athletic association, hereby challenges the winning team of the inter-fraternity basketball tournament for the intra-mural championship of A. and M. college, time of game to be arranged later. (Signed) PAUL O. MICHAEL, president

## CHALLENGE IS ISSUED

This challenge is the challenge issued by the Barbwire Athletic Association, the latest organization of the campus. The new order is made up of non-fraternity men, who feel that this element deserves recognition and the title of inter-collegiate champions should not be limited to fraternities.

First meeting of the association was held in the gymnasium, Wednesday afternoon. Officers elected for the ensuing year were Paul Michael, Oklahoma City, president; Raymond Jernigan, first vice-president; Chi Beta, second vice-president; Paul Jones, sports editor; non-fraternity; Fred Jones, secretary; non-fraternity; Wash Kinsley, treasurer; non-fraternity; Fred Jones, secretary; non-fraternity.

## OPENING GAMES WILD

Wild and hotly contested basketball games were played in the gymnasium last night. The games were held at the gymnasium last night. The games were held at the gymnasium last night.

## AGGIES ALSO WILL TRY OUT ON SATURDAY

in Texas in a practice workout Friday. The club will be present in the auditorium on the return of the club.

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# THE BOOMERANG

A SPARKLING COMEDY—COLLEGE AUDITORIUM—FRIDAY EVENING, DECEMBER 12, 1924, 8:00 P. M.

ADMISSION: ENTERPRISE TICKET OR FIFTY CENTS. RESERVE SEATS AT TIGER SHOP THURSDAY AND FRIDAY

Figure 18. An Early Edition of the O'Collegian Featuring Vertical Makeup with Four-Deck Heads in a Five-Column Format

were set in 11-point type two columns wide. Other regular features included cartoons and movie ads.

#### New Editors Bring Changes

The following year brought subtle changes with Editor Irvin Hurst striving for balanced makeup. He moved the editorials to page two, where they remained under successive editors.<sup>4</sup> This year marked the first consistent use of italics on news heads. Boldface heads were used in upper case while the italic heads were set upper and lower case. When major stories appeared above the fold, they usually were given a four-deck head. If they appeared below the fold, a two-deck head was used.

Hurst put more emphasis on horizontal makeup than his predecessor. He sometimes used two banners, separated by a column rule or asterisks, on the same page.<sup>5</sup> Boxes were also characteristic of the Hurst regime, with as many as five featured on a single page.<sup>6</sup>

The fall of 1926 opened with the customary change of editors as Hurst turned the editorial reins over to Clarence Paden. For the first time the O'Collegian was printed on campus in its new \$15,000 printing plant.

Paden liked display and used less conservative makeup than former editors. He was the first to float a five-column spread above the nameplate.<sup>7</sup> Another novel layout featured a banner head with a three-column secondary head dropping into the center columns with the entire story set in 11-point type across the three columns.<sup>8</sup> An editorial consisted of two words--"Beat Washington!"--centered in 10 column

inches of white space.<sup>9</sup> Paden often used boxed inserts with 11 or 12-point type to set off quotes in major news stories.<sup>10</sup>

Lawson Taylor, who succeeded Paden after Paden's clash with President Bradford Knapp led to his resignation, continued the emphasis on display. He set the editorials in eight-point body type one-and-one-half columns wide with a humor column, "Smiles," occupying the remaining half column. Routine sports news appeared on page four, but championship contests continued to receive banner headlines on page one. Taylor used several layouts featuring four-column flags below a five-column banner whose story dropped into column one.

#### A Change in Format

A change in format greeted O'Collegian readers in the fall of 1927. The old flag was there, but not for long; a completely new air enveloped the paper, suggesting conservative, professional journalism. The most striking difference was in size; the paper now had a six-column format measuring 15 by 21 1/2 inches.

Otis Wile, the last student to be elected editor in campus-wide balloting until 1934, chose to use conservative makeup. Wile reserved banner headlines for major news stories and used an abundance of 24-point, one-column, dropline heads. They were set in the traditional four decks if used at the top of the column; heads slightly above or below the fold carried two decks. Front page ads, fairly common in the past, were now restricted to those for student activities.

The front page was usually devoid of pictures. A subscription to International Newsreel put more pictures at Wile's disposal, but

these at best made interesting fillers for the inside pages.<sup>11</sup> They had little news value.

Newsworthy pictures of local interest were extremely hard to get. Nearly all sports pictures had been taken at the first of the year as part of the sports publicity program. Nevertheless, these simulated-action shots did much to brighten the sports copy. Portrait-type pictures of faculty members and student leaders completed the list of available photos.

Years later, Wile recalled the typographical struggles he endured as O'Collegian editor:

We didn't have too much head type for one thing. We were limited in typography and lacked art so it was pretty difficult to do anything in makeup. About all the pictures we were able to afford were used. We had to send out then to get a cut made and every picture we got in the paper would be several days late. That was the big weakness of the paper, and I expect as you look through the old files you'll find very dull makeup for the most part without too much change from day to day. We didn't have the facilities. We had to get a commercial photographer to come out, and to get in the following edition was impossible with the equipment we had to use. Our budget was limited.<sup>12</sup>

Under Wile the nameplate of the paper was changed to reflect its full title--The Daily O'Collegian. The addition of the word "Daily" made the flag five columns instead of four--an arrangement which was typographically more pleasing to the six-column format. The line drawing of Old Central was eliminated, leaving only the hand-tooled letters for ornamentation. This flag would serve the O'Collegian for the remainder of this period.

Wile explained the reasons behind the change in an editorial to his readers:

The Daily O'Collegian hereby identifies itself under its proper name, and attempts to assume a more metropolitan appearance.

There are several reasons that have led the board of publications to recommend the change. One is: the paper is sent to high schools over the state once each week. The conclusion is drawn by high school students that A. and M. is putting out a weekly newspaper. Another, and perhaps greater reason is: when reprinted stories from The Daily O'Collegian appear in other college newspapers or publications, the paper is quoted as 'The O'Collegian.' The prestige of the school's paper is bettered by the change since the paper's size has been raised to six columns.<sup>14</sup>

With the six-column format, more effort was given to the makeup of the inside pages. Page two was reserved for editorial matter, although it occasionally carried the spillover of display advertising and jump stories from pages three and four.

Editorials were printed in 11-point type set two columns wide just beneath the masthead in columns one and two. A political cartoon measuring approximately seven by eight inches dominated the next three columns while the last column was reserved for official bulletins and want ads. Personal columns, usually in one-column format, filled in the remainder of the page. They featured two-line boxed italic heads with a decorative border. A few boldface heads over such items as letters to the editor provided additional contrast.<sup>15</sup>

Page three customarily carried the society news under a standing head. Also regular features were the four-panel syndicated comic strips which ran the entire width of the page below the advertising pyramid. The remainder of the page was assigned to display advertising, with any leftover space filled by jump stories and photos from news-picture services.<sup>16</sup>



The bulk of display advertising appeared on page four with the ads pyramided to the right and sometimes occupying as much as three-fourths of the page. Routine sports news was relegated to page four while the top stories continued to be featured on page one.<sup>17</sup>

### Three Editors in One Year

Under Wile the paper maintained a sense of continuity that was lost the following year when three different editors tried a variety of makeup techniques. The most noticeable change in the O'Collegian's makeup under Harold Phillips, editor for the 1928 fall semester, was the increased use of multicolumn headlines. Phillips showed a strong preference for the two-column, two-deck head. Usually, the first deck was a 36-point dropline followed by a second deck consisting of a 30-point pyramid. Phillips resigned in January to take care of his mother following the death of his father in an automobile accident.<sup>18</sup>

After Phillips' departure, Louis Blackburn and Tom McMurtrey served brief periods as editors, although no editor was shown on the mast until April.<sup>19</sup> Blackburn, who had served Phillips as managing editor, continued in that position until April, to be succeeded on his leaving by McMurtrey, who served as acting editor for the brief time remaining in the spring term.<sup>20</sup>

During the transition period following Phillips' resignation, page three was designated as the sports page under the direction of Sports Editor LeRoy McGuirk. Earlier, McGuirk had tried to group the sports stories together on page four, but this was the first effort at an officially designated sports page, complete with its own standing head.<sup>21</sup>

Meanwhile, the front page continued to undergo "surgery," with little continuity in the style of makeup. At first a profusion of small stories was used with as many as 19 to 25 headlines cluttering the page.<sup>22,23</sup> Blackburn later showed a penchant for banner headlines, using as many as three to a single page.<sup>24</sup> He once used banner headlines in 10 consecutive issues.

#### A Seven-Column Format

In the next two years continuity was restored. Joe Griffin served as editor for the 1929-30 term to be followed by Ewing Jones in 1930-31. Jones, having served as Griffin's managing editor, continued with essentially the same style that he and Griffin had established the year before.

Under these editors, the full-line head came into use for the top deck, which was usually three lines. If the headline did not count out exactly, extra white space was left between the words to make the line flush with the column rules. However, dropline heads retained a prominent role in the paper's makeup.

In January 1930, the O'Collegian came out with its first seven-column edition, printed on the newly acquired flatbed web-perfecting press.<sup>25</sup> The new format measured 17 by 22 inches and was considerably more versatile for makeup purposes than its six-column predecessor, especially for formal balance.

Griffin and Jones were responsible for several innovations during their editorships. Griffin brought out a special feature called the Magazine Page. Edited by the MS Club, it featured poems, features, and



reviews by local writers. It eventually became a supplement to the Sunday edition of the O'Collegian.<sup>26</sup>

Jones brightened the front page with innovative makeup to display the sports news. One layout featured 14 individual head shots of football players under a seven-column banner.<sup>27</sup> He also used parts of several pictures to form sports collages to illustrate stories on upcoming football games.<sup>28</sup>

#### A Streamlined Appearance

Jones' successor, Scoop Thompson, would remain at the helm of the O'Collegian for two years--long enough to have considerable impact on the paper's appearance. Consequently, in the fall of 1931 there was a change in the paper's makeup. The traditional four-deck headlines had been removed and replaced by a less complicated two-deck version, the first step in a concentrated effort to streamline the O'Collegian's typography.<sup>29</sup>

Thompson seemed to prefer a three-line, full-line top deck followed by a four-line hanging indention for the second deck. Dropline heads were used frequently in conjunction with the pyramid. Single cross-lines with a secondary pyramid often were used to head stories positioned near the middle of the page or below the fold.<sup>30</sup>

Heads for features often were boxed and set flush left. At other times, they were pyramided in italics for front-page display. Banner headlines appeared only when the news was substantial enough to justify their use. The customary banner used at the bottom of page one to advertise student activities now appeared at the bottom of the advertising pyramid on page four.

Eleven-point leads were common in both one- and two-column spreads. Occasionally the leads were set in boldface indented paragraphs for added emphasis. In short, Thompson's objective in makeup was to give the reader an uncluttered view of the news.<sup>31</sup>

There were fewer changes in format on the inside pages. Editorials were set in 11-point type one-and-one-half columns wide, then switched to a single-column, eight-point layout. Later, Thompson put editorials in the double-column, 11-point format and eventually tried one-column editorials in 11-point type. The sports page kept the same standing head and page-three location established several years earlier. Ads were distributed over pages two, three, and four and pyramided to the right.

In the spring of 1933, Thompson reported the O'Collegian rated near the top in national judging of university newspapers. "Only one point separated the A. and M. newspaper from the leader of Class B for general perfection, and only ten of 38 daily papers judged were placed in the class above," the story related.<sup>32</sup>

The O'Collegian had received a higher rating than student newspapers from the University of Indiana, University of California, Harvard, Yale, and Dartmouth as well as all other Missouri Valley publications. In the Southwest division, The Oklahoma Daily, University of Oklahoma student newspaper, led by one point, 79 to 78, to put both papers at the head of the Class B Category.<sup>33</sup>

#### The End of the Decade

It was 1933 and close to the end of the O'Collegian's first decade as a daily. John Oliver followed by Earl Richert succeeded Thompson

as editors, continuing with essentially the same format but adding their individual modifications.

The layout and design during Oliver's term was conservative. One-column heads prevailed with a few multicolumn heads for variety. Oliver seemed to prefer the dropline head over the full-line--at least it was used more for primary decks. The second deck was set in hanging indention or pyramid. Third and fourth decks were rare, although they had been commonplace just a few years before.

Banner heads increased in popularity and sometimes two ran parallel across the front page, separated by asterisks. When this occurred, one head would be set in upper and lower case, the other in all upper case for contrast. Occasionally, one of the banners floated above the nameplate with a notation to see the sports page for the accompanying story.<sup>34</sup>

The inside pages looked essentially the same as the year before. "We followed pretty much the format developed by Lawrence 'Scoop' Thompson and earlier editors," said Oliver in summarizing the makeup of his editorship.<sup>35</sup>

Richert advanced to the editorship in the fall of 1934, having worked his way up the ranks under Thompson and Oliver. Richert was an advocate of strong news display and his papers were characterized by the frequent use of banners and multicolumn heads. He had indicated his intentions along this line in an O'Collegian story shortly after his election:

Earl Richert, in charge of the 1934-35 career of the Southwest's Leading College Daily, looks forward to the debut of a new and improved O'Collegian with a successful nine-month run that will more firmly insure its already

to well-deserved title. The editor-elect declares, 'I intend to run streamers when and on what I wish during the following year.'<sup>36</sup>

Richert, true to his promise, increased the use of banners and spread heads, often using four to a page.<sup>37</sup> Italics were employed in some news heads for extra contrast.<sup>38</sup> The four-deck head, virtually abandoned in the two previous regimes, was restored to use on single-column stories appearing at the top of the page.

The editorial page was revamped with all material set in a one-column format. Editorials were set in 11-point type. In addition to the editorial matter, page two carried news feature photos and advertisements.

Page three was reserved for sports but carried the spillover of ads from page four, which was set aside for the social calendar, some society news, jump stories, and news briefs from the Associated Press.

Richert made a career of journalism after he left the O'Collegian and worked professionally for many years with the daily's first editor, Walker Stone--later succeeding him as editor-in-chief of the Scripps-Howard newspapers. By the time Richert served as editor, the O'Collegian had undergone a decade of improvements and was a much larger operation than the paper Stone had raised student money to support in 1924. Nevertheless, Richert observes, based on his vantage point as editor in 1934: "During my O'Collegian editorship, I was amazed at the number of innovations he had installed 10 years earlier."<sup>39</sup>

O'Collegian editors had worked hard the first 10 years of daily publication to improve typographical techniques so the paper would compare favorably with both college and commercial dailies. As Richert piloted the paper into 1935, its future did indeed look bright.

FOOTNOTES

- <sup>1</sup>The O'Collegian (December 2, 1924), p. 1.
- <sup>2</sup>The O'Collegian (February 8, 1925), p. 1.
- <sup>3</sup>Kenneth E. Olson, "How to Use Headline Forms," Typography and Mechanics of the Newspaper (New York, 1930), p. 233.
- <sup>4</sup>The O'Collegian (September 20, 1925), p. 2.
- <sup>5</sup>The O'Collegian (December 6, 1925), p. 1.
- <sup>6</sup>The O'Collegian (March 21, 1926), p. 1.
- <sup>7</sup>The O'Collegian (September 26, 1926), p. 1.
- <sup>8</sup>The O'Collegian (October 7, 1926), p. 1.
- <sup>9</sup>The O'Collegian (November 3, 1926), p. 2.
- <sup>10</sup>The O'Collegian (October 16, 1926), p. 1.
- <sup>11</sup>Otis Wile, personal interview (December 12, 1973).
- <sup>12</sup>Ibid.
- <sup>13</sup>Ibid.
- <sup>14</sup>The Daily O'Collegian (October 11, 1927), p. 2.
- <sup>15</sup>The Daily O'Collegian (October 12, 1927), p. 2.
- <sup>16</sup>The Daily O'Collegian (March 9, 1928), p. 3.
- <sup>17</sup>The Daily O'Collegian (March 8, 1928), p. 4.
- <sup>18</sup>The Daily O'Collegian (January 16, 1929), p. 2.
- <sup>19</sup>The Daily O'Collegian (April 13, 1929), p. 2.
- <sup>20</sup>The Daily O'Collegian (April 20, 1929), p. 2.
- <sup>21</sup>The Daily O'Collegian (January 18, 1929), p. 3.
- <sup>22</sup>The Daily O'Collegian (January 29, 1929), p. 1.



- <sup>23</sup>The Daily O'Collegian (January 30, 1929), p. 1.
- <sup>24</sup>The Daily O'Collegian (February 24, 1929), p. 1.
- <sup>25</sup>The Daily O'Collegian (January 5, 1930), p. 1.
- <sup>26</sup>The Daily O'Collegian (October 29, 1929), p. 3.
- <sup>27</sup>The Daily O'Collegian (October 11, 1930), p. 1.
- <sup>28</sup>The Daily O'Collegian (October 17, 1930), p. 1.
- <sup>29</sup>The Daily O'Collegian (September 11, 1931), p. 1.
- <sup>30</sup>Ibid.
- <sup>31</sup>The Daily O'Collegian (March 2, 1932), p. 1.
- <sup>32</sup>The Daily O'Collegian (February 18, 1933), p. 1.
- <sup>33</sup>Ibid.
- <sup>34</sup>The Daily O'Collegian (February 1, 1934), p. 1.
- <sup>35</sup>John Oliver, personal letter (January 11, 1974).
- <sup>36</sup>The Daily O'Collegian (May 8, 1934), p. 1.
- <sup>37</sup>The Daily O'Collegian (September 26, 1934), p. 1.
- <sup>38</sup>The Daily O'Collegian (October 13, 1934), p. 1.
- <sup>39</sup>Earl Richert, questionnaire reply (January 24, 1974).

## CHAPTER X

### CAMPUS POLITICS AND THE O'COLLEGIAN

#### The Founding of TNE at A. and M.

In the days when O'Collegian editors were elected by vote of the student body, campus politics were inclined to be explosive. Consequently, a history of The Daily O'Collegian would be incomplete without mentioning Theta Nu Epsilon--a powerful, secret fraternity which transformed many political races into bitter fights.

Theta Nu Epsilon was originally founded at Wesleyan University in 1870 as a legitimate social fraternity. In later years spurious chapters were established by unscrupulous jewelry salesmen who capitalized on the glamorous appeal of the secret fraternity to sell badges. These local units soon developed a reputation for ribald behavior and sub rosa control of campus politics.<sup>1</sup>

One of these chapters made its appearance at A. and M. in 1920,<sup>2</sup> sponsored by local fraternity men who planned to use the organization to control student government.<sup>3</sup> The fraternity quickly became a powerhouse of secret political activity, operating behind the scenes to infiltrate the Student Senate, Men's Panhellenic, and the board of publications.

The organization was clandestine from the beginning, holding secret initiations (later proved to be mainly beer-drinking sessions) and forbidding members to acknowledge membership. Insignia for the

outlaw group seemed patterned after the buccaneer image: the ensign was a black flag emblazoned with a purple dagger<sup>4</sup> with the badge bearing a skull and crossed keys. The skull's right eye was a ruby, the left, an emerald. The forehead carried the engraved Greek letters, TNO.<sup>5</sup>

Throughout the 1920's and 1930's TNE managed an on-again, off-again romance with student leaders and widely influenced student affairs. Twice during this period, TNE was banned by A. and M. presidents, later to resurface with renewed vigor. The group retained control of student politics until the mid 1950's. Its influence on the campus political scene was suspect as late as 1969.<sup>6</sup>

TNE membership, as former editors recall, was comprised of representatives from A. and M. social fraternities with the notable exception of Theta Beta Pi, whose members fought TNE influence at every opportunity. These TNE-Beta skirmishes are recorded in state and local headlines, and thus chronicle 1924-1934 as a period of political unrest for Oklahoma A. and M.

#### TNE as an Election Issue

Over the years, more than one O'Collegian editor decided to function without TNE guidance. Most outspoken in his fiery editorial attacks was Otis Wile, 1927-28 editor, and a Beta. But at least two other editors, Irvin Hurst and John Oliver (both bona fide TNE members), have not forgotten its role in campus politics.

Hurst became acutely aware of TNE as an election issue when he ran for re-election in the spring of 1926. He credits the anti-TNE faction, rather than his opponent, Clarence Paden, for his defeat.

When Hurst joined TNE, he lacked the fifteen-dollar initiation fee and wrote an I.O.U. to its treasury. Prior to the voting, the TNE records mysteriously disappeared along with the I.O.U. identifying Hurst as an active member.<sup>7</sup>

Hurst was unaware of this until the morning of the election when his name appeared on a handbill. Those assumed to be TNE candidates were described in the most unflattering terms. Labeled the "Anti T.N.E. Ticket," the sheet requested faculty supervision at the polls and urged students to disqualify Eugene DeWitt, Douglas Mitchell, Irvin Hurst, Glen Simmon, and Ben Bird as candidates. The circular charged: "These men have been put in office by crooked means. Your votes have been stolen before now and will be again unless these men are disqualified."<sup>8</sup>

The election and its aftermath of bitterness furnished the O'Collegian hot copy for several issues. The paper devoted two stories to the situation the day after the election. Hurst explained the role of the handbill in the lead article:

Delay in getting the election started was caused when 'anti-Theta Nu Epsilon' hand bills carrying serious acquisitions [sic] were found scattered profusely about the campus. Dean McElroy, acting head of the college in the absence of President Knapp, delayed the start of the election from 9 o'clock until 12 o'clock yesterday morning in order that students might have time 'to maturely consider the contents of the sheets.'<sup>9</sup>

E. E. Hadley, editor-in-chief of college publications, and Walker Stone, secretary-treasurer of the Student Senate, charged in the other page-one story that the anonymous publisher had committed libel and slander.<sup>10</sup> Both Hadley and Stone had received top billing on the 11 by 19 inch sheet, which accused Stone of not giving an "honest report" of Senate funds since school started.<sup>11</sup>

# ANTI T. N. E. TICKET

Students of Oklahoma Agricultural and Mechanical College  
Kill the crooked political ring which now controls Aggie land's student politics—By your vote today.

## Do You Know What The T. N. E. Society Is?

T. N. E. stands for Theta Nu Epsilon, which was formed as a political ring in colleges over the country. Regardless of the fact that this society has been outlawed by leading colleges and universities, there is a secret organization at work on this campus today which is a flagrant violation of the constitution of the Oklahoma Agricultural and Mechanical College.

The following facts are presented on this sheet, for your enlightenment; and with the sincere wish that they may convey to you some idea of the corruption which exists in campus politics; also that you may know some of the crookedness of those who hold some of the highest offices your school can offer.

### These Facts are Startling and Unfortunately True.

There is nothing on this sheet, for which there is not adequate proof on file.

**Studental** Your votes won't count to-day unless there is faculty supervision of the polls.

Student senators keep the Pools. The Student Senate is dominated by T. N. E.  
George Connor, Douglass Mitchell, Ben Bird, Don Rogers, Gene Alcott, Eugene De Witt, and Red Stone are T. N. E. Senate Members.

Last year at the polls there was crooked voting and ballot stuffing practiced.

PUNY WAHL, who held one of the highest offices the school could offer, the captaincy of the varsity football squad, lowered himself to cheat George Connor's way into the presidency of the Student Senate in the following manner:

At approximately four thirty when most of the voting for the day had been finished, Gene Alcott, a senator and a T. N. E. came up to the poll and asked for a ballot. Wahl asked his name and Alcott said Johnston. Wahl gave Johnston's ballot to Alcott, who voted it straight T. N. E. This was repeated on about thirty or forty ballots which had been unclaimed. Also it was repeated in the commerce school by Cowan, and in the other schools where a T. N. E. had charge of the polls.

After this manner of stealing votes the final count was made by members of T. N. E. Consequently the present student Senate has among its T. N. E. members the following: George Connor, Don Rogers, Doug Mitchell, Walter Stone, and DeWitt, and Gene Alcott.

The above members are found in the senate. The following members are in the publication department, and were placed there by their T. N. E. brothers at the polls. Charlie Weathers, Business Manager of the Redskin, Gabe Gierheart, Editor of the Redskin and Irvin Hurst editor of the O' Collegian—And to these is added the name of a faculty member, chairman of the board of publication, Ed Hadley. With the majority in the board of publication, and the leaders of the senate who are senators of the largest schools, being members of the T. N. E., their boast is good, at your expense, that a man can not be elected if he is not endorsed by T. N. E.

The organization does not end here but reaches still higher in its influences, and higher in our faculty roll when it has as members and active supporters, Head Coach Johnny Maulbetsch, and Fritz Redlich, head of the school of architecture.

An incident occurred in the architectural school recently which shows the thoroughness of the system of the T. N. E. Society, on this campus. After having signed a petition with forty or fifty other students in the architectural school for the release of Fritz Redlich as head of the school of architecture, Redding a student, upon reporting for baseball practice was told that he had cut his own throat in baseball. Maulbetsch is a brother T. N. E. of Redlich's.

This is just a brief sketch of a society which has stolen and bought its way into control of the campus politics and student activities. An organization which stole the presidency of the student senate from Bivert and gave it to Connor; which placed Red Stone in the secretary-treasurership of the student senate, from which there has not been an honest report since school started. Stone has made statements regularly but the statements tell only what is on hand and not what the senate has taken at the dances. That is why students of this school pay \$1.50, and \$1.00 for entrance to a student senate dance, when other schools have their dances for seventy-five cents and a dollar.

T. N. E. is the organization which put Charlie Weathers on the Redskin staff, and gave Hurst and Gierhart their positions.

**And students, T. N. E. is the organization which will tell you what to do forever if you do not demand disqualification of the T. N. E.'s on the ticket, and faculty supervision of the polls.**

It is T. N. E. that is grooming Glenn Simmons for the position of editor of the Redskin, who a week ago was jerked from a history class and put into a journalism class in order to cover up. The only work Simmons ever did was an occasional line in the O' Collegian and work on the mailing list.

### Minutes Taken From The Roll Book of Theta Nu Epsilon.

Motion by Morrison that we let Hettinger run on his own ticket. Seconded by Simmons—passed.  
Burford and Bill Bradley initiated into T. N. E. by sober ceremony at Hoke Hall at eight o'clock.

**OUR TICKET:**

President Student Senate, GEORGE CONNOR	Junior Senator, MAC SPADDEN
Vice President, DON ROGERS.	S. & L. HOUSTON OVERBY
Secretary and Treasurer, RED STONE.	Senior—Studeville, Gray, Bivert or Ed Roberts.
Sophomore Senator Open.	H. E. EVELYN BEESON, endorsed by T. N. E.
Agr. ED. ROBERTS.	Education—No step.

Suggested that a class officer be elected for a year and be elected in spring—passed.  
Hadley talks on business manager of O' Collegian. Morrison makes motion that Boyd's name be substituted for that of business manager of O' Collegian—seconded by Crutchfield and passed.

**Helen McCalla must have her mouth kept shut.**

February fifteenth 1925 three dozen sandwiches and two gallons liquor by Gierheart.  
February 26, note to First National Bank for \$25.00. April 8, liquor, \$27.00, car rent \$18.00.  
Overby and Wells nine dollars Cotton also Fruit, Maully and Fritz pay up and we have enough over and five dollars ahead.

The above shows that the ticket of T. N. E. went over almost completely—as it has gone over for three years, the amounts shown are from some where in the student body.

**ENOUGH! THE ONLY WAY TO STOP THIS IS TO DISQUALIFY EUGENE DEWITT, DOUGLAS MITCHELL, IRVIN HURST, GLENN SIMMONS, and BEN BIRD. THESE MEN HAVE BEEN PUT IN OFFICE BY CROOKED MEANS. YOUR VOTES HAVE BEEN STOLEN BEFORE NOW, AND WILL BE AGAIN, UNLESS THESE MEN ARE DISQUALIFIED.**

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THE TICKET SUBMITTED ON THIS SHEET IS FOR YOUR APPROVAL, FOR EFFICIENCY AND HONESTY.

<p><b>SENATORS</b></p> <p>School of Engineering— Herbert Lacey, Richard W. Cooper.</p> <p>School of Commerce— James Colbertson, Lefty Barnes.</p> <p>School of Education— "Pat" Bowman, Home Moonowles, Nellie Osborn, Agriculture— William Gray.</p>	<p>School of Science and Literature— Herbert Lacey, Senior Class— James Colbertson, Warren "Shorty" Cash, Frank Bateman, Junior Class, Glen "Little T Bone" McDonald, Bill Kratz, Sophomore Class Eldon J. Hoar</p>	<p><b>STUDENT ASSOCIATION</b></p> <p>President "Bogue" Mc Spadden Vice President T. N. E. Sec. Treas. T. N. E.</p> <p><b>PUBLICATIONS</b></p> <p>Redskin— Editor Ted Kershner Bus. Mgr. E. L. "Big Spick" Spickelmeier</p>
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FACULTY SUPERVISION OF VOTES

Figure 20. The Anti-TNE Handbill Which Influenced the 1926 Student Elections

Generally, the accused made no effort to deny TNE's existence or their membership in the group. They did, however, "vehemently deny" the misdemeanors charged to TNE and its members.<sup>12</sup>

TNE subsequently placed an ad in the O'Collegian listing students who had received TNE support in the elections (nearly all had won). The ad defined the mission of TNE as "an upperclass, honorary, secret student activity society, organized for the purpose of guiding student affairs."<sup>13</sup> The ad was signed by the retiring officers of TNE: Walker Stone, president, and Ray W. Gierhart, secretary-treasurer. Both were prominent student leaders. Gierhart was editor of the 1926 Redskin and Stone, in addition to holding his senate office, was a former editor of The O'Collegian.

The ad made no mention of the negative aspects of the organization such as the narrow selectivity which excluded many capable leaders, but the TNE song clearly expresses what the fraternity thought of those not in the inner circle:

We are the T.N.E.'s,  
We do as we damned please;  
We're Theta Nu Brothers,  
To hell with the others,  
We are the T.N.E.'s.<sup>14</sup>

The case for the opposition was presented by student J. Bent Wrigley in a letter to the editor which appeared in the O'Collegian the day after the ad. Wrigley raised the following questions:

1. Why, if this fraternity lives up to its alleged aims, has it been outlawed from so many colleges?
2. A secret political fraternity in college creates just as much suspicion of unfair dealing, and is just as destructive to unity of thought and action as a secret political organization is in national politics. Students do not enjoy having a small group of men tell them who their officers shall be.

3. Is it not inconsistent for T.N.E. to say that it is devoted to the welfare of the college, and yet deliberately violates [sic] the rule which states that officers of all student organizations must be on file in the president's office?<sup>15</sup>

In the April 21, 1926, convocation, President Knapp discussed the anti-TNE election sheet,<sup>16</sup> and later expelled the three students responsible, outlawed TNE, and asked faculty members connected with TNE to sever their memberships or resign their jobs.<sup>17</sup> Knapp's edict caused a temporary setback in TNE operations, but it continued to be an issue and influence in future campus elections.

#### A Second Election With TNE Overtones

A year after the sizzling campaign of 1926, Wile faced Paul Miller in a heated contest for the O'Collegian editorship. TNE again figured in this election, if not as overtly as the year before.

Both men were undoubtedly sincere in their quest for the editorship as both have since devoted their entire careers to journalism. Wile is a well-known journalist in state circles. He first served as reporter and editor of The Daily Press, a Stillwater newspaper now incorporated into the News-Press, and later served for many years as head of sports publicity at OSU. Miller left Oklahoma after getting his start on state papers and is known internationally as board chairman of both the Associated Press and the Gannett newspaper chain.

Looking back on that election which he won by 27 votes, Wile recalls that "certain moot questions put a little fire into the campaign."<sup>18</sup> Because he was an upcoming senior and had come up the O'Collegian ranks as sports writer and managing editor, Wile believed he

would be unopposed.<sup>19</sup> Instead, Wile, a Beta, drew strong opposition from the TNE faction.

"It was the Ku Klux Klan era in Oklahoma politics--the twenties--and a lot of underground activities were going on," the sportswriter reminisced. Referring to TNE members, he continued: "They were very powerful and I opposed their concept which is one reason why I had an opponent in the election. But Paul was talked into [running]. He was a popular, handsome, outstanding, young journalist."<sup>20</sup>

The would-be sophomore and the upcoming senior ran a spirited campaign. Miller advertised his platform and qualifications in several issues of the O'Collegian. Wile circulated a special campaign issue, paid for by his supporters, showing his concept of what the O'Collegian should be like.<sup>21</sup>

Although Miller had the official backing of TNE, at least one TNE member supported Wile. Hurst, defeated in his bid for re-election the previous year, did not let his TNE membership or his friendship with Miller influence his vote. Explains Hurst matter-of-factly:

Paul was a friend, but I supported Otis Wile. I was a TNE, but I supported Otis Wile who was a Beta... when it came to a showdown I considered him the more able of the two [at that time]. That's still my judgment, after nearly 50 years...<sup>22</sup>

#### A Spirited Editorial Campaign

For Wile the election fell short of ending his battle with TNE. The election campaign was heated, but the editorial battle Wile waged against the TNE's a year later reached the boiling point. It simmered on in several "Drifting In Aggieland" columns and cooled only under the frost of censorship.



When next year's elections rolled around, and the spoils were taken, Wile told his readers that the election was over and things would return to normal:

Well folks, the big slam is over; the boys and girls are elected or appointed to office, the losers will be smiling again, Theta Nu Epsilon can drop back into happier tasks for a few months and the rest of us, if any, may yawn placidly, point proudly to the races in which we successfully called the turn, and on the whole, we might say in closing, what of it?<sup>23</sup>

Wile went on to mention, several paragraphs later, that the Monday-night board of publications meeting may have been unnecessary "as the chosen candidates were already unofficially 'elected' by our contemporary sub rosa political fraternity."<sup>24</sup> Although this statement contained more than enough fire to kindle fireworks, Wile apparently had decided against an editorial campaign at this point:

This column today is intended to convey the idea that the daily is aware of a certain bad condition on campus. But the idea is further that the daily has decided not to fight a battle on the issue. The decision was reached because of the realization that the game isn't worth the candle...<sup>25</sup>

By Thursday morning, Wile's intention, as announced in Wednesday's paper, was water under the bridge. A banner headline--"Protest Election In Aggie School"--woke readers up to the fact that there had been more votes cast than eligible voters.<sup>26</sup> In commentary, Wile devoted his entire column to the ballot-stuffing and raised at least one provocative question:

Now granting that it is impossible to root out a secret order on the campus if such an order decides to exist, is it not possible for a system of voting to be evolved that will stop the endless foolishness of stuffed ballots?<sup>27</sup>

In his next column Wile mentioned no names, but continued to let the issue smolder, creating within his readers the expectation of an upcoming explosion. They were not disappointed.

Three days after the initial mention of the election, President Knapp, voicing his opinions in a front-page editorial, deplored the 36 extra ballots cast in the School of Agriculture and suggested a new election be called for agricultural senator.

In the same issue, Wile donned his warbonnet of righteous indignation. Recalling that his own campaign platform consisted of two planks--pro-administration and anti-TNE--Wile pointed out he had enough evidence to force the issue:

...and we are ready to do the duty of a paper--clean up, weed out and leave the government of the students a government by the students and not a government by a group of midnight plotters who make our decisions for us and make us like it.<sup>28</sup>

Once the daily's stand on the matter was clarified, he let his audience know just how far he would go:

This is a fight to the well-known finish....We have but begun what we consider a righteous war.

Plans for the showdown are yet in the making. If your editor is allowed by the board of publications to hold his post at the head of the paper, the campus will shake the T.N.E. influence. If the writer is asked to resign--you may know still further that we are speaking the truth.<sup>29</sup>

Several days passed in Wile's "righteous war" with his column pressing daily verbal assaults on TNE. Wile appeared to be winning when a front-page news story reported circulation of a petition calling for a new election.<sup>30</sup> Wile urged his readers to sign it:

It is a good petition, the drifting column thinks, since we helped write it! It will clear the atmosphere if the senate considers the petition favorable...

We believe the petition should get the support of the student body at large. The Senate can take such action as it sees fit, of course, but the petition will indicate whether the student body is interested in a general spring house cleaning.<sup>31</sup>

The next day's issue revealed that more than 1,000 students had signed the petition seeking a new election.<sup>32</sup> But the really big news was carried in a five-column head announcing: "Charges Brought Against Editor."<sup>33</sup> Clarence A. Slocum, a student in commerce, had charged Wile, in a letter to the board of publications, with using the paper as a medium for prejudiced editorials. He also charged that Wile was not a regularly enrolled student and accused Wile of promoting antagonistic feelings between fraternity and non-fraternity groups.

The board's immediate reaction was appointment of a committee to censor editorial copy until further notice. Board members justified their action by saying it would prevent unfavorable publicity for the school during the high-school interscholastic contests.<sup>34</sup>

Wile vividly recalls the incident of nearly 50 years ago:

The spring election after I was elected editor, there were more votes cast in the school of agriculture than students. I was pretty outspoken and got censured pretty hard, by TNE in particular, because it was supposed to be a detriment to the university to print anything like 'an old stuffed ballot box.'

The board of publications was divided on the subject of the TNE thing because I was going to have it banned. A representative of the student body named by the board of publications came over and checked the paper over before it would go to press each night and we had a lot of fun out of that. I enjoyed it and so did the boys because they didn't know what they were doing. We were all good friends.<sup>35</sup>

Wile remembers with satisfaction that his editorial campaign was worth the effort. "We did officially get TNE banned, and although they continued to exist, they weren't the big powerhouse they were in the twenties."<sup>36</sup>

The censorship was removed some three weeks after it had been instituted. The publications board tabled the charges and the few short weeks remaining in Wile's editorship passed without incident.

#### Another Editor, Another Bout With TNE

TNE may have been banned officially from A. and M., but unofficially it maintained its forces. Joe Griffin, editor in 1929-30, remembers that it was still active during his editorship, but in retrospect he compares its influence to the party caucus--"nominative, not deciding."<sup>37</sup>

Following Wile's tenure as editor, TNE slipped into the background so far as publicity was concerned, giving one the opinion that Wile's successors either approved TNE or overlooked it. Some of these successors held memberships in the organization.

Oliver, editor in 1933-34, joined TNE shortly before he was named editor by the board of publications.

...in the spring of 1933, I was approached by one of the campus leaders saying I was in line for the O'Collegian editorship next year, but that this involved my becoming a member of the supposedly secret organization, TNE. If TNE was a secret organization, it was an open secret, because I knew who most of the members were. I agreed to join, not knowing what plans were afoot vis-a-vis the Betas.<sup>38</sup>

The spring elections for student government posts that year were hotly contested. The Betas formed an alliance with non-fraternity groups to oppose the fraternity ticket sponsored by TNE, but when the returns were in, TNE had won.<sup>39</sup> This meant that TNE controlled the Panhellenic Council, the Student Senate, Student Association, and board of publications, as well as most fraternities.<sup>40</sup> The stage was set for retaliation against the Betas.

TNE members know how to crack the whip where it hurt the most; they decided to prevent the Betas from holding campus jobs.<sup>41</sup> In those depression years, jobs were valuable commodities to have.

When Oliver found out what TNE expected of him, he balked at the idea:

When my term as editor began, I had a columnist by the name of Sam Barnes. Sam was a Beta, and I was instructed in early October that I should fire him. I demurred, but was told Sam had to go no later than Thanksgiving.

Now I liked Sam's column, and it seemed to me my brother TNE's were invading my jurisdiction as editor when they told me who I could have on the staff. So I wrote a personal column publicly resigning from an organization the very existence of which was supposed to be a deep, dark secret.<sup>42</sup>

Oliver's personal column was an editorial in the form of a letter addressed to the president of TNE. In the letter Oliver tendered his resignation from membership, explaining that through the board of publications, TNE was attempting to dictate the material published by the O'Collegian. Oliver pointed out that editors were paid by the student body and owed those students the best publication possible, but his immediate reason for resigning hinged on TNE's demand that an O'Collegian columnist be fired. Oliver explained the situation to his constituents:

That individual is by no means indispensable to the sheet, and,--in fact, has worked irregularly this fall, but I believe he is the best man available for his position from the standpoint of reader interest. T.N.E. has admitted as much. But Theta Nu Epsilon, for personal and selfish reasons, wants him removed. The student body has a right to expect the best available talent on its newspaper. As long as that individual remains the best man for his job, and as long as I hold my present position, he'll stay right where he is...<sup>43</sup>

An interested reader of Oliver's editorial was Henry G. Bennett, president of A. and M. Oliver relates the president's genuine concern over the matter:

Early next morning right after the paper came out, I received a call asking me to drop by to see President Henry G. Bennett at his home. His first question to me was whether I thought I was in any danger of physical retaliation for my column. This jarred me since that particular outcome had not occurred to me. Later that morning, Dr. Bennett, on the basis of the 'disclosures' in the O'Collegian (disclosures which I am confident gave him no new information), suspended that portion of the student constitution having to do with student publications. I never asked Dr. Bennett what he had in mind; he took no further action. I assumed he was protecting me in my job. I served the rest of the year and without reporting to anybody in particular.<sup>44</sup>

The day following his resignation, Oliver chastised TNE "for being more interested in men who will take orders than those who hold a genuine regard for good government and the best interests of the institution."<sup>45</sup>

In what would be his last anti-TNE editorial comment, Oliver predicted its downfall:

Last spring the Order lost its head. With a pretty fair argument in its favor--and we're sincere in believing it had an argument, it carried an election by a landslide. Then, drunk with power, it undertook to punish the vanquished, and hit upon the plan of boycott. It was a hasty decision--one which a little thought would have forestalled--but T.N.E. launched its campaign. Thinking members of the Order now admit their mistake, but instead of correcting the error, blindly push policies which have, are now, and will continue to arouse sentiment against T.N.E. So the Order must fail through lack of vision. The tragedy of it is the school year has been upset by a senseless fight.<sup>46</sup>

The Christmas holidays intervened at this point, and the TNE issue was postponed, but not forgotten. Surprisingly, it was the student government president who took up the battle cry. In a specially

convened meeting, President Cecil Barnes, explaining O'Collegian editorials had forced the issue, demanded resignations from all TNE senators. Failing to get them, Barnes turned in his own resignation, declaring he could not be a part of a group whose actions were controlled by a secret organization. The senate was caught off guard momentarily, but regained its composure quickly. Within moments after accepting Barnes' resignation, it had named his successor.<sup>47</sup>

Barnes, however, had anticipated his resignation before the meeting in a letter to President Bennett. Copies of the letter, which solicited Bennett's help in eradicating TNE, were handed to the press as Barnes left the meeting. Barnes had suggested five specific methods for the eradification:

Their hold on student affairs is slowly strangling all signs of representative government. This condition has been brought about because the proper officials have ignored the activities of the group under discussion. The time is now ripe for the eradification of T.N.E. from our campus. It can be done by the following actions: (1) Abolish the existing student constitution for it is self-perpetuating, having been written by members of the order. (2) Dissolve the Student Senate and eliminate the Student Association officers. (3) Cut out the student representatives from the board of publications, and have the editors chosen on the basis of merit rather than politics. (4) Abolish the Pan-Hellenic Council and have the faculty committee draw up the rules, and (5) have all organizations on the campus list their officers and membership in your office.<sup>48</sup>

The next morning's O'Collegian carried a full report of the incidents surrounding the resignation in its news columns. There were no editorial comments; Oliver had won his victory over TNE (Sam Barnes continued to write his column.), and for the time being, he made no further reference to the organization.

State papers, however, reported a virtual suspension of student government at A. and M.:

With the abolition of the Men's Pan-Hellenic Council and suspension of the board of publications by executive proclamation of President Henry G. Bennett it appears that Theta Nu Epsilon, long dominant in student political circles, has received the official chastisement its opponents have been advocating for years.<sup>49</sup>

When spring election ballots were readied, the O'Collegian reported a conspicuous lack of mudslinging. The editor received a letter attacking TNE, but did not print it. The letter's author was not a member of the Student Association or a subscriber to the paper. Weighing these facts for his readers, Oliver explained the paper's neutrality: "We have, as far as possible, kept T.N.E. propaganda out of the columns of this paper. We see no reason for printing the other side."<sup>50</sup>

#### Decade of Influence: A Summing Up

During the decade covered by this thesis, TNE was a major power in campus politics. It exerted varying degrees of influence over the selection of editors--first in campus elections, and later through control of the editorial board--and consequently, the editorial policy of The Daily O'Collegian.

It was not able to maintain continuous control, however. The first organized opposition to TNE came with the Student Party in 1930. Comprised mostly of Betas and Independents, it helped expose TNE's stranglehold on student government and publications. But the battle was far from won, and TNE seesawed back and forth in the affection of O'Collegian editors. The actual damage done, if any, remains speculative.

Toward the end of his editorship, Oliver soothed his readers by telling them that the elections (and by implication, the TNE influence) did not really make that much difference:



Don't let it worry you too much--the college will go on whether John Goofus or Bill Whoozit is elected senator from the senior class. We used to wonder about it--but as the months go by, that fact is driven home.<sup>51</sup>

Forty years later, he holds much the same philosophy:

Now while student politics obviously played a hand in the selection of editors, I have the impression that in general the selections were good ones. Certainly the men who preceded me and followed me were most deserving of the post, and in my case, I probably made up for lack of talent by long hours of work.<sup>52</sup>

Many people are inclined to agree with Oliver's evaluation. Regardless of TNE influence, or maybe even because of it, the O'Collegian was served by editors who were bright, capable, hardworking, young men with gifted talents.

FOOTNOTES

<sup>1</sup>Ralph Gregory Beil, "Theta Nu Epsilon at Oklahoma State University" (unpublished research report, 1965), pp. 1-2.

<sup>2</sup>Ibid., p. 4.

<sup>3</sup>The Daily O'Collegian (September 3, 1974), p. 12.

<sup>4</sup>Ibid.

<sup>5</sup>Beil, p. 5.

<sup>6</sup>The Daily O'Collegian (September 3, 1974), p. 12.

<sup>7</sup>Irvin Hurst, personal interview (January 12, 1974).

<sup>8</sup>"Anti T.N.E. Ticket," a handbill distributed at the 1926 spring elections of Oklahoma A. and M. College, Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>9</sup>The O'Collegian (April 14, 1926), p. 1.

<sup>10</sup>Ibid.

<sup>11</sup>"Anti T.N.E. Ticket."

<sup>12</sup>Beil, p. 5.

<sup>13</sup>The O'Collegian (April 22, 1926), p. 4.

<sup>14</sup>Theta Nu Epsilon Song from TNE dance program, Walker Stone Collection, School of Journalism and Broadcasting, Oklahoma State University.

<sup>15</sup>The O'Collegian (April 23, 1926), quoted in Ralph Gregory Beil, "Theta Nu Epsilon at Oklahoma State University" (unpublished research report, Oklahoma State University, 1965), p. 7.

<sup>16</sup>The O'Collegian (April 22, 1926), p. 1.

<sup>17</sup>The O'Collegian (May 19, 1926), p. 1.

<sup>18</sup>Otis Wile, personal interview (December 12, 1973).

<sup>19</sup>Ibid.

<sup>20</sup>Ibid.

- 2 21 Ibid.
- 22 Hurst.
- 23 The Daily O'Collegian (April 18, 1928), p. 1.
- 24 Ibid.
- 25 Ibid.
- 26 The Daily O'Collegian (April 19, 1928), p. 1.
- 27 Ibid.
- 2 28 The Daily O'Collegian (April 21, 1928), p. 1.
- 29 Ibid.
- 30 The Daily O'Collegian (April 26, 1928), p. 1.
- 31 Ibid.
- 32 The Daily O'Collegian (April 27, 1928), p. 1.
- 33 Ibid.
- 34 Ibid.
- 35 Wile.
- 36 Ibid.
- 37 Joe M. Griffin, personal letter (March 26, 1974).
- 38 John Oliver, personal letter (January 11, 1974).
- 39 Ibid.
- 40 The Daily O'Collegian (December 19, 1933), p. 1.
- 41 Oliver.
- 42 Ibid.
- 43 The Daily O'Collegian (December 19, 1933), p. 1.
- 44 Oliver.
- 45 The Daily O'Collegian (December 20, 1933), p. 2.
- 46 Ibid.
- 47 The Daily O'Collegian (January 4, 1934), p. 1.

<sup>48</sup>Cecil W. Barnes, letter to Dr. Henry G. Bennett (January 2, 1934), copy shown in Beta Theta Pi scrapbook on TNE.

<sup>49</sup>The Daily Oklahoman (January 16, 1934), p. 8.

<sup>50</sup>The Daily O'Collegian (April 11, 1934), p. 2.

<sup>51</sup>Ibid.

<sup>52</sup>Oliver.

## CHAPTER XI

### A. AND M. JOURNALISTS: THE VARSITY TEAM

#### Introduction

In terms of later professional leadership in journalism, this decade must be regarded as the O'Collegian's most notable period. An outstanding group of student journalists served on the staff with at least three of them achieving national, if not international, stature during their professional careers. And, while it must be remembered that any evaluation of editorial leadership is at best incomplete and somewhat subjective, this chapter will look at the work of five editors in greater detail. Later in this chapter, the reader will be introduced to the O'Collegian advisers who served during this period.

#### Walker Stone

Without a doubt it was the daily's first editor, Walker Stone, who left the strongest imprint on the newspaper. Stone's contemporaries remember him well, characterizing him in most descriptive terms: "Quite a blade, red-headed, good-looking, slow spoken, quiet voice, one who weighed everything carefully."<sup>1</sup>

Stone came to A. and M. from the oil town of Okemah where his father, S. E. Stone, ran Stone's Mercantile.<sup>2</sup> "Red" Stone, as he was called by his friends, was a little older than the average student,<sup>3</sup> having previously worked<sup>4</sup> on the Okemah Ledger.<sup>5</sup> At that time the A.

and M. student newspaper was a weekly called the Orange and Black. It later advanced to a semi-weekly known as The O'Collegian. Stone, however, envisioned an even bigger operation. Immediately after his election to the editorship in the spring of 1924, he spearheaded a campaign for a daily newspaper. Otis Wile, who served as sports editor of the new daily, describes Stone's leadership in this activity:

He was an unusually sharp organizer, and a student who had a driving desire to make something more than a struggling weekly out of the paper. It was he, probably more than any other, who first convinced the administration to put the college paper on the list of activities requiring fees. Student approval of this manner of obtaining subscribers was put across by Stone. The paper's name was changed to The O'Collegian but in Stone's regime he enlarged the operation from a semi-weekly to a daily, the name becoming The Daily O'Collegian.

Probably the school wasn't big enough to support a daily but that didn't deter Stone. He pushed his program of recruiting promising young newspapermen in the state, convincing them they needed a college degree and could have one if they were agreeable to a program of working day and night.<sup>7</sup>

Wile compares Stone to a football coach recruiting players as he tried to get young reporters to quit their newspaper jobs and come to A. and M. All he had to offer in the way of financial encouragement was a job on the O'Collegian (at student wages) plus the little extra that could be made stringing for the state's larger papers.<sup>8</sup>

The most outstanding of these recruits was Paul Miller, son of a Pawhuska minister and editor of a school paper which had won practically all the prizes a high school paper could win.<sup>9</sup>

Miller would serve as sports editor of the O'Collegian and would later run for editor, to be narrowly defeated by Wile in the hotly contested spring elections of 1927. (See Chapter X.) Ironically, it would be Miller, who never served as editor-in-chief, who would achieve the greatest fame. In later years, he would rise to the top of journalistic

C. WALKER STONE, *Editor-in-Chief*LESLIE HOLLINGSWORTH, *Business Manager*

# The O-Collegian

Stillwater

April 22, 1925

Mr. Paul Miller,  
 Editor The Wah-Sha-She,  
 Pawhuska High School,  
 Pawhuska, Oklahoma.

Dear Mr. Miller:

I have been authorized to invite twelve male editors of high school papers to the Gridiron banquet to be held under the auspices of The College Press club at the A. and M. college cafeteria at 6 o'clock Wednesday, May 6. In looking over the list of high school exchanges, I have chosen your paper as one to be represented and hope you will find it convenient to be present at the occasion.

The College Press club is a local organization, its membership comprising men students at A. and M. college who are active in journalistic work. This year's Gridiron banquet will be fashioned after those famous "roasting affairs" held under the auspices of the press in Washington, D. C. each year. It will be an annual affair.

Approximately 200 guests will be present, including prominent students and faculty members of the college, and men holding prominent governmental and newspaper positions from over the state.

The seventeenth annual state interscholastic meet starts May 7, the day following the date of the banquet. If you have already planned to attend the meet, you will only have to come one day sooner to include the banquet.

Please let me know if you can accept the invitation, and remember to make The O'Collegian office your headquarters while visiting in Stillwater.

Very truly yours,

WS:L

Editor.

Figure 21. Walker Stone's Recruitment Letter to Paul Miller, A. and M. Alumnus Who Now is a World Famous Leader in Journalism

circles to serve as president and board chairman of the Associated Press and chief executive of the Gannett newspaper empire, the nation's largest collection of newspaper properties.<sup>10,11</sup> As Wile so aptly puts it, he "would have to be named 'varsity captain' of any all-time journalism team from Oklahoma State."<sup>12</sup>

Stone himself rose to national prominence in a journalism career which spanned four decades. After editing the O'Collegian, Stone served as secretary of the Student Senate and general manager of student publications. Following graduation he went to Washington to study law, but found it necessary to take a job as a copyreader for the Washington Daily News. He soon switched to reporting and eventually became a city editor. Later he joined the News' parent, Scripps-Howard Alliance, where he would spend the next 40-plus years in an assortment of positions including editor-in-chief from 1952 until his retirement in 1969.<sup>13,14</sup>

Stone was multi-talented. He obviously excelled in management. But his specialty, which dated back to his O'Collegian days, was editorials. It was in this area, that he was most admired by his colleagues:

Walker's writing talents are a thing of envy to many of us in Scripps-Howard. He has authored in editorials some of the most graceful prose ever to move out of Washington to our newspapers. Not language that was artificially prettied-up or lacquered, but words and sentences that were strong and clean-limbed--bearing a definite relationship to an upbringing in the open country of Oklahoma. In this category, for example, was his nationally quoted 'Ike is running like a dry creek' line in a 1952 editorial urging Ike to get cracking on his campaign.<sup>15</sup>

Stone and Miller are recognized as two of Oklahoma State University's most famous alumni. Each received OSU's highest honor, the Henry G. Bennett Distinguished Service Award, in 1972. Earlier, both had been named to the OSU Alumni Hall of Fame.



MEMBER  
THE  
ASSOCIATED  
PRESS

# THE O' COLLEGIAN

WEATHER  
Tuesday fair,  
warmer; Wednes-  
day partly cloudy  
to cloudy

Published Daily Except Monday in the School Year by Students of Oklahoma A. and M. College

VOLUME XXX

STILLWATER, OKLAHOMA, TUESDAY MORNING, MAY 26, 1925

NUMBER 163

## FINE WORK, C. WALKER STONE

—THE WHOLE STAFF

### TRACK HOPES REST ON RALPH HIGGINS

Season Will Close with Valley Meet, May 29-30

#### BULL OUT FOR YEAR

S. Haas May Replace Bull in Relay Team; Morrison and "Bic" Haas In Shot and Discus Contests

#### By OTIS WILE

Tapering an unusually successful year of athletics with a less than mediocre track season, Coach Ed Gallagher's tracksters have all but completed their 1925 campaign. One meet, the Missouri Valley conference carnival at Norman, May 29 and 30, remains on the schedule.

As in 1924, when Capt. Frank Davis took the Valley mile championship at Lincoln, so this season A. and M. hopes of a valley victory rest with one man.

While his team-mates have scored but one track triumph this season, Captain Higgins, versatile dash star, has unleashed the greatest running of a long career as an Aggie cinder-path artist. Undeclared in the "440," his favorite distance, Higgins will attempt to add the Valley championship to his list of triumphs.

Higgins held the Southwest conference quarter mile record of 50.3 seconds, set this spring at College Station, Tex. He has been clocked under this time in practice runs. The Aggie champion is expected to better 50 seconds flat in the university track at Norman.

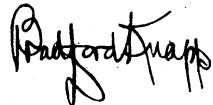
Loss of Joe Bull, holder of the A. and M. record of 21.2 seconds for 220 yards, has deprived the Gallagher

### Prexy Joins Paper Staff With Tribute

Says Editor and Business Manager Have Been Big Factors in Paper's Success

The O' Collegian has been one of the great factors in the success of the A. and M. college this year and Mr. Stone and Mr. Hollingsworth have been the big factors in bringing it across. Of course all the staff have helped. There has been fine cooperation on every side.

Our hats ought to be off to The O' Collegian and its fine work during the past year. Without it I do not know what we could have done. Here's success to The O' Collegian for the new year!



### CHRISTIANITY IS RELIGION OF JOY

—THURSTON

Bishop Tells Seniors to Emphasize Joy, Service and Development in Lives

### 200 WILL ATTEND ALUMNI BANQUET

Every Alumni Invited to Attend Affair Tonight

#### DEAN IS TOASTMASTER

Representatives of Various Classes Are on Program; Knapp to Be Principal Speaker

Representatives of each class from 1900 to 1925 inclusive have been asked to speak on the program of the alumni quinquennial banquet which will be held at the Methodist Episcopal church at 6:30 o'clock tonight.

President Knapp will be the main speaker on the program, and Dean Nora A. Talbot will act as toastmistress.

More than 200 alumni are expected to be present and every alumni of the school including the class of 1925 are eligible to attend the banquet.

### Alone, '05 Graduate Built First Memorial

About this time of year, back in 1905, a man named W. S. Rush decided it was a sad thing that soon his class which was the graduating class of A. and M., would be forgotten. He became rather morbid over his thoughts, and called a meeting for the purpose of solving the problem.

He received little satisfaction as it was in final examination week and the students were busy with other thoughts

### Undergraduate Days Will End This Morning for 180 Seniors

#### COMMENCEMENT CALENDAR

**Today**  
9:50 a. m. The commencement exercises. Auditorium.  
4:30 p. m. Annual alumni business meeting. Auditorium.  
6:30 p. m. The alumni banquet. Quinquennial reunion of the classes of 1900, 1905, 1910, 1915, and 1920.  
**Wednesday, Phi Kappa Phi Day**  
2:00 p. m. The Phi Kappa Phi address. Prof. Albert Dickens, head of the department of horticulture, Kansas State Agricultural college.  
4:30 p. m. Phi Kappa Phi initiation.  
6:30 p. m. Annual banquet. Home economics building.

#### TAX LISTS PUBLISHABLE

WASHINGTON, May 25.—News-papers may publish, without hindrance from the government, or anyone else, any official information which congress makes available to public inspection, the supreme court declared today in deciding two cases involving the publication of income tax lists open to inspection last fall at the offices of internal revenue collectors.

### DISCIPLINE IS BIG THING IN MILITARY

Colonel Addresses Annual Military Convocation; Captain Schmidt Honored

Discipline is the biggest thing sen-

#### Commencement Exercises Begin At 9 O'clock

#### BIZZELL IS SPEAKER

Juniors Will Have Section Reserved on South; Visitors Again Asked to Take Seats Early

Undergraduate days will be over for 180 members of the class of 1925 this morning when thirtieth annual commencement exercises of the Oklahoma A. and M. college are concluded in College auditorium.

Seniors will form for their march to and into the auditorium in Morrill hall at 8:20 o'clock. Members of the faculty will meet at the same time, as will also the juniors. President Knapp has joined with Charles Weathers, president-elect of the junior class, in asking that all juniors appear for services. The class will meet before Engineering building under Weathers' charge, and from there will march to the south entrance of the auditorium. Seats will be reserved for it in the south section downstairs.

Students and townspeople again are (Continued on Page 2)

#### NOTICES

Meeting of Klod and Kernal club Wednesday night, 7:30 o'clock. Room 101 Morrill hall. Initiation and awarding of medals.

Figure 22. A Tribute to Walker Stone, the Daily's First Editor

## Irvin Hurst

Stone was succeeded in the O'Collegian editorship by his managing editor, Irvin Hurst. Hurst, who has been described as "probably the most informed and accurate news handler" of the period, kept the daily going during its critical second year.<sup>16</sup>

Hurst arrived at A. and M. in September 1923, a green freshman wanting a job on the weekly college paper. With a year's work experience on the Okmulgee Daily Times to his credit, he was put to work for 25 cents an hour by E. E. Hadley, editor-in-chief of college publications. His job was to write brief stories about A. and M. students for their hometown papers.<sup>17</sup>

Later, Orange and Black Editor Madelaine Bradley assigned Hurst to interview A. and M.'s new president, Dr. Bradford Knapp, thus officially launching him on his collegiate journalism career. Knapp had just arrived to assume his new duties. As the president interrupted his unpacking to talk to the cub reporter, Hurst had no inkling that he was talking to his future father-in-law. However, after graduation a few years later, Hurst married Marion Knapp, the president's eldest daughter.<sup>18</sup>

When Stone was elected editor a year later, he named Hurst managing editor. The editorship itself would come to Hurst as the prize of the 1925 spring elections. Hurst quickly established a reputation for fairness and accuracy. His motto, adopted from a since-forgotten source, was: "If you don't want your name in print, so live that it won't be there!"<sup>19</sup> This philosophy guided many of his decisions on what to

print and what not to print. His major contribution as editor, Hurst says, was to set "a standard of editorial integrity."<sup>20</sup>

One of the more colorful events, and one of the most disheartening for Hurst, came at the close of his editorship. He was seeking re-election to a second term. For years a political feud had raged between Beta Theta Pi and other A. and M. fraternities. Opposition to the Betas centered in a secret political order known as Theta Nu Epsilon, commonly referred to as TNE. Membership in TNE was comprised of representatives from the various fraternities, excluding the Betas. It included such campus leaders as Walker Stone. The fact that Hurst also was a member cost him his second term as editor. (For more information on TNE, see Chapter X.)

Election morning the entire campus was blanketed with handbills denouncing TNE and its candidate for editor, Irvin Hurst. Had the election proceeded on schedule, Hurst is sure he would have won. But in the absence of President Knapp, Dean Clarence McElroy delayed the election until noon and the victory went to Clarence Paden, Hurst's opponent. Nearly 50 years later, the events are still etched vividly in Hurst's memory and he says by way of justification: "TNE served only to keep me advised of sub rosa currents on campus, and to this day no one has accused me of subordinating the columns of the O'Collegian to any partisan group."<sup>21</sup>

Defeated for a second term, Hurst taught a journalism course during his senior year for the English department at \$15 a month and worked afternoons in the college publications office, for which he was paid separately.<sup>22</sup> He resigned at the end of the winter quarter to carry the 22 hours needed for graduation.

Following graduation, Hurst went to work for the Oklahoma Publishing Company and for many years covered the capitol and state politics. He also served as city editor of both the Oklahoma City Times and The Daily Oklahoman. In December 1942, he left the newspaper business to join the New York Life Insurance Company, with which he still is affiliated.<sup>23</sup>

#### Otis Wile

Otis Wile arrived on the A. and M. scene at the start of the winter quarter in 1923, and was destined to become the O'Collegian's most crusading editor during this period.

Wile was a quarter-miler on the famed Ed Gallagher's track team and held one of the jobs allotted for A. and M. athletes--sweeping out Williams Hall for \$14 a month. When there was an opening for assistant to the sports editor, Wile applied and got the job. He continued his janitorial duties as the newspaper job paid in experience rather than dollars.<sup>24</sup>

That was the beginning of Wile's journalism career. From there he would progress to sports editor and managing editor under the tutelage of Stone and Hurst. Due to his father's illness, Wile found it necessary to withdraw from school for two quarters during his junior year. He sold advertising for the Stillwater Daily Press and returned to school in the spring. Student elections were close at hand, and he quickly mustered enough support to win the editorship.<sup>25</sup>

Lawrence Thompson, reminiscing a few years later on former editors, furnishes a colorful description of Wile at this time:

There was Otis Wile--we worked together on the Daily Press in '27, the summer before he became a college, and I a high school editor--with his droll humor, his soothing drawl, and his briar pipe which seemed as much a part of Ote as his pencil.<sup>26</sup>

If Thompson's description conjures up visions of a contented, good-humored editor, the reader should keep in mind that this is a view of Wile from only one perspective. If his editorials and columns provide any indication of another perspective, it is one of crusading missionary zeal for a number of causes by a champion of justice.

For the first semester of his editorship, Wile seemed content to write editorials providing various constructive suggestions on numerous topics including grade requirements for fraternities,<sup>27</sup> new year resolutions,<sup>28</sup> and winning football games.<sup>29</sup>

The spring term was a different story. It was then that Wile originated his "Drifting In Aggieland" column to comment on more relevant issues. When President Knapp resigned to accept an Alabama post, state papers editorialized on the A. and M. political situation. Wile repeated some of these editorial comments and added a few of his own. After a week or two of speculating on the presidential situation, Wile was asked to drop the matter. He did so reluctantly:

Living in the house that Jack built, we have been instructed not to throw stones. We leave the presidential field with regret, for it was our purpose to throw light where light was needed. We state this in justification of our withdrawal from the presidential field. We do so with a feeling that, conditions being as they are, it is right that the O'Collegian should be muzzled. We say that in spite of our belief in a free and unbiased press--if we ever own a paper--but likely we won't so we'll make no predictions.<sup>30</sup>

This was not the last time that Wile's commentary was squelched. When it was obvious that there were irregularities in the student elections, Wile could not resist informing his readers.<sup>31</sup>

Having been elected on a pro-administration and anti-TNE platform, Wile spared no punches in exposing the TNE influence on campus politics. It was not long, however, before the board of publications muzzled him to prevent unfavorable publicity.<sup>32</sup> Wile was charged on three counts: editorial prejudice, unfavorable publicity, and creating antagonism between fraternity and non-fraternity groups.<sup>33</sup> The charges were eventually dropped, and although Wile must have considered the episode somewhat stifling, he certainly had proved the power of editorializing for a cause. He also had earned a reputation as one of the most colorful editors in O'Collegian history.

Wile stayed on in Stillwater after graduation to do a 14-year stint on the Stillwater Daily Press, succeeding Randle Perdue as editor when Perdue took a college publicity job. When the Daily Press was sold and renamed the Stillwater News-Press, Wile elected to stay on. However, a year later he was named director of the Sports Information Service at Oklahoma A. and M. College, the position he held until retirement in 1969.<sup>34</sup>

#### Lawrence Thompson

One of the most talented writers on the O'Collegian was Lawrence Thompson, editor in 1931-33. "Scoop," as Thompson was affectionately called by his peers, was the first editor to serve two consecutive terms.<sup>35</sup>

He became a stringer for the O'Collegian while still in high school.<sup>36</sup> He was thoroughly infatuated with the newspaper business, and by the time he got to college it was a full-blown love affair.

Consequently, Thompson always remembered his first encounter with the O'Collegian:

The O'Collegian office looked fearfully big. The horse-shoe copy desk with its imposing array of typewriters was awful in its magnificance [sic]. The reporters were busy rushing from desk to desk, shouting from room to room, calling over the telephone. Somewhere downtown linotype machines were pouring out type and presses prepared for the first edition of the summer. No wonder a kid was impressed deeply at the sight, and if his knees were trembling and his voice unsteady as he asked for the editor, can he be blamed? And when the editor--Irvin Hurst, it was--gave him a chance, is it to be wondered that he then and there decided newspaper work was the only profession in the world, and that to be a reporter on the O'Collegian was the acme of ambitions?

That was in 1926. There have been other editors and many reporters since then, but the ink which was infused with my blood then has never been diluted, and the ideas which were instilled in my mind remain as strong as they were in those roseate days of beginning.<sup>37</sup>

Thompson loved being editor. In this position he instigated more campaigns than perhaps any editor before or since. There was the anti-wolf campaign to help college students find jobs.<sup>38</sup> The fruit of another campaign was a new pep song for A. and M.<sup>39</sup> Then there was the campaign for locks on the doors of rooms in sorority and fraternity houses. Three robberies helped the paper make its point.<sup>40</sup> Numerous other drives were launched during the Thompson administration--some were won, some lost. But all were fought for with the same crusading enthusiasm that was Scoop's trademark.

John Oliver, Thompson's successor, provides the following brief description of what Thompson was like at this time:

I remember Lawrence 'Scoop' Thompson as slender and not too tall. He might have been something out of a 1920's play called, I believe, 'The Front Page.' He was an admirer of Lincoln Steffens, whose most famous work must have been published in the late 1920's and he wrote an occasional column modeled on the diary of Samuel Pepys.<sup>41</sup>

It was as a columnist that Scoop excelled.<sup>42</sup> He began by entertaining his O'Collegian readers with homespun humor (see Chapter VI), developing a style that would delight readers throughout his lifetime.

When it came time to enter professional journalism, Thompson advised all the major city newspapers of his availability. When no offers came, he took a newspaper job in Seminole, an Oklahoma oil town, on a one-man newspaper staff for \$15 a week. In 1935, Walter M. Harrison, managing editor of The Daily Oklahoman, offered Scoop "a bigger grind."<sup>43</sup>

It wasn't long before he submitted "Blue Mondays," an extracurricular attempt at column writing which eventually led to a different column for each day of the week. Thompson joined the Miami Herald in December 1945, where he often entertained readers with down-to-earth stories about his life in Stillwater, Oklahoma. The Okie yarns became favorites with Thompson's readers.<sup>44</sup>

When he died in February 1973 of respiratory complications, readers responded with more than \$20,000 in donations for a highway beautification program that he had promoted in his column. It was their way of paying tribute to Scoop.<sup>45</sup>

#### Earl Richert

The O'Collegian finished its first decade of daily publication under the capable guidance of Earl Richert. Richert would repeat Thompson's feat of serving two consecutive terms as editor, and would have the added distinction of being the first editor twice elected by vote of the student body.\*

---

\*In 1934 the editor was once again elected by the student body under a revised student constitution. The editorial board passed on the candidates' eligibility.<sup>46</sup>



Richert doesn't recall how he discovered he liked to write, but when he arrived at A. and M. as a 16-year-old freshman in 1931, he already had a few book reviews to his credit in the Watonga Republican. Consequently, he applied for a reporter's position on the O'Collegian and was assigned to the agricultural beat. Richert handed in his copy in longhand until he finished a typing course. In spite of this, he turned in more copy than anyone else. He worked his way up the O'Collegian hierarchy to the editorship his senior year, defeating a staff colleague, David Knox. The next year he was unopposed in his bid for re-election.<sup>47</sup>

John Oliver, editor 1933-34, introduced Richert as his successor to O'Collegian readers in the spring of 1934 with this humorous sidelight of Richert's early reporting experience:

Earl Richert, who will handle the editorial department of the O'Collegian, has three years experience and a prodigious amount of work behind him. The story goes that he came into the office a green freshman, received his first assignment which was to interview a certain department head, and upon arriving at that individual's office, stuck his head inside that worthy's private office and shouted, 'Hey, you guys! Ya know any news?' He departed a wiser reporter, but without the interview. Since then he has developed into a real newspaper man. He has ability, a mind and ideas of his own....<sup>48</sup>

According to the 1935 Redskin, Richert maintained a conservative editorial policy and waged "none of the bombast-filled campaigns customary with college editors."<sup>49</sup> The yearbook lists Richert's biggest success as the appointment of a college athletic director.<sup>50</sup> He is inclined to agree that this was the highlight of his editorial accomplishments.<sup>51</sup>

No head of the athletic department had functioned since the resignation of Lynn O. Waldorf in 1933 to become coach at Kansas State University. O'Collegian editorials

stirred up student sympathy against this apathy and eventually were a factor in the choice of Henry "Hank" Iba to guide the athletic department.<sup>52</sup>

Following his second term as O'Collegian editor, Richert joined the Scripps-Howard organization as copyboy for the old Oklahoma News in June 1936. Following the News' closing in 1939, Richert did a five-week stint on the Tulsa Tribune's rewrite desk before joining another Scripps-Howard paper, The Indianapolis Times. Scripps-Howard sent Richert to Washington in 1944 as a regional correspondent and later promoted him to the national staff where he specialized in politics and economics. He "covered the White House for S-H during the close of War II, the dropping of the [first atomic] bomb and...rode the campaign train...with Truman in 1948."<sup>53</sup>

Richert was named editor of Indiana's Evansville Press in 1951 but returned to Washington eight years later to head the Scripps-Howard Washington bureau. In 1969, he succeeded A. and M.'s own Walker Stone as editor-in-chief of all Scripps-Howard papers, the position he holds today.<sup>54</sup>

#### Advisers

From 1924 to 1934, student publications at Oklahoma A. and M. were just that--publications managed and operated by the students. Many of those working on publications had previous newspaper experience on state papers and therefore had a relatively clear idea of journalistic responsibility. As a result, advisers often stayed in the background rather than playing an active role in the paper's operation.

## E. E. Hadley

Edmund Edward Hadley was named head of A. and M.'s publication department in the fall of 1923. A former reporter for the Associated Press on the state capitol beat, Hadley was only 26 or 27 years old at the time of his appointment. "He was both energetic and imaginative."<sup>55</sup>

Raymond Fields, who would later join forces with Hadley to establish the Capitol Hill Beacon, recalls that A. and M.'s journalism department in the Hadley regime was most unusual. He associated freely with the students, teaching them what he could on an individual basis.<sup>56</sup> It was characteristic of Hadley to roll up his sleeves and sit down with young reporters to help them in developing their stories.<sup>57</sup> To his credit, this period produced some of A. and M.'s most outstanding journalists.

From all indications, Hadley was extremely popular with the students. It is believed that he "probably had a strong hand in shaping [Walker] Stone's collegiate career."<sup>58</sup> He also was intensely loyal to student interests. Hadley was alleged to have held membership in TNE along with some of his students. After the wild charges brought forth by the scandal sheet circulated in the 1926 student elections, he acknowledged membership, saying: "I could not have been classed with a cleaner, more outstanding group of students on this campus than the men who are victims with me."<sup>59</sup>

It is mere speculation as to why Hadley resigned his position at A. and M. during the summer of 1926. Whether the TNE scandal, which brought frowns from the administration, influenced his decision is unknown. At any rate, he moved to Oklahoma City and entered a partnership with Raymond Fields in the Capitol Hill Beacon.<sup>60</sup>

His students never forgot him. Thirty-five years later, in 1961, Walker Stone and Paul Miller sponsored an "Ed Hadley Day" in Stillwater with the assistance of Dr. Charles L. Allen, director of the School of Journalism. "It was a gala occasion to honor the man who had inspired a few select students to continue in journalism."<sup>61</sup>

Clement E. Trout

In the fall of 19~~5~~<sup>2</sup>6, President Bradford Knapp appointed Clement E. Trout to succeed Hadley as director of college publications. As Irvin Hurst recalls, Trout "was a far different character from the ambitious Ed Hadley" who left A. and M. for a newspaper job.<sup>62</sup>

The O'Collegian write-up on Trout's appointment gave his vital statistics. The new director was 35 years old and employed in publicity work for the United States Department of Agriculture. He had a background in both agriculture and journalism. He was experienced "as a teacher, as an agriculture editor, as a correspondent for metropolitan dailies...."<sup>63</sup>

At the time of his appointment, Trout was the only full-time employee in journalism. His duties were threefold: journalism teaching, editing materials for the Experiment Station, and heading the Department of Publications.<sup>64</sup>

Although Trout had wide-ranging duties as publications head, including both public information and student publications, he rarely imposed himself on the campus newspaper staff. Former editors remember Trout as "a gentle person" who neither interfered nor took an active role in his position as O'Collegian adviser.<sup>65,66</sup> He may have exerted

a strong, indirect influence, however, through his chairmanship of the board of publications.

Trout was recognized nationally for his work in industrial editing. He established the Department of Technical Journalism at A. and M. in 1938. Under his leadership, the nation's foremost program in industrial journalism was developed. That same year, Trout invited 25 Oklahoma house magazine editors to a special meeting. From this group came the first professional society of industrial editors, the forerunner of the current International Association of Business Communicators.

Oklahoma A. and M. College offered the first degree program in industrial editing in 1945. In 1947, Trout hosted 34 editors from 13 states for the first edition of the now-famed Editors' Workshop, which has been continued by Trout's successors.<sup>67</sup>

Trout is recognized as the "father of industrial editing." He retired from Oklahoma State University in 1958, at age 67, having given the university 33 years of continuous service.<sup>68</sup>

#### Raymond Bivert

Any list of advisory credits would be incomplete without mentioning Raymond Bivert. Bivert joined the O'Collegian as business manager in its second year of daily operation at the invitation of President Knapp. When he was graduated as most valuable all-around student in 1926, there were four job offers to choose from, but Bivert elected to stay with the O'Collegian as general manager of student publications. It was a position he would hold until he left for military duty in 1942.<sup>69</sup>

Bivert's responsibilities included the business and financial side of the operation. He supervised the work of student business managers for all three student publications, checked budgets and reports before they were presented to the board of publications, and handled the contracts for national advertising.<sup>70</sup>

His greatest contribution to the O'Collegian was an on-campus print shop. It was Bivert's suggestion that the paper be incorporated as a business with its own independently owned printing plant. Over the years Bivert made practical improvements including the purchase of two new presses, linotypes, and other printing paraphernalia, while keeping the operation on a sound financial footing. The 1935 Redskin proudly announced that the last cent had been paid on the completely equipped print shop.<sup>71</sup> (For further information on Bivert's contribution to the business management of the O'Collegian, see Chapter IV.)

Bivert is held in high regard by O'Collegian editors of this period, but it is Earl Richert who eloquently sums up the consensus by saying: "Raymond Bivert I remember as a good business manager who viewed with tolerance the endeavors of rambunctious young colleagues on the editorial side. A top gent."<sup>72</sup>

FOOTNOTES

- <sup>1</sup>Raymond Fields, personal interview (January 12, 1974).
- <sup>2</sup>Ibid.
- <sup>3</sup>Otis Wile, personal interview (December 12, 1973).
- <sup>4</sup>Wile, personal correspondence (September 17, 1975).
- <sup>5</sup>Fields.
- <sup>6</sup>Wile, personal interview.
- <sup>7</sup>Wile, personal correspondence.
- <sup>8</sup>Wile, personal interview.
- <sup>9</sup>Fields.
- <sup>10</sup>Wile, personal correspondence.
- <sup>11</sup>The Daily O'Collegian (May 3, 1974), p. 3.
- <sup>12</sup>Wile, personal correspondence.
- <sup>13</sup>Earl Richert, "Walker Stone, the Unruffled Rock of SHNA, Serene and Unflappable," Scripps-Howard News (February 1967), pp. 24-25.
- <sup>14</sup>Earl Richert, questionnaire reply (January 24, 1974).
- <sup>15</sup>Richert, Scripps-Howard News, p. 25.
- <sup>16</sup>Wile, personal correspondence.
- <sup>17</sup>Irvin Hurst, personal correspondence (September 15, 1975).
- <sup>18</sup>Ibid.
- <sup>19</sup>Ibid.
- <sup>20</sup>Ibid.
- <sup>21</sup>Ibid.
- <sup>22</sup>Ibid.

- <sup>23</sup>Stillwater News-Press (December 7, 1969), p. 4.
- <sup>24</sup>Wile, personal correspondence.
- <sup>25</sup>Ibid.
- <sup>26</sup>The Daily O'Collegian (October 1, 1933), p. 2.
- <sup>27</sup>The Daily O'Collegian (January 19, 1928), p. 2.
- <sup>28</sup>The Daily O'Collegian (January 4, 1928), p. 2.
- <sup>29</sup>The Daily O'Collegian (November 18, 1927), p. 2.
- <sup>30</sup>The Daily O'Collegian (March 30, 1928), p. 1.
- <sup>31</sup>The Daily O'Collegian (April 19, 1928), p. 1.
- <sup>32</sup>The Daily O'Collegian (April 27, 1928), p. 1.
- <sup>33</sup>The Daily O'Collegian (May 15, 1928), p. 1.
- <sup>34</sup>Wile, personal correspondence.
- <sup>35</sup>The Redskin (1933), p. 262.
- <sup>36</sup>J-B News (1972-73), p. 15.
- <sup>37</sup>The Daily O'Collegian (October 1, 1933), p. 2.
- <sup>38</sup>The Redskin (1932), p. 212.
- <sup>39</sup>The Redskin (1933), p. 262.
- <sup>40</sup>The Redskin (1932), p. 212.
- <sup>41</sup>John Oliver, personal correspondence (September 19, 1975).
- <sup>42</sup>Wile, personal correspondence.
- <sup>43</sup>J-B News (1972-73), p. 15.
- <sup>44</sup>Ibid.
- <sup>45</sup>Ibid.
- <sup>46</sup>The Redskin (1934), p. 22.
- <sup>47</sup>Richert, personal correspondence (September 18, 1975).
- <sup>48</sup>The Daily O'Collegian (May 8, 1934), p. 2.



- <sup>49</sup>The Redskin (1935), p. 221.
- <sup>50</sup>Ibid.
- <sup>51</sup>Richert, questionnaire reply.
- <sup>52</sup>The Redskin (1935), p. 221.
- <sup>53</sup>Richert, personal correspondence.
- <sup>54</sup>Ibid.
- <sup>55</sup>Stillwater News-Press (December 7, 1969), p. 4.
- <sup>56</sup>Fields, personal interview.
- <sup>57</sup>Walker Stone, personal interview with Harry E. Heath, Jr. (1972).
- <sup>58</sup>Wile, personal correspondence.
- <sup>59</sup>Hurst, personal correspondence.
- <sup>60</sup>Fields.
- <sup>61</sup>Hurst, personal correspondence.
- <sup>62</sup>Ibid.
- <sup>63</sup>The O'Collegian (October 8, 1926), p. 1.
- <sup>64</sup>J-B News (January 1972), p. 7.
- <sup>65</sup>Richert, questionnaire reply.
- <sup>66</sup>Oliver, personal correspondence (January 11, 1974).
- <sup>67</sup>J-B News (January 1972), p. 7.
- <sup>68</sup>David W. Bakker, "Clement E. Trout: Portrait of a Pioneer" (unpublished report, School of Journalism, University of Oklahoma, 1969), p. 10.
- <sup>69</sup>Raymond Bivert, personal interview (July 23, 1973).
- <sup>70</sup>The Redskin (1935), p. 22.
- <sup>71</sup>Ibid., pp. 221 and 23.
- <sup>72</sup>Richert, personal correspondence.

## CHAPTER XII

### SUMMARY

There was a genuine, good-natured feeling of optimism on the A. and M. campus as Walker Stone, newly elected editor, set about gathering support for compulsory student subscription to the campus newspaper. Passage of the bill by a three to one student majority paved the way for daily publication in December 1924.

With the advent of daily publication, Stone contracted for the services of the Associated Press, and the O'Collegian became the fifth college paper in the nation to hold AP membership. Pressing financial obligations caused the paper to withdraw from the AP the following year; however, it would renew its membership in 1934.

Raymond E. Bivert became business manager during the daily's second year of operation, staying on after graduation to act as general manager of student publications. Through Bivert's efforts, the paper was incorporated as the O'Collegian Publishing Company in 1926, a move which allowed the company's directors to borrow money and establish an on-campus print shop. Advertising revenues and outside printing jobs supplemented student subscriptions, and before long the O'Collegian had one of the best-equipped print shops in the Southwest. The O'Collegian maintained its daily publication schedule throughout the depression years while many college dailies were forced to curtail their printing to twice a week.

Over the years, the paper changed in both style and format. It expanded from five to six, and, eventually, to seven columns. One thing never changed, however. It provided an accurate reading of life at A. and M.

News stories mirrored the important happenings of the day, while editorials reflected student thinking on critical issues. Sports coverage recorded victories and defeats of seasons long past. Features and columns showed the humor and imagination of an era that may be considered the golden age for campus humorists. Readers relaxed with a smoke while they read the biting gossip of Peter Greensleeves or laughed at the homespun humor of "Scoop" Thompson.

The paper survived the TNE scandal of 1926, but the controversy continued to simmer under the surface, providing interesting copy for several editors. When it finally erupted into a full-scale explosion in the spring of 1934, the publications board was reorganized by order of the college president.

Many of the editors went on to professional journalism careers as a result of their O'Collegian experiences, and some achieved national fame.

This, then, is the story of the O'Collegian from 1924 through 1934, and the people who brought it its measure of success. Since then other editors have taken up the challenge, guiding the paper to its present status: principal news medium for more than 20,000 students. It is the author's hope that other researchers will elect to record the history of years not covered in this thesis so that a more complete story of the publication might soon be available.

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APPENDIX A

O'COLLEGIAN EDITORS, 1924-34

OKLAHOMA STATE UNIVERSITY

1924-1934

100 S. GUYTON AVENUE

O'COLLEGIAN EDITORS, 1924-34

Following is a listing of O'Collegian editors who served between 1924 and 1934. Current addresses are given for those who responded to research queries. Some of these editors are now deceased; the status of others is unknown.

1924-25	Walker Stone	Deceased
1925-26	Irvin E. Hurst	2312 N.W. 55 Oklahoma City, Okla. 73102
1926-27	Clarence Paden	Deceased
	Lawson Taylor	Unknown
1927-28	Otis Wile	929 West Ninth Stillwater, Okla. 74074
1928-29	Harold Phillips	Deceased
	Louis Blackburn	Deceased
	Tom McMurtrey	Unknown
1929-30	Joe Griffin	14467 Misty Meadow Houston, Texas 77024
1930-31	Ewing Jones	Unknown
1931-33 (2 terms)	Lawrence Thompson	Deceased
1933-34	John Oliver	113 Grayson Road Signal Mountain, Tenn. 37377
1934-35	Earl Richert*	5214 Farrington Road Washington, D.C. 20016

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\*Earl Richert also served as editor for the 1935-36 academic year.

APPENDIX B

COPY OF LETTER AND QUESTIONNAIRE SENT TO  
O'COLLEGIAN EDITORS WHO SERVED  
BETWEEN 1924 and 1934



**OKLAHOMA STATE UNIVERSITY • STILLWATER**

School of Journalism and Broadcasting  
(405) 372-6211, Exts. 477, 478, 479

74074

January 7, 1974

Dear

I am writing a history of The Daily O'Collegian covering the years 1924-44 for my master's thesis in journalism at Oklahoma State University.

Researching back issues of the paper gives only part of the story; your experiences and opinions are an integral part of this history. For this reason, I hope you will participate in the writing of this history by answering the enclosed questionnaire.

The questions on this subject do not lend themselves to yes-no answers and will require a small investment of your time. However, your efforts will make it possible to have a permanent record of The Daily O'Collegian's history during these years.

I have enclosed a self-addressed, stamped envelope for your convenience and shall look forward to your reply.

Sincerely yours,

Mrs. Kathryn Anderson

KA/sm  
Enclosure



4.
  - a. What method (appointment, election, etc.) was used to select the editor?
  - b. Who or what group made the selection?
  - c. What would you say were the advantages and disadvantages to this method?
  
5. What editorial control was used to govern the content of the paper?
  
  
6. Was this control exerted only to prevent possible libel and professional/character attack or was the editorial content controlled for other reasons?  
  
    \_\_\_\_\_ to prevent libel and character attack  
  
    \_\_\_\_\_ other reasons (please specify)
  
  
7.
  - a. Who wrote the editorials? (Persons may be identified by position.)
  - b. Who or what group, if any, approved them for publication?
  
  
8. What, in your opinion, were the strengths and weaknesses of the paper during the time you served as editor?



13. Were there any former editors, staffers, or advisers during 1924-34 whose journalistic abilities impressed you? Please explain why, giving the person's full name, if remembered.

Editors

Staffers

Advisers

14. a. Please tell in detail your major responsibilities as editor.

b. What were the responsibilities of the adviser?

15. What type of journalism courses were offered and what effect, if any, did they have on the paper? (For example, did journalism classes furnish copy or supply good writers?)

APPENDIX C

REPRINTS DESCRIBING THE OPERATION OF THE  
O'COLLEGIAN AND THE BOARD OF  
PUBLICATIONS, 1924-34

Articles appeared in The Redskin, student  
yearbook of Oklahoma A. and M. College.

## The Daily O'Collegian



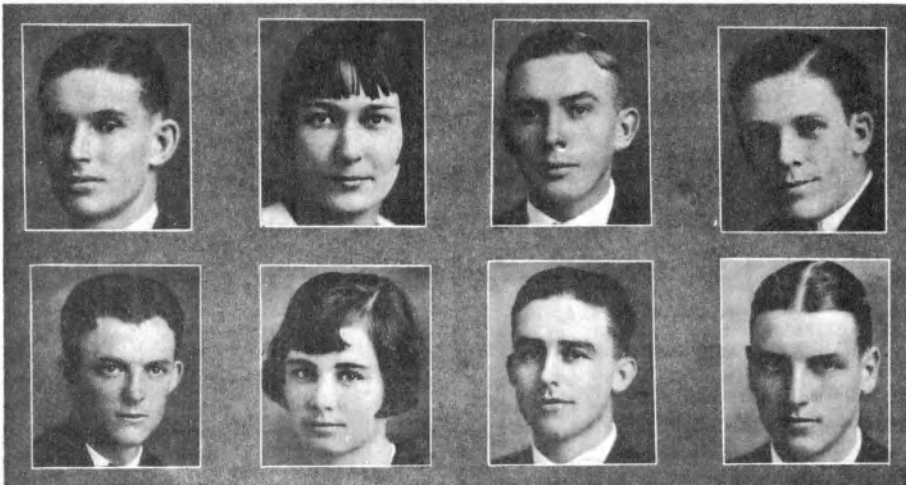
C. WALKER STONE  
*Editor*

OFFICIAL student newspaper, published by the Student Association of Oklahoma Agricultural and Mechanical College every morning except Monday in the regular school year, and semi-weekly in the summer term.

The first student newspaper at A. and M. college was started in March, 1895. Since that time it has been published under four different names and has undergone four changes in periodicity of publication. The changes are: The College Mirror (monthly), 1895-'99; The College Paper (monthly), 1899-'07; The Orange and Black (weekly), 1907-'24; The O'Collegian (semi-weekly), March to December, 1924. The O'Collegian was published as a daily December 1, 1924, the beginning of the winter quarter.

Daily publication was made possible by special vote of the student body October 23, when, in record vote of 1094, Student Senate bill, requiring each student to subscribe for the paper at the time of enrollment each quarter, passed by a three to one majority.

The O'Collegian ended its first term as a daily successfully, and in the winter quarter had a circulation of 2,983, which is larger than any other paper in the Missouri Valley conference. At the time of starting daily publication, The O'Collegian became a member of the Associated Press, being the fifth college paper in the United States to become a member of that association. It is also a member of the Missouri Valley Intercollegiate Press Association.



## The O'Collegian Staff



THE editorial staff in the spring quarter, working under the direction of C. Walker Stone, editor, was as follows:

IRVIN HURST . . . . .	<i>Managing Editor</i>
GUS FIELDS . . . . .	<i>Night Editor</i>
J. N. VAN ZANT . . . . .	<i>Campus Editor</i>
OTIS WILE . . . . .	<i>Sports Editor</i>
HELEN McCALLA . . . . .	<i>Feature Editor</i>
LOUISE HIGHTOWER . . . . .	<i>Society Editor</i>
ISABELL BUCKMINSTER . . . . .	<i>Exchange Editor</i>
J. NELSON TAYLOR . . . . .	<i>Columnist</i>



LESLIE HOLLINGSWORTH  
*Business Manager*

### REPORTERS

OTTO CONNER	ERNEST FRY
WAYNE PARHURST	FRAZIER TAYLOR
MRS. HATTIE BISHOP	EARL COUCH
ROBERT CUNNINGHAM	RUSSEL CUNNINGHAM
MILDRED FELAND	CLARENCE PADEN

The Business Staff in the spring quarter, working under the direction of Leslie Hollingsworth, business manager, was as follows:

EARL BOYD . . . . .	<i>Advertising Manager</i>
GLEN RINEARSON . . . . .	<i>Promotion Manager</i>
HAROLD KONGABEL . . . . .	<i>Circulation Manager</i>
WYLE STEWART . . . . .	<i>Assistant Advertising Manager</i>





## Publication Board



IT IS the definitely formed ambition of the college to develop its student publications in such a way as materially to assist in lifting the level of college education and college training in our American colleges. Within the last year, plans that would tend to lead to higher education have been perfected and are now on the way toward realization. College realization. College publications are now an organic part of the college. Simultaneously with this development comes the control of the finances, the inculcation of right ideals, dissemination of truth and the training of our youth in openness of mind, providing the kind of life in college which will fit the student for a rich and useful life in after-college days, and for the largest service to society—these are the purposes of the PUBLICATION BOARD.



DEAN C. H. McELROY  
*Faculty Advisor*

### EDITORS OF PUBLICATIONS

- |                            |                                       |
|----------------------------|---------------------------------------|
| E. E. HADLEY . . . . .     | <i>Editor of College Publications</i> |
| JAMES W. BRADLEY . . . . . | <i>Editor of the Redskin</i>          |
| C. WALKER STONE . . . . .  | <i>Editor of the O'Collegian</i>      |
| HOUSTON OVERBY . . . . .   | <i>Editor of the Aggievator</i>       |

### BOARD OF PUBLICATIONS

- |                             |                         |
|-----------------------------|-------------------------|
| E. E. HADLEY . . . . .      | <i>Faculty Member</i>   |
| DR. C. H. McELROY . . . . . | <i>Alumni Member</i>    |
| BILL BRADLEY . . . . .      | <i>Senior Member</i>    |
| LEO THOMAS . . . . .        | <i>Senior Member</i>    |
| WALKER STONE . . . . .      | <i>Junior Member</i>    |
| HOUSTON OVERBY . . . . .    | <i>Sophomore Member</i> |





## THE DAILY O'COLLEGIAN



IRVIN E. HURST  
*Editor*

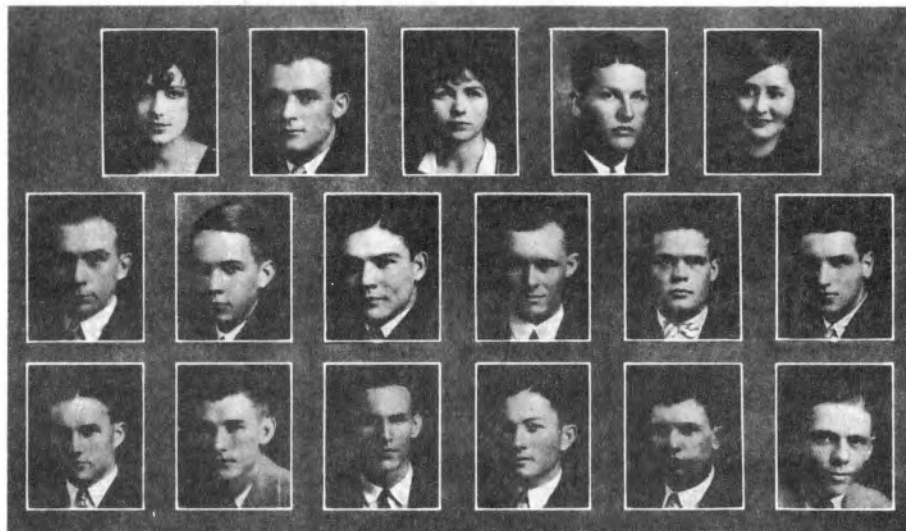
NEWSPAPERS are proud to recount their achievements. Whether in the commercial field or in the college field, the editor and staff who can point to some change for the better in municipal government or to some improvement in a college due to their efforts do so always with a feeling of pride.

In many respects, the staff in 1925-26 followed in the footsteps of its predecessor. There was a continuity of policy, for the most part, and a pushing forward of the idea of a daily paper for Oklahoma A. and M. College.

Practically created by passage of a universal subscription bill by the student association in October, 1924, which gave it means to become a daily publication with Associated Press news service in December of that same year, The O'Collegian was far from established at the beginning of the last school year. The reaction following the rapid changes from a weekly, The Orange and Black, in April, 1924, to the semi-weekly O'Collegian, in March, 1924, and thence to the daily, came in the form of increased expenditures and shift in staff personnel.

Successful weathering of the reaction, thereby establishing The O'Collegian as the official student daily newspaper, is looked upon by the staff of 1925-26 as its achievement. To become recognized as such a publication, The O'Collegian has pursued the policy of being the students' paper. Its columns have been open to student opinion, and it has used its influence

to bring harmony into the ranks of the student body and to promote co-operation between the college administration and the student body.





## THE O'COLLEGIAN STAFF

WHILE there was close co-operation in the staff of The O'Collegian between the various members, the staff was in two divisions, the editorial headed by Irvin Hurst, editor, and the business, under the direction of Raymond Bivert, business manager. On the editorial staff were:

OTIS WILE, *Managing Editor*  
 CLARENCE PADEN, *Night Editor*  
 LAWSON TAYLOR, *Campus Editor*  
 PAUL MILLER, *Sports Editor*  
 MARIE NIETERT, *Society Editor*  
 MILES MCPEEK, *Exchange Editor*



RAYMOND BIVERT  
*Business Manager*

### REPORTERS:

ROBERT REED, ED DEL KIMBALL, DOROTHY RONAYNE, CECIL WILLIAMS  
 GLENN SIMMON, ICEL RALLS AND GEORGE CAMPBELL

On the business staff, in addition to Bivert, were:

ELDON J. HOAR, *Advertising Manager*  
 BARNEY TERBUSH, *Asst. Adv. Manager*  
 HAROLD KONGABEL, *Circulation Manager*





## BOARD OF PUBLICATIONS

IN an interest to safeguard student publications is the chief reason for the board of publications. It is the duty of the board to pass on all candidates prior to election in order to have publication offices filled by students best fitted for the positions. To audit and check the financial standing of the various publications monthly, so that the enterprises will pay for themselves. The board has the right to discharge members of staffs, who do not perform their duties in the best possible manner.

Following are the members who comprise the board this school year:

E. E. HADLEY	Chairman
RAY W. GIERHART	Redskin Representative
CHAS. W. WEATHERS	Senior Member
IRVIN E. HURST	O'Collegian Representative
OTIS WILE	Junior Member
DR. C. H. McELROY	Alumni Member

### EDITORS OF PUBLICATIONS

E. E. HADLEY	Editor of College Publications
RAY W. GIERHART	Editor of the 1926 Redskin
IRVIN E. HURST	Editor of the O'Collegian
GEORGE MILBURN	Editor of the Aggievator

Manager of Student Publications  
C. WALKER STONE



WILE

WEATHERS

McELROY

GIERHART

HURST

STONE

## THE O'COLLEGIAN



LAWSON TAYLOR  
*Editor*

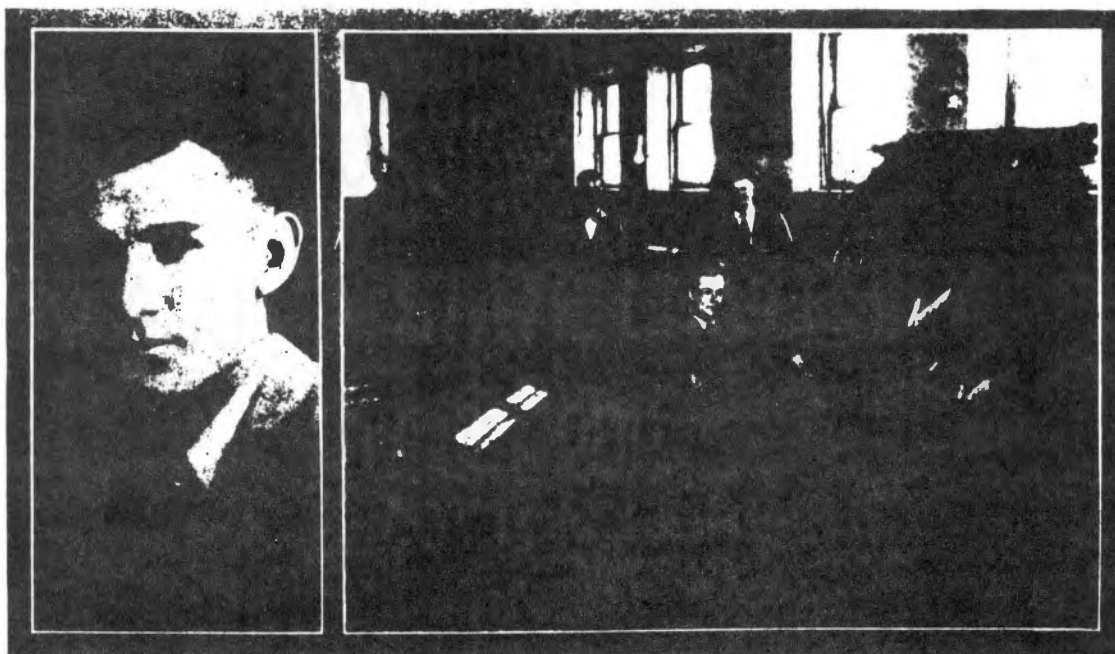
SINCE May, 1895, Oklahoma A. and M. College has had an official student newspaper. The publication has been operated under four different nomenclatures: The College Mirror, monthly, 1895-99; The College Paper, monthly, 1899-1907; The Orange and Black, weekly, 1907-24; The O'Collegian, semi-weekly, March to December, 1924.

December 1, 1924, the first daily paper appeared—The O'Collegian. Since that time the paper has been published continuously, every morning of the regular school year, except Monday, and twice each week during the summer term.

One hundred and ninety-six issues of the daily, excepting the summer term editions, will be published this year. The first eighty-one issues, from September, 1926, to January 15, 1927, were under the editorship of Clarence Paden, elected by the student body in the regular 1926 Spring election. Paden then resigned, after an "editorial policy clash" with President Knapp. Lawson Taylor was appointed by the board of publications as editor for the remainder of the year.

The policy, under Taylor, has been: "A paper for the student; A paper for Oklahoma A. and M. College."

In addition to regular issues of the daily, a special eight-page edition appears several times each year, featuring such events as the Engineers' Show and the Aggies' Carnival.



## THE O'COLLEGIAN

WITH the purchase, last fall, of a \$15,000.00 printing plant, management of the business department became more difficult than heretofore.

Next year an enlarged paper is contemplated by the staff, since the five-column publication has been found too small adequately to carry complete news of the institution.

### EDITORIAL STAFF

LAWSON TAYLOR . . . . .	<i>Editor</i>
PAUL T. MILLER . . . . .	<i>Managing Editor</i>
FOREST BRIGHAM . . . . .	<i>Campus Editor</i>
CARL JENKINS . . . . .	<i>Sports Editor</i>
MADGE HOCK . . . . .	<i>Society Editor</i>
GENEVIEVE BRALEY . . . . .	<i>Asst. Society Editor</i>
GEORGE McELROY . . . . .	<i>Exchange Editor</i>

### BUSINESS STAFF

EDWARD K. BURNS . . . . .	<i>Business Manager</i>
HAROLD KONGABEL . . . . .	<i>Circulation Manager</i>
HERBER LENEXY . . . . .	<i>Advertising Manager</i>
W. O. HANCOCK . . . . .	<i>Asst. Advertising Manager</i>



EDWARD BURNS  
*Business Manager*

### REPORTERS

MARSHALL WALLACE  
VIVIENNE COOPER

ANNA WITTICH  
STELLA CAWOOD

ORETHA ORNER  
CARL WOODS





## BOARD OF PUBLICATIONS

ONE faculty member, the editor of college publications, two members of the Student Association, and the editors of the individual college publications, comprise the Board of Publications.

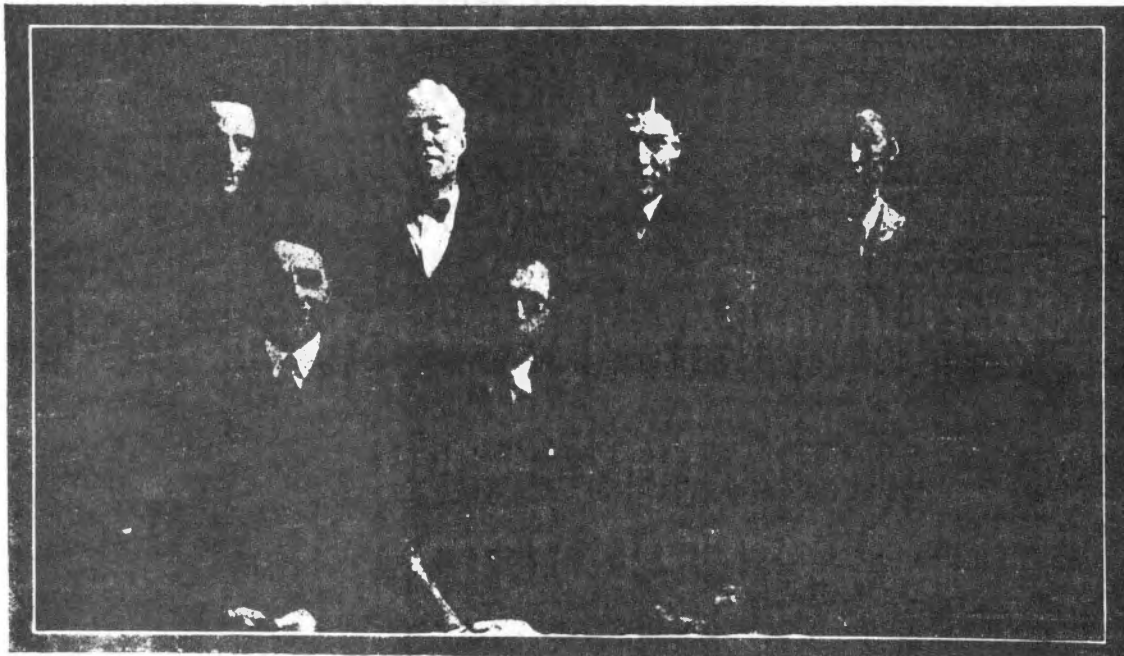
This body has direct supervision over all matters relating to the publications of the Student Association, and meets in called sessions at any time a matter of importance demands its consideration and attention. The Board also offers suggestions and gives decisions upon the editorial policies of the Student Association's publications whenever there arises an occasion for such opinions.

The O'Collegian, the Redskin, and the Aggievator are under control of the Board, or, through the Board, of the Association. The O'Collegian, Inc., the Student Association-owned plant printing the school daily newspaper, also is under supervision of this group.

The Board of Publications for 1927 is comprised of the following members: C. E. Trout, editor of publications; Dean C. H. McElroy, faculty representative; E. K. Burns, senior member; Clausine Vincent, junior member; Clarence Paden, The O'Collegian representative; Glenn Simmon, 1927 Redskin representative; Carl Schedler, Aggievator representative.



C. E. TROUT  
*Editor of Publications*



*Top row—BURNS, MCELROY, SIMMON, PADEN*  
*Bottom row—TROUT, BIVERT, VINCENT, SCHEDLER*



OTIS WILE  
*Editor*

## The Daily O'Collegian

THROUGH life under the names of The College Mirror (monthly), 1895-1899; The College Paper (monthly), 1899-1907; The Orange and Black (weekly), 1907-1924; The O'Collegian (semi-weekly), March to December, 1924; established as a daily, December 1, 1924, and named The Daily O'Collegian in October, 1927, the college newspaper has climbed a continuous ladder of success.

Incorporated in 1926 under the name of The O'Collegian Publishing Company, the publication bought and installed its own printing plant on the campus. With this addition to the publication department, the paper has been considered more of a student enterprise than ever before. Students as members of the Student Association own The O'Collegian Publishing Company.

The editorial policy of the daily this year has been to cover the campus for its news, sift the findings and print the results so that the campus might be served in a creditable manner. There has also been considerable quotation of examples of student thought, as expressed through the press, on the pages of the newspaper which has offered ample opportunities for criticism of constructive nature. Each year has seen an increase in the number of men and women who apply for work on the college paper for the experience. Each year, as a result of this increase in personnel, better copy is being written for The Daily O'Collegian.



*The Copy Room*



## The Daily O'Collegian

THE business management of The Daily O'Collegian this year has been very successfully carried out under the direction of Herber Leney, Business Manager.

It is planned to add to the equipment of The O'Collegian Publishing Company such machinery as will be necessary to carry on the job printing of the company.

### STAFF

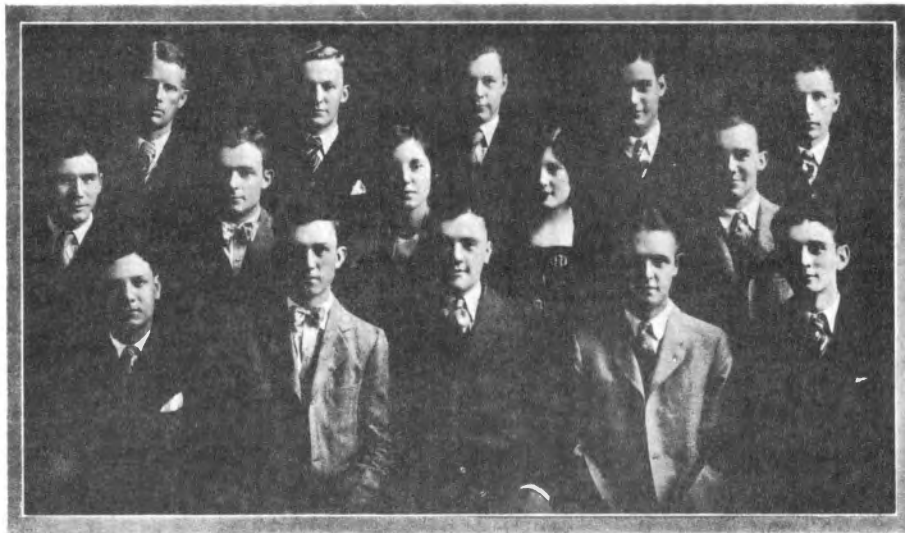
OTIS WILE	Editor
RAY WRIGHT	News Editor
LOUIS BLACKBURN	News Editor
ERNEST TICHENOR	Campus Editor
J. NELSON TAYLOR	Columnist
FLORA MAE HORTON	Society Editor
GENEVIEVE BRALEY	Assistant Society Editor
ANNA WITTICH	Special Writer
GEORGE DAVIS	Special Writer
HERBER LENEY	Business Manager
VICTOR BRACHT	Advertising Manager
CLARENCE SLOCUM	Advertising Manager
ERNEST HARMON	Circulation Manager



HERBER LENEY  
Business Manager

The O'Collegian Publishing Company will move its plant and offices this summer to another and better building. The Company will be better equipped in its new home and will have more room for expansion.

The new building will be known as "Publications Building."



Top row—MORTON, TICHENOR, DAY, BURRIS, WYSS  
Middle row—HEDGES, WILE, WITTICH, BRALEY, SLOCUM  
Bottom row—DAVIS, MEYER, BRACHT, WRIGHT, LENEY

## The College Board of Publications



CLEMENT E. TROUT  
*Chairman*

STUDENT publications on the Aggie campus are governed by a Board of Publications provided for in the constitution of the Student Association.

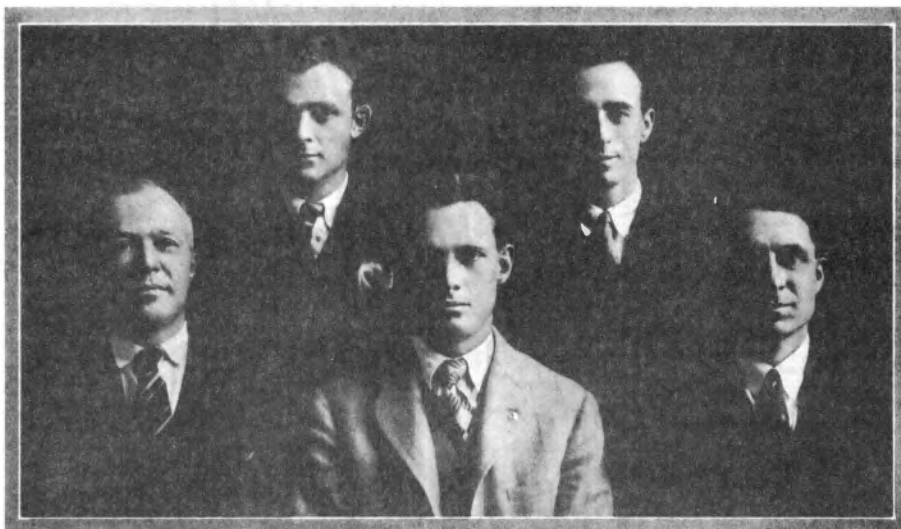
By a recent amendment to the constitution, all editors and business managers of student publications are now appointed to their office by the Board instead of being elected by the student body in general.

To effect a democratic organization to appoint these editors and business managers, representatives of each of the six schools on the campus are elected as members of the Board and serve for a period of two years, with three of them elected each year.

Other members of the Board are the editors and business managers of the three major publications, *The Redskin*, *The Daily O'Collegian*, and *The Oklahoma Aggievator*, an alumnus member and the editor-in-chief of college publications.

It is the policy of the Board of Publications to pick the best qualified men for the positions open on student publications.

Raymond E. Bivert, Aggie graduate of 1926, from the School of Agriculture, is employed by the Board to act as its financial secretary and General Manager of Student Publications. Through his office pass all contracts, requisitions, payrolls, statements of financial conditions of the different publications and such other materials as the Board directs.



Top row—OTIS WILE, *Editor, The Daily O'Collegian*; E. K. BURNS, *Editor, The 1928 Redskin*  
Bottom row—C. H. McELROY, *Alumnus Member*; QUENTIN WILLIAMS; C. E. TROUT, *Editor-in-Chief of College Publications*

## The O'Collegian



HAROLD E. PHILLIPS  
*Editor*

WITH the increase in enrollment at the Oklahoma A. and M. College the O'Collegian entered upon a period of remarkable growth. In the fall of 1924 the first daily paper appeared on the college campus, and since that time it has been published continuously, every morning of the regular school year. The change from the semi-weekly publication was made possible by a group of students, directed by Walker Stone.

Since the inauguration of the Daily O'Collegian, the publication has had a continued growth due to the loyal support of the student body, and the increased patronage of advertisers. The paper has been increased in size from a five to a six-column sheet.

The O'Collegian is the official newspaper of the Student Association, giving expression of student opinion and campus news. The students of the institution have maintained a publication on the campus since May, 1895, when the College Mirror, a monthly paper, first made its appearance. In 1899 the name was changed to the College Paper, and again changed in 1907 when the name Orange and Black was selected, and the publication issued weekly. In 1924 the paper appeared semi-weekly, and the name was changed to The O'Collegian.

During the fall semester of 1928 arrangements were made with the college administration whereby the O'Collegian, Redskin, and Aggievator were given possession of an entire building, known as the Publications Building. All the student publications were moved into their new home during the vacation. The change gave each department more commodious quarters, and centralized all student publications.



*Around the Copy Desk*

# The O'Collegian

WITH additions to the Student Association's printing plant until it now represents an investment of approximately \$30,000.00, the management of the business affairs of the O'Collegian have become more difficult. Under the direction of Ben Wofford, the business department of the publication has been ably administered, with the balance sheet showing a larger gross income than at any time in the history of the paper.



BEN WOFFORD  
Business Manager

### EDITORIAL STAFF

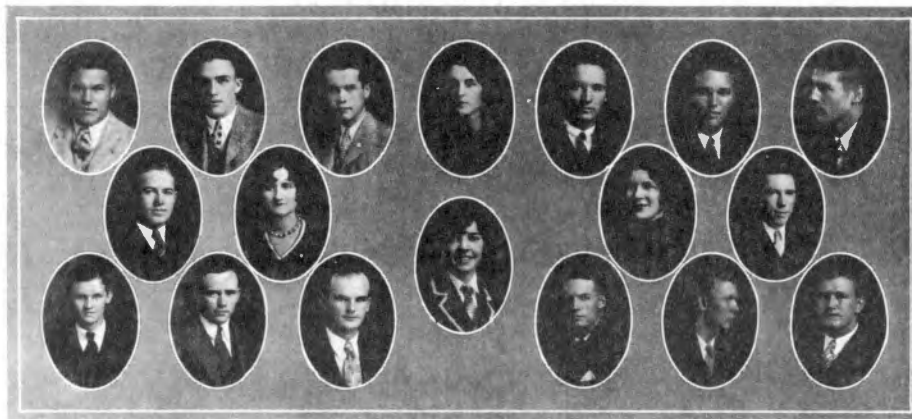
HAROLD PHILLIPS	Editor-in-Chief
LOUIS BLACKBURN	Managing Editor
BILL WITT	Campus Editor
JOHN NEWBURN	News Editor
WILLIAM CLONINGER	Exchange Editor
LEROY MCGUIRK	Sports Editor
FLORA MAE HORTON	Society Editor
ORLANDO BLACKBURN	Night Editor

### BUSINESS STAFF

BEN WOFFORD	Business Manager
COLEMAN HEWLETT	Advertising Manager
EMMITT CURTIS	Assistant Business Manager
EARNEST HARMON	Circulation Manager
EARL FISHER	Advertising

### REPORTERS

LAURENA ELLIS	ANNA WITTICH	MERLE BULLARD	ROBERT BUTCHER
RUTH BREEDLOVE	FRANCIS LOOMIS	HELEN KELLY	HARRY LONG
FRED SWEAZY	ELMER WOODSON	HELEN HENDRICKSON	A. C. CARLSON
THOMAS MCMURTRY	ROBERT REECE	FLOYD GRAHAM	



O. BLACKBURN    REECE    BUTCHER    ELLIS    WOODSON    LONG    MCGUIRK  
 JAMISON    BREEDLOVE    HORTON    LOOMIS    L. BLACKBURN  
 WITT    SWEAZY    HEWLETT    GRAHAM    NEWBURN    CURTIS

## Board of Publications



CLEMENT E. TROUT  
*Chairman*

WITH the growth of student publications, it became necessary to have a central governing body to regulate their affairs and outline the general policies of the publications. In 1925, a Board of Publications, comprised of the editors and business managers of the various student publications, the head of the publicity department of the college, an alumnus member, and representatives from the three upper classes, was formed. The Board had direct supervision of the O'Collegian, Redskin, Aggievator, and the O'Collegian, Inc., Student Association, owned the plant which prints the daily newspaper.

It was the duty of this group to aid in determining the editorial policies of the publications whenever an occasion for such opinions was necessary. The Board also passed on the qualifications of candidates for positions as editor and business manager. The chaotic conditions that were the rule formerly have been cleared away under the leadership of the Board, and student publications are now perfectly functioning business units.





RAYMOND E. BIVERT  
*Manager*

## Board of Publications



THE past year has seen many changes in the policies, personnel, and manner of functioning of the Board of Publications. The Senate, acting in accordance with student sentiment, delegated additional privileges to the Board of Publications. Among the new duties granted it was the appointment of editors and business managers of all publications, and the selection of a Graduate Manager of Publications. The Board approves all contracts, and is charged with the supervision of all matters relating to student publications.

### OFFICERS

C. E. Trout, *faculty member*; Dean C. H. McElroy, *alumnus member*; Harold Phillips and Ben Wofford, *O'Collegian*; Russell Hester and Orville Thompson, *Redskin*; Joe Griffin and Earl Fisher, *Aggievator*; Louis Hodges, *Commerce*; Roy Blackbird, *Engineering*; Ben Lumpkin, *Agriculture*; Elizabeth Sanborn, *Home Economics*; Mrs. Goldie Swim, *Education*; Sam Meyers, *Science and Literature*; Ray Christian, *Commerce*; Kathryn Johnson, *Home Economics*.



## THE DAILY O'COLLEGIAN



JOE M. GRIFFIN  
*Editor*

EACH year in the life of the Daily O'Collegian since its inception in 1895, has been marked by improved methods of news gathering and printing facilities.

The change from six to seven columns increased its news service to the extent that each day it carried more news than ever before. This change also placed the publication on a par with commercial dailies of the country.

Under the direct control of student editing and news gathering, the Daily O'Collegian has served as a practical laboratory for journalistic training to more than a score of students.

The editorial policy has consistently stood for campus improvements, and the presenting of daily news to its 4,000 readers in an accurate and unbiased manner.

Recent mechanical improvements of the Daily O'Collegian printing department total approximately \$10,000.00. The major item being the purchase of a new web perfecting flat-bed press at the cost of

\$8,000.00. This improvement was deemed necessary by the college board of publications to facilitate the increased circulation of the student newspaper.

Total valuation of the student newspaper plant is approximately \$20,000.00, of which \$15,000.00 is owned in fee simple.

The Daily O'Collegian departments provide in excess of \$10,000.00 in labor for students annually.



"News Writing"



## THE DAILY O'COLLEGIAN



THE business side of editing the college daily newspaper has, under the direction of Earl Fisher, business manager, proved to be one of unusual consistency. The advertising columns of the Daily O'Collegian have been the means by which the many improvements in the publications equipment have been made possible. The addition of many new accounts both national and local have marked the record of the business staff of the Daily O'Collegian for the past year.



EARL FISHER  
*Business Manager*

### EDITORIAL STAFF

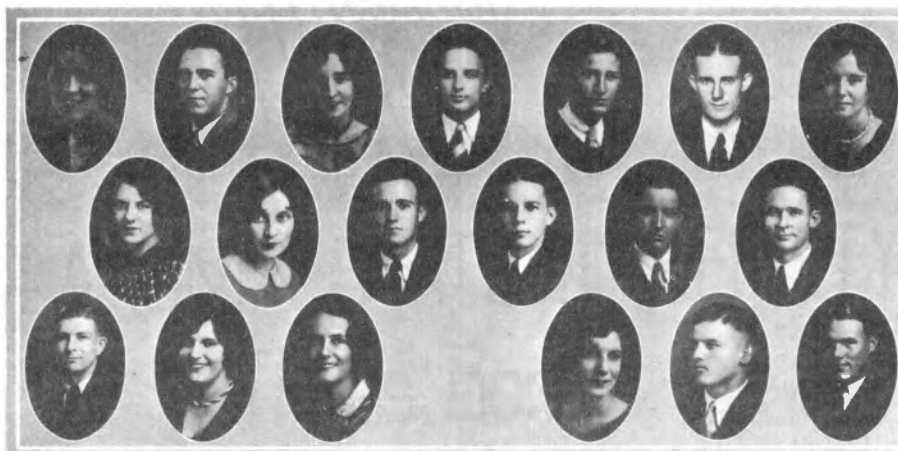
JOSEPH MONTGOMERY GRIFFIN . . . . .	<i>Editor</i>
EWING JONES . . . . .	<i>Managing Editor</i>
LAWRENCE THOMPSON . . . . .	<i>Night Editor</i>
LEROY MCGUIRK . . . . .	<i>Sport Editor</i>
ORLANDO BLACKBURN . . . . .	<i>Sport Editor</i>
ELIZABETH MCGARR . . . . .	<i>Society Editor</i>
MARGARET KYGAR . . . . .	<i>Copy Editor</i>

### NEWS STAFF

DOROTHY CALLAHAN	NED NYBERG	PAUL RICE
CAS CASTENIEN	BEN OSBORN	FLORENCE DIAL
ANNA WITTICH-PRETTY	IRENE POOLE	GENEVIEVE BRALEY
	GALE WALLIN	

### BUSINESS STAFF

EARL FISHER . . . . .	<i>Business Manager</i>	ELMER WOODSON . . . . .	<i>Advertising Manager</i>
GERALD WHITELAW . . . . .	<i>Advertising Manager</i>	EARNEST HARMON . . . . .	<i>Circulation Manager</i>



ELLIS-BAGBY	ALLARD	STANLEY	HARMON	THOMPSON	JONES	WITTICH-PRETTY
KYGAR	HEMPHILL	JONES	GILSTRAP	NYBERG	MCDONALD	
MADDOX	CALLAHAN	MORTON		POOLE	MCGUIRK	BLACKBURN



## THE BOARD OF PUBLICATIONS



CLEMENT E. TROUT  
*Chairman*

THE remarkable growth and development of the Student Publications on the Aggie campus led to the establishment of a central governing body, the Board of Publications, which is provided for in the student constitution.

By a recent amendment to the constitution all editors and business managers of student publications are now appointed by the Board of Publications, instead of being elected by the student body in general. In addition to its appointive power, the board has direct supervision of the O'Collegian, the Redskin, the Aggievator, and the O'Collegian Publishing Co., Inc., both as to editorial policies and business management. The chaotic conditions which existed formerly have been alleviated under the direction of the Board of Publications.

To effect a democratic organization the Board of Publications is composed of one representative from each of the six schools on the campus and serve for a period of two years, with three of them elected each year.

Other members of the board are the editors and business managers of the three major publications, The Daily O'Collegian, the Redskin, and the Oklahoma Aggievator, an alumnus member, and the head of the Publication Department.

Raymond E. Bivert, a graduate of 1926, is employed by the Board to act as its financial secretary and general manager of Student Publications. All requisitions, contracts, bills, payrolls, and statements of financial condition must pass through his office.

### THE BOARD IN SESSION



## THE BOARD OF PUBLICATIONS



MANY changes in the personnel and functions of the Board of Publications have taken place since its inception. Beginning as an advisory council the Board has been given additional responsibilities and duties until it is now the governing body of all publications. The Senate, acting in accordance with the wishes of the Student Association, delegated the privilege of selecting the editors and business managers of all the major publications to this Board. The additional duties and responsibilities have made necessary the enlargement of the Board to include the representatives of each of the schools on the campus.

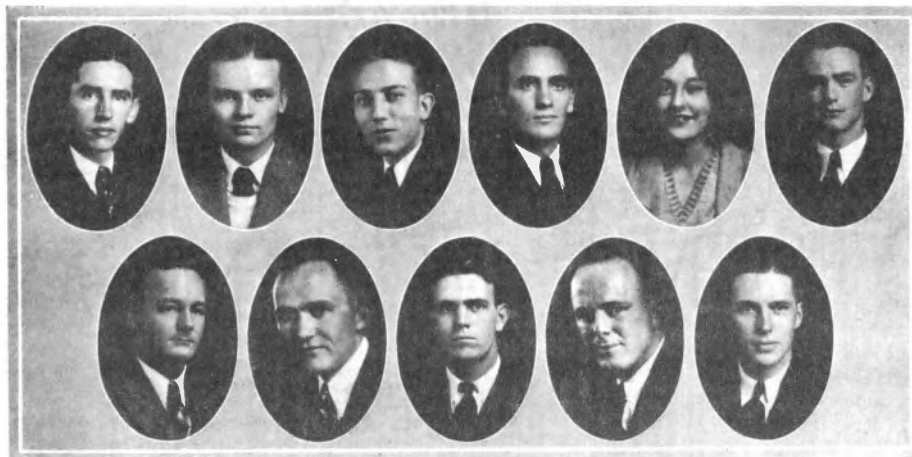


RAYMOND E. BIVERT  
*Manager*

### OFFICERS

CLEMENT E. TROUT . . . . . *Chairman*

- |  |   |
|--|---|
| RAYMOND BIVERT . . . . . <i>Secretary</i>  | C. H. McELROY . . . . . <i>Alumni Member</i>              |
| WILLIAM V. HARBER . . . . . <i>Redskin</i> | PAUL HENDERSON . . . . . <i>Engineering</i>               |
| FRED E. TARR . . . . . <i>Redskin</i>      | BILL FELTON . . . . . <i>Agriculture</i>                  |
| JOE GRIFFIN . . . . . <i>O' Collegian</i>  | JACK HAY . . . . . <i>Education</i>                       |
| EARL FISHER . . . . . <i>O' Collegian</i>  | MAXINE MOORE . . . . . <i>Home Economics</i>              |
| WALTER WALKER . . . . . <i>Aggievator</i>  | FRANK CREWS . . . . . <i>Commerce</i>                     |
| RAY JONES . . . . . <i>Aggievator</i>      | CLIFFORD CHANDLER . . . . . <i>Science and Literature</i> |



## THE 1931 REDSKIN

### The Daily O'Collegian

**A**FTER years of turbulent editorial policies and abrupt changes in leadership, The Daily O'Collegian emulated the quiet policy of the previous editors, with the result that the newspaper was greeted with tremendous success, both editorially and financially.



Ewing K. Jones

Believing that the purpose of the editorial columns of a college publication is to suggest, rather than to strongly espouse any creed, The Daily O'Collegian did not campaign strongly for any measure, nor was it drawn into any verbal battles.

The only cause sufficient to draw the Daily from its quiet course was that of Sunday motion

pictures, for which the newspaper fought intensely. The measure was voted down by a narrow margin, and the Daily emerged from the conflict with the assertion that it would not let the matter remain buried.

Semi-comical disputes with the student senate over what the Daily termed "weak sisters" provoked considerable comment, and drew down the wrath of the injured solons. The affair died quietly, however, with the editor still chuckling mirthfully at "senate attempts to appear obsequious to paramount issues."

Guided by the editor, Ewing Jones, The Daily O'Collegian has consistently worked for the best interests of the student body which it has represented. Slight frowns from foreign sources have been cast in its direction at times, but its policies have consistently held the approval of the administration.

The Daily O'Collegian has been led by a force of twenty students who drew a total of approximately \$12,000.00 in salary during the year. Only one change in the entire staff was made during the year, the society editor's chair shifting from Margaret Kygar to Elizabeth McGarr upon the former leaving school.

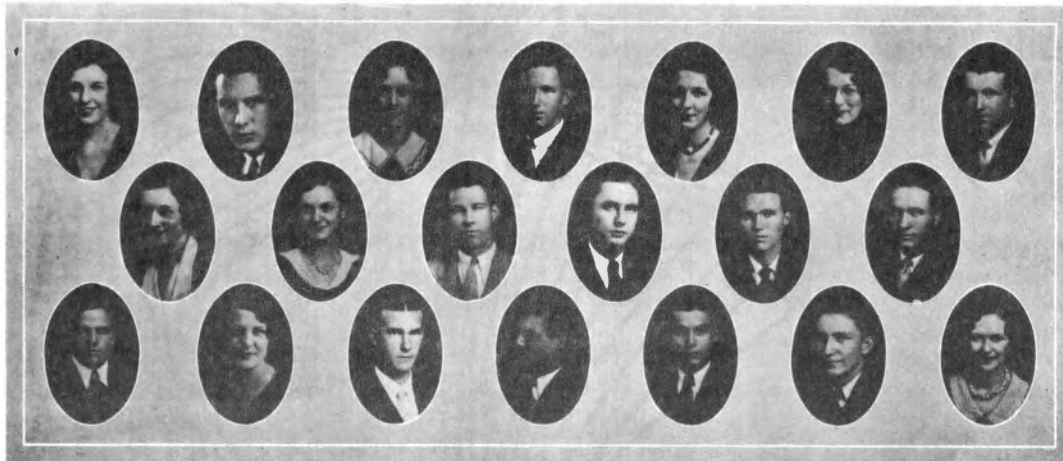
The publication had the honor this year of



The Staff meets in the News room

## PUBLICATIONS

### The Daily O'Collegian



Seitz	Callary	Griffin	Neal	McBride	Lynch	Williams	Hansen	Doniphan	Long	Fleming	Woodson	Runnels
Dunigan		Kyger		Webb		McGuirk		McAlister		Thompson		Holcomb

fostering the last official Flivver Derby to be participated in by the students of the College. In other years the race has been held every year from Stillwater to Norman. This year the race was held at the time of the game with Tulsa University at Tulsa.

An all-college bridge tournament is conducted under the sponsorship of The Daily O'Collegian. Frank Crews was the manager of the tournament this year.

The business staff of the Daily O'Collegian would well rank in plan and operation with that of any metropolitan journal. Under the direction of E. E. Johnson, business manager, all finances of the publication are directed.

Johnson has working under his direction three advertising salesmen who canvass parts of the campus and city each day. Those engaged in this work the past year were Harry Long, George Crain, and Elmer Woodson. Besides the direction of these local salesmen, Johnson cares for all foreign advertising carried in the columns of the publication. The number of national or foreign advertisers using the columns of the campus Daily to reach their market has shown a steady increase in each year of the publication's life.

The publishing plant where the paper is

printed is owned by the newspaper, which is incorporated as a non-profit organization. The major portion of the operation of this plant is with the general manager of student publications, Raymond E. Bivert.

Other than the printing of the Daily O'Collegian on the presses of the company, The Aggie-ator, the A. and M. College Magazine, and this year for the first time the annual report of the extension division are also printed in the plant. The plant consists of a stereotyping department, a Duplex model A flat-bed press capable of printing 4500 copies an hour, a book press, two linotypes, folders, mailing equipment.



E. E. Johnson

## THE 1931 REDSKIN

### The Board of Publications



Clement E. Trout

**S**ECOND only to the Student Senate in point of power concerning student affairs is the Board of Publications. This group, composed of the editors and business managers of the three major publications, one representative from each school, the head of the journalism department,

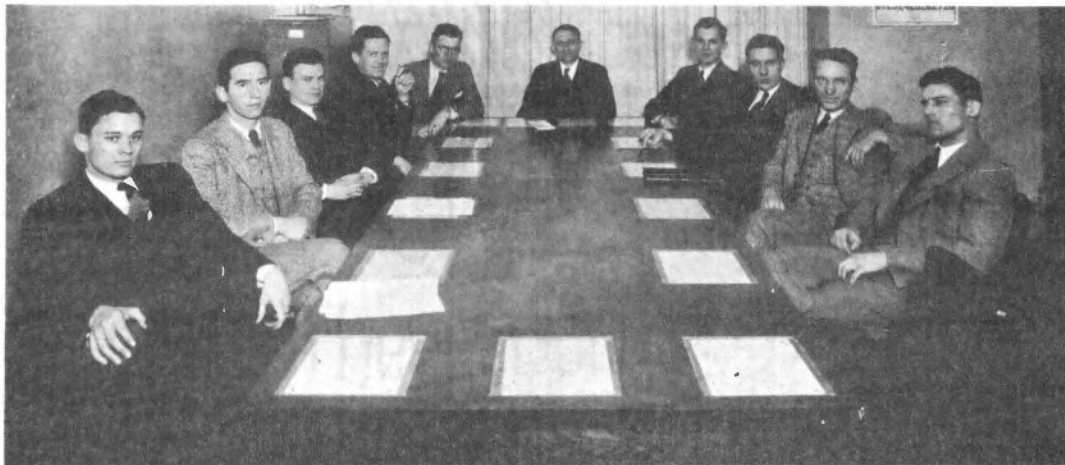
one faculty member and the manager of student publications, controls all affairs arising concerning that branch of student affairs.

It annually appoints the editors and business managers. It awards all major contracts of these publications. It governs policies and business matters, and in short acts as a rigid supervisor for The Daily O'Collegian, The Redskin, and The Aggievator. Besides its numerous local affairs, the Board of Publications exerts its influence to attract promising journalists to attend this school.

Under the supervision of the Board, the Junior College Press Association held its most successful meeting in Stillwater early in the fall. At the conclusion of the convention, members of the association voted to make A. and M. College the annual meeting place.

Publications safely passed the financial crisis which threatened to disrupt every organization in the country. New equipment was even added, every one of the three major publications being enlarged while contemporary publications were suffering hardships. It was through the vigilance and conservative policy of the Board of Publications that such success was attained.

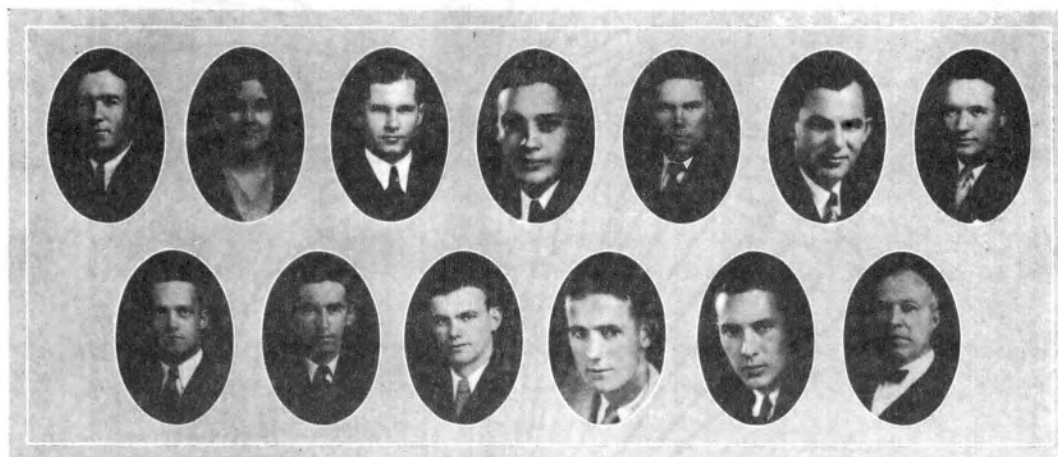
Due to the increased number of publications on the campus being published by the O'Collegian Publishing Company, the Board found it necessary to purchase a new press in 1930, which is valued at \$8,000. Publications printed in the O'Collegian shop are the Student Directory, A. and M. Magazine, Aggievator, O'Collegian, and other such print jobs that do not come under the head of regular college printing such as the posters and advertising of the State Hi-Y convention and the football programs. Many departments in the school use the student print shop as a means of having small jobs done which are to be used immediately.



The Board meets in executive session

## PUBLICATIONS

### The Board of Publications



Trigg Stone Moore Crews McCafferty Johnson Blackburn Arrington Woodson  
McPherson Jones Griffin McElroy

The Board employs Raymond E. Bivert, a graduate of 1926, as financial secretary and general manager of Student Publications. All matters pertaining to the financial side of the publications are under his jurisdiction. All requisitions, contracts, bills, payrolls and statements of money conditions are passed on by him.

Clement E. Trout serves as chairman of the Board, due to the fact that he is the head of the department of publications. His duties in this capacity make him well able to deal with the problems that come before the Board pertaining to campus publications.

The Board sent Joe Griffin, Ewing Jones and E. E. Johnson to the national convention of the National College Press Association held in Pittsburgh, Pa.

During Interscholastic Meet in the spring the members of the Board entertain all visiting editors and business managers of high school papers with a banquet in order that they may further acquaint these campus visitors with the campus publications and their policies.

Board members are elected each spring during the general college elections. Hayden Trigg is the member from the school of Education; Maxine Moore, from the school of Home Economics;

LeRoy McGuirk, from the school of Science and Literature; Ewel Stone, from the school of Agriculture; Frank Crews, the school of Commerce; Bob McPherson, from the Engineering school.

Dean C. H. McElroy represents the faculty, while the Daily O'Collegian is represented by Ewing Jones and E. E. Johnson, as business manager and editor. The Redskin is represented by Joe Griffin and Jim H. Arrington, while the Aggievator is represented by Harry Long and Elmer Woodson.

While the Board has been in existence a number of years it was not until 1927 that it acquired the task of naming the business managers and editors of the student publications. The measure was adopted to insure better publications for the college.



Raymond E. Bivert



## The Daily O'Collegian



THOMPSON

THE Daily O'Collegian, "the Southwest's leading college daily," has won a reputation as a crusading, aggressive newspaper during the past school year. Under the editorship of Lawrence R. Thompson, the daily has undertaken many campaigns, most of which it has won.

The Student Senate was first to feel the sting of O'Collegian disapproval when it allowed a local merchant to distribute freshman caps. The situation was corrected. When over-enthusiastic sophomores became promiscuous in their hazing of freshmen the O'Collegian printed their names in an attempt to stop the practice. The editorial cudgel was raised against the new 7:20 rule for campus clubs. The rule was modified, according to the O'Collegian recommendations, before final acceptance.

Over a hundred students secured part-time employment through the Anti-Wolf campaign the O'Collegian sponsored. Townspeople with work to be done were asked to leave their names with the paper. The Y. M. C. A. co-operated in making this project a success. The O'Collegian opposed granting the graduate school a representative on the Senate. The rule, forbidding dates on fraternity or sorority house property before five o'clock, was fought, with but indifferent results.

At suggestion of The O'Collegian the freshman-sophomore tug-o-war was revived this year. Proposal of class officers to make dues compulsory was bitterly fought by the paper. The proposal was dropped. Like the shot heard around the world was Thompson's criticism of the athletic cabinet for scheduling games with small schools. State papers took him to task most severely for his stand.

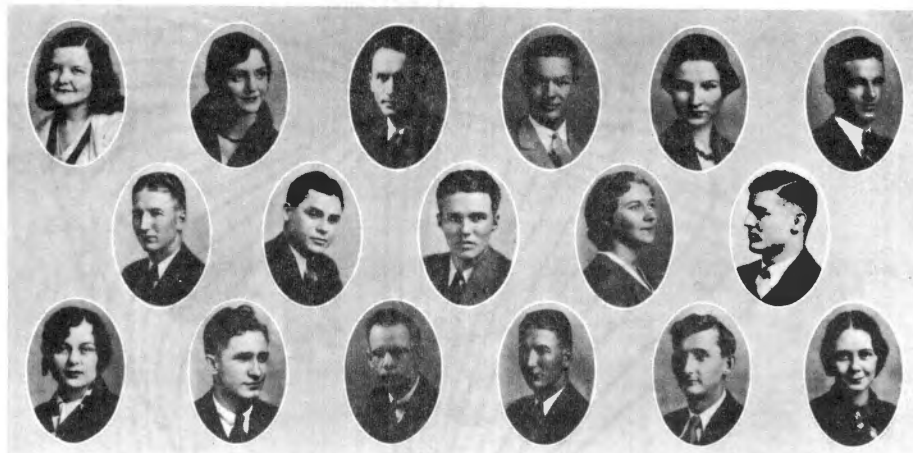
Decision of the Women's Panhellenic not to decorate houses for Homecoming was criticised. At insistence of The O'Collegian the council reversed its edict and houses were decorated. Feeling that cheer leaders should be present at foreign games, The O'Collegian secured transportation for two of the pepsters to Kansas. A campaign to have fraternity and sorority houses put locks on doors of rooms was launched. Three robberies helped the militant paper win its point.

At instigation of The O'Collegian a member of the Board of Publications was removed for non-attendance. The Student Senate revived its rule required attendance or dismissal. On demand of the paper a financial report was issued by the Stadium Board. Most exciting of



Staff in Action

## The Daily O'Collegian



RAGAN                      NEAL                      WOODSON                      BARNES                      WARD                      BROWER  
 POPE                      CRAIN                      THOMPSON                      MCALISTER                      HOOPER                      LONG                      CRAIN                      MALEEV                      YOUNT                      MCGUIRK                      MOORE

all its battles the first semester was The O'Collegian's launching a campaign to have the student association constitution, long hidden from the public, published. After over a month of agitation the document was printed in the paper. Athletes were given an editorial lashing for having fees waived. The administration was scolded for withholding registration figures and as a result, the figures were released earlier than ever before. As a special service, latest reports on the Japanese-Chinese War were carried during that crisis, at considerable added expense. A new policy of printing complete guest lists for all sorority and fraternity dances was instituted, much to the delight of the social elite. It was at the demand of The O'Collegian that the students finally gained their two representatives on the Athletic Cabinet, not appointed for over half the school year. Editorial chastisement was given the Engineers Society for dropping its part of the All-College Exposition. The O'Collegian attempted to retain the exposition, unsuccessfully.

A signal victory was won by the student paper when its repeated pleas for establishment of a lost and found headquarters were heeded and President Bennett designed his outer office. Many valuable articles were recovered through its services. Believing a need exists for a new college pep song, The O'Collegian instituted a "Song for Tomorrow" contest. Many contributions were received. Another victory was won when the Ministerial Alliance took The O'Collegian's advice and revived Religious Emphasis Week as a campus project, bringing E. J. "Dad" Elliott here as a speaker.

Thirty-four teams were entered in the third annual bridge tournament. College council's orders for an audit of Senate and publications books were greeted with joy by The O'Collegian, which went even further and asked that they be made annual events. Long before the election pot was boiling the paper suggested placing faculty members in charge of the spring machinery. During the election The O'Collegian maintained a neutral policy, fighting only for a fair election, subject to no suspicion by either party.

As finals approached The O'Collegian, co-operating with Stillwater merchants, sponsored an "Aggie Bargain Week," climaxed by a visit of Paul Christensen's orchestra, during which the paper, and merchants profited.



WOODSON



## Board of Publications



CLEMENT E. TROUT

COMPOSED of the editors and business managers of the student publications, a representative from each campus school, the head of the journalism department, a faculty member, and the manager of student publications, the Board of Publications is second only to the Student Senate in legislative power. This group controls all affairs arising concerning the *Redskin*, the *O'Collegian*, and the *Aggievator*.

Each spring the editors and business managers of the publications are chosen for the coming school year by the Board of Publications. Another important activity of the Board is the letting of photographic, printing, and engraving contracts for the *Redskin*.

The Board exerts its influence to attract to Oklahoma A. and M. promising journalists from the various state schools. Under its supervision the annual Junior College Press Association meeting is held each year. The Board also sponsors during the Annual Interscholastic Meet the entertainment of all visiting editors and business managers from high school papers.

Members of the board from the campus schools are chosen in the annual spring election. It was not until 1927 that the Board acquired the power of naming the editors and business managers of the publications, they formerly being elected by direct vote of the students. The newer method, however, insures the election of the student best qualified for the editing or managing of the publications.

Clement E. Trout, as head of the Journalism Department, serves as chairman of the Board. Raymond E. Bivert, graduate of 1926, is employed as secretary and general manager of student publications; and Dean C. H. McElroy is the faculty representative.

The members of the Board this year are: William Hieronymous, Marguerite Ross, Herbert Loyd, Ewell Stone, Hayden Trigg, Fountain Brower, George Crain, Harry Long, Lawrence Thompson, Elmer Woodson, Ray Jones, and Ewing Jones.



MCELROY	HIERONYMUS	ROSS	LOYD	STONE	TRIGG	BROWER
CRAIN	LONG	THOMPSON		WOODSON	R. JONES	E. JONES



## THE DAILY O'COLLEGIAN



Thompson

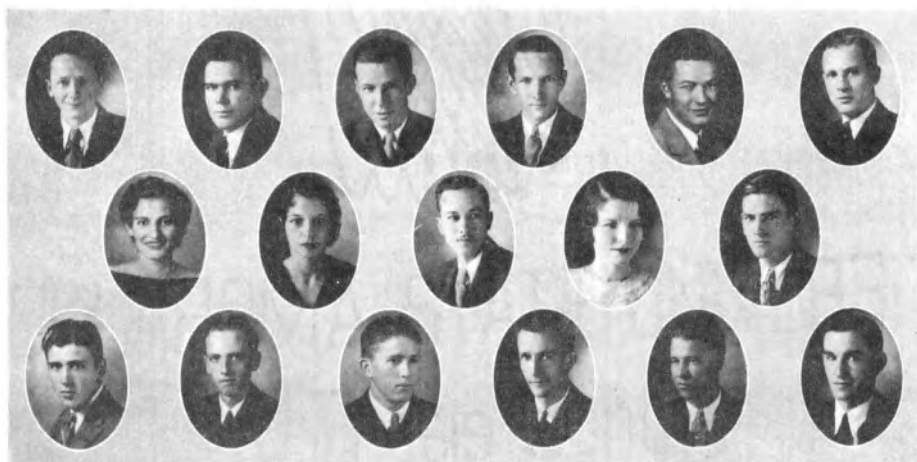
A CONSERVATIVE policy, but one of service, has been the keynote of the Daily O'Collegian this year in maintaining its slogan of "The Southwest's Leading College Daily." The editorial pen has been persistent in fighting for causes it has sponsored and assisted, but the shibboleth of the publication has been that of complete campus coverage of news and it is this function that the paper has been particularly successful for 1932-33.

Folks read the O'Collegian this year. Perhaps it was because of the scoops on big stories, such as the animal husbandry building fire and explosion, two city elections, two county and the national votings, the attempted assassination of Roosevelt, Governor Murray's educational executive order, the California earthquake, and because of the consistent coverage of daily local happenings.

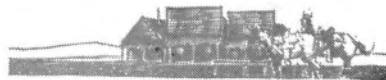
Lawrence R. Thompson, the only student to edit the O'Collegian twice, has led the paper in many crusades during the year. The first fight, for revision of the Women's Panhellenic constitution, was unsuccessful, but probably created more interest than any of the other campaigns because of its sensational exposes. The fight for later closing hours was reopened again, and the paper this year had the pleasure of seeing its long-advocated reform adopted through the student senate's efforts.

A new pep song, "Sing a Song for A. and M.," was introduced in the fall. It was the result of a contest sponsored by the O'Collegian. A protest of the many fire hazards on the campus resulted in a more stringent policy of the college as well as numerous "No Smoking" signs in campus buildings. When the flagpole had no rope and hence no flag, the O'Collegian plead for one, and the flag waved once more.

When the Aggievator was not punctual in its appearance, the paper recommended that it either be abolished or that the offices of editor and business manager be combined. The latter proposal was accepted by the publication's board. Early in the fall the O'Collegian started pleading for a new constitution, which resulted in the document accepted in the spring. Most vigorous fight of the year was against the college council recommendation



Achenbaum	Fordice	S. Barnes	Diffendafer	W. Barnes	Williams
Knox	Stokes	Grattan	Richards	Ward	Wallis
	Oliver	Richert	Robertson	Lynch	Teel



## THE DAILY O'COLLEGIAN



The entire staff shows up for the picture taking

that editors and business managers be removed from the publication's board. The recommended change was not made. Olen Lynch's criticism resulted in change of the unofficial college boxing team's title from Aggies to the Stillwater Boxing Club. Partially through the efforts of the paper, prizes were awarded to the best decorated fraternity, sorority, and campus building during Homecoming.

When spectators arose from their seats following the O. U.-Aggie football game they were given copies of an O'Collegian extra carrying a full report of the game. The all-college bridge tournament aroused unusual interest, the Alpha Gamma Rhos winning the school championship. It was at suggestion of the O'Collegian that an unofficial golf team was sponsored by the college. There were other campaigns, all encountering opposition, but all conducted vigorously.

Co-operating with the schools of engineering and agriculture, two special editions were issued for these departments. The O'Collegian unsuccessfully opposed scheduling a football game with Jefferson University at Dallas. No little interest followed the selection of an all-time Aggie football team by F. W. Wallis.

When the student senate had to pay federal taxes on dances, the O'Collegian discovered that the Kansas University senate was exempt and recommended that the Aggie solons seek exemption on the same grounds.

Success of the paper in securing complete coverage of news is attributable largely to the staff and organization. Outstanding work was done by John Oliver on the rewrite desk; Dave Knox, on the night shift; Louis Blackburn, managing editor for the first semester; Olen Lynch, as sports editor; F. E. Wallis, special writer; Earl Richert and Arthur Ackenbom, campus editors; Berta Lou Grattar, feature-a-day writer; Vaden Richards, reporter, and Hazel Ward, society editor.

Elmer Woodson was business manager for the first semester, and Harry Long served for the second term.



Long

Woodson



## BOARD OF PUBLICATIONS

**H**AVING active charge of the three school publications, the Board of Publications is second only to the Student Senate in importance in student affairs.

The board operates under the committee system, the committees being composed of the editor and business manager of the publication involved, the editor-in-chief and general manager of the publications, and a school representative. The action needed is decided upon by this committee and presented to the entire board for its approval or rejection.

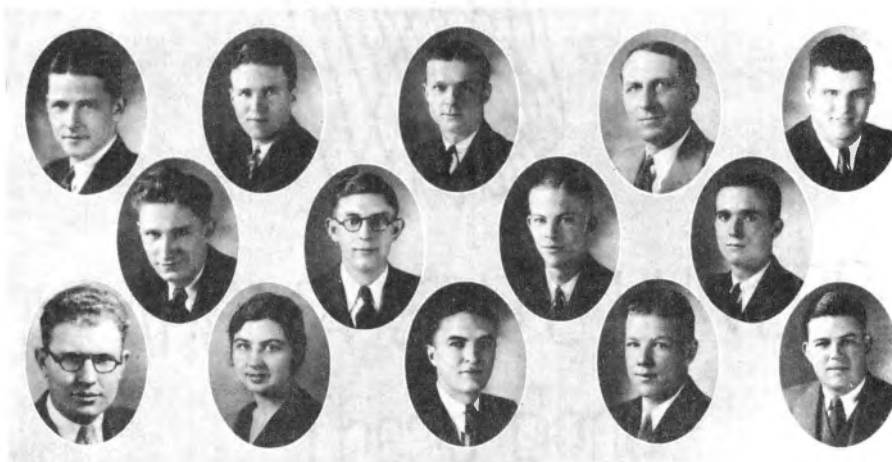
Under this committee system, the board found that greater flexibility and dispatch were possible, the smaller groups being able to meet on shorter notice and with more frequency.

Because of financial stress, the board this year was confronted with more problems than would ordinarily face it. The O'Collegian, operating under fewer subscriptions than in previous years, was dependent to a much greater extent upon advertising revenue. This revenue varied from month to month with the result that the budget was necessarily altered a number of times.

On the Aggievator it was necessary to adopt a sliding scale of salaries and other expenses in keeping with the fluctuating income. Thus, the Aggievator committee had a problem to work every issue of the comic.

On the Redskin, the committee was confronted with the problem of publishing as big a book as possible under a budget reduced by fee waivers and the drastically reduced selling price of the book.

The Board of Publications was a central point in a part of the controversy concerning the recently adopted student constitution. While the new constitution was pending, there was much discussion concerning the membership on the board of editors and business managers of publications. The Council of Deans recommended that they be removed, at least to the extent that they should not have a vote in the affairs of the board. A majority of the board disagreed with this recommendation, as did a large part of the student body. Committees from the Redskin, from Panhellenic organizations, from the senate, and from the board itself conferred with President Bennett upon the question. Eventually editors and business managers of publications were retained on the board with full power to vote. The offices of editor and business manager of the Aggievator were combined. This Aggie-



Stansbury      Long      Freeman      Trout      McGuirk  
 Bivert      Thompson      Ross      James      Timberlake      O'Toole      Jones      Gray      Smith



## BOARD OF PUBLICATIONS

vator manager was granted a place on the board under the constitution. One faculty member and the general manager of student publications were also added to the board.

All members of the board are elected for terms of two years with the exception of editors, business managers and appointive members who serve only one year or so long as they are reappointed. One-half of the elected members are placed in office each year, thus insuring experienced men on the board at all times.

This staggering method of election serves to help keep student politics out of what is perhaps the most important function of the board—the appointment of editors and business managers for the publications. Candidates for these offices must adhere to rigid requirements for experience, must appear before the board to be questioned, and must write out beforehand a letter to the board giving their qualifications. The board then votes on the candidates.

The work of the Board of Publications is without doubt of vital importance. The publications of the school are an important connection with the state and southwest, and it is through publications that residents of the state form their opinions of A. and M. Thus the Board of Publications is saddled with the responsibility of presenting the college to the citizenship in the most desirable light.

Another major function of the board is the letting of contracts for the printing, engraving, and photography of the Redskin each year. This usually is the last action of the board during the year, and ordinarily takes two full days. Representatives of each company desiring Redskin contracts are present in Stillwater and appear before the board, presenting their offers. The board then acts upon the matter, signing contracts for the work for the following year.

Members of the board this year were: M. D. Timberlake, Engineering; Paul James, Agriculture; Marguerite Ross, Home Economics; Wilmot Freeman, Education; R. B. Smith, Science and Literature; Gordie Gray, Commerce; Max Stansbury and LeRoy McGuirk, Redskin; Lawrence Thompson and Harry Long, O'Collegian; Joe Rush Jones and John O'Toole, Aggievator; C. H. McElroy, alumni member; Raymond Bivert, general manager student publications; C. R. Trout, editor-in-chief college publications, and Raymond D. Thomas, faculty representative.



The Board of Publications in session

# O'COLLEGIAN



OLIVER

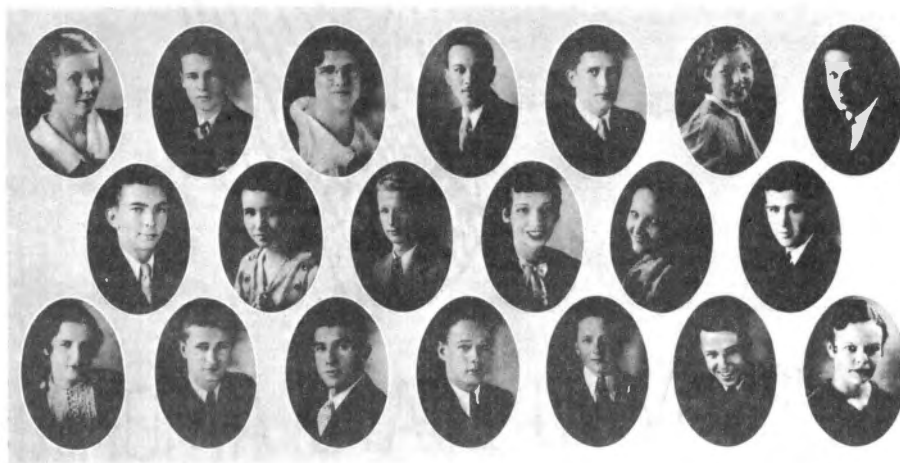
COMPLETE campus coverage has been the primary ambition of the Daily O'Collegian staff this year, and in the main the paper has been highly successful in that aim. Outside the campus, a number of events occurred which were carried first and completely in the student newspaper. The Stillwater sales-day robbery, perhaps the biggest story of the year from a sensational point of view, was first in the O'Collegian. A reporter, dozing in the wee hours of the morning, sprang to attention to write the story of two Aggies losing their lives a few hours before in an airplane crash on the Lake of the Ozarks hundreds of miles away.

Results of the municipal elections were covered first by the O'Collegian. For Homecoming and the city's big Armistice day celebrations, there were special eight-page editions—and believe it or not, fifteen seconds before the final whistle of the Homecoming tilt with Drake

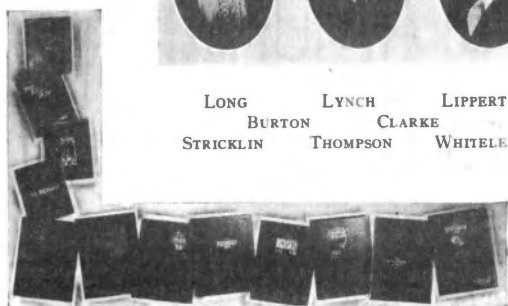
University, O'Collegian newsboys were in the stadium with another special edition carrying the final score and a play-by-play account of the game up until the last two minutes of play. Special editions came off also for the Schools of Agriculture and Engineering when those departments observed special days. The All-College Bridge Tournament, O'Collegian sponsored, aroused considerable interest.

The editorial policy of the paper is hard to define. Under the editorship of John Oliver, the staff has felt that since publications are supported, not by any particular group or groups, but by the entire student body, the newspaper is bound to hold itself aloof from campus politics—to present fairly the views of the different minorities as well as those of the dominant majority.

Recognizing as it has the strong points in the arguments of its opponents as well as its own, the paper has engaged in no fire-eating campaigns. It has, however, advocated consistently a number of changes for A. and M. Chief among them is an adaptation of the University of Chicago plan of higher education, with



LONG    LYNCH    LIPPERT    RICHARDS    RICHERT    SONNENFIELD    STALEY  
 BURTON    CLARKE    ELLIS    GRATTAN    HEREFORD    KNOX  
 STRICKLIN    THOMPSON    WHITELEY    MCGINTY    ACKENBOM    BARNES    BOEHR





## O'COLLEGIAN

comprehensive examinations, voluntary class attendance and a definite objective for the college course as opposed to the present system of unrelated courses and set schedules for study. The paper would have the college set up the facilities for gaining an education, and then have the responsibility for its use placed on the individual student.

At the beginning of the second semester it seemed that, due to the fact the O'Collegian was made optional on the list of enrollment fees, the paper would have to abandon the daily service it had maintained for nearly a decade. However, loyal students rallied to its aid and with excellent work on the part of the business staff, the catastrophe was averted.

The O'Collegian has maintained throughout the year its reputation as one of the best college dailies in the nation. Particularly worthy of attention has been the work of David Knox, managing editor responsible for assignments and news coverage; Earl Richert, one of the best night editors in the history of the paper; Arthur Ackenbom, rewrite editor and man of all work; Olen Lynch, who with the help of Earle Staley and Burton Whiteley, put out an excellent sports page; Vaden Richards and Curtis Ellis, campus editors, on whom the paper depended for most of its page-one stories and its coverage; and Ruth Stricklin, society editor.

Financially, the O'Collegian is rounding the corner, and by strictest economy has paid off a number of debts from previous years. Harry Long has served as business manager, with Linford Pitts, Bill Robertson, Junior Ross, and Harold Moore as advertising salesmen.

Other members of the staff are: Virginia Hereford, Special Writer; Tom McGinty, Campus Editor; Sam Barnes, Columnist; and Lucius Burton, Virginia Long, Betty Boehr, Weldon Barnes, Virginia Lippert, George Purcell, and Paul Crosslin, Reporters.



LONG



## THE BOARD OF PUBLICATIONS



CLEMENT E. TROUT

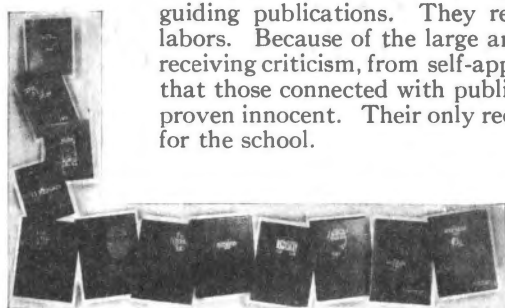
### THE BOARD IN EXECUTIVE SESSION

THE Board of Publications has active charge of the three student publications, the *Redskin*, *O'Collegian*, and *Aggievator*. The board operates under a system of committees composed of the editor and business manager of the publication involved, the general manager of student publications, and a school representative. These committees make reports and recommendations to the board at its regular meetings for final action. The committee system has proved the most satisfactory method yet devised, the smaller groups being able to meet on shorter notice and more frequently.

The membership of the board consists of a representative from each of the six schools of the college, the editor-in-chief of college publications, the general manager of student publications, an alumni member, a faculty member, and the editors and business managers of the three publications. The school members are elected by their respective schools at the regular spring election. One-half of the elected members are placed in office each year and serve two-year terms, thus insuring some experienced members on the board at all times. The alumni member, the editor-in-chief of publications, and the general manager of student publications are standing members; editors and business managers are ex-officio members.

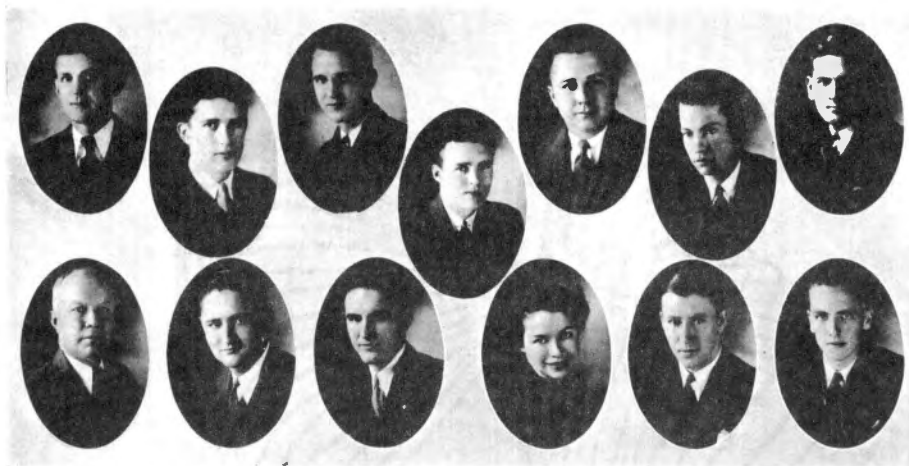
The work of the board of publications is without doubt of vital importance to the institution and the state. Through the publications, residents of the state and the Southwest form their opinions of A. and M. Thus the Board of Publications has, indirectly, the responsibility of presenting the school in the best possible manner.

Members of the board receive little credit for the long hours they spend in guiding publications. They receive no keys or other material award for their labors. Because of the large amount of funds they supervise they are continually receiving criticism, from self-appointed guardians of the public, who seem to believe that those connected with publications are of questionable character until they are proven innocent. Their only recompense is the satisfaction of having done a service for the school.





## BOARD OF PUBLICATIONS



THOMAS  
MCELROY

RICHERT  
TRUSCOTT

WESSON  
TIMBERLAKE

LONG

TARR  
BOYDSTONE

CRAFT  
MAHAFFEY

WALLIS  
OLIVER

THE present form of the Board of Publications was established about 1927. Since that time it has supervised the purchase of printing and office equipment for the O'Collegian and Redskin reaching several thousand dollars in value, which will be entirely paid for this year.

Among the major duties of the Board of Publications, is the annual appointment of the editors and business managers of student publications. Candidates for these offices must adhere to rigid requirements for experience and scholastic standing. It lets the contracts for the printing, engraving, and photography of the Redskin each year. Representatives of each company desiring contracts appear before the board, presenting their offers.

In October, the Board sent John Tarr, John Oliver, and Sam Mahaffey to the National Scholastic Press Association's yearly meeting in Chicago. These representatives found that A. and M.'s publications compare favorably with the best in the United States.

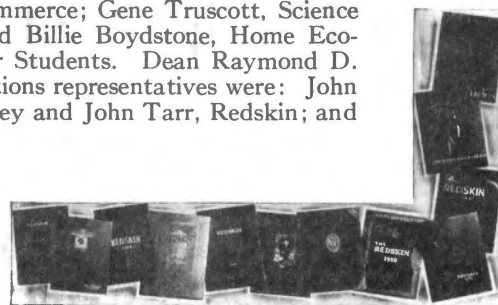
Accusations against the present form of the board caused President Bennett to issue a proclamation that the present board would end its duties at the close of this school year, and a new arrangement to be set up in an attempt to find a guiding hand for publications that would be entirely free from student politics.

This year Clement E. Trout served as chairman; and Raymond Bivert as secretary for the board. School representatives were: M. D. Timberlake, Engineering; Roy Craft, Agriculture; H. K. Wesson, Commerce; Gene Truscott, Science and Literature; Earl H. Richert, Education; and Billie Boydstone, Home Economics. C. H. McElroy represented the Former Students. Dean Raymond D. Thomas was faculty representative. The publications representatives were: John Oliver and Harry Long, O'Collegian; Sam Mahaffey and John Tarr, Redskin; and F. E. Wallis, Aggievator.

Page 215



RAYMOND E. BIVERT



# Daily O'Collegian

Student Daily Continues as One of Ranking College Publications of the Nation Under Capable Guidance

By F. E. (Wally) WALLIS



EARL H. RICHERT,  
... on to Dallas.

Progress, service, and efficiency have been stressed in the *Daily O'Collegian* during 1934-35. Under the guidance of Earl H. Richert, editor, and John O. Tarr, business manager, the student newspaper has completed what those long in contact with A. and M. publications consider its best year in history.

To appropriately initiate a year for which its staff had such high hopes, the *O'Collegian* as the Fall term opened installed Associated Press service, an addition that not only better justified its claim to being "The Southwest's Leading College Daily," but also placed it in the front rank of university publications over the nation. Associated Press service has meant for the *O'Collegian* a great increase in accurate and timely coverage. The chief contribution to the news agency has been in intercollegiate sports encounters, although it has been invaluable in protecting Aggieland's newspaper on all news relating to the campus. Stories of faculty and administration changes, appropriation actions, honors extended those now or formerly connected with the college, all other accounts concerning A. and M., and major stories throughout the state and nation have been given to *O'Collegian* readers from this source. Besides, the Associated Press has given the publication photographs illustrating current news, and



JOHN O. TARR,  
... he has short ear!

has enabled it to establish an invaluable matrix and preparedness morgue of state-wide figures.

The editor, of course, was well experienced for his position. Starting his journalistic career as a Freshman at A. and M., Editor Richert served one year as reporter, one year as campus editor, a year as night editor, and his senior year as editor. He will be editor next year.

As his managing editor, editor Richert chose Arthur O. Achenbom, who had been managing editor under Olen W. Lynch during the Summer of 1934. Achenbom had headed the reportorial staff of the Coffeyville Junior College *Campus Life*, had served a semester as reporter for the *O'Collegian*, a year as campus editor, and the previous semester as rewrite editor.

Curtis S. Ellis occupied the next staff position, that of city editor. For a semester, he had been a reporter on the *O'Collegian*, and a campus editor for more than a semester. Vaden Richards, night editor, had been on the staff of the Stillwater High School newspaper, for a year reporter on the *O'Collegian*, and campus editor for another year.

W. R. Johnson and Eldon Cates began the year as campus editors. Each had served almost a year as reporter, and Johnson had been appointed managing

editor during the summer term. During the first semester Richards resigned his position as night editor for employment downtown. Johnson was appointed to succeed him.

New reporters for the year and a few from the previous year began to show rapid advancement. David Bussell led the new crop, being named as a campus editor soon after Johnson's advancement. Ralph Slater also showed well, covering efficiently first the difficult club assignment and later the engineering and fine arts run.

Virginia Merle Hereford had returned after somewhat more than a semester of feature writing, and immediately assumed responsibility for the *O'Collegian's* traditional "feature a day." Because of her faithful and talented duty, she soon became the best known and most popular writer for the publication.

Virginia Long returned to cover the arts run, but later was transferred to the home economics and student government beat. Her work on each was exceptionally well done. Virginia Lee Waters covered home economics and student government before Long, but left school during the year.

After Slater's transfer to runs, Marjorie Hill undertook to cover club activities, which she did more completely than ever had been done in recent years.

A new feature of the *O'Collegian* for this year was the style column. June Bernard and then Frankie Brown wrote these articles satisfactorily during the year.

One of the most faithful reporters was Albert McQuown, who covered special assignments and acted as relief man for other writers. Herbert Feather and Phil Bird also wrote specials.

Progress of the *O'Collegian* was well evidenced in the society department. Doris Williamson, society editor, demonstrated her ability to cover social activities completely, and yet have her copy in long before deadline. More stories worthy of headlines appeared on the society page than ever before in the history of the paper. In addition, an innovation for the year, a complete social calendar

# ..Southwest's Leading College Daily

and a special guest list each day was published. She attributes her success largely to her assistants, Mary Jo Taylor, Lucile Mindeman, Betty Bradley, and Betty Reed, the latter two and Taylor serving only during the first semester.

Burton Whitely, sports editor, provided complete coverage on all college athletic events. His column, "Sports Relays," commented on timely sports topics, and his news stories were equal to a successful sports year. His assistant during the second semester was Dick Johnson. N. S. (Buster) DeMotte wrote special assignments. During the first semester, the sports assistant was Bob Demaree.

Other members of the staff during the year were J. B. Douglas, Don Ross, Terry Clark, Bob Buford, Joe Nance, Betty Boehr, Myrtice Hellar, Nat White, Thomas McGinty, Jim Small, Dorothy Caswell, Jack Driggs, Tommy Smith, Jimmie Hunt, Helen Peck, Ruth Fawcett, Dorothy Gentry, Maxine Kiester, Marvin Livingood, Junior Burrows, Yvonne White, Elvira Wallin, Berta Grattan-Lee, and Rodney Black. Not all of these worked the entire year, some of them writing only a short time. It was the policy to welcome all aspirants to write, and all that successfully covered preliminary assignments were given regular runs.

The editorial staff of a paper is, of course, futile without a capable business staff, and the *O'Collegian* business staff points proudly to their achievements for the year. The last cent on a completely equipped shop was paid. Within the last five years, the *O'Collegian* has paid for a Duplex printing press, an additional linotype machine, and much other fine printing machinery. Raymond E. Bivert, general manager of publications, has supervised this growth.

Business manager Tarr has a good record of service. He had been on the REDSKIN staff a year, assistant business manager a year, and business manager a year before becoming business manager of the *O'Collegian*. His two assistants were Linford Pitts and Foreman Carlile, whose sales of advertisements provided a large part of the newspaper's

revenue. Frank Lewis and Bob Brandenburg were circulation managers for both semesters, Lewis the first and Brandenburg the second.

The *O'Collegian* has had a conservative editorial policy for the year. None of the bombast-filled campaigns customary with college newspaper editors have been waged by Earl Richert. The movements he did initiate, however, were carried on with full force, and resulted in complete success.

Probably Richert's biggest achievement, however, was the appointment of an athletic director for the college. No head of the athletic department had functioned since the resignation of Lynn O. Waldorf in 1933 to become coach at Kansas State University. *O'Collegian* editorials stirred up student sympathy against this apathy and eventually were a factor in the choice of Henry (Hank) Iba to guide the athletic department.

In its news policy, on the other hand, this year's *O'Collegian* has shown less tendency to hug the conservatism of the preceding years.

An important trend this year was to give more complete coverage. By publishing stories of state and nation, it has initiated a new objective to become in reality the morning newspaper in a community of almost 15,000, the population of A. and M. and Stillwater.

Probably the largest news source of the *O'Collegian* is that of the School of

Agriculture, covered by campus editor Cates. The prominence is merited by the fact that this school comes in contact with many times as many persons as all the rest of the college combined. Short courses alone serve almost 10,000 annually, and extension workers serve many more thousands. Besides this natural importance, the year was one of unusual accomplishments for the school, the show records of the animal husbandry department being considered the best of any college.

The *O'Collegian*, however, has endeavored to give impartial service to all parts of the campus. Every club has been urged to use its facilities to notify of meetings, and tell of the happenings of each session. Rarely has a group met without the *O'Collegian* carrying the story. Students and faculty members in charge of each school's activities have been regular news sources of the student newspaper's reporters.

It is difficult to list the most important *O'Collegian* news stories for the year, but it is certain that the following were of unusual importance in news values:

The winning of the A. A. U. and Intercollegiate wrestling tournaments by the A. and M. wrestlers with three firsts and two seconds in the Intercollegiate and of five firsts in the Oklahoma City show; appointment of Henry Iba; and discovery of football play-selling.

LEFT TO RIGHT—Slater, Ackenbom, Long, Bussell, Taylor, Whiteley, Reed, Waters, Cates, McQuown, Boehr, Ellis, Richards, Williamson, Richert, Johnson, Long, Tarr, Carlile, Hereford.



# Board of Publications

Manages and Controls Affairs of Three Student Publications Owned by Students

By CLEMENT E. TROUT

Student publications on the Oklahoma A. and M. College campus have been under the control of a Board of Publications for many years. The form of the Board has been changed at various times, but the essentials have continued the same—student control with faculty representation to add balance.

The Board under which the publications have worked during the 1934-1935 school year was established by the order of President Henry G. Bennett at the beginning of the school year in September, 1934. It functions under a new section of the student constitution which will be submitted to a vote of the students for final approval after it has been tried out in practice, and the Board is satisfied with it.

In effect there are three Boards with overlapping memberships. The membership of all Boards are: two students elected by the student body as regular student officers, two faculty members appointed by the President of the College, the Dean of Men, and the Head of the Publications Department of the College. One of the student members is elected as a junior each year to serve two years. The other members of the Board are the editor and business manager of the publications under consideration. For instance, in considering matters concerning the REDSKIN, the six

. . . . he guides Board,  
CLEMENT E. TROUT.



overlapping members and the editor and business manager of the REDSKIN compose the Board.

The Head of the Publications Department of the College is chairman of the Board, and the General Manager of Student Publications is secretary.

Members of the 1934-1935 Board are: Robert Brandenburg, a senior in the School of Agriculture, and Arthur Loewen, a junior in the School of Commerce, representing the students; George H. White, Assistant Professor of English, and Edward L. Lloyd, Assistant Professor of Business Administration, faculty members appointed by the President; Dr. C. H. McElroy, Dean of Men and Dean of the School of Science and Literature; and Clement E. Trout, head of the Publications Department of the college. General Manager of Student Publications is Raymond E. Bivert.

The responsibility of the Board is outlined by the student constitution in the following sections: "It shall be the duty of the Board of Publications to supervise all student publications and to make decisions regarding the advisability of establishing or discontinuing any student publications, and whether the same be regular or periodic, or occasional and temporary in character.

"To approve members of the staffs of the student publications, the recommen-

. . . . he reads the minutes,  
RAYMOND E. BIVERT.



dations to be made by the editors and business managers.

"It may suspend the editor or business manager of any publications for cause, and submit the case to the President of the College for final decision.

"The duties of the various editors and business managers shall be those defined by the Board and include the responsibility for handling the editorial or business affairs of the publications on which they hold office except as those responsibilities may be limited by delegation of supervisory powers by the Board.

"The Board of Publications shall supervise and insure the proper management of the O'Collegian Publishing Company and any other similar enterprise by student publications, subject to review by the Board of Directors of the Corporation."

The Board also passes on the eligibility of candidates for the positions of editor and business manager of the publications. The editors are elected by the student body and the business managers are appointed by the Board.

To fulfill these responsibilities for the business management of the publications, the Board has as its representative the General Manager of Student Publications, Raymond E. Bivert. His duties are those delegated to him by the Board. They include general supervision of the books and work of the Business Managers of the three publications. He helps the new managers set up their books and handle the detail of the work. Budgets and other reports are checked with him before being presented to the Board. All deposits of funds and all requisitions are countersigned by him as the representative of the Board.

When the business managers leave at the end of the spring semester, they take charge and close up all unfinished business. On the O'Collegian, he looks after contracts for national advertising, which are usually scheduled during the summer when no student manager is working.

This system of supervision provides for continuity of business effort. Each year of the REDSKIN and Aggievator is

# Rules Student Publications



Richert, Tarr, White, Lloyd, Trout, Brandenburg, Lewen, Wallis, McElroy, Lynch

counted as a complete business unit without direct connection with the publications of other years. However, surpluses and deficits on these publications are handled by the Board to balance each other and maintain the financial responsibility of the publications in general. The *O'Collegian* is handled as a continuing business with annual reports but continuous business relations.

For several years previous to 1928 the Board organization consisted of two students elected by the student body, a junior elected each year for a two year term; a representative of the Alumni Association appointed by the President; the Head of the Publications Department; and the Editor of the publication under consideration. Dr. C. H. McElroy was the alumni representative for many years.

At that time the editors and business managers were elected by the student body.

The *O'Collegian* printing plant was purchased in 1926. Mr. Bivert was appointed General Manager of Student Publications during the summer of 1926, having been business manager of the *O'Collegian* the preceding year. The idea of purchasing a shop and plans to make it practical were largely his. Although the plant has been improved by the addition of two new presses and other equipment it is now entirely paid for and is the property of the student body without obligation against it.

In 1928 the constitution was revised and a large Board was established. Aft-

er various revisions this Board was composed of one representative from each of the six undergraduate schools on the campus, the editor and business manager from each of the three publications, the senior Dean in the College, the Head of the Publications Department, the General Manager of Student Publications, and a faculty representative appointed by the President. Three of the student representatives were elected each year to serve two terms. This Board appointed editors and business managers, and, as a complete Board, considered all matters concerning any publication including the letting of contracts for REDSKIN printing and engraving.

At all times there have been certain minimum requirements for the editors and business managers of the publications. These have varied, but the requirement that the candidate has worked at least one year on the publication for which he applies has been included at all times. The general purpose has been to raise the standards of the workers without sacrificing efficiency.

Particularly during the past few years, when funds have not permitted payment of a large staff, more opportunities have been available for work on publications than there have been people willing to work. At times even the positions of editor or business manager have been hard to fill with qualified individuals.

It is the idea of the present board to require high standards of scholarship and character for the workers on publications; also to insure opportunity for all

who are willing to serve an apprenticeship and give service while preparing for the advanced position. A large staff with opportunity for advancement on merit is the ideal for student publications.

During the years, student publications on the Oklahoma A. and M. College campus have advanced in service and standing. Today they rank among the best in this region and comparable with those in larger institutions throughout the nation. Student interest and faculty support along with the devotion of individuals who have been connected with them at various times have together made this possible.

The biggest single piece of business the Board transacts during the year is the awarding of REDSKIN contracts. E. E. Brewer, college purchasing agent, and Clint Strong, business manager of the college, sit on the board when bids are heard for these contracts to advise the board.

They do not have a vote in the awarding of these contracts, but offer helpful advice and make suggestions that enable the board to secure the most favorable contracts for the annual. All of these contracts are awarded each year, one for photography, one for the photo engraving, and a third for the actual printing. Since the production of the REDSKIN annually costs better than \$10,000 the board exercises considerable care in the letting of these three contracts. None of this money is actually handled by the board.

APPENDIX D

REPRINTS DESCRIBING PRESS CLUB

ACTIVITIES, 1924-34

Articles appeared in The Redskin, student  
yearbook of Oklahoma A. and M. College.

# Press Club



BILL BRADLEY, *President*

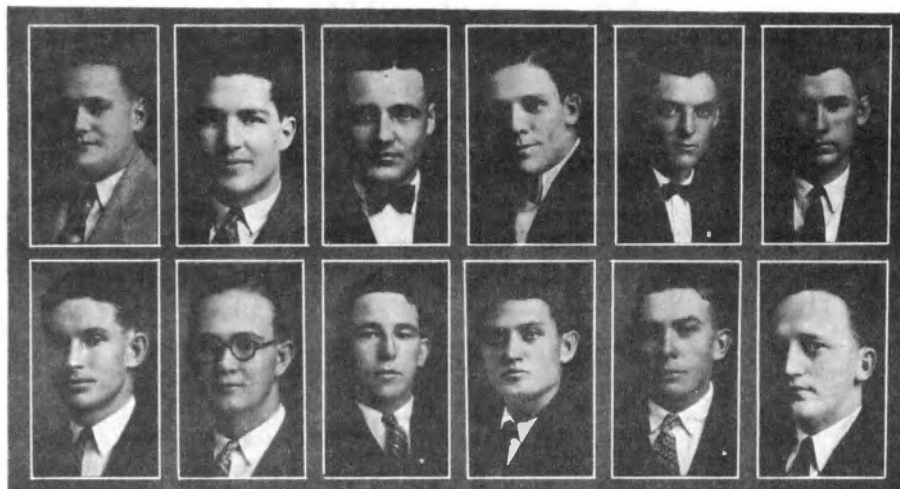
## MEMBERS

*Top row*

CARL SCHEDLER, HOUSTON OVERBY, BILL BRADLEY, GUS FIELDS, OTIS WILES, CLARENCE PADEN

*Bottom row*

EARL BOYD, R. W. GIERHART, J. N. TAYLOR, LESLIE HOLLINGSWORTH, IRVIN HURST, WALKER STONE





## THE PRESS CLUB

OKLAHOMA A. and M. College Press Club has played an important part in campus affairs since its organization five years ago. This organization is comprised of selected staff members from each of the college publications and others connected, in some way, with the journalistic profession. It is one of the strongest of the honorary professional groups.

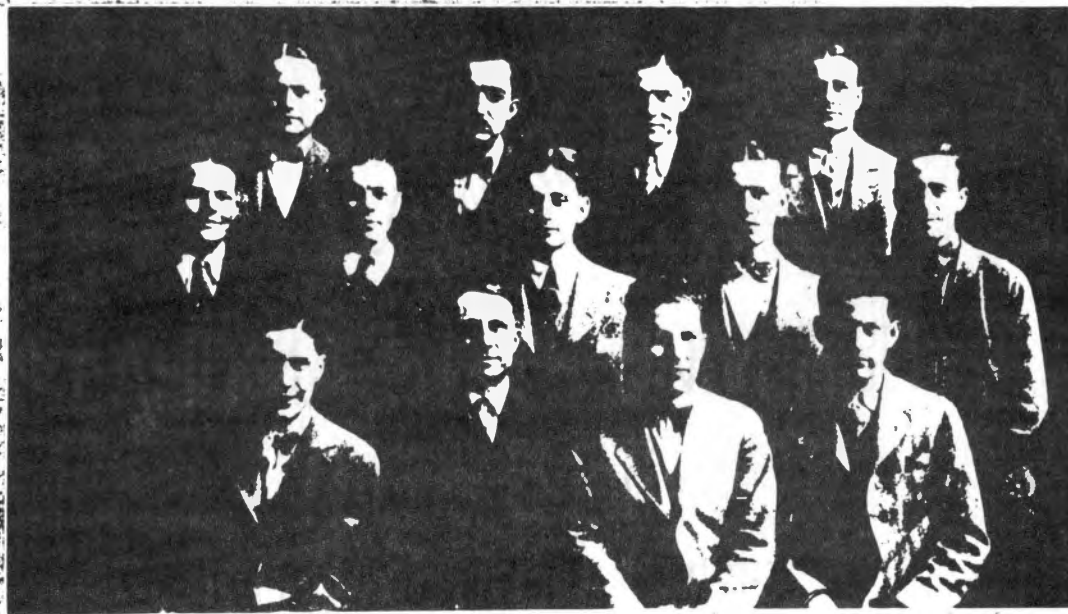
Many of the advances made by the Student Association during recent years were first formulated and introduced by the Press Club. The Oklahoma Aggievator, The Gridiron Banquet, The O'Collegian as a daily, have each had their inception with this body.

A plan has been accepted by the order whereby the group will become eligible to petition Sigma Delta Chi, national professional journalistic fraternity, and a program will soon be inaugurated for the purpose of attracting the favorable interest of that organization.

Many names of men and women prominent in the life outside of college may be found on the time-yellowed rolls of the Press Club. Several state editors and men connected with the newspaper profession have been initiated into the club, and other leaders of the state press will be initiated from time to time.



RAYMOND E. BIVERT  
*Student Manager of Publications*



*Top row* SCHEDLER, McMURTRY, SIMMON, CHENault  
*Middle row* JENKINS, GILSTRAP, LENEY, TANT, BURNS  
*Bottom row* GRIFFIN, TROUT, OVERBY, MILLER



## The College Press Club

FOUNDED with the purpose in mind of raising the standards of publications on the Aggie campus, the Press Club consists of members of the staff of each of the publications owned and supported by the Student Association of the College.

It has been the policy of the Club to foster and promote an annual Gridiron Banquet in the spring of each year, so that editors of high school papers may have a chance to visit the college publication departments and see the manner in which they are conducted.

Membership into Press Club is gained through the election by members of the club. To be eligible for membership, a student must have distinguished himself on one or more of the student publications and must have displayed an interest in those publications.

Although the club has not been an active club for the past two years, it has drawn up plans whereby it may carry on in the program of building student publications up to a high standard on the Aggie campus.

Some former members of the club are now associated with papers in different parts of the United States. Irvin Hurst, '27, is now with the Oklahoma City Times; Walker Stone, '26, is with the Washington Sun, Washington, D. C., and Paul Miller is editor of the Okemah Daily Leader.



EDWARD K. BURNS  
*President*



*Top row*—WRIGHT, JENKINS, GILSTRAP, HARRISON, TICHENOR, CHENAULT  
*Middle row*—DEAN, BURNS, BISHOP, BLACKBURN, PHILIPS, WILE  
*Bottom row*—TROUT, GRIFFIN, SPARKS, CURRY, LENEY, BIVERT

## PRESS CLUB



WILLIAM V. HARBER  
*President*

THE Press Club chose as its major effort the past year the purchase of new band uniforms for the college musical organization, numbering more than eighty-three members. The uniforms were purchased at a cost of near three thousand dollars, most of which was raised by student subscriptions under the direction of the Press Club officials.

The organization while seeing ebb and high years during its life on the campus has maintained, despite apparent quiet at times, the furthering of bringing journalists to the campus. Located on a campus where there is not a full-fledged school of journalism as yet, the Club has made as its prime purpose the forwarding of the day when a school of journalism will make more inducive the efforts of rising journalists on the campus.

Despite its lack of national character, the campus group reaches out over the entire breadth of the nation to point to former members of the organization who are now "carrying on" in the profession of journalism. Numbering among its former members, Walker Stone,

former editor of the Daily O'Collegian, and now city editor of the Washington, D. C., "Sun;" Otis Wile, editor of the Stillwater Daily Press, and also a former editor of the student newspaper; Irvin Hurst, former O'Collegian editor, now on the staff of the Daily Oklahoman; E. K. Burns, once editor of the Redskin, now holding a position with the Southwestern Engraving Company of Tulsa; the local group has shown its propensities for nurturing the spirit of successful journalism.



*Student Publications Print Shop*

## PRESS CLUB



**D**RAWING its members from students working on the three major publications of the campus, The Redskin, The Daily O'Collegian, and The Aggievator, the personnel of the Press Club exhibits a wide diversification of membership, with interests of the members covering practically all phases of journalistic endeavor. Faculty members are included on the roster of the organization when their work qualifies them for admittance into the group.



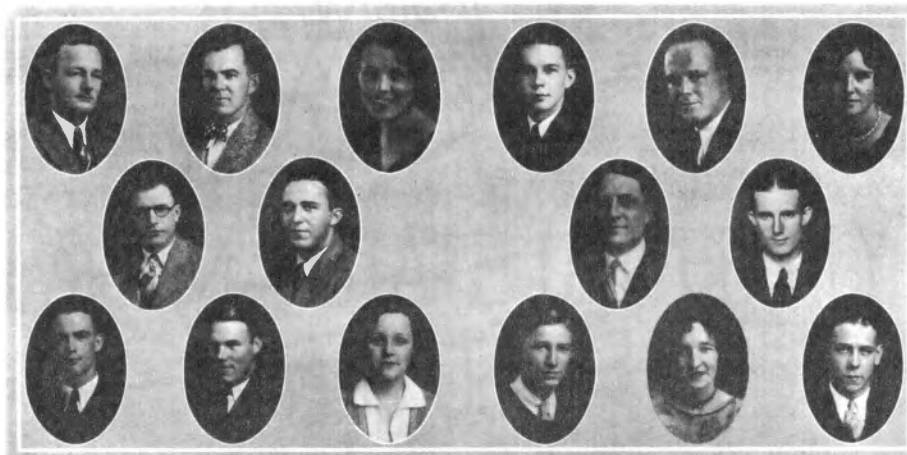
JOE M. GRIFFIN  
*Secretary-Treasurer*

### OFFICERS

WILLIAM V. HARBER	President
SAM GILSTRAP	Vice-President
JOE M. GRIFFIN	Secretary-Treasurer

### MEMBERS

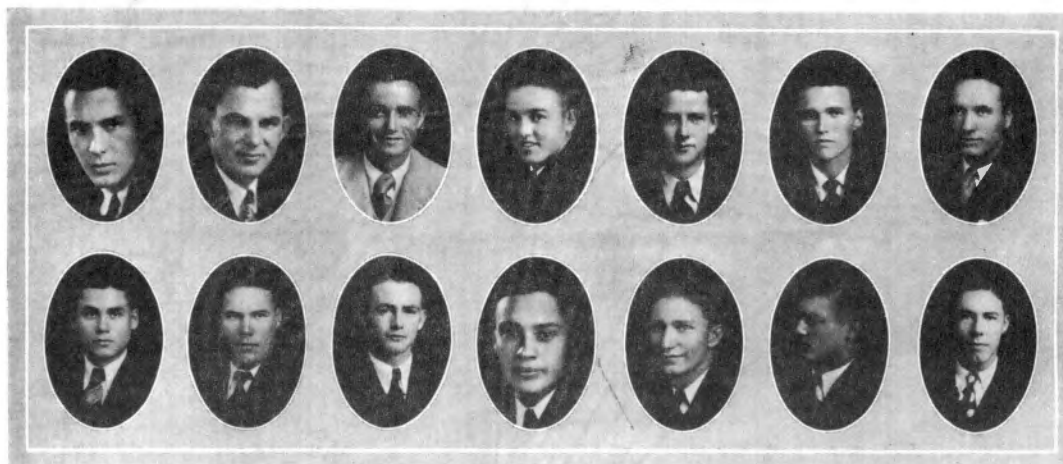
DR. C. H. MCELROY	EWING JONES	ORLANDO BLACKBURN
L. E. TROUT	WALTER WALKER	ANNA PRETTY
R. E. BIVERT	WILLIAM V. HARBER	LE ROY MCGUIRK
FRED E. TARR	SAM GILSTRAP	LAHOMA VINCENT
EARL E. FISHER	WILLIAM A. VANDAMENT	JOE M. GRIFFIN
ELIZABETH MCGARR	WAYNE STANLEY	JIM H. ARRINGTON
LAWRENCE THOMPSON	RAY B. JONES	LOU ALLARD
	LURENA BAGBY	



WALKER	ARRINGTON	BAGBY	GILSTRAP	TARR	PRETTY
BIVERT	ALLARD	JONES	TROUT	STANLEY	VANDAMENT
R. JONES	BLACKBURN	MCGARR	THOMPSON		

## HONORARY ORGANIZATIONS

### The Press Club

Griffin  
McAlesterArrington  
BlackburnJones  
R. JonesRenfro  
JohnsonStansbury  
ThompsonLong  
McGuirkWoodson  
Blackburn

WITH the ultimate aim of petitioning Sigma Delta Chi, national journalistic fraternity, the Press Club completely reorganized this year, the final group being a well-molded body containing the cream of the school's journalists.

The order had already won distinction on the campus. After remaining in a semi-dormant stage for a number of years, it arose from its lethargic sleep in a blaze of glory by backing the move to purchase uniforms for the college band.

That was last year. The fall semester of this year found the club with but two members and an indebtedness of over \$2,000.00. Augmented by a dozen pledges, several campaigns, including the band queen race, whittled down the amount until it was almost completely obliterated by the second annual Varsity Revue.

One move of the Press Club, in its remodeling process, was to bar women from membership. This measure was deemed necessary in that Sigma Delta Chi is exclusively for men. Other steps were to re-write the constitution, ritual, and in other ways prepare the club for its final period before it is eligible to petition the national organization.

Already the group has become highly honorary, as only the most outstanding members of the three major publications are elected to membership.

Older members of the club graduate this year, leaving the new initiates in complete charge, with a clean slate, and with brilliant prospects for the future of the club.

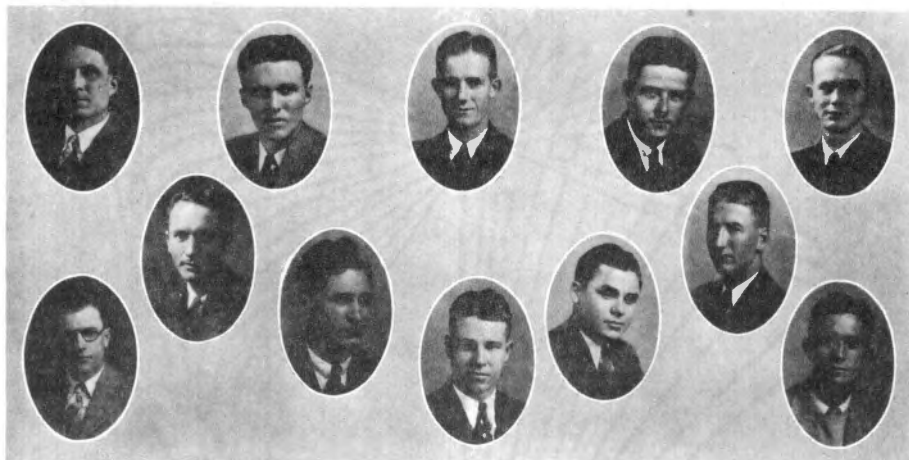
Members of the organization in past year have carried on the high ideals of the group and many of them hold high editorial positions today.

Prominent among graduates who were formerly members of the Press Club are: Walker Stone, former editor of the Daily O'Collegian, and who is directly responsible for the making of the college paper into the daily it now is, holds the position of city editor of the Washington News, a Scripps-Howard publication in the national capital.



Ewing K. Jones

## Press Club



TROUT                      LONG                      E. JONES                      STANSBURY                      R. JONES  
 BIVERT                      WOODSON                      THOMPSON                      LYNCH                      MCALISTER                      CRAIN                      J. JONES



THOMPSON

FINAL portions of a reorganization program, launched three years ago, deemed necessary to make the Press Club one of the most restricted and highly honorary societies on the campus and to put it on a really stable footing were completed this fall.

A new constitution and by-laws and a new ritual officially were adopted at the start of the year's program. Even more stringent requirements for membership than have been used the past year or two were embodied in the new papers. No one is now considered eligible for membership who has not devoted at least one year to campus journalistic work. Only two initiations are held a year, one in the winter, the other in the spring.

Move for adoption of appropriate emblem has started and a standard key chosen for members.

At the close of the first semester Ewing Jones, serving his second term as president, resigned and was succeeded by Lawrence Thompson. Harry Long was chosen secretary-treasurer and Elmer Woodson is vice-president. Meetings, held about once a month, are called by the president.

Despite adverse financial conditions the Press Club was able to stage another successful Varsity Revue and make a large step toward final completion of payments on the new band uniforms. Another large shipment of uniforms was purchased in the fall, adding somewhat to the burden of the journalists.

With the Press Club now closely moulded and functioning in the manner of Sigma Delta Chi, hopes are bright for securing a chapter of that national honorary journalism fraternity as soon as a school of journalism is established on the campus.

Initiates the first semester were George Crain and Olen Lynch. Those inducted at the second semester were to be Sam Hoover, Weldon Barnes and Dean Yount.

Aim of the Press Club to become the acme of every campus journalist's desire has been realized with adoption of the new restrictive requirements. There is not a member of the society but has distinguished himself in journalism work in the school.

The Club has been fortunate in having Clement E. Trout, head of the publications department, and Raymond Bivert, general manager of student publications, for active members since its reorganization. It is hoped that ultimately not only all outstanding student journalists but other faculty members who have been active in the Fourth Estate will be affiliated so that changing personnel of the student membership will not affect the stability of the organization.

## Press Club

The Gridiron Banquet, which formerly was one of the season's highlights on the campus, is to be revived next year, it has been decided. Although plans were made to hold it this year they were abandoned and an informal dinner held in its stead.

Despite the fact its membership is constituted solely of journalists and that its interests are principally centered in this channel, the Press Club has not restricted its activities to the Fourth Estate. The brilliant orange-and-black uniforms in which members of the college band are attired were purchased by the Press Club. Because of the large debt thus made this still remains the major project of the society. It is hoped to remove this financial burden within the next two years.

The Press Club always acts as host for high school editors and business managers who attend the spring Interscholastic. The high school newspaper contest, discarded last year, was again placed on the Interscholastic program this year and the role of host was once more assumed. The Press Club provides the only organized effort made by the College to bring enterprising journalists to this school. Several now enrolled were induced to enroll at A. and M. through the Club's endeavor.

An unusually successful season is anticipated for next year because of the large number of old members who return to school. Those expecting to return are LeRoy McGuirk, Joe Rush Jones, Max Stansbury, Elmer Woodson, Long, Thompson, Yount, Lynch, Hoover and Barnes. The Club will start the year with the largest initial membership in its history.

Taking a stand against queen races, which have become so common on the campus, the Press Club this year decided not to manage the band queen race on a commercialized basis as had been done.

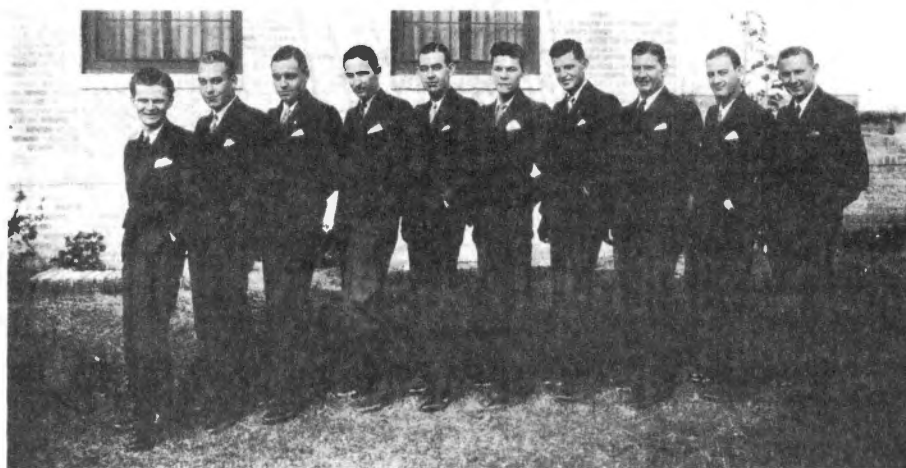
The 1932 edition of the Varsity Revue, the third annual production, again took the campus by storm. With individual acts from many of the campus organizations working in conjunction with the brightest stars of the school's entertainment circles, the show offered the best entertainment of the year.

The Varsity Club, with its famous music, was the star of the production. The Club prepares each year an act especially for the Revue, and they are always received enthusiastically.



LONG

### THE VARSITY CLUB



MAYLEN, JONES, VAUGHAN, FENTON, PATTERSON, WEIST, WILSON, WILLIAMS, RUBY, MUMMERT



## PRESS CLUB



Woodson

THE Press Club, honorary journalistic organization for men, proudly boasts that it is the most active campus organization. The basis for its claim lies in the fact that it is the Press Club that is directly responsible for the present band uniforms.

Every organization, if it is worthy of existence, has for its objects accomplishment. The Press Club feels that it has made a major accomplishment in purchasing the band uniforms.

The history of the Press Club's decision to finance the uniforms is interesting. In 1930, Joe Griffin, then editor of the O'Collegian, editorially criticized the music the band was playing at football games, characterizing it as "a funeral dirge." The band was immediately resentful, and the school was divided into two factions. Some sort of settlement became imperative, and a meeting between a committee of bandsmen and press representatives took place. As a result

of this meeting, Griffin, as president of the Press Club, promised to outfit the entire band in new uniforms and the band promised a more martial aspect to its music.

The Varsity Revue was launched as a means of financing the uniforms. The vaudeville production with students as principals was immediately successful and caught student fancy. Various campus organizations sponsored acts, and all student talent was pressed into service.

In the three years following, the Varsity Revue has become the high spot of campus entertainment; not, perhaps, from the point of view of polished acting, but from the standpoint of being thoroughly enjoyable. The Varsity Revue this year, co-managed by Mickey Nicholson and Willis Collins, more nearly approached a big-time musical comedy than any other performance of it has. Prizes were offered for the best acts, and student talent worked far into many nights for over a month preceding the performance.

The Kappa Delta act, the "Club Metropole," featuring the singing of Ruth Stricklin, the dancing of Roberta Putnam and Delores Wadsworth, and a well-trained chorus, won first prize this year.

Another major source of income with which the Press Club hopes to eventually pay for the band uniforms is the annual Band Queen race. The plan by which the Band Queen is usually elected is to allow the student body at large to vote, at one cent per vote, on a number of candidates backed by various campus organizations.

This year the Band Queen race was nearly abandoned in view of the straitened financial condition of most students. It was finally decided, however, that enough might be realized from the race to pay interest due on the note held against the Press Club for the uniforms, amounting to approximately \$45.00. A race was organized without a cent being spent in preparation for it. Makeshift ballots were used in order to save the money usually spent for printing ballots.

After a four-day race the Press Club deposited to its account in the chief clerk's office nearly \$600.00. Marguerite Walker was the Band Queen elected for the year.

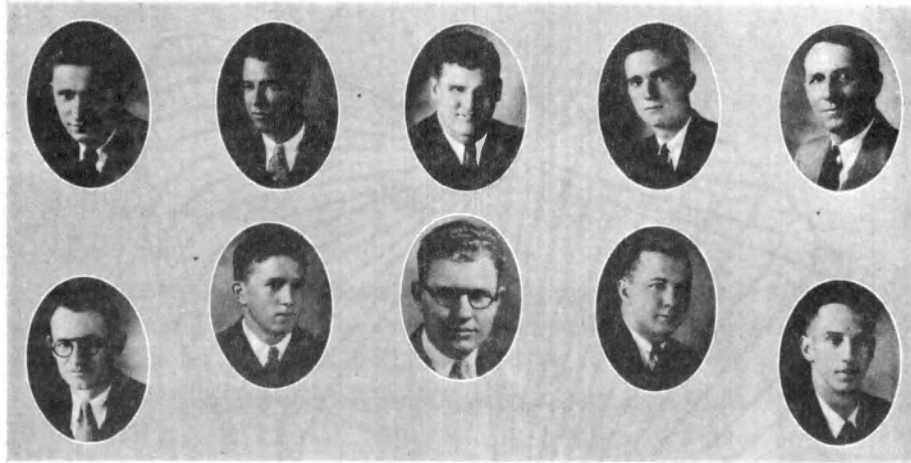


Stansbury





## PRESS CLUB



Thompson  
Church

Lynch  
Richert

McGuirk  
Bivert

Jones  
Tarr

Trout  
Stone

THE Press Club was organized with the ultimate aim of petitioning Sigma Delta Chi, national journalistic fraternity. Its purpose is to provide a bond uniting the journalists on the campus so as to insure a unity of action in affairs pertaining to the college publications.

Qualifications for membership include at least one year's experience on college publications, and some worthy contribution, or promise of contribution, to the advancement of the Fourth Estate at A. and M. College.

The Press Club plays host each year to the Junior College Press Conference representatives. Junior College journalists from all over the state come to Stillwater and are entertained by Press Club members and instructed by the A. and M. journalism department. Through the efforts of the Press Club many promising junior college journalists are attracted to A. and M., thus insuring experienced workers in the local publications.

The Press Club has established as traditions the Varsity Revue and the Band Queen race. They plan to continue these events as a means of financing the band uniforms, and when the uniforms are paid for to find some other worthy plan of action.

Officers of the organization for the past year have been: Elmer Woodson, president; Olen Lynch, vice-president, and Max Stansbury, secretary-treasurer.

Members are: Raymond Bivert, George F. Church, C. E. Trout, Earl Richert, John Tarr, Bob Stone, Joe Rush Jones, LeRoy McGuirk, Olen Lynch, Lawrence Thompson, Louis Blackburn, and Harry Long.



## THE PRESS CLUB



THOMPSON

ONE of the oldest of student organizations on the campus and for the past five years one of the most active, the Press Club enjoyed a banner year this season, continuing the tradition it has established as the most useful and beneficial organization of the college.

The only restrictive part about the Press Club is its membership. Its activities are not limited to any particular group or school, but are broad enough to reflect in the general welfare of the institution and student body.

Most stupendous of the Press Club's undertakings is the payment for band uniforms, purchased several years ago. The club has paid a total of \$3,504.60 for these uniforms already. This year it managed to make payments totaling \$500, which so materially reduced the debt that it is no idle dream to say that it will be

completely paid off next year.

The Band Queen race, which is sponsored by the Press Club, aroused unusually high interest this year. Billie Boydstone, campus favorite, won over a field of sorority candidates in one of the most heated races in the history of the election.

Believing that the campus is filled with too many queens, most of the titles being empty honors since they are secured in elections by which votes are purchased, the Press Club determined to establish one honor which was actually won and not bought. The result was the creation of Miss Aggieland, the "Queen of Queens." All campus queens, past and present, were automatically entered and other co-eds could enter by petition. The entire campus was allowed to vote and no money was involved. Mary Katherine McGovern, the engineering queen, won the race after a day in which over a thousand students cast their ballots.

The Queen of Queens was crowned and the campus was given some rare entertainment when the Press Club presented the Follies at the Harvest Carnival. This was the most popular booth of the carnival.

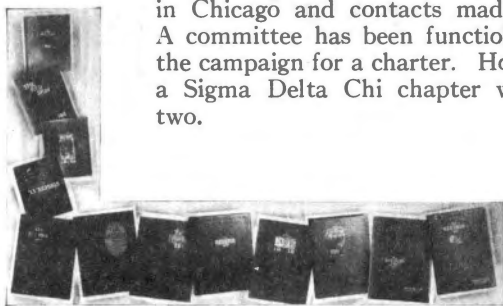
The annual Varsity Revue hit a new high when the club adopted a central theme for the production. All talent was selected from the campus. The script was written by Lawrence Thompson, publicity was handled by David Knox, and the production was directed by F. E. Wallis. The house was a sell-out, and the Revue undoubtedly the most popular ever given.

Nearly \$50 of equipment for the stage and auditorium were donated to the college by the club from Varsity Revue receipts. This equipment is to be the permanent possession of the school.

First definite and determined efforts to secure Sigma Delta Chi, national honorary journalistic fraternity, was started this year by the Press Club. A delegate was sent to the national convention of the group in Chicago and contacts made with national officers. A committee has been functioning all year in pushing the campaign for a charter. Hopes are high for securing a Sigma Delta Chi chapter within the next year or two.



LONG



## PRESS CLUB



LYNCH	STONE	CHURCH	TROUT	KNOX	TARR	RICHERT
MAHAFFEY	WALLIS	BIVERT		JONES	OLIVER	ACKENBOM

THE Press Club's constitution was rewritten this year to conform to the Sigma Delta Chi requirements even more closely. This meant making the qualifications for membership higher. Before one can be considered for the club he must serve a full year on student publications and prove his ability and intent to enter newspaper work as a life's career.

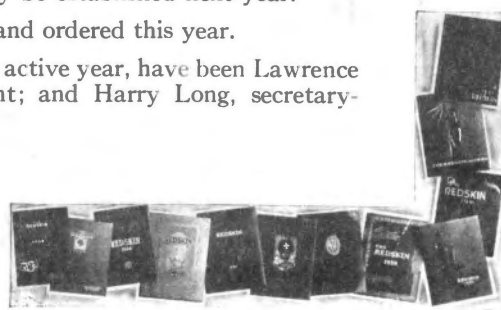
Students who work consistently on student publications for little or no remuneration receive recognition from the Press Club, which awards fifteen certificates of distinction to outstanding journalists on the campus each spring. This practice was started this fall. Editors and business managers are not eligible for the awards, but make recommendations for members of their staffs who deserve the honor.

Believing that the club should follow a policy of actual service to its members as well as to the school, monthly professional meetings were instituted. Once a month meetings were held at which prominent newspapermen were invited to talk on pertinent phases of newspaper work and to lead discussions. Otis Wile, editor of the Stillwater Daily Press, Duncan Wall, extension publicity director, and O. D. Lachemeyer, publisher of the Cushing Daily Citizen, were speakers at such meetings.

A campaign was launched for a Press Club reading room in the publications members, in which complete newspaper and campus publications files would be Building, which would be available for journalism students and publications staff maintained and books on journalism and newspaper work kept. President Bennett has endorsed the move and the reading room may be established next year.

Keys for members of the club were designed and ordered this year.

Officers of the Press Club during this, its most active year, have been Lawrence Thompson, president; Olen Lynch, vice-president; and Harry Long, secretary-treasurer.



# Press Club

**Final Payment on Band Uniforms Made, Club Looking Around for Other Needy Projects to Further on Campus**

By **ARTHUR O. ACKENBOM**

During 1934-35 the Press Club, student publication fraternity, maintained and added to its reputation of being the most active organization on the campus. The two principal events sponsored by the organization were the Band Queen race and the Varsity Revue, both presented as band uniform debt benefits.

Press Club's outstanding accomplishment of the year was the final payment of the band debt, which since the journalists first shouldered the responsibility in 1930 had amounted to approximately \$5,000. Four hundred and fifty dollars of this remained as the year opened, and the last note was paid in full immediately after the Varsity Revue was presented.

Last spring Press Club initiated an annual practice of awarding a trophy to the graduating senior that had during four years in college given the greatest service to student publications. Lawrence R. (Scoop) Thompson, retiring president, was the first to receive this award.

Press Club opened the school's activities this year with its annual Necka Theta dance, which last year opened rush activities. This year the dance was the biggest in the history of the event. Presented during the fall enrollment, it was a worthy introduction to the press organization.

The officers at this time, elected at the end of the spring semester, were Olen Lynch, president; F. E. (Wally) Wallis, vice-president; and Earl H. Richert, secretary-treasurer. Lynch, business manager of the 1935 REDSKIN, had until this year been a member of the *O'Collegian* sports staff, serving two years as sports editor. He was assistant business manager of the 1934 REDSKIN. Wallis, editor of the 1935 REDSKIN, had served successively as reporter and campus editor of the *O'Collegian*, and as editor of the *Oklahoma Aggievator*. Now editor of the *O'Collegian*, Richert had served as reporter, campus editor, and night editor of that publication, and has also been a member of the REDSKIN and *Aggievator* staffs.

With a debt to pay and with a depleted treasury, the Press Club early in

the school year held its annual Band Queen race, the proceeds to go to the uniform fund. Although only two candidates, Martha Lou Lloyd from the campus and Charlotte Cotton representing Kappa Alpha Theta, were entered, this race was one of the most successful events in the history of the race. After the proceeds were counted, it became apparent that the Press Club would be able to pay the last of the uniform obligation during the year. The members therefore decided to turn the queen contest back to the band, which had given it to the Press Club upon its acceptance of the uniform debt.

Soon after this Lynch resigned his presidency, stating that he would rather have the office filled by someone that intended to make journalism his life work. The organization then elected Arthur O. Ackenbom as president. Ackenbom, managing editor of the *O'Collegian*, had served successively as reporter, campus editor, and rewrite editor of the *O'Collegian*, a member of the REDSKIN staff, and as managing editor of the *Aggievator*.

Fall pledging brought in Burton Whitely, sports editor of the *O'Collegian*. Previously, Whitely had served as sports reporter and assistant sports editor. Curtis Ellis, second student pledge during the fall, is city editor of the *O'Collegian*. He had served as reporter and campus editor on the *O'Collegian* and as a member of the staff of the REDSKIN as well as the *Aggievator*. Duncan Wall, former farm editor of the *Tulsa Tribune*, now is extension editor. He was the club's only honorary member of the fall term. The initiation, as are all such Press Club occasions, was attended by a club banquet.

The members voted to have the annual Varsity Revue, stage entertainment presenting college talent, early in December, and decided that Wallis be production manager and Richert business manager. Wallis chose as his theme a university afloat and began recruiting material.

Almost all of the preceding year's Revue talent had withdrawn from school, a large number of willing but

unexperienced performers volunteered to undergo the weeks of long drill necessary to make the production successful. Dolores Wadsworth, REDSKIN secretary, agreed to coach the choruses as she had considerable dancing experience. Frances Graham, also an accomplished dancer, and Jerry Casey, campus specialty dance instructor, assisted with the dance numbers of the show. Elizabeth Ann Steele, prominent member of the Players' Club, was made assistant director in charge of the dramatic parts by Wallis. Other assistants in the production of the show were: Harold (Nappy) Land, president of Players' Club; Thornton Smith, campus dance instructor; Warrene Kennedy, student musician; and Weldon Barnes, versatile journalist and columnist.

The Revue was a success. Critics and students credited it with being the finest of a long series of Varsity Revue hits presented by the Press Club.

Thirty dollars in prizes were given to three acts adjudged to be the best by a committee composed of Raymond E. Bivert, general manager of student publications; Harry H. Anderson, associate professor of speech; President Arthur O. Ackenbom; Vice-President F. E. (Wally) Wallis; and Secretary-Treasurer Earl H. Richert. The winner of the largest prize, \$15.00, was the Pi Beta

... he red-heads the Press Club.

ARTHUR O. ACKENBOM.



# Most Active Campus Club

Phi Devil's Island chorus, featuring the singing of June Bernard. Second prize winner, receiving \$10.00, was a radio feature presented by Kappa Alpha Theta. A comic adagio, Jimed Culbertson and Elizabeth Ann Steele, merited third prize and a \$5.00 award. Other hit numbers were an adagio dance by Helen Peck and Billy James, an Indian club exhibition by Floyd Bouton, a mock Shakespeare act by the men's interfraternity pledges, and a Rain chorus coached by Virginia Swindle, dance instructor. Bob Amend and his Collegians played as a pit orchestra for the show.

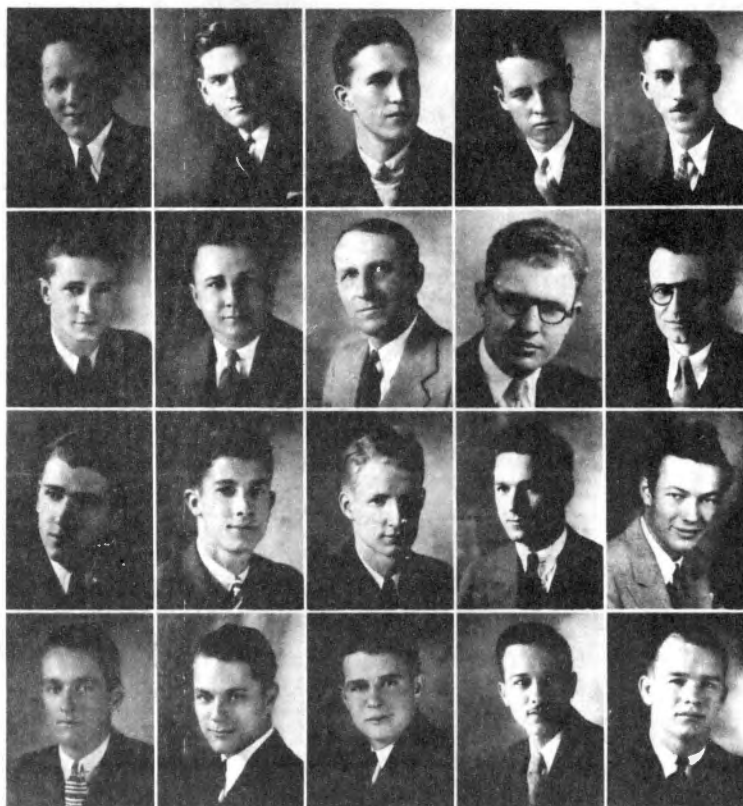
The proceeds from the Revue enabled the Press Club to finish payment on the band uniforms, but it left the coffers of the organization empty, with production expenses not quite paid. To offset this, the Press Club secured a date from the Student Senate and presented a between-semester dance. Despite unfavorable weather, the affair was successful.

After the opening of the spring term, the club initiated six new pledges. They were: Herbert Feather, *O'Collegian* staff member and writer for the college publicity bureau; Weldon Barnes, *Tulsa World* correspondent, member of the *Aggievator* staff, and formerly managing editor of the *O'Collegian*; Foreman Carlile, member of the *O'Collegian* advertising staff; Linford Pitts, member of the *O'Collegian* advertising staff; W. R. Johnson, successively reporter, campus editor, and night editor of the *O'Collegian*; E. L. Lloyd, assistant professor of business administration.

At this time, the Press Club decided to take over the annual *O'Collegian* gridiron banquet, now in its third year. President Ackenbom was chosen by the group as manager and toastmaster for the occasion. W. R. Johnson was named editor of the *Baby O'Collegian*, diminutive reproduction of the *Daily O'Collegian*, devoted exclusively to the razzing of members of publications staff members.

Two skits were featured at the banquet. The favorite expressions and characteristic actions of prominent publications men were portrayed by other staff members.

Besides these activities, the Press Club



TOP ROW—Ackenbom, Wallis, Richert, Lynch, Stone.  
SECOND ROW—Thompson, Tarr, Trout, Bivert, Church.  
THIRD ROW—Knox, Whiteley, Ellis, Lloyd, Barnes.  
BOTTOM ROW—Carlile, Johnson, Pitts, Richards, Feather.

has held business and professional meetings, the latter being the occasions for addresses by prominent state journalists. Their goal is to further the members' interest in journalism.

Another event of the fall term was the annual Queen of Queens race won by Billie Boydstone, campus candidate, after a spirited balloting.

Press Club members for the year and their positions on college publications follow:

President, Arthur O. Ackenbom, managing editor of the *Daily O'Collegian*; Vice-President, F. E. (Wally) Wallis, editor of the 1935 REDSKIN; Secretary-Treasurer, Earl H. Richert, editor of the *Daily O'Collegian*; Raymond E. Bivert, general manager of publications; C. E. Trout, head of publications;

George H. Church, associate professor of journalism; Duncan Wall, extension editor; E. L. Lloyd, assistant professor of business administration; John O. Tarr, business manager of the *O'Collegian*; Olen W. Lynch, business manager of the 1935 REDSKIN; Bob Stone, editor of the *Aggievator* during the second semester; Dave Knox, editor of the *Aggievator* during the first semester; Lawrence R. Thompson, former editor of the *O'Collegian*; Burton Whiteley, sports editor of the *O'Collegian*; Curtis Ellis, city editor of the *O'Collegian*; W. R. Johnson, night editor of the *O'Collegian*; Weldon Barnes, former managing editor of the *O'Collegian*; Foreman Carlile, *O'Collegian* business staff; Linford Pitts, *O'Collegian* business staff; and Herbert Feather, *O'Collegian* editorial staff member.

VITA

Vera Kathryn Stevens Anderson

Candidate for the Degree of

Master of Science

Thesis: A HISTORY OF THE DAILY O'COLLEGIAN, STUDENT NEWSPAPER OF  
OKLAHOMA A. AND M. COLLEGE: 1924-1934

Major Field: Mass Communication

Biographical:

Personal Data: Born in Durant, Oklahoma, December 8, 1946, the daughter of James R. and Grace Stevens. Married, February 10, 1969, to Kim B. Anderson.

Education: Graduated from Warner High School, Warner, Oklahoma, in May, 1965; received the Associate of Arts degree from Connors State College in 1967; attended the University of Oklahoma September to January, 1967; received the Bachelor of Arts in Education degree with a major in English from Southeastern Oklahoma State University in 1969; attended Southeastern Oklahoma State University, summer, 1971; completed requirements for Master of Science degree at Oklahoma State University in December, 1975.

Professional Experience: Editor, The Connors Collegian, Connors State College, 1966-67; feature writer, The Oklahoma Daily, University of Oklahoma, 1967; editor, The Southeastern, Southeastern Oklahoma State University, 1968; ninth grade English teacher and adviser to Hoofbeats (student newspaper), McAlester Junior High School, McAlester, Oklahoma, 1970-72; Graduate Assistant, Business Extension Services, Oklahoma State University, 1972-73; Technical Editor, Office of Engineering Research, Oklahoma State University, 1973-present.