

**HISTORY OF THE VISTA: NEWSPAPER OF  
CENTRAL STATE COLLEGE**

By

**REBA NEIGHBORS COLLINS**

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CENTRAL STATE COLLEGE

Thesis Approved:

*Samuel D. Proom*

Thesis Adviser

*Maurice R. Haag*

*Samuel T. Udelsin*

Dean of the Graduate School

438588

## Preface

Since coming to Central State as a student in 1955, I have been interested in the history of the school. Old North Tower, the Historical Museum and other places were often topics for themes and later features for the school paper. Several features were also sold to magazines and newspapers.

Early I learned that the best source for historic information was the collected volumes of Vistas. Whenever I did research for a particular paper, I would become intrigued with other items as well; however, there was never time for me to delve into these papers in their entirety.

When the time came to select a topic for this master's thesis, the choice was a natural one. I could gain valuable experience in research and preparation while fulfilling my desire to study the papers further and learn more about the history of the school at the same time. It seemed surprising to me that no one had ever before undertaken the project.

More than a year was spent in actual research through these newspapers. The principal problem became one of deciding what facts were most important and then organizing them in such a way that the paper would be readable and complete enough to serve as a reference for future study.

So much credit goes to so many people for their cooperation in this work that it would be impossible to list them all.

Almost the entire staff of the Journalism department of Oklahoma State University has assisted at one time or another, especially my advisers, Professor Clement Trout, Dr. Ellsworth Chunn and Professor Lemeul Groom. The Journalism department at Central State has been long-suffering in my efforts to get through.

The library staff at CSC made the Vista files available at my convenience. Older faculty members have all gladly answered my questions about the papers.

Photographs were made by Ellen Cotton, an old friend and CSC photographer. The typing task was done by my sister, Wanda Voss.

Credits would not be complete without a mention of the patience and understanding of my husband and three children who will probably never hear the word "thesis" again without shuddering.

To everyone who helped and encouraged me go my deepest thanks. I hope the paper will be worthy of their trust.

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## CHAPTER I

### HISTORY OF THE VISTA

Central State College began as the Central Normal School by an act of the first Oklahoma Territorial Legislature. The bill locating the school in Edmond was passed on Christmas Eve, 1890. Almost a year went by, however, before the school was actually in operation.

At the first board meeting in October, 1891, Richard Thatcher was named President and sole instructor. On November 9 he opened the infant school in the Methodist church building with 23 students. The institution actually began in its present location on the first day of the year 1892 in the partially finished building that has become a tradition—Old North Tower.

From that small beginning 68 years ago, the school has grown until it now numbers more than 3000 students. Starting with the lone instructor-president, the faculty is now more than 100. The name of the school has gone through several changes as offered degrees were increased. Today it is officially Central State College.

#### First Newspaper

A few years after the birth of the Normal school at Edmond, the first newspaper venture was made. Although none

of the copies are known to exist today, proof of its being published is found in early Vistas which quoted from the issues of January and April of 1897.

Named the Normal Philomath, the school paper was used to promote the school, furnish announcements, create more campus spirit and publish literary works. One quote from the April 1897 issue shows the public relations function it meant to serve: "The Normal School certainly leads the other schools of the state in attendance. The enrollment now reaches about 175 and a score were rejected because they were not prepared to carry the work."<sup>1</sup>

Nor was enthusiasm missing from this early publication. The issue for January, 1897, was reported to have printed the first Normal yell:

Kara! Kero! Kiro! Kee!

Oklahoma Normal, Don't you see?

Hip! Hip! Who? Bronze and Blue!

Oklahoma Normal! Hoo! Hoo! Hoo!<sup>2</sup>

Just how long this publication continued is not known; however, in the fall of 1903, the Normal school had a new journal—The Vista.

#### Beginning of the Vista

In October, 1903, the monthly literary magazine of the Normal school was launched by Charles Read Baskerville, then

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<sup>1</sup>The Vista, February 12, 1913, p. 30.

<sup>2</sup>Ibid.

head of the English department. The story goes that when Mr. Baskerville started the move toward beginning a school paper, he called a meeting of senior students to get their ideas on the matter. The group was enthusiastic and the meeting ended with plans for publication. One of the senior girls suggested the name "Vista" because it meant "a beautiful view far away."<sup>3</sup>

Attempting to live up to the lofty title, the first ten years of the journal's history were devoted largely to literary material, interspersed with news, announcements and humor. The entire staffs of these issues were made up of students. Not even a sponsor's name was listed. Subscriptions and individual copies as well as advertising were sold to finance the printing which was done at the Edmond Sun plant.

Many senior citizens who have been close to the school credit F. C. Oakes with assisting in the founding of The Vista. In his own unpublished memoirs of the school, however, Oakes failed to take credit for assisting in any way during the first few years the paper was published.<sup>4</sup>

Perhaps no other single person exerted so strong an influence over The Vista, and certainly not for such a length of time, as did Professor Oakes. His name appeared on the

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<sup>3</sup>Ibid., November, 1925, p. 4.

<sup>4</sup>Francis Coram Oakes, History of Central State College (unpublished memoirs), p. 16.



masthead as editor and publisher as early as 1916. Until his retirement in 1937, he continued to function in some capacity on the paper.

In his book, History of Central State College, he touched briefly on the school paper:

Though its history has been varied and fraught with difficulty, yet it has maintained itself as the oldest continuous college newspaper and journal in Oklahoma. The publication has wielded great authority as Central's chief literary and advertising medium.<sup>5</sup>

#### Changes in The Vista

Beginning in the fall of 1914, many changes took place on The Vista. Instead of a literary journal of more than 20 pages, it became a four-page newspaper, complete with headlines. The college acquired its own printing press and The Vista was distributed weekly. By 1916 the paper had been taken under the protecting wing of the English department with Francis Coram Oakes at its head. Advertising was discontinued and The Vista was financed solely by the college.

Journalism and printing were then a part of the English department. Students in these classes were responsible for publishing the paper. Often there were no student names on the masthead for months. Sometimes a staff would be listed for only one issue. Second year journalism students did, however, act as managing editors.

Strangely enough, it was of these years when he had the strongest influence that Oakes was so critical in his memoirs.

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<sup>5</sup>Ibid, p. 406.

He accused President Charles Evans (1911-1916) of turning the intellectually worthy literary magazine into a "loud, red-inked advertising sheet. . . ."6

Although this statement may be a little strong, a study of copies of those years bears him out. Special editions went out to high schools over the state and pleas for more money from the state were made. Publication was irregular, seemingly dependent on funds. It was, however, always produced at least once a month.

In 1922 under a new administration, an attempt was made to give the students more experience in publishing the paper. A faculty committee, headed by Oakes, was appointed to sponsor the paper. A new journalism teacher then, who worked closely with student editors, was Grady C. Watkins, present head of the English department at Central State.<sup>7</sup>

In an interview, Mr. Watkins recalled the reason for the many changes that were made in the size and format of The Vista during those years. He said that with the new press, many experiments were being made to see which kind of paper looked the best. Also, sometimes the size would be different for one or two issues because of the paper they happened to have on hand.

Variety was the word for the papers published during this period. Not only was size and format changed, but often

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<sup>6</sup>Ibid., p. 76.

<sup>7</sup>The Vista, October 1, 1922, p. 1.

writing style and the type of material used would change from issue to issue. It remained, however, primarily a school newspaper.

During the late thirties, several creditable editors took over the reins, making many improvements. These will be discussed at length in Chapter VII. Students continued to have more influence. Gradually, advertising was resumed to help pay expenses, and the paper developed into a regular weekly publication. Only during World War II did it again revert to a twice-monthly paper.

The biggest change in many years came in the fall of 1958 when The Vista was published twice weekly. The growth in enrollment coupled with increased activities made the more frequent publication necessary. To this date, students serve as editors and staff under the guidance of the Director of Publications. All printing, including pictures, is done in the CSC printing department supervised by the Director of Printing.

#### SUMMARY

History of The Vista is marked by steady progress as it evolved from a monthly literary magazine to its present state—a semiweekly newspaper reporting current campus happenings. The separate areas and how they developed will be discussed further in the following chapters.

## CHAPTER II

### STATED PURPOSES OF THE VISTA

Often people, organizations and even newspapers will express a formal set of objectives; then, seemingly, ignore them as work is carried out. Perhaps it is well to aim higher than one's reach. Only when stated purposes or policy serve as a guide, however, are they really justifiable.

The Vista throughout its long history has had stated purposes. And always they have been reasonable aims, within the scope of a college newspaper. Even the few times when editorials indicated the paper was attempting a loftier plane, statements recognizing its limitations tempered such ambitions.

Primarily, then, stated purposes of The Vista have always been on a simple, workable level. Sometimes it has attempted literary quality, and literary works were used. It aimed to encourage creative work by the students; original work were published as proof. Communication—between students, between alumni and alma mater, between prospective students and the school, between the college and the general public—has always been of prime importance in objectives. These aims, too, actually seem to have served as guides for the editors.

Generally the purposes can be divided into five separate categories: promoting literary works, stimulating students,

promoting the college, training the journalism student, and alumni coverage. All will be discussed here with the exception of alumni news which merits a separate chapter.

### Literary Works

In the early years of The Vista's history nearly half of the magazine-type publications were devoted to literary works. The first editor believed that "this is a side that requires much coaxing and cultivation." He felt, however, that "if we but bring out one thing that is of superior merit amid much that is mediocre, we shall feel that The Vista is worthwhile."<sup>1</sup>

Again in the second year, this same ideal was expressed in a different way. One of the two objects of The Vista, was "to give expression to the literary life of the school."<sup>2</sup> Carrying this out, several essays and poems by students were printed in that volume. The two literary societies, Lyceum and Pioneers, were promoted by listing programs and publishing names of new officers.

By February, 1906, literary contributions were solicited from the entire school and the ones used were said to be "representative ones from each class."<sup>3</sup> An apology was made for not using all material submitted; however, students were invited to continue their efforts. The editor pointed out,

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<sup>1</sup>The Vista, November, 1903, p. 18.

<sup>2</sup>Ibid.

<sup>3</sup>Ibid., February, 1906, p. 21.

"We are sorry not to have published all of the stories handed in, but we were crowded for room. . . .Keep on writing, however, we will need the story for the next issue."<sup>4</sup>

An anonymous article gave one explanation for using literary works. The writer said, "Members of the faculty like to see the literary features of the college paper kept up to a high standard of excellence. Hence every number of The Vista should have at least one solid article written in an interesting and favorable style, one story of literary merit, and a few sensible, earnest editorials."<sup>5</sup>

Even as the paper changed format and added much more humor and local coverage, some effort at promoting "literary works" was still being made. In December, 1909, poems, short stories and an essay were used. An ambitious work titled "The Comprehensiveness of Shakespeare's Mind as Shown in 'The Merchant of Venice'" was written by a student who signed only his initials.<sup>6</sup>

In the next few years, less mention was made of literary works when an editor undertook to list the objectives of The Vista. Although these works continued to some extent, they were noticeably fewer.

Even these small efforts received an apology from Professor Oakes, then faculty sponsor of The Vista. He wrote:

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<sup>4</sup>Ibid.

<sup>5</sup>Ibid., May, 1907, p. 33.

<sup>6</sup>Ibid., December, 1909, pp. 56-9.

These contributions are not necessarily to be considered gems of literature: but rather as showing promise. Several bits of verse appear. The Vista does not call this poetry, but more or less akward /sic/ verse, in which there may be a line or two or an epithet, that may remind us of healthy charms of real poetry.<sup>7</sup>

When the big change from a magazine to a newspaper was made in the fall of 1914, efforts of a literary nature were suddenly dropped. Thereafter, only poems and an occasional brief book review would fall into this category. It was no longer listed in stated purposes.

#### Stimulating Students

Looking back to the historic first volume, two objectives other than the one previously mentioned were declared. One of these was to keep the alumni in touch with each other and the school. The other, broader aim was to provide an organ that would "help to bind the students into one body in loyalty to the college, that will promote its various interests, . . .and some influence for a broader activity among our students."<sup>8</sup>

This worthy objective was to continue, to be stated and restated, until the present time. Gossip columns, news of activities, editorials, pictures, explanations of rules and regulations, and promotions of various events were used from the first. Courses were explained, football was promoted, and students were instructed in dress, manners, and deportment.

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<sup>7</sup>Ibid., October, 1917, p. 2.

<sup>8</sup>Ibid., November, 1903, p. 18.

Always there were efforts to make the paper representative of the whole school. Sometimes the editors were persuasive, at other times they were almost dictatorial. For instance, one editor said, "Wake up and come and see us, and then the paper will be yours and not the 'upper tens'"<sup>9</sup> Further proof that the editor that year cared naught for subtlety was shown by his editorial concerning the new use of caricatures:

We hope that at no time will anyone feel injured at the jokes brought out by our drawings. It would only please us to see you become angry for then we can tell how much there is to you. Take the joke and laugh it will do you good; but if you cannot "grin" keep your anger to yourself—the editor is the only one to blame and he does not care what you think.<sup>10</sup>

Participation by the students was expressed somewhat differently four years later. An editorial stated that The Vista "expresses the thought and sentiments, grave, mirthful of the student body, and not a special production by a limited number known as the Vista staff, for the purpose of displaying their extensive wisdom."<sup>11</sup>

Gradually the use of the words "information" and "news" came to be associated with all stated purposes of the school paper. The basic meaning remained much the same, however. One of the most concise of these stated, "We believe The Vista

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<sup>9</sup>Ibid., December, 1905, p. 62.

<sup>10</sup>Ibid., March, 1906, p. 129.

<sup>11</sup>Ibid., October, 1910, p. 4.



should contain the greatest amount of news for the greatest number of its readers. . . ."12

Again several years later this idea was restated. Here it was said that the college publication "should be a direct inspiration for advancement of both students and college. . ."13

A more down to earth, limited purpose two years later promised students that the paper would "bring to you a concise and accurate report of campus activities."14

In 1944, an editorial said, "A college newspaper serves as a medium for the students, one by which all are united into one organization—the student body."15

The slow swing toward listing news coverage as the primary aim of the paper reached its climax with this statement: "The Vista is sloganless but the staff generally agrees with Byron's words— 'Without or with offense to friends or foes, we sketch your world exactly as it goes.'"16

It was not until five years later that students again were urged to feel that the paper belonged to them. This editorial pointed out, "The Vista is your school paper, run by the students and for the students. On our front door is a little sign that says, 'Come In!' and we mean it!"17

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<sup>12</sup>Ibid., September 24, 1930, p. 2.

<sup>13</sup>Ibid., September 14, 1939, p. 2.

<sup>14</sup>Ibid., September 11, 1941, p. 2.

<sup>15</sup>Ibid., September 28, 1944, p. 2.

<sup>16</sup>Ibid., May 6, 1952, p. 2.

<sup>17</sup>Ibid., September 19, 1957, p. 2.

## Promotion of the College

Seldom mentioned was the attempt to build prestige for the school, attract more students and secure more funds. But in actual practice these aims run like a thread throughout the years. News stories, editorials, pictures, special issues and other devices were used to these ends.

Perhaps a vague allusion was made to this type of promotion in the very first statement of purposes. Sandwiched between other objectives, The Vista was supposed to "promote its [the college's] various interests."<sup>18</sup> It was 13 years later before this was again mentioned. An editorial discussing installation of the new press pointed out that it would be used for "dispensing her [the college's] influence."<sup>19</sup>

A somewhat erroneous report in a history of The Vista published in October, 1925, charges that:

In 1912 the form and policy of the Vista were changed. The president of Central took supervisory charge of it and made the Vista a large four-page periodical, which should advertise to the people of the state the educational opportunities that Central offered.<sup>20</sup>

The date is most certainly wrong. The Vista remained a literary, magazine-type publication until the fall of 1914. Further evidence that the writer was not informed is found in this same article when he stated that The Vista was founded in the spring of 1904. It actually began in November, 1903.

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<sup>18</sup>Ibid., November, 1903, p. 18.

<sup>19</sup>Ibid., September 29, 1916, p. 2.

<sup>20</sup>Ibid., November, 1925, p. 4.

What he did have in mind was probably the changes that began in 1914 under the presidency of the young and ambitious Charles Evans.

It was very probably the late Professor Oakes who penned this incorrect information. In his History of Central State College he lists the beginning date of The Vista as November, 1904.<sup>21</sup> Further, he associated the use of "barrels of printers ink"<sup>22</sup> for promoting the school with President Evan's tenure. Evans did become president of the school in 1911; however, changes in the college publication were not evident until 1914.

A reason for these mistakes is also given in his book. He wrote "Strange to state, as hitherto noted, that Central now possesses but few of the 41 volumes of this publication—a great irremedial shame!"<sup>23</sup> These papers have since been collected and bound copies are in the Max Chambers Library.

The next time this subject was referred to was in 1939 when the Vista staff stated, "The policy of the paper shall continue to be, under all circumstances, for the progress of Central. . ."<sup>24</sup>

Prospective students were finally included in the stated aims of the paper, although special issues had been mailed to

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<sup>21</sup>Oakes, p. 76.

<sup>22</sup>Ibid., p. 136.

<sup>23</sup>Ibid., p. 406.

<sup>24</sup>The Vista, September 14, 1939, p. 2.

high school seniors for many years. In a special eight-page edition of 1940, the paper was said to be to "give future college students opportunity to see what Central has to offer them in advanced education."<sup>25</sup>

Though this particular objective of The Vista seems to have been kept as a rather closely guarded secret as far as direct reference in the paper was concerned, it received much attention in Oakes' memoirs. At one time he even paraphrased a biblical verse to show how students were lured to Central.<sup>26</sup>

Sports publicity in The Vista were used for promotion in the thirties, according to Oakes. He charged, "In this way Central's great name and aim and purposes were to be broad-sided throughout the state—yea, even unto the whole world!"<sup>27</sup>

Linking college presidents with the publication, Oakes again mentioned advertising in connection with two of them. He said President Moseley used "every proper means of advertising" to "restrict this recession in numbers." The Vista was included along with other media. He called Dr. R. R. Robinson, president 1939-48, a "Good advertiser of Central" because he hired a capable journalist to edit the paper.<sup>28</sup>

Perhaps Professor Oakes gave too much attention to this function while the stated purposes in The Vista reflected too

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<sup>25</sup>Ibid., March, 1940, p. 2.

<sup>26</sup>Oakes, p. 26.

<sup>27</sup>Ibid., p. 318.

<sup>28</sup>Ibid.

little. However, it must be remembered that Oakes was writing from memory, for the most part. Further, his book was primarily written to mirror the many administrations of the school and would, necessarily, be more concerned with the administrative aims for the paper than with student ideas.

Nevertheless, many of his statements are substantiated by the now collected volumes of The Vista. While this may not have been the primary aim, many, many, special issues, some "flaming red," were printed and mailed to high school seniors. Terminology, however, might now be questioned. For "advertising" would be substituted the acceptable term "Public Relations!"

#### Experience for a Journalist

One of the inherent aims of the paper, yet rarely stated, was to train students in newspaper work. Possibly it seemed to be self-evident, therefore, was not mentioned. From its very beginning The Vista was published, for the most part, by students with classes in journalism and printing furnishing the staff. The school catalogue for 1919 listed courses in printing which included writing for the paper. It explained that these courses were "to acquaint the student with the mechanical details of printing a newspaper, to give him considerable skill in the essential details, to relate the newspaper with the business world; to give solid experience in news-gathering and newswriting." Further information stated, "The members of this department publish The Vista, the school

paper, weekly."<sup>29</sup>

The first time such an aim was mentioned in The Vista, itself, was in 1917. This was in a feature story about the journalism department, not an editorial. It read, "Central is doing her best to equip about twenty people a year to RUN a NEWSPAPER—especially, a school paper." Courses listed were "The Theory and Practice of Journalism," "Advertising," "The Details of Making a Newspaper—from the gathering of News to Mailing out the finished paper."<sup>30</sup>

Only one other time was this purpose stated. In a well-phrased editorial on policy, one editor pointed out among other aims, that The Vista was to "provide experience in the enticing field of the written word."<sup>31</sup>

#### Summary

Stated purposes of The Vista have changed little in recent years. Once the swing was made from literary works to news, it remained much the same. Alumni were to be kept in touch, students were to be informed and inspired, prospective students were to be courted—all through the pages of The Vista. Incidental was the training of journalism students, according to written record.

On which aim the greatest emphasis was placed depended entirely on the source. Administrators thought it to be

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<sup>29</sup>Central State Normal School, Quarterly Bulletin, October 1, 1919, p. 25.

<sup>30</sup>The Vista, March 9, 1917, p. 2.

<sup>31</sup>Ibid., January 24, 1957, p. 2.

promotion of the college. Students thought it was for their benefit and often alumni had reason to believe it belonged to them. Journalism students, of course, would feel the paper was for training purposes.

Actually, it has served all of these. Seemingly the stated objectives served as a guide, and perhaps they did. Usually, however, they merely reflected established policy. Different editors just saw fit to state it in different ways. Changes in coverage and handling, then, were made within the framework of this established policy.

## CHAPTER III

### PHYSICAL PROPERTIES OF THE VISTA

Far from being monotonous, a look back through past volumes of The Vista reveals formats that have run the gamut. Rarely did the paper remain the same for more than a few years at a time. In some periods there were such frequent changes that three or four entirely different types would appear in the same semester.

Because of the variations in the publication, no exact dates can be set aside for separate discussion. There were, however, trends toward conformity that enable the study to be divided into periods.

#### The Literary Magazine

The infant of The Vistas was the very first publication which was a small, magazine journal. Printed on heavy, coarse paper, it was beautifully bound in blue. Its size was only five by eight inches and printed monthly by the Edmond Sun office. These copies varied from 21 to 38 pages in length and pages were numbered throughout the entire volume.

Wide margins were used around the 10 point type which was set in one column. Headlines were merely titles printed in slightly larger type. Literary works and articles often



ran for several pages with no breaks or subtitles. However, the large print, wide margins, and narrow columns made it easy to read.

Only one picture was used in most issues of the early publication. This was on the slick-paper flyleaf. Sometimes it was of the Vista staff; often it was a building picture. A little later caricatures and hand-drawn titles came into being, taking away some of the somberness of the paper.<sup>1</sup>

Between the years of 1903-09, when the journals remained much the same in format, their cost was 50 cents a year. Single copies were a dime.<sup>2</sup> A year's subscription included the cost of mailing.

Advertising carried its share of publication costs. As many as six pages were used in one issue. Individual ads varied from a full page to a few lines. Most of the advertisers were retail merchants in Edmond and Oklahoma City. However, some dentists and medical doctors were also listed.

The little publication begun for literary expression by the English students had become a profitable venture by its third birthday. In May, 1906, the editor wrote:

This school year closes one of the most successful in the history of the Vista. Our prosperity is due to the hearty support we have received from our subscribers and advertisers, and to them, we, as a staff, wish to extend our grateful appreciation.<sup>3</sup>

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<sup>1</sup>The Vista, January, 1906

<sup>2</sup>Ibid., November, 1903

<sup>3</sup>Ibid., May, 1906, p. 184.

The paper grew somewhat in 1909. The size was slightly larger, and a few more pages were devoted to advertising. Publication remained monthly, but the price went up from 50 to 75 cents a year. Otherwise, it remained much the same.

#### Irregular Publication

By the year 1912, The Vista had gradually drifted away from its literary purpose. Campus happenings, alumni news, exchanges, humor and other things had become more important. Although a few attempts were made at loftier writings, most of these were student essays, stories or reviews.

Because of this new trend, and possibly for other reasons, publication was cut from monthly to three times a year during 1912-13. The editor offered this explanation:

In editing the Vista this year it was thought best to publish only three numbers, one at Thanksgiving, the Washington's Birthday Number, and one in the Spring. This plan has worked very well, since these dates mark epochs in the school year, and by publishing the paper on these dates the most important events of each term may be presented to the reader.<sup>4</sup>

To contain the news, these issues were larger in size, 9 by 12 inches, with as many as 34 pages. An additional seven or eight pages were used at the front and back of the journal for advertising.

Dressing it up were many pictures, then more practical to use because of the campus photographer who came in 1911. Engravings were made by the Standard Engraving Company of

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<sup>4</sup>Ibid., February 22, 1912, p. 10.

Oklahoma City with printing still handled by the Sun.

Coated book paper was used throughout for the first time, making it a handsome publication. Covers were very colorful and made of heavy pressed paper. The February issue for 1913 was bright blue with gold lettering. In the center was glued a snapshot of the Administration building.

#### A Newspaper

In the fall of 1914 there appeared the first Vista that could qualify as a newspaper by its physical appearance. It was made up of four pages each with three columns. Its size had jumped from a small magazine to a full size newspaper such as appears on the stands today. This was the beginning of a campus-printed newspaper.

Elmer Petree, now director of the Extension and Correspondence division at Central State, took an active part in this development. An interview with him revealed the behind-the-scenes facts.

A former student of the college, Mr. Petree was then operating his printing shop at Connors State School of Agriculture at Warner, Oklahoma. In the fall of 1915, he visited the Edmond school with an offer to sell his printing equipment to the college for \$100. This amount was to be paid him in monthly installments of \$25 plus \$15 a month salary for operating the machinery for the first year. This arrangement was carried out.

The following summer, the administration of CSC borrowed

\$1200 from an Edmond bank and bought a large Miehle press.<sup>5</sup> With this new equipment, The Vista was completely printed on campus for the first time in September, 1916. This was also the beginning of weekly publication.

Some of the most colorful papers in the history of the school were published during this period. Opening of the summer school of 1916 was heralded by a huge banner headline in bright red with several subheads done in the same brilliant color.<sup>6</sup> The following month beautiful, high grade white paper with green print lauded the opportunities of the school.

The record left by F. C. Oakes gives his viewpoint on the new look of The Vista:

First among Mr. Evans' [Charles Evans, president 1911-16] ideas was that the School must grow greatly in numbers. Accordingly he would set forth like a banner-bearing Knight of Old to call the people of Oklahoma to Central's portals. He would use, if need be, barrels of printers ink—flaming red ink! He took hold of the rather insipid Vista. This publication he filled with loud vermilion headlines to announce his new idea: "Come to Central, all ye who are weak (in knowledge) and heavy-laden (with ignorance) and I (Central) will give you rest (play, or rest from your hitherto inefficient labors)!" These Vistas he piled high in every County Superintendents' office in the District. . . .<sup>7</sup>

With an announcement that the new plan of weekly publication was working satisfactorily, the editor gave his explanation of the new purpose:

You would just as well get used to it—The Central State Normal Press. Central has lagged somewhat in installing

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<sup>5</sup>Ibid., October 14, 1925, p. 1.

<sup>6</sup>Ibid., March, 1916.

<sup>7</sup>Oakes, pp. 137-38.

Journalism and Printing; but she has now set out in earnest to do a large and useful work for education in the state. . .to do this work effectively, the school must use the means of dispensing her influence—namely the Press.<sup>8</sup>

Among the many other changes which were taking place, The Vista suddenly stopped printing advertising. The paper for May, 1916, the last issue with advertising for many years, contained 27 separate ads making up 72 column inches of 26 pica columns. Seven of these were for local firms. Elmer Petree cleared up the mystery of this loss of revenue by explaining that it was a public relations move. With the coming of the new press, the Edmond Sun lost its previous profits from printing The Vista. Therefore, the college administration felt it should not continue to compete for advertising money with a commercial newspaper.

To prevent any "hard feelings," advertising was stopped and did not resume until 1938. Even then, only national ads were used for several years.

The Vista continued as a weekly publication through May, 1918. These were nearly all four-page papers except for an occasional "supplement" that listed schedules for a new term. However, there was nothing consistent about the size of the page nor the kind of paper used through the years 1916-18. Even the volume numbers became confused and a number was skipped, making the paper seem a year older than it actually was.

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<sup>8</sup>The Vista, December 1, 1916, p. 2.

One of the most unusual and completely unexplained occurrences took place in the fall of 1916. For the entire year, there were two entirely different Vistas printed each week, both having the same volume, number and date. Francis Oakes was listed as editor of both. There was no explanation, either in his book or The Vista. Even present faculty members who were on campus then do not recall the reason. One was a large paper with an appearance much like a modern newspaper, except for the column width. The other began as a four-page, eight by eleven inch paper, printed on coarse, cheap newsprint. In November it changed to a single sheet.

The smaller publication had almost the appearance of a handbill, with huge, out-of proportion headlines shouting forth the news of a speaker who was to come or other news. Often a great deal of the space was given to glorifying President Grumbine. Oakes' only reference to The Vista at this time stated:

Mr. Grumbine took up his duties seriously. He would follow in Mr. Evans' footsteps by advertising the school adequately. To do this he contrived to expand the printshop of Central so that the material of advertising could be secured more cheaply than heretofore.<sup>9</sup>

Perhaps the smaller paper was only intended as a type of handbill or announcement sheet. The secret is well kept.

#### Experimental Years

The most irregular publication in the history of The

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<sup>9</sup>Oakes, p. 180.

Vista occurred during the years between 1918 and 1930. Often it would appear regularly for months with much the same format. Suddenly, with no explanation, it would change completely for one or two issues before reverting to the previous format.

As G. C. Watkins, sponsor during part of those years, explained in an interview, part of this was due to experiments with different formats. Campus printing was a new thing, the trial and error method was used to decide what kind of paper, type and style were best. During the war years with a scarcity of paper, printers had to use any kind they could get.

Publication was seldom regular. Sometimes the paper came out once a month, sometimes twice a month. A comment in the Bronze Book, CSC's yearbook, jokes about its irregularity:

About the last of every month all Central is agog with excitement and anticipation. One subject of conversation is heard from the sublime eminence of room four to the cavernous retreats of the basement and that is "The Vista." Needless to add, curiosity usually remains unsatisfied until the middle of the next month, but that's not ours, but the printer's fault.<sup>10</sup>

In April, 1925, the paper again changed in the direction of a modern newspaper. For the first time there were five columns. Headlines were written as news heads, not titles or first lines of the copy as had often been done in the past. A few months later it was streamlined even more to a six column paper.

#### Some Stability

The size and format of The Vista remained basically the

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<sup>10</sup>Bronze Book, 1915, pp. 146-47.

same for several years during the early thirties, although frequency of publication was often changed. Generally, it contained four pages, a six-page issue only being used for special occasions—for enrollment or to be mailed to high school seniors. It was full, newspaper size.

Publication day at that time was Monday; however, through the years it varied through every day in the school week for no explainable reason. Probably the convenience of the sponsor or the printer was responsible for the changes.

With the coming of a new president, in the fall of 1931, some change came to the paper that first year. Its size was cut almost in half. As Mr. Oakes explained it, "Mr Beeson had come in on the crest of a stingy wave; he must economize. He, for a time, reduced the size of the Vista—adding ambrosia to the remainder."<sup>11</sup> This economy wave was to last only one year, however, then the weekly publishing of the larger paper was resumed.

Price of the paper during these years was still 50 cents per year or ten cents a single copy until 1935 when it was changed to 75 cents.<sup>12</sup> Papers were mailed free to paid up members of the Alumni association, a part of their dues going to The Vista fund. Other costs were evidently paid by the school. There was still no advertising used.

Printing errors were at an all time high during the

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<sup>11</sup>Oakes, p. 309.

<sup>12</sup>The Vista, October 27, 1935, p. 2.





depression years. In past periods, very few errors were evident, no more than one or two per page. Now as many as a dozen in a single editorial or story were found, usually of the transposing or spacing variety. In September, 1935, a new printer came to Central and errors dropped to a minimum. Mr. C. F. Hart, former printing instructor in the Oklahoma City school system, took over the printing department and insisted on more careful typesetting.

### Student Newspaper

In 1937 for the first time in 22 years, The Vista reversed its course and became a student newspaper again. Personalities of the editors responsible for the many changes that were to take place will be discussed more thoroughly in a later chapter. However, it is important to note here that students were given a large share of control and could take much of the credit for improvements.

Appearing weekly again, the paper was much more professional looking than ever before. As was the custom, many headline decks were used with often near perfect balance. Almost every copy had a large banner with subheadings coming down each side of the page.

In the spring of 1938 national advertising began to be used again. Except for house ads, these were the first since 1916.<sup>13</sup> A large Chesterfield cigarette ad broke the ice with

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<sup>13</sup>Ibid., March 10, 1938, p. 4.

Coca Cola and other products coming later. This served to help pay the cost of publication, yet not infringe on the advertising revenue by the local papers. Use of national ads was to gradually increase through the years, but not until the forties did local ads appear again. Even at the present time they are not solicited—only accepted.

Mr. Oakes offered an interesting explanation:

In time, smoking was practiced in both residence halls, parties, banquets, between acts at plays, and formal evening programs—to the goodwill of all concerned. . . . Indeed, Mr. Mosely's freedom and good sense were exemplified by his permitting The Vista to change the mailing privilege so as to run a foot-square cigarette advertisement to help defray the expenses of the journal! This innovation was destined to endure beyond Mr. Moseley's time.<sup>14</sup>

One editor chose to tell his own story of the improvements made on The Vista.

The major changes in this revised issue over the last issue is the addition of one column to each page making each page seven columns instead of six, and change of column width from 13 ems, or approximately 2 inches. The narrower width has gained great favor by newspapermen over the country.

The move for a change was instigated by the editor a short time ago and has been brought about through the approval of President Mosely and the cooperation of Mr. Frank Bateman, executive secretary, who handles the business end of the publication, Dr. Loren Brown and Prof. Grady C. Watkins, faculty advisors, and Mr. C. E. Hart, superintendent of printing.

To further dress up the sheet, three series of new headline type has been added to the print shop. Franklin Gothic and Century Bold condensed type will be found used in most headlines, with a series of Century Italics reserved for the large headlines in the society and semi-streamlined heads in the feature section.

Many types have appeared during the thirty-six year's history of the Vista, but the present paper contains a

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<sup>14</sup>Oakes, p. 380.

# Annual Operetta Is Big Event This Week

## Gilbert and Sullivan Tradition Continued By Presentation of 'Yeomen of the Guard'

Music, Physical Education, and Dramatics Departments Co-operate in Producing One of Year's Outstanding Performances; In Mitchell Hall Tonight and Friday

### TWO PERFORMANCES TO BE GIVEN

Several Leading Characters of the Cast Have Appeared in Previous Gilbert and Sullivan Operettas Here; Accompaniment Provided by College Orchestra and Guest Players

Although 'tis the sunny morning the 16th century, the Tower of London is surrounded by an atmosphere of gloom and despair. For it is the day that the loyal and courageous Colonel Fairfax is to be executed. This execution is motivated by the desires of Fairfax's King, Sir Charles Poldiville, who is heir to the Colonel's estate, pending he dies unmarried. In these dreary days, Poldiville had no difficulty in convincing others that Fairfax's experiments in alchemy evidenced evidence of witchcraft and sorcery.

### Yeome Chorus Is Handsome Group

Guardians of London Tower Play Important Part in Comic Opera

Eight young men for the past few weeks have been diligently practicing military tactics, combined with Naval cadet and gentry, in order that they might make a favorable impression Thursday and Friday nights as the Yeomen of the Guard, faithful guardians of the old London Tower. Now it seems that in days of old, it took years of service and bravery to obtain the honor of belonging to the Tower Wardens, or the Yeomen of the Guard. So, it develops, that these men are "In the autumn of their life," having served faithfully during their youth, their Mother country England, and England, to reward them for their bravery, selected them to serve their declining years as guardians to the famous old prison.

"CLEAR THE RABBLE!"



This scene occurs as the Lieutenant comes from the tower and shouts "Clear the rabble!" and comes just after the famous line "I Have A Snow To Sing Of". The characters shown are, left to right—Hayward Florer as Lieutenant Chalmsodeley; Mary Wrany as Elze Maynard; Wesley Ross as Sergeant Merry; Ernestine Weigand as Dinah Carverthorn; and, in front is Wilbur Gilbert as Jack Point the strutting jester.

### Miles and Weigand Star in Operetta

Marlie, Bennett, McCurdy Dickerson, and Williams Appear in Other Leading Roles

Taking familiar roles in the Gilbert and Sullivan comic opera to be presented this week, "The Yeomen of the Guard," will be Elze Maynard and Ernestine Weigand, who will take the parts of Phoebe Merry and Dinah Carverthorn.

### Thurman Voted '39 Cage Captain

New Captain Placed on All-College Football Team By Sports Writers

The Sports Captains have selected Chester "Chet" Thurman of Haskell for their captain for next year. Thurman has played three years at guard on the Haskell squad and was placed on the all-college Central team for 1937 by the vote of the coaches and sports writers. He was a regular on the team which won the championship last year as well as one of the stalwarts in the squad that led the strong Northwesters' footballers for the championship last year.

Central State Teachers College Buses Chain of Trest Gilbert and Sullivan Tradition Upon Presentation of Fifth Operetta By These Famous English Composers

### COSTUMES ARE AUTHENTIC, COLORFUL

J. Forrest West, Emma Plunkett, Margaret Tubish, John Green, and Douglas Johnston Are Departmental Directors Of All-College Affairs

### Safety Institute To Be Held Here

Sound Movie Film On Safety Education to Be Shown in Assembly

A safety education institute will be conducted on the Central campus starting with the assembly program on next Wednesday, March 23, and continuing until 12:00 A. M. that day. Miss Marion Tolford of the National Safety Council, New York City, will address the general assembly which will be open to students, faculty members, visiting teachers, P. T. A. members and others. A safety education sound film will also be shown at that time. Following the assembly hour Miss Tolford will also conduct a conference with visiting teachers, principals, superintendents, interested faculty members, and students on materials, procedures, and activities connected with the teaching of safety education in the elementary, junior, and senior high school departments.

The conference program will include an opening statement by Mr. J. Andrew Holley, Director of Curriculum, State Department of Education, Oklahoma City; a discussion of visual aids in teaching safety by Mr. Herbert Scott, University of Oklahoma; brief remarks by representative of the Department of Public Safety; "Teaching Safety," by Miss Tolford; and a round table conference on general problems and procedures for teaching safety.

### THE WEDDING SCENE

The tradition of annually presenting a Gilbert and Sullivan comic opera at Central State Teachers College will be continued with the presentation of "The Yeomen of the Guard" by these composers tonight and tomorrow night in Mitchell Hall at 8:15 p. m. The production is under the joint direction of J. Forrest West and Emma Plunkett.



### Arthur Briese Is Chapel Speaker

American Knight of Satrie Entertains Audience With English Act

"Finding facts is an adventure in itself," related Mr. Art Briese, well known humorous commentator on current affairs, during assembly hour, Wednesday, March 23. "One of the most thrilling processes of education is the acquisition of new information." He amusingly added that Sir John Stange, humorist, defined education as the process of compensating the incommunicable in the mind by the ignorant by the incompetent.

### MRS. HENNING HONORED FOR PIONEERING WITNESS

Mrs. Harriet May Brown, pioneer witness of historic teaching in Central State Teachers college, recently has been greatly honored. Mrs. Brown has been one of the original standing contributors to and collectors of the English literature and the writing of some 100,000 lines of verse, but her work has been most appreciated by the students of the Central State National Park Program in Washington.



### Faculty Exchange Opened For Use

All Mail and Faculty Announcements To Be Distributed Through New Boxes

The new Faculty Exchange, at the west end of the main corridor of the Administration Building, was opened to use Tuesday morning, March 22.

### How Plans First After-Hour Speech

Only British agent, representative of American Republics, Dr. J. H. Johnson, March 22, delivered his address at the Central State Teachers College.

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### NOTICE!

Friday, March 23, is the last day to receive the annual Typewrite "chat".



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During the late thirties the paper reached a peak in formal balance.

larger volume of news space than any other previous edition.

As if to prove it, there were 33 separate news items on the front page, plus two pictures.<sup>15</sup>

Subscription price went up that year to \$1 per school year. However, it was still sent to all alumni who had paid dues to the association. If they paid for lifetime membership (\$7.50 that year), \$2.50 went to The Vista. If they paid annual dues of \$2.50, 50 cents went for the paper.<sup>16</sup>

Thus the small monthly publication had grown into a weekly newspaper. With the exception of the war years which brought a paper shortage and a twice-monthly publication, the paper continued much the same through 1948-49.

#### Today's Paper

Beginning in 1949, The Vista was again changed to a size slightly larger than tabloid, usually four pages. Five columns with a three-column wide flag permitted much variation in front page make-up. Publication was weekly.

Many more pictures were possible after the war ended and the photographers were again able to acquire equipment. For the first time, many feature pictures were used where previously only an occasional "mug" or a much used building picture was available. The Vista appeared to have taken on new life—to be more youthful and interesting. Errors were

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<sup>15</sup>The Vista, January 5, 1938, p. 1.

<sup>16</sup>Ibid., January 5, 1939, p. 2.

at a minimum under the direction of head printer, Eugene Simpson, who took over at the retirement of C. F. Hart in 1952.

The format reflected the personality of each editor. Experimenting with make-up was done frequently. Green paper was used for Christmas editions, the first color since the orange homecoming issue of the thirties. With a new editor each semester and frequent changes in sponsors, it was only to be expected that The Vista, too, would change.

As the college continued to grow following World War II, the paper seemed to have less and less space to give complete coverage to campus news. During the school year, 1957-58, many times six or eight pages were printed. This proved to be an unwieldy job, however, because the extra pages had to be inserted by hand.

Finally, in September, 1958, an additional printer was employed and the paper was published twice weekly. This schedule is still in effect at this writing.

## CHAPTER IV

### NEWS COVERAGE

It is hard to imagine that a newspaper spanning a period of more than 50 years would remain in any respect the same. But that is exactly what The Vista has done where news coverage is concerned.

Starting with the very first volume, The Vista reported elections and personal items about students, alumni and faculty. Progress of the school was lauded and athletics were promoted. The same news is being printed today. It varies only in quantity and treatment.

#### News about Students

Supposedly, The Vista has always been published primarily for the students of Central. Therefore, it was to be expected that these student readers would be interested in reading about other students. This news has been handled in many ways, from the simple gossip column, which will be discussed more thoroughly in Chapter V, to straight news stories similar to those found in a metropolitan newspaper.

In the first issue,<sup>1</sup> a column called "Locals" reported such things as elections of club and organizational officers,

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<sup>1</sup>The Vista, November, 1903, p. 24.

visitors to the school, students out of school because of illness, deaths and marriages. Continuing through 1914, names of graduating classes, changes in faculty, trips by students, debates scheduled, honors won and jobs obtained all fell under this heading.

An example of this kind of news was the coverage given to Frank Buttram, class of '09, when he received an appointment as state chemist to the Oklahoma Geological Survey:

This position will enable Mr. Buttram to begin work at his profession, and at the same time to pursue his studies in the University. It makes it possible for him to get his A. M. degree next summer, to begin work next winter for the degree of Ph. D. and at the same time draw a large salary. This good fortune is an example of the great things that often await the conscientious, duty loving student.<sup>2</sup>

There was no attempt at objectivity in these early news items. Often they were inaccurate. This report of Mr. Buttram's new position stated that he would start at a salary of \$12 a year and be raised to \$15 the following year. The following issue corrected these figures, announcing his salary was \$1200 with the increase to bring it to \$1500.

In 1914, the paper underwent a drastic change in format. Personal news items, too, were quite different. Still far from objective reporting, some attempt, at least, was made to limit news to current happenings. For instance, in May a news item reported the junior-senior banquet which was held at the Lee Huckins hotel in Oklahoma City. A legitimate news

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<sup>2</sup>Ibid., November, 1910, p. 51.



item, the story also included the complete menu!<sup>3</sup>

A splashy front page story about President Grumbine in 1916 shows the subjectiveness of items published during that period. The writer stated:

One must know him to appreciate his pleasing personality, his high regard for truth and his sane judgment. He is an earnest, conscientious worker, thoroughly alive to all that stands for the best in education. He is determined and forceful to a degree that makes one understand that he is a master of the situation and will bear no trifling with, and yet withal he is so kindly, courteous and considerate that every act marks him as a true born gentleman. A keen sense of humor and a genuine love and sympathy for young life makes him a teacher to loved and followed.<sup>4</sup>

Thorough coverage was given to the "boys in service" during the first World War, both through columns and news stories. This, however, will be left for further discussion in Chapter IX.

As enrollment increased, activities were stepped up and there was more legitimate news to report. In 1924 a story was used that would be considered "big news" by any reporter. It told of the enrollment of the youngest college freshman ever to begin at Central. He was D. D. Lowe, Jr., 10-year-old son of a professor. His IQ was said to be 175!<sup>5</sup> A story like this today would be next to impossible, but at least front page news. They hid it on page three! Other typical news stories reported the Red Red Rose meet at Central with 75

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<sup>3</sup>Ibid., May, 1915, p. 7.

<sup>4</sup>Ibid., September 8, 1916, p. 1.

<sup>5</sup>Ibid., October 3, 1924, p. 3.

members present.<sup>6</sup> A student was killed in a car accident.<sup>7</sup> Thus the transition was made. As competition for space became keener, printed news of students became the unusual, rather than the everyday happenings that were reported under the early "Locals."

#### Promotion News

Although it was pointed out in a previous chapter that promotion of the school was not the primary aim of The Vista according to its stated purposes, news coverage would prove otherwise. The tide of this kind of news seemed to ebb and flow according to the prevailing situation and the temper of the administration.

For many years, faculty members and administrators alike owed their positions to appointments by ruling politicians. They could be fired almost at will. Naturally, then, some presidents must have felt that it was wiser to present a picture of success to the public—no complaining about the lack of funds for teachers or facilities. Other presidents hoped to climb to success by added prestige through increasing enrollments. To do this they needed money. Whatever the philosophy, The Vista was used to get these ideas across to the public.

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<sup>6</sup>Ibid., July 22, 1925, p. 1.

<sup>7</sup>Ibid., March 13, 1926, p. 1.

From the beginning, The Vista was used to praise the school, to point out its advantages for students and to hint at its superiority over other institutions of higher learning in the state. Much of the news, under the watchful eye of sponsors, was slanted to serve this purpose. The "band wagon" approach was often used. Each year brought a "record breaking" attendance.

Referring again to the first paper, enrollment was given as 400 for the normal department with 88 in the training school, "the largest attendance on record for the Normal."<sup>8</sup> This pattern has been followed throughout the years. When enrollment dropped, an explanation followed to show that this was not as bad as would be expected. Droughts, depressions and wars were blamed for any decrease in the number of students.

A full page ad was usually printed in early editions to promote the school. Central was called "The Largest, Oldest and Best Equipped School In the State."<sup>9</sup> The faculty was advertised as "32 specialists from universities of Chicago, Columbia, Yale, Michigan, Nebraska, Vanderbilt and other high grade institutions." It was also pointed out that "Every member is a Christian and active in church work."<sup>10</sup>

In order to make the school seem larger, enrollment figures were often given for an entire year, rather than by

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<sup>8</sup>Ibid., November, 1903, p. 24.

<sup>9</sup>Ibid., December, 1909, p. 1

<sup>10</sup>Ibid.

semester or summer term. The high school enrollment and correspondence students were also included to swell the number. During 1922 the annual enrollment was reported to be 3006.<sup>11</sup> At one time a photograph pictures 2100 persons, including high school and college students as well as faculty, standing in a group in front of the campus buildings. This was run completely across the top of the front page, three inches deep.<sup>12</sup> Thus, prospective students received a visual stimulus in the "band wagon" campaign to get more students.

Special issues were sent to high school students for a number of years. Sometimes these were the first issues of the fall term, sometimes they were spring issues. Typical "news" in these papers would cover such topics as "Central's Faculty Is Experienced and Qualified," "Central Advances under Leadership of President Mosely," "Placement Bureau Serves Centralites," "Residence Halls are Fine Homes" and other thinly disguised propaganda pieces.<sup>13</sup>

These issues also included schedules, qualifications of the faculty, and other information to aid and encourage new enrollees. At one time as many as 5000 extra copies were mailed out to high school students.<sup>14</sup>

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<sup>11</sup>Ibid., February 1, 1923, p. 1.

<sup>12</sup>Ibid., April 23, 1923, p. 1.

<sup>13</sup>Ibid., September, 1938

<sup>14</sup>Ibid., March 21, 1940, p. 2.



LARGE PROGRAM OFFERED IN SPORTS FOR WOMEN DURING SUMMER TERM

Physical Education Department has been enlarged to include the following women in sports...

Senate Ends Year With Club Reunion

The annual meeting of the Senate... The speakers were... The program was... The year was... The club reunion was... The speakers were... The program was... The year was... The club reunion was...

GIRL DEBATER COLLECTS TROPHIES



Fern Reed, Seminoe, and Roberta Thomas, girls' debaters, with trophies...

CENTRAL PLAY CAST FOR "DOUBLE DOOR"



The Blue Curtain Players, college dramatic organization... The play was... The cast included...

ORATION BRINGS \$40 TO MURPHY

Lee Magguy, Central orator, was \$40 with his original oration, "America Pays the Price..."

CENTRAL CHORUS LARGEST IN STATE



The Central Chorus... The members were... The chorus was... The performance was... The members were... The chorus was... The performance was...

Central to Hear Noted Journalist

John H. Casey of Oklahoma University will lecture here in June...

SENIOR ACTIVITIES OF 1935-1936 PREDOMINANT OVER CAMPUS EVENTS

The senior class... The activities were... The campus events were... The senior class... The activities were... The campus events were...

SENIOR CLASS OFFICERS OF '36 ARE OUTSTANDING



Above are pictured the four officers... The officers were... The names were...

CO-EDITORS AND BUSINESS MANAGER OF ANNUAL



Miss De Crane, left, and Miss Ruth Jane Heimbaugh (right) are the co-editors...

SPEECH HISTORY

Speech history... The program was... The speakers were... The program was... The speakers were...

CHAMBERS GIVES SEMINAR COURSES

Chambers gives seminar courses... The courses were... The topics were... The courses were... The topics were...

Central put her best foot forward in the special high school editions.

## Fund Raising

Always in this state supported school there has been the problem of making the college attractive to future students on the one hand while appealing to the powers that be for more money on the other. If the school is pictured as too depleted from lack of funds, students may go elsewhere for an education. Likewise, if the college is made to appear prosperous and adequately prepared to handle an increase in enrollment, administrators could scarcely ask for additional financing.

Both of these approaches have been made, however. News in The Vista was made to order for each audience. Editors seemed to feel that the board of education or the legislature would not read the special high school issues and that high school students would not have access to accounts of Central's financial plights. The truth of this assumption is not known, but editors of today are still attempting to handle these ambiguous reports to some degree.

Two different issues in 1915 serve as an example of this type of news. In January a special issue was printed. A 30 point banner proclaimed its purpose as "Facts and Figures for Legislators of Oklahoma Pertaining to Appropriations for Central State Normal."<sup>15</sup> Comparative figures showed that CSN was receiving only \$22.30 per pupil per year while the national

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<sup>15</sup>Ibid., January, 1915, p. 1.

Average was \$144. No punches were pulled. One news item reported:

The first two years the school grew 48 per cent and in the last three years it has grown 95 per cent. You can see that no Legislature took into consideration such growth.<sup>16</sup>

Part of a letter sent by the president to the legislature was also printed in this issue to prove the point:

We further find that during the summer of 1913-14 that to accommodate the attendance at the summer school that it was necessary to erect brush arbors in which to hold classes and accommodate the attendance, and we recommend that if it is to be the policy of the State and State Board of Education to continue this school in its present condition and to consider its further needs that there is an imperative necessity for a building to contain the needed class rooms, auditorium, etc., now really required.<sup>17</sup>

In contrast, the September issue said, "Two hundred tents erected by the school insures plenty of room."<sup>18</sup> Plainly, tents or brush arbors were called good or bad, depending on the audience.

Actually, this campaign in which The Vista played such an active part did have some effect. The college received increased appropriations for operations and a promise of \$50,000 for a new building. Due recognition in the school paper called these the "Legislatures's and Governor's Gifts to Central."<sup>19</sup>

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<sup>16</sup>Ibid.

<sup>17</sup>Ibid.

<sup>18</sup>Ibid., September, 1915, p. 1.

<sup>19</sup>Ibid., April 15, 1915, p. 1.

Excitement on the campus over this move probably equaled any ever shown, including the armistice following World War I. (School was not in session at the end of World War II.) The news story read:

Tuesday was a gala day for Edmond, one of the greatest if not the greatest in her history, as it marked the celebration of the big appropriations for this school. At the time the appropriation measures were signed, President Evans was in the southwestern part of the state, addressing county institutes and did not arrive home until Tuesday morning, consequently all the pent up enthusiasm was smothered until his arrival here. He came on the 10 o'clock car Tuesday forenoon and received a rousing welcome from Normal students, members of the faculty and citizens. The entire student body had assembled at the Normal and marched to the corner of First and Broadway to meet the president.<sup>20</sup>

This colorful account told of flags decorating downtown Edmond. Following the president's arrival, stores were closed and hundreds of townspeople joined students and faculty in their march back to the college. A big victory assembly followed, complete with the band, with speeches praising President Evans the order of the day. Probably never again at Central would so much enthusiasm be displayed by so many for one man.

Following Evans' administration, the matter of soliciting students, appeasing legislators and voters was all attempted in a single story:

While Central could very well employ two or three additional buildings, yet with proper care and economic management it is found that our equipment is sufficient to offer thorough work in all particulars of teacher training. It has sometimes been said that Central is very much crowded; this is true, but this crowded condition has been relieved by proper scientific management whereby every bit of equipment

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<sup>20</sup>Ibid., September, 1915, p. 1.



is busy all the time without the least discomfort coming to anybody.<sup>21</sup>

Possibly one reason for this new tone from the administration was the war. However, it is probable that J. W. Graves, who took over the reigns after the fiery Evans, was trying to smooth some ruffled feelings over Central's outspoken demands. Whatever the cause, The Vista was again used to carry the message.

Yet another fund raising campaign was begun during President Mitchell's tenure. The big push was for buildings. One paper said, "This might be called Central's patented prayer—'Give us MORE ROOM!'"<sup>22</sup> The president was quoted as saying, "Let every Central student take up and repeat again that sentence—'Central MUST have a large dormitory—and again repeat it whenever and wherever there is anyone to listen—and it won't be long until Central will have a large dormitory."<sup>23</sup>

Later, need was expressed for an administration building, a classroom building, a science building, a training school building, a 400-room dormitory, an assembly hall and a gymnasium. Either President Mitchell was more optimistic than any administrator before or since or he hoped to get at least something by asking for so much. Perhaps, to some extent, the campaign was successful. While falling far short

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<sup>21</sup>Ibid., September, 1918, p. 1.

<sup>22</sup>Ibid., June 20, 1919

<sup>23</sup>Ibid., May 27, 1919, p. 1.

of his aims, he was able to have constructed an auditorium, named in his honor. It was to be many years before work was begun on the dormitories or the other buildings he asked for through the pages of the school paper. Many of them are still in the dream stages to this day.

During World War II there was little news about financial needs. All out war effort left no room for complaints about such "little" things as education. That would have been unpatriotic. Also, enrollment dropped and there was less need for more buildings or teachers. Following the war there was again some notice of financial needs; however, most of this was published in editorial form.

It was not until 1957-58 under the editorship of the writer and the presidency of Dr. W. Max Chambers that the Vista again became a tool in the strong campaign for more appropriations. During this year, many news and feature stories were printed to show the crowded classrooms, the need for more teachers and operational expenses. Often comparative figures, charts and pictures were used to show these conditions.

Again the problem was faced of trying to attract more and better students while letting the public know the needs of the college. By this time, however, The Vista was not used as an advertising media to attract more students. Indeed, it was the opinion of the administration that the school could not adequately care for any more than it had. Further, any explaining that was considered necessary for future

students was handled primarily through special brochures and personal contacts by school personnel. Thus, the problem was somewhat eliminated.

#### Athletic News

News about sports events has always been of great interest to students and alumni alike and could be properly discussed under either of those sections. Also, it has often been used as a promotional device to attract more students. However, because it has been of such interest and received much space, news of athletics merits coverage as news in this chapter.

The Vista has always lauded the activities of the physical education students. Before there was an organized football team on the campus, a sports writer was trying to promote one. Tennis was the game that created "real enthusiasm" that year.<sup>24</sup> The following month a football team was organized. Though they lost the game to Logan County high school, the game was "encouraging rather than discouraging" according to the paper.<sup>25</sup>

The sports writer explained to his readers that the team was organized only ten days before the game with inexperienced players.<sup>26</sup> Although there was no sports editor listed on the

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<sup>24</sup>Ibid., October, 1904, p. 20.

<sup>25</sup>Ibid., November, 1904, p. 44.

<sup>26</sup>Ibid.

masthead, two members of the football team were staff members. In fact, the first touchdown made in the history of the college was carried by Edwin Klein, then assistant editor.<sup>27</sup>

Further indication of the importance of athletics in the early history of the school paper was the fact that the first picture, other than one on the fly, was a posed photograph of a football player.<sup>28</sup>

There was a noticeable lack of any effort toward good sportsmanship in those early papers. Reporting a game lost to Kingfisher, 35-0, Klein openly accused the opposing team of having recruited men from the city and from all the adjoining community as well as the school.<sup>29</sup>

At the end of that football season, The Vista sports writer used his own figuring to show that Central Normal was number one in the state.<sup>30</sup> He eliminated Kingfisher because her "team was not composed of men from her school." The universities were not counted because "in the football world universities are considered being in a class by themselves." Therefore, he reasoned, "The college championship of Oklahoma falls to the team of Central State Normal."<sup>31</sup>

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<sup>27</sup>Ibid., December, 1904, p. 90.

<sup>28</sup>Ibid., November, 1905, p. 45.

<sup>29</sup>Ibid., p. 46.

<sup>30</sup>Ibid., December, 1905, pp. 65-66.

<sup>31</sup>Ibid.

Humorous bits of verse were often used throughout the first half of The Vista's history, including athletics. A short, untitled poem kidded:

Foot ball's real; foot ball's earnest,  
And off yonder is the goal;  
Dust thou art, to dust returneth,  
And meanwhile, that fellow hold.<sup>32</sup>

Cartoons were used to illustrate athletic events. In 1906, high jumpers and baseballers were drawn in caricature. The first feature picture was of the two tennis champions in action with their racquets. Although the picture was obviously posed in a studio, it can be considered as the first feature picture because of pretended action.<sup>33</sup> When the school lost every game except one for the whole season in 1910, a sports editor was still able to show a little humor in the face of defeat. He said of the team, "They ought to be good losers if there is any truth in the saying that practice makes perfect."<sup>34</sup>

By 1916-17, football had become big news at Central, often rating a banner headline on page one. In October of that year a world record for scoring was reported. Central won by a score of 183-0.<sup>35</sup> However, their glory was short lived. The new record was broken the next day.

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<sup>32</sup>Ibid., p. 60.

<sup>33</sup>Ibid., May, 1906

<sup>34</sup>Ibid., December, 1910, p. 76.

<sup>35</sup>Ibid., October 13, 1916, p. 1.

A study of exchange papers that year provided material for an unsigned article in The Vista. This reporter failed to list the number of papers analyzed, but he pointed out that athletics took 344 inches of space while school news covered only 172 inches. Other news listed in comparison were literary, 119; educational, 98; social, 75; debating, 63, and music, 57.<sup>36</sup> Evidently, then, Central was following the accepted practice in other state schools of giving the lion's share of space to athletics.

During the first World War, athletic news was decreased, but not discontinued. Military training took place on campus and there were always enough men for sports activities. By the end of the war, football was again king with much of the paper devoted to it. During this period, athletic news regularly appeared on page three of a four-page paper. Later, starting in the early thirties, it was to occupy the back page where it remains to this date.

Little change has been made in the amount of space given to athletics during the past 20 years. Women's athletic activities have always received some space, usually not more than one-tenth of that given to men's activities. Writing styles have become more readable with subheads and bold face type being used to break up long stories. Action pictures increased during the late forties and throughout the fifties.

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<sup>36</sup>Ibid., January 26, 1917, p. 4.

Previously, mug shots and posed pictures were the main attraction.

Front page coverage of sports varied with Central's successes and with the interest of the editor. Championship contests usually rated front page coverage. Sometimes the opening game of a season was so promoted. Sports reporters turned editors often used athletic events for front page copy for weeks on end. Coed editors or those more literary minded usually kept sports on its designated page.

#### Miscellaneous News

It is impossible to categorize all news printed in The Vista. The preceding areas are the more obvious divisions, but many must remain unlisted. Examples of front page stories at various periods will serve to point out the many topics used. In February, 1917, 10 items appeared on page one. Titles of these included, "Y. W. Supervisor Assured," "On the Firing Line," "Our Opportunity," "How Do You Spend Sunday?" "The Art Exhibition," "Spring Schedule Published Here," "Absentee Seniors," "The Spring Term Begins Soon," "Mrs. Thornton's Students Call," and "Department of Music."<sup>37</sup>

A typical page 14 years later had news stories covering the debating team, a dinner honoring a faculty member, a graduate fellowship awarded a student, sickness of a faculty member, a wrestling conference win, a federal appointment of an

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<sup>37</sup>Ibid., February 9, 1917

alumnus, a speaking engagement by the president, a senior trip, a chapel program and a list of honor students.<sup>38</sup> Here, again, news was grouped into sports, alumni, student and faculty activities. Today's Vista, hot off the press, would yield much the same variety.

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<sup>38</sup>Ibid., February 25, 1931, p. 1.



## CHAPTER V

### SPECIAL FEATURES

Examining a newspaper, piece by piece, yields many parts that make up its character. So it is with The Vista. Some of these parts are broad enough to be treated in separate chapters, such as the previous chapter on "News Coverage" and Alumni news and war news that will be discussed later.

Other features are important, yet can be properly included in the same chapter. The title, "Special Features," used here will designate columns, society news and feature stories.

#### Columns

In the first stage of the development of The Vista, 1903-14, columns were used to report almost every kind of news. Only literary works and comments by the editor were printed outside the regular columns.

Most of the titles of these early columns were simply one word that listed what was to be found there. "Locals" was made up of bits of news about students, faculty members and the school itself. Short coverage was also given to such things as literary societies, enrollment, church associations and other meetings. Students who dropped out of

school because of illness or financial problems were duly noted here. Lectures were reviewed, new faculty members welcomed, salary raises reported, all under the broad skirts of the "Locals" column.

"Exchange" was another regular column. As the title implied, it included reprints from other papers. Often the name of the paper from which the news was taken was printed, particularly the other school papers. Sometimes, however, the news was merely used with no credit given. For instance, in 1903 an item stated, "Mr. Pulitzer, owner and editor of the New York World, has given a million dollars to Columbia University to found a school of journalism."<sup>1</sup> Probably the editor came across this interesting piece of news in a big paper and, having no place else to print it, chose the "Exchange" column. The most frequent and popular exchange item was always jokes.

Indication that quite a number of schools participated in the exchanges, an issue of 1905 contained items from six papers. Among them were the Student's Herald, 'a breezy little paper, from the Agricultural college at Manhattan, Kansas'; the University Umpire; the Muckwisto; the Royal Blue from Guthrie; The Skiff and the College Paper from Stillwater that was "well gotten up."<sup>2</sup>

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<sup>1</sup>The Vista, October, 1904, p. 28.

<sup>2</sup>Ibid., December, 1905

Use of the "Exchange" column continued as a regular feature through 1913. Thereafter, when bits of news was printed from other papers, it was used as a filler or given an explanation by the editor on the reason for printing.

"Athletics" also began in the first issue and continued regularly until the big change in the format of The Vista came in 1914. In the early years, the editor often voiced his opinion as well as listing athletic events and reporting scores. As the paper became larger and athletics more important in school life, this news was given a full page with sports columns of its own.

The column called "Alumni" also appeared in each issue of this period, continuing under various titles throughout the years. This will be discussed more completely in the chapter, "Alumni Coverage."

Giving its editors more leeway than any other column during those early years of The Vista was "The Crank." The first writer of these "odd whims and tidbits" chose such a title because "at some seasons our lucubrations are brought forth with great effort," and a writer must needs fit "the long or short handle of strenuous thought to an idea and make a crank of the mind to grind out 'conceits.'"<sup>3</sup>

In the second volume, spelling was changed to "Krank." Bits of poetry, jokes and gossipy items about students and faculty appeared in this column. Occasionally, other columns

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<sup>3</sup>Ibid., November, 1903, p. 7.

similar to this were used along with "Krank." One titled "Social Circle" used bits of gossip, play reviews, club news and poetry.<sup>4</sup>

Following the change to a more serious paper in the fall of 1914, such columns were stopped completely for a time. Although student editors were still listed for a few months, The Vista showed all the earmarks of the strong administration headed by Charles Evans and found no room for frivolity. Then the war was at hand and no one was in the mood for jokes.

By the early twenties, however, the temper of the times had changed. Never again would The Vista return to the young innocence of the early humor columns, but others filled the same need. "Flapper Philosophy," which began in 1922, was a sign of the times.<sup>5</sup>

Many short poems and jokes also began to appear again as fillers, on the editorial page especially. However, regular columns were practically nonexistent during the ten years between 1922 and 1932. Explanation of this probably lies in the fact that a faculty member was listed as editor and manager of The Vista during most of these years. Journalism students served as reporters, usually for only one semester. Such short periods on the staff left little possibility for students to become experienced enough to attempt a column.

Another reason for the scarcity of columns, especially

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<sup>4</sup>Ibid., February, 1913, p. 18.

<sup>5</sup>Ibid., December 1, 1922, p. 3.

those on the lighter side, was no doubt the depression. During the early thirties, The Vista was a more serious paper. These were the years of the strong editorials as the students reflected the frustrations of the entire nation caught on the economic shoals.

However, human beings, particularly those with the health and energy of the young collegians, can only sink so deep in the doldrums, then they begin to fight their way out.

By 1933, side by side with the lashing editorials, jokes and gossip columns began to appear again. "On the Spot" was filled with juicy bits about students. "Cracks Wise and Otherwise" included jokes that dared poke fun at the depression.<sup>6</sup> The latter column cracked, "Which all goes to show that a depression is a period of time when people are obliged to do without things their forefathers never had."<sup>7</sup> "Campus Characters" was filled with humor. "The Corral" and other similar columns gave intimate information about the Bronchos' sports activities.<sup>8</sup>

The following year, "Bill and Me," a satirical column of homespun philosophy, using misspelled words and slang for effect, lightened the contents of the papers.<sup>9</sup> It had made occasional appearances in previous years and was to continue

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<sup>6</sup>Ibid., September 11, 1933, p. 3.

<sup>7</sup>Ibid., September 19, 1932, p. 3.

<sup>8</sup>Ibid., October 2, 1933, p. 34.

<sup>9</sup>Ibid., September 24, 1934, p. 3.

regularly for the next two years. A column designed to aid the students' health was written by the school physician. He wrote on such things as the common cold<sup>10</sup> and Acne.<sup>11</sup>

The gossip columns became a little more daring shortly before World War II. "Keyhole Katy" was a regular during the fall semester of 1938-39. In the spring semester, "Campus Connie" took its place. These, no doubt, drew some criticism from students whose personal lives became an open book through this writing. For example, one juicy item said, "We thought Rosemary Stroud was going steady but evidently not since she and Jack Taylor were seen together. . . ." <sup>12</sup> Another biting item in that same column stated, "If Mitch Windle would quit thinking he was the most mistreated person on the campus he would be a lot better off." <sup>13</sup> Further advice was given by one columnist who wrote, "Mary Endicott had better make up her mind about a heart-interest. Decide on one of them, honey, and set the other back in circulation." <sup>14</sup>

"Keyhole Katy" was brave enough to print a part of one letter she received from a campus club which said that "in case of Katy's sudden death no love would be lost." <sup>15</sup> But the students as a whole must have enjoyed this type of writing,

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<sup>10</sup>Ibid., December 16, 1937, p. 3.

<sup>11</sup>Ibid., January 6, 1938, p. 3.

<sup>12</sup>Ibid., January 12, 1939, p. 5.

<sup>13</sup>Ibid.

<sup>14</sup>Ibid., March 7, 1940, p. 2.

<sup>15</sup>Ibid., January 5, 1939, p. 3.

because such columns continued to increase with some variation.

"Fannie Fashion" gave bits of news on what the coeds were wearing. "Snapshot Sal" tried to mirror their activities. "Murdaugh Muses" gave colorful accounts of life in the girls' dorm; "News from Thatcher Hall" concerned happenings in the boys' dormitory. One called "Peering Around the Eight Ball" reported that a student was "eatin worms now to feed the goldfish he ate at the last football game."<sup>16</sup> Throughout the school year, 1940-41, these and many others about campus life continued. Almost everyone on the staff seemed to want a column of his own. Practically nothing was too sacred for their consideration. On the eve of war, "Fannie Fashion" wrote, "Fashions have gone so patriotic the past week that at any moment I expect to see a style conscious coed 'saronging it' with 'Old Glory.'"<sup>17</sup>

Columns were not an immediate casualty of the war, but they were somewhat subdued. News from the boys' dormitory was more concerned with listing those who were drafted or volunteered for the service. Items about the girls showed a similar change. Engagements and marriages were reported to boys in service. Sports came to a standstill. "Centralites at the Front" became the biggest column, commanding front page space and continuing for the duration of the war.

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<sup>16</sup>Ibid., November 28, 1940, p. 3.

<sup>17</sup>Ibid., February 27, 1941, p. 3.

By the second anniversary of Pearl Harbor, The Vista had reflected the seriousness of the situation. The editor was evidently becoming a little concerned with any frivolity in the paper. In April, 1943, she wrote, "One of our fellow-newspapers, The Campus at Oklahoma City University, has dispersed with the gossip columns, at least for the time being. Last week The Vista carried only one of the three regular 'dirt' columns. What do you think about it?"<sup>18</sup>

There was no indication in the following issues of the answer she received. However, after one week's absence, they were again resumed, but very conservative compared with earlier years.

With the coming of peace, sports again took the spotlight at Central State and athletic news was duly stepped up in The Vista. "News from Central Field" became the first postwar sports column of the many that were to follow.<sup>19</sup> Column names were found to suit each sports editor. Such titles as "Sportlight" "Jim's Shorts and "Ivan's Schmivan" and other similar ones were used.

Although several abortive attempts were made to revive the "dirt" columns of earlier, more carefree years, none was really successful. Most were continued for only a few issues. Others turned into editorial columns.

At least two reasons were responsible for this change.

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<sup>18</sup>Ibid., April 1, 1943, p. 2.

<sup>19</sup>Ibid., December 13, 1945, p. 4.



First, the influx of veterans with more maturity decreased the popularity of the high-schoolish gossip. Their attitudes must have influenced the entire campus. The second major reason was the sudden growth of the school accompanied by a tremendous increase in the number of commuters. No longer was the campus a tightly knit social group. It was made up of students with a wide variety of interests, jobs, and social backgrounds.

Gossipy columns were considered juvenile to the new student body, and so they are to this day.

### Society

If society news is defined as the reporting of social happenings, The Vista carried such news from its beginning. The personal items, such as engagements and marriages, were listed in the "Locals" column discussed in the previous section. Follow-ups of parties and meetings were methodically printed later, often with a complete menu and "a good time was had by all." Even assemblies were sometimes reported in that manner. Durno, the magician "delightfully entertained a large audience" in 1906.<sup>20</sup>

Happenings and plans of the social clubs on campus received a great deal of space. By 1916, the masthead of the paper listed the presidents of all student organizations of the school. With this new group to furnish news, the editor

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<sup>20</sup>Ibid., February, 1906, p. 115.

warned, "Then look out! Every issue of the Vista will contain a large amount of news about you."<sup>21</sup> They were further told, "If you get married 'Quietly,' remember the Vista will publish the glad tidings at the first opportunity."<sup>22</sup>

The first issue printed in the school term 1922-23 made a start toward a regular society page. Under the title, "Clubs and Classes," each one was listed by name followed by the names of offices and news of the organization.<sup>23</sup>

That year also marked the first society item similar to those found in today's papers. This story appeared on the front page and was given almost a full column. It reported the wedding of a former teacher. Her attire was described as:

The bride was married in a becoming afternoon dress of taupe georgette, trimmed in iridescent blue beads. Her going away costume was of navy poiret twill with a vestee of mocha and scarlet silk, heavily embroidered, with which she wore a brown hat and brown accessories. . .<sup>24</sup>

This was a far cry from the small, two-line story of weddings that sometimes even failed to mention the name of the marriage partner in early Vista's.

Another big step forward in society news came in the spring of 1926. For the first time a two-column headline, simply called "Society," was used to head small stories.<sup>25</sup>

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<sup>21</sup>Ibid., October 6, 1916, p. 2.

<sup>22</sup>Ibid.

<sup>23</sup>Ibid., October 1, 1922, p. 3.

<sup>24</sup>Ibid., November 1, 1922, p. 1.

<sup>25</sup>Ibid., March 12, 1926, p. 3.

The first bit of fashion news was also printed in that issue. It reported, "The brevity of skirts seems to be the most important single feature of fashions of 1926. . . .The prevalence of feminine knees on the horizon is the occasion for horror."<sup>26</sup>

In the next ten years, society sometimes appeared on page three of the four-page paper, sometimes on the back page. The amount of space fluctuated from one or two columns to almost a full page. Usually the heading was "Society"; however, sometimes it was called "Organizations." Big events, such as a wedding of a prominent student or a faculty member, was reported on the front page.

Typical of this "big news" was a front page wedding story of a teacher. Four decks—"Miss Bethel Becomes Mrs. Wheat During Christmas Holidays," "Marries Lieutenant In The U. S. Navy Now Stationed At San Pedro, Calif.," "Is Married In Pryor," "Plans To Join Her Husband After Completing Present School Year At Central"—headlined the full column story.<sup>27</sup> A mug shot of the bride was also used. Generally, however, the club name was used as a headline, followed by news which was written like a secretary's report.

As the style of the paper was changed, so were the headlines of society news. The name of the organization was still used to designate each item, but an action word was usually

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<sup>26</sup>Ibid.

<sup>27</sup>Ibid., January 14, 1931, p. 1.

included after 1935. For instance, a single page contained 32 separate society stories, each with its own small headline. Typical were such heads as "Arena Club Has Meeting," "Commerce Club Holds Meeting," "Shakespeares Hold Meeting" and "W. A. A. Gives Manless Dance."<sup>28</sup> Though little imagination was used, there was some attempt to write news headlines.

Increasing gossip columns noted in the previous section were followed by a decrease in society news. Important happenings were reported in straight news stories, with the columns handling engagements and often weddings, also. Page three which had previously been used for society became space for gossip columns, some "canned" or reprinted articles, jokes, and an occasional feature story.

Following World War II, wedding stories were complete reports, including attendants, attire and other information.

From that time until the present, society news has varied each semester, depending almost entirely on the energy of the society editor. Some have been active and kept page three full of news. Others have only had an occasional report. Announcements of meetings, queen and officers elections have been reported as straight news at many different places in The Vista. No longer is there a "Society" page.

#### Features

Feature stories made a late appearance in The Vista if

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<sup>28</sup>Ibid., October 25, 1935, p. 1.

human interest is to be used in the definition. Fiction and reviews of literature appeared in the first editions. Interpretive news-reporting began with the big campaign for funds in 1914. Articles tracing the history of various clubs or listing the purposes of departments appeared beginning in 1914-15. Subjective reporting was scattered throughout the years.

These near-features make it difficult to set an exact date when features as we know them actually began. However, in 1936, under the heading "Human Interest Stories," are found the first definable features.<sup>29</sup> First to be printed was an account of Dr. Harbour, a faculty member, and her pet dog—ingredients guaranteed to arouse interest. No by-lines were given. Although this type of headline was discontinued after one issue, the ice was broken and feature stories became accepted.

Faculty and students were favorite subjects. By the school year 1938-39, by-lines were often given at the end of features. An unusually good feature was printed in the fall of that year. Appearing on page one, it concerned the adventures of a faculty member in escaping from the European war zone.<sup>30</sup> But evidently these were not good enough. In the Senior Collegiate Press judging the next year, The Vista was ranked third in features.<sup>31</sup>

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<sup>29</sup>Ibid., March 26, 1936, p. 2.

<sup>30</sup>Ibid., September 21, 1939, p. 1.

<sup>31</sup>Ibid., October 24, 1940, p. 1.

Features continued to be scattered through the next few years. In 1941, they averaged about one for each three issues. In February, 1943, a series of sketches of "Students of the Week" was begun, but these could scarcely be classed as features.<sup>32</sup> It was not until 1950 that features became regular with at least one appearing in almost every edition. That year a three-column headline proclaimed page two as a place for "Editorials and Features." These were often concerned with academic affairs as well as faculty members and students.

Probably the increase in features during recent years has been due partly to the ego satisfying by-lines of the "any-old-time" stories. At any rate, the improvement came with a first place rating by the Oklahoma Collegiate Press Association earned in 1954.<sup>33</sup> This trend is still continuing today with at least one, and usually several, features in each four-page edition.

#### Summary

In these special features of The Vista we find great change in its 56-year history.

Columns were used for almost all news in early years, degenerated to mere "dirt" columns in the thirties and early forties, and became nearly nonexistent in the fifties. Society

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<sup>32</sup>Ibid., February 18, 1943, p. 1.

<sup>33</sup>Ibid., May 19, 1954, p. 1.

news began as occasional lines in other columns, advanced to complete reports in the late twenties, continuing somewhat through the forties, and now is handled almost entirely in straight news stories. Engagement and wedding stories are dependent on the whim of the editor.

Human interest stories or features have shown the greatest improvement of the type of news considered in this chapter. From a slow beginning in the thirties, they are now well-written and frequent—one of the most popular items in The Vista of 1959.

## CHAPTER VI

### EDITORIALS

Stated policy, news coverage, and special features are all important in studying the history of a newspaper. However, perhaps nowhere can the true personality of a publication be discerned as in the editorials.

The Vista is no exception. From the first issue down to the most recent, editorials were written primarily by the students and reflected prevailing student attitudes. Just as no single newspaper ever completely mirrors the thinking of its day, so it was with the Central organ. It is, however, undoubtedly the most accurate record available.

Editorials in The Vista were often used to promote improvements for the college. Sometimes writers advocated actual physical change; at other times editors merely asked for more school spirit or requested that students keep off the grass. During some periods editorials were very strong and dealt with such pertinent matters as depression, war or racial discrimination. State, national and even international affairs were then meat for the editorial writers. But, whatever the topic, special dates and anniversaries were seldom ignored and editorials were usually kept close to home.

For the purpose of this paper, editorials will be studied



as they dealt with improvements for the school, habits of the students, anniversary coverage, national and international topics, and racial discrimination.

### Improvements for the School

More funds for education has ever been a problem and was often discussed in editorials. The first time this financial need was presented openly, however, was in 1915 under the presidency of Evans. W. G. Johnston, then editor, held forth in a 20-inch editorial called "Let the People Know." The injustice of the percentage of educational funds distributed to Central was pointed out.

A few years later, an even stronger plea was made, this time citing specific needs and accusing other schools of getting more than their share of the funds.

But Central NEEDS more ROOM,—EVERYWHERE! Sooner or later—forbid that it be much later! —Central must have some money to build for YOU! She must have a large Administration and classroom building, a Science building, a training school building, a 400-room modern dormitory, an Assembly Hall, and a Gymnasium!

One of our state schools is a college for the Druggist, for the Lawyer, for the Oil man, for the Engineer, for the manufacturing Scientists.

This school spends more than THREE times as much per hour as does Central. . . .

Nothing fair about this condition; and the good people of Oklahoma won't stand for it a minute,—if they could be made to see the injustice of it!<sup>1</sup>

An open letter from President Mitchell was printed a few years later, still promoting more funds. He said, "Our

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<sup>1</sup>The Vista, June 29, 1921, p. 1.

increase in expenditure during the past five years has not been in keeping with the increase in our enrollment." He pointed out that Central had only three buildings with none added for a period of nine years and asked students and alumni to spread the gospel about the school's needs.<sup>2</sup>

As more funds and buildings were furnished for the school, editorials eased up on this subject. For a period of more than 20 years, funds were rarely mentioned. Then, as Central began to experience growing pains with the coming of the flood of veterans following World War II, the topic once more became a bone of contention for editors.

The "urgent" need for more housing was hit as an editorial writer pointed out, "Every citizen must realize that the growth of the college is dependent on housing."<sup>3</sup> Parking facilities that seemed to have shrunk overnight provided meat for another writer.<sup>4</sup> Incidental needs, such as a mat for the diving board and more water fountains on campus were also considered.<sup>5</sup>

Student editors were strong promoters of a student union long before the facility was provided. Beginning in 1949, several editorials were written to this end. Central's social life was termed "dead, meagre or spasmodic."<sup>6</sup> Students

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<sup>2</sup>Ibid., December 8, 1924, p. 1.

<sup>3</sup>Ibid., May 16, 1947, p. 2.

<sup>4</sup>Ibid., November 2, 1949, p. 2.

<sup>5</sup>Ibid.

<sup>6</sup>Ibid., December 14, 1949, p. 2.

were asking for immediate action. Suggestions were made for possible temporary quarters until a building could be provided. Whether these editorials brought about the construction of a student union is a moot question. However, in a building was begun.

Other promotions advocated by editors of The Vista that later became realities include providing ash trays in Murdaugh Hall,<sup>7</sup> establishing sororities,<sup>8</sup> granting graduate degrees,<sup>9</sup> beginning a student council,<sup>10</sup> and starting a book exchange.<sup>11</sup>

It has been the hope of many administrators that the students would function as public relations agents for the school. Occasionally they were specifically requested to do this. One editorial not only asked them to report progress of the school, but listed actual topics:

During the vacation time make it a point to let your parents know the quality of work that is being done here. Tell them of the improvements now in progress on the campus, of the chorus that is now the largest in the state, of the Christmas programs that have been held on the campus and the Christmas spirit that is evidenced by the activities of the clubs and residents of Murdaugh and Thatcher Halls.<sup>12</sup>

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<sup>7</sup>Ibid., November 1, 1949, p. 2.

<sup>8</sup>Ibid., February 7, 1951, p. 2.

<sup>9</sup>Ibid., February 28, 1951, p. 2.

<sup>10</sup>Ibid., February 7, 1946, p. 2.

<sup>11</sup>Ibid., February 1, 1950, p. 2.

<sup>12</sup>Ibid., December 16, 1937, p. 1.

### Habits of the Students

Writers of The Vista seemed to feel that daily habits of the students were fair game for editorials. Some of these were pet peeves of particular editors. Others were perennial subjects. Ranking highest in order of frequency were such topics as keep off the grass, take time to enjoy life, be friendly, and, in later years, driving and parking.

As early as 1904 students were warned to guard against "the evils of our time." The editor continued, "We go rushing through life, not even stopping to breathe. We are in such a hurry that we see nothing of the beauties in life. Our eyes are fixed with a bulldog tenacity, upon the 'almighty dollar.'"<sup>13</sup> Yet another editor touched upon the same subject as he urged students to continue study of the classics. He decried the swing toward more practical subjects by writing, "Are we not in danger of becoming a superficial people, clinging only to those things that merely feed us, and not preparing ourselves for true living?"<sup>14</sup>

Students were often admonished to smile. One editorial asked the "American people, as they go through life in their maddening struggle for existence" to smile. He suggested, "Keep your sufferings to yourself and give the world a wonderful smile."<sup>15</sup> A modern psychiatrist might argue with this

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<sup>13</sup>Ibid., December, 1904, p. 44.

<sup>14</sup>Ibid., October, 1905, p. 41.

<sup>15</sup>Ibid., December, 1905, p. 62.

decree!

Other "do's and don'ts" were often subjects for editorials in periods when manners were considered an important part of college training. Girls were asked not to walk "arm in arm" on the sidewalks, taking up all the room.<sup>16</sup> Boys were reminded to lift their hats.<sup>17</sup> Parents were to be written, and students should "ethically" keep to the right on sidewalks, stairs and in the halls.<sup>18</sup> They were reminded that "gum was not made for ladies to chew"<sup>19</sup> and "tardiness grows upon people."<sup>20</sup>

Collegians were told to "socialize" so they would know how to conduct themselves in any group.<sup>21</sup> Editorials on etiquette, behavior in assembly, respect for teachers, using the library, and, of course, school spirit were always popular. They were also urged to read the editorial page because "Some of the best meat of all the writing is in the editorials. . ."<sup>22</sup>

Sometimes editorials were written on selected topics for a class assignment. For example, in one issue, titles

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<sup>16</sup>Ibid., September 22, 1916, p. 2.

<sup>17</sup>Ibid.

<sup>18</sup>Ibid.

<sup>19</sup>Ibid., January 26, 1917, p. 4.

<sup>20</sup>Ibid.

<sup>21</sup>Ibid., September 5, 1932, p. 2.

<sup>22</sup>Ibid., May 18, 1933

were "Class Attendance," "Setting an Example," "Assembly Attendance," and "Cutting Class." Each of these was signed by persons whose names did not appear on the masthead.

One editor lamented the dearth of editorial subjects. In his final editorial he wrote, "We have already expounded on the great world beyond college and graduation and the campus kiddies insist on keeping off the grass. . ."<sup>23</sup> Another editor found many things to promote. In his "Thirty" he listed among the things he would like to see at Central a student union, more voters at the Student Council elections, more backstage to congratulate actors after plays, a campus orchestra to replace expensive ones, more civic work by clubs, a non-profit student book exchange and more professors who enjoy mixing with students.<sup>24</sup>

Always the "puff" editorials on matters trivial to the outsider were used in abundance. Everything from yelling more at sports events, to keeping bicycles off the sidewalks to disposal of cigarette butts were used at one time or another. But who can argue that these small matters were important to those who read them. Trivial? Perhaps. But they were the topics of controversy being discussed over the coffee cups, therefore, considered worthy of editorial space in the student newspaper.

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<sup>23</sup>Ibid., May, 1940, p. 2.

<sup>24</sup>Ibid., May 15, 1947, p. 2.

### Broader Topics

Weightier subjects, far removed from the campus, were covered spasmodically in Vista editorials. Sometimes for a period of a year or more, almost every issue would contain a thought-provoking, serious editorial. Then, for several years, nothing existed outside school boundaries, as far as editors were concerned. During both World Wars, editorials faithfully backed up the war effort. This coverage, however, will be saved for discussion in the chapter titled, "War, Rumors, and War."

The very first editorial of international interest was published in January, 1905, and discussed the Russo-Japanese war. The writer charged, "The ever grasping nature of Russia forced her outward. . . .The insolence of the autocracy and all that it stands for has placed the feelings of the world against Russia."<sup>25</sup> This early interest, however, was to be all but discontinued until shortly before World War I.

Beginning in the fall of 1932 and continuing through the spring of 1935, the strongest editorials in the history of the school were used. Editorial columns were then two columns wide in 10 point. Many of the editorials during these years were a full page (22 inches) in length, some even longer! A few were signed; however, most were not. The editor explained in his final writing that year that some editorials

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<sup>25</sup>Ibid., January, 1905, p. 87.

were written by journalism students. He added, "One of the most brilliant history students in the school, and a debater of great promise has been faithfully writing one each week to aid the poor editor in acquiring material for the page."<sup>26</sup> No doubt, the debater was responsible for these strong editorials.

To a modern reader, taught to fear communism or any philosophy that leans toward the left, many of these editorials would be distasteful. Most assuredly they would not be printed in the college newspaper. But to college students, staggering under the burden of the depression of the thirties, the idea of socialism bore little taint. Students, as all Americans of that time, were seeking any solution that would put an end to their financial suffering. Sarcasm was used to make a point in one such editorial:

How are we to face economic crises? What is to be done about them? The political powers that be, urge us just to wait and that everything will soon be all right. That is what Mr. Hoover asked the people to do. It is much more agreeable to us to wait than to carefully work out a plan of action and act. But some fifteen millions of the American voters did arouse themselves enough to decide to wait on Mr. Roosevelt instead of Mr. Hoover.<sup>27</sup>

Even a Thanksgiving editorial, traditionally mild, showed the bitterness of the times:

The people of the world today are tiring of these unnecessary burdens—such as wide spread starvation, want, and lack of equal opportunity, and are recognizing a new

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<sup>26</sup>Ibid., May 8, 1933, p. 2.

<sup>27</sup>Ibid., December 5, 1932, p. 2.



philosophy of being thankful with what we have—but not to be satisfied with what we have—as long as there is need.<sup>28</sup>

This same trend was evident again the next year. An editorial following up on an assembly speech, concerning how Russia was meeting the needs of the people, remarked, "Russia is accomplishing the task they set out to do. In fact they seem to be making a tremendous success of it. . . ." <sup>29</sup> In that same issue was printed an editorial advocating the adaptation of the Federal Education Relief Act. The writer questioned, "Who is it that is putting up such an opposition to the FERA?" Answering this question, he wrote, "Your Capitalists of the old school—for is it not a direct stroke against rank capitalism?" The editorial was concluded with the adamant statement, "Capitalism fears the educated masses!"<sup>30</sup>

Intermittent with this subject was the pacifist doctrine prevalent at the time. These editorials will be discussed further in Chapter IX. By the fall of 1935 the authors of such brave epistles were either graduated or quieted by the administration. Lighter topics were again resumed for a time.

As World War II approached, editors sounded the clarion for patriotism. In 1940 The Vista took first place for editorials in Collegiate Press competition.<sup>31</sup> Throughout the

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<sup>28</sup>Ibid., November 27, 1933, p. 2.

<sup>29</sup>Ibid., October 8, 1934, p. 2.

<sup>30</sup>Ibid.

<sup>31</sup>Ibid., October 24, 1940, p. 1.

war, students were urged to "do their duty" in every way. Then, following the war for a period, editors seemed glad to turn to happier thoughts.

This ostrich attitude lasted for about three years, then, gradually, topics of national and world interest were mixed with local items. Students were asked to cooperate with President Truman,<sup>32</sup> national labor laws were discussed<sup>33</sup> and the United Nations was considered.<sup>34</sup> Compulsory military training was hit by another editor, who would allow students to finish college first in order to "produce citizens who would win at the peace table as well as on the battlefields. . ." <sup>35</sup> A bipartisan policy was followed and both sides of the General MacArthur-Truman controversy were printed in editorial form.<sup>36</sup>

This practice has continued until the present time. Usually both sides are presented when the matter is controversial. Topics of campus interest are interspersed with subjects of broader concern. No longer does one person write most of the editorials. All journalism students are invited to have their "say." And a better geographical balance in editorial coverage has been achieved.

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<sup>32</sup>Ibid., November 2, 1949, p. 2.

<sup>33</sup>Ibid., February 1, 1949, p. 2.

<sup>34</sup>Ibid., November 7, 1950, p. 2.

<sup>35</sup>Ibid., January 9, 1951, p. 2.

<sup>36</sup>Ibid., April 17, 1951, p. 2.

### Anniversaries

Editorials that take notice of special dates and anniversaries are only noted here because they have been used throughout the years. Christmas, Thanksgiving, and New Years were annual topics. During some periods, Armistice day rated special attention. Pearl Harbor Day was noted following World War II.

On Thanksgiving, students were told the things for which they should be thankful. At yuletide they were told to put Christ back in Christmas. Actual wording varied only with the vocabulary of the editor. Nothing of consequence except a reminder to students of the special meaning behind these holidays could be noted.

### Racial Problems

In view of the many facets to be considered in the history of The Vista, the handling of racial questions in editorials might seem a small matter. However, with the current integration problems in the headlines today, it would be difficult to pass this by without some notice. Further, the contrast between early editorials and later ones is so great that a change in student opinions can plainly be seen.

A blistering attack on attempts by Negroes for equality was made in 1910.<sup>36</sup> Called "The Black Peril," it concerned

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<sup>36</sup>Ibid., May, 1910, pp. 172-82.

the "one dark, lowering cloud which threatens our civilization." This writer called the Negroes a "festering sore on our body politic. . ." In a resounding conclusion the writer stated:

Standing here tonight with an American's love of Democracy born in my blood, I had rather see our Constitution and Declaration burned, and feel the iron heel of a foreign foe than to see this country infested with the spawn of blacks and whites."<sup>38</sup>

Because of the wording, this editorial was evidently a speech in printing.

This, then, was an acceptable belief in 1910. In the following years, editorials ignored the subject. Jokes about other races were used elsewhere in the paper, but editors either felt the subject was too controversial to handle or there was not enough campus interest in the matter to merit discussion. Probably it was a little of both.

The next mention came in the period of strong editorials during the thirties. Discrimination against Jews in American colleges brought on the first tirade. The writer said:

"Guilty or not guilty, the Jew must hang!" With these ominous words ringing in his ears, the Jew has struggled through two thousand years of precarious existence, since he was driven from his land and scattered all over the world.

He concluded that "the most unfair thing in America today is the quota system used in colleges and universities, which allows only a certain per cent of Jews to enter."<sup>39</sup>

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<sup>38</sup>Ibid.

<sup>39</sup>Ibid., March 13, 1933, p. 2.

In the very next issue, another minority race was defended. The writer believed, "One of the most disgusting things about the people of the white race is the fact that they think they are much better than a member of another race. . . ." He further added, "The negroes [sic] in Oklahoma have more nonsense and foolishness to put up with than any people in the South. . . ." The entire editorial was written to point up the fact that there must be unity at home if other peoples of the world are to respect the United States.<sup>40</sup>

Again the matter was neglected for many years. Then, following World War II, it was resumed. The first editorial of this period suggested that other colleges work with Langston University to study educational problems there. The writer believed that "Negroes aren't getting a square deal in Oklahoma or any of the Southern states."<sup>41</sup>

The next year another editorial pleaded for better education for Negroes, saying, "Let's give them an opportunity to help themselves."<sup>42</sup> The following year yet another mention came in the Christmas editorial, this time for equality. It said, "The Southern Negro realizes that our constitution declares all men equal. He knows, however, from personal experience that some men are considered 'more equal' than others. . . ."<sup>43</sup>

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<sup>40</sup>Ibid., March 20, 1933, p. 2.

<sup>41</sup>Ibid., December 11, 1947, p. 2.

<sup>42</sup>Ibid., March 8, 1949, p. 2.

<sup>43</sup>Ibid., December 19, 1950, p. 2.

Artherine Lucy and her much publicized attempts to acquire an equal education brought about the next racial editorial. This writer believed that youth would have to take the lead in the struggle for racial equality. In conclusion the question was asked, "Can we, as young people, help others to realize the importance of giving other races the same rights that we take so for granted?"<sup>44</sup>

As integration became a reality at Central State, students were commended for their behavior in an editorial. It said, "Colored students at Central find a friendly acceptance on this campus that is not always accorded their race. . . ." They were further told, "This is the mark of an educated people: those who accept as equal others of a different color. . . ."<sup>45</sup>

With integration—peaceful, uneventful integration—in effect at Central, the racial issue was again dropped as far as students were concerned. Only when the Little Rock controversy began was it touched upon again. Then both sides were presented objectively with no deep feeling expressed by the writers.

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<sup>44</sup>Ibid., February 23, 1956, p. 2.

<sup>45</sup>Ibid., October 4, 1956, p. 2.

## CHAPTER VII

### EDITORS, STAFF AND SPONSORS

Those responsible for publishing The Vista will be discussed in this chapter, including the journalism staff, editors and sponsors. Actually, many others participated in its production. At times, presidents, alumni secretaries, various instructors and secretaries have had a part in putting out the paper. Certainly printers have been directly involved. Because of the limited nature of this paper, however, only those listed in the heading will be discussed at length.

#### Editors

It would seem that a mere listing of editors of The Vista would prove unwieldy and be of little purpose. However, because these people have been so important in journalism at Central and because no such list is in existence, they will be named here.

Those who served for only one issue during the years when classes were allowed to publish one number a year will not be named. Others purposely omitted are student editors whose names were listed for short periods under the title of Professor Oakes who was officially editor and manager. Only beginning dates of any editor's tenure will be included for

easier reading. It will be obvious that each editor held the office until the next one replaced him.

Harvey O. Shuff . . . . .	November, 1903
Roy H. Jenkins. . . . .	October, 1904
Fred Martin . . . . .	October, 1906
Arthur Bowles . . . . .	October, 1907
Mell Nash . . . . .	October, 1909
Wiley Grain . . . . .	April, 1911
Hughes B. Davis . . . . .	February, 1913
Guy M. Wood . . . . .	September, 1914
Jas. Tollins. . . . .	January, 1915
W. G. Johnston. . . . .	December, 1915
F. C. Oakes . . . . .	September, 1916
John Lill & Mark Hanna. . .	September, 1937
John Lill . . . . .	February, 1938
Louise Moberly. . . . .	September, 1939
Charlotte Dee Mansfield . .	September, 1940
Betty Jean Yates. . . . .	September, 1941
Ferne Simpson . . . . .	September, 1942
Norma Latham. . . . .	September, 1943
Loretto Bostick . . . . .	February, 1944
Helen Brown . . . . .	January, 1945
Norma Latham. . . . .	February, 1946
Bob Watkins . . . . .	September, 1947
Cuffie Waid . . . . .	October, 1947
Margie Kyle . . . . .	February, 1948
Mary Irwin (Baker). . . . .	September, 1948
Jo Ann Berryhill. . . . .	September, 1949
Beverly Peel. . . . .	January, 1950
Wendell Simmons, Jr . . . . .	January, 1951
Susan Carpenter . . . . .	September, 1951
Landes Horton . . . . .	January, 1952
Nancean Hufford . . . . .	September, 1952
Ellen Hurt. . . . .	March, 1953
Roberta Miller. . . . .	February, 1954
Jack Hoskins. . . . .	September, 1954
La June Bingham . . . . .	November, 1954
Ivan Holmes . . . . .	January, 1955
Kay McAuley . . . . .	September, 1955
Wilma Hudnell . . . . .	January, 1956
Odus Rice . . . . .	September, 1956
Mary Lou Kenney . . . . .	January, 1957
Shirley Hoover. . . . .	March, 1957
Reba Collins. . . . .	September, 1957
Barbara Edwards . . . . .	January, 1958
Neva Carraway . . . . .	March, 1958
Barbara Edwards . . . . .	September, 1958
Marion Davis. . . . .	January, 1959



With the exception of Oakes, most editors have held the position for only one year. In recent years, some have been selected for one semester or even nine weeks in order to give more students an opportunity to gain this experience. In most cases, they have "worked their way up" through the ranks, usually working as reporters or other staff positions.

Early editors and staff members were allowed to pocket the profits from advertising and sales, according to the memory of current faculty. However, no one has been found who can recall just how the money was distributed or when the practice was stopped. There was never any financial report printed in the paper. The nearest thing to such an admission was made by the editor in 1906 who thanked his subscribers for his "prosperity."<sup>1</sup>

If there was financial gain, this would help to account for the various classes being allowed to put out one issue a year. Probably, however, this opportunity was given them for experience and to publicize their class as well.

When the students regained the publication in the thirties and in the years following, the position of editor earned class credit in journalism as well as prestige. For the past three years, editors have been given a choice of credit or a salary based on the regular wage per hour paid to college-employed students.

One of the most heated bits of rivalry ever to appear

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<sup>1</sup>The Vista, April, 1906, p. 184.

in the pages of The Vista was carried on in 1911, one of the periods when classes put out special issues. Although not vital to the history of The Vista, it does help to show the freedom given to these classes. The editor of that year, Mary Border, fired the first volley when she wrote:

Know ye all students of Central, this issue of the Vista was by right the privilege of the Freshmen to edit, for the time of year has come when, beginning with the Freshmen, each class is permitted to edit one number of the Vista. The Freshmen, however, refused to do so.

. . . . .  
Perhaps they have no talent through which they are proud to express themselves, perhaps they have no ambition to express what they have, perhaps they are too young to bear the great responsibilities of Freshmen. If that be so, then go back and put on your bootees which is the symbol of sub-dom. . . .<sup>2</sup>

When the sophomores were given their opportunity the next month, they, too, commented on the "green and ignorant Freshies" who showed such "carelessness" in refusing the task.<sup>3</sup> They also challenged the "dignified Seniors and aspiring Juniors" to do as well as the sophomores. The following month, the upperclassmen struck back:

Ye unsophisticated Sophomores in the last issue of the Vista seem to have given the Freshmen a much needed lesson about their indifference. . . .But beware! Oh Sophs! lest in reviling your inferiors, and in your boastful remarks about your superiors, you allow your juvenile superfluities and redundancies to precipitate the disintegration of your mental capacities and hasten the displacement of the green camplary substance which vegetates so freely upon the apex of your own cranium.<sup>4</sup>

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<sup>2</sup>Ibid., February, 1911, p. 123.

<sup>3</sup>Ibid., March, 1911, p. 151.

<sup>4</sup>Ibid., April, 1911, p. 180.

This seemingly childish display of humor probably did much to build spirit and loyalty for the individual classes.

Little is known of the present whereabouts of most of the early editors of The Vista. Harvey O. Shuff, who was the first editor, was superintendent of schools in Stroud, Okla., in 1932.<sup>5</sup> Hughes B. Davis, editor in 1913, died in 1949.<sup>6</sup> W. G. Johnston, 1915 editor, is now deceased. Others seem to have dropped from sight. Two appeals in the alumni Newsletter has turned up no more information. The alumni rolls no longer list many of their names.

Mell Nash has no doubt reached greater fame than any other editor, especially in Oklahoma educational circles. Following his journalistic work on The Vista in 1909-10, he began a teaching career that took him from a small high school to the presidency of Oklahoma College for Women at Chickasha. He has also served as State Superintendent of Schools and is now Chancellor of the Oklahoma Board of Higher Regents of Colleges and Universities. Throughout the years, The Vista has repeatedly reported his work and pointed to him with pride as one of the school's most outstanding alumni.

Dr. Nash still lives in Edmond and has a continuing interest in the school paper. When the writer visited his office a few weeks ago, he had the latest copy of The Vista on his desk.

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<sup>5</sup>Ibid., October 29, 1932, p. 2.

<sup>6</sup>Ibid., January 25, 1949, p. 1.

The death of one editor brought sadness to the school when she died of the "flu" shortly after her work on the paper was recognized. Listed on the masthead under Oakes as supervisory editor, she printed one of her poems that ironically pointed toward death:

Dears Lament [sic]  
 Once on a  
 Time there was a little  
 Girl who studied her  
 Lesson every  
 Day.  
 She was never tardy or  
 Absent from class and  
 Never tried to stall  
 Or to  
 Get by:  
 But she died. . .  
 Elva Mirth Pauley<sup>7</sup>

Just one year later, a big, black box-enclosed obituary reported the death of Miss Pauley.<sup>8</sup>

One editor, Frank Lill, began his work as editor in 1937 with some experience in the publishing business. Professor Watkins, current head of the English department at CSC, recalled that the Lill brothers rented a house across the street from the campus and began publishing an independent paper in 1936. The boys printed campus news and sold the paper to students. Also, they were able to sell advertising to local merchants, a practice that had long been discontinued by the official school paper.

The Vista, too, recognized their efforts. It reported:

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<sup>7</sup>Ibid., January 25, 1918, p. 2.

<sup>8</sup>Ibid., January 31, 1919, p. 2.



A newspaper, the Centralite, made its debut on the Central campus March 17, Frank and John Lill, editor and business manager, respectively, are both Central students, paying their way through school in this manner and at the same time trying to give the Central student body a thing which they think it needs.<sup>9</sup>

By fall of the next year, John Lill had proved himself, and was named co-editor of The Vista with Mark Hanna. Mr. Watkins said that their experience relieved him of much of the responsibility of publication and helped make it possible for The Vista to again be published weekly. He feels sure they were "paid something" for their efforts, but doesn't recall the financial arrangement.

At least one editor was brought to the school by an incoming president. Again, Mr. Watkins was responsible for this bit of information which is verified by Oakes' memoirs. Louise Moberly was brought to Central by R. R. Robinson in the fall of 1939 from Northern Junior College at Tonkawa where he had previously been president. Oakes wrote that Mr. Robinson "installed a most capable young woman journalist as editor of the Vista. . . .And since that time the Vista has been an ably-edited journal. . ."10

Later Miss Moberly was appointed supervisor of the paper, the first person reported to have that position without other duties. A year later, she brought Betty Jean Yates from NOJC to edit the paper.<sup>11</sup>

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<sup>9</sup>Ibid., March 26, 1936, p. 3.

<sup>10</sup>Oakes, p. 397.

<sup>11</sup>The Vista, September 11, 1941, p. 1.

During the second world war, the staff fast became dominated by the fairer sex. However, they, too soon began to heed their country's call. Charlotte Dee Mansfield, editor 1940-41, was the first to join. She entered the WAAC's where she remains to this day.<sup>12</sup> The following year Miss Moberly went into the same branch of service and Betty Yates became supervisor. Next to go was Ferne Simpson, 1942-43 editor, who also joined the WAAC.<sup>13</sup>

The two former editors known to have gone into professional journalism both served on the paper following World War II. Wendell Simmons, Jr., editor 1951-52, is now editor of the Oklahoma Natural Gas Gazette published in Tulsa. The other journalist is Wilma Hudnell who does public relations work for the Methodist Temperance Board and publishes a Newsletter out of Washington, D. C.

Three other editors and one former sports writer have gone into educational journalism. It is significant that all four have studied under the sponsorship of Glenn Butler, current head of the journalism department at CSC. Ivan Holmes, editor in 1955, is now teaching journalism and sponsoring publications at Northeastern Junior College at Miami, Okla. Odus Rice, editor 1956, holds the same position at NOJC. Jim Sullivan, sports editor in 1956, is director of publications at Southeastern A & M Junior College at Wilburton. The writer

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<sup>12</sup>Ibid., December 10, 1942, p. 1.

<sup>13</sup>Ibid., December 3, 1942, p. 1.

has remained at Central, serving as assistant to Mr. Butler and teaching journalism.

At least four other former editors are teaching, one is working on a doctorate at OU. All of these are in the field of English, however, and will not be traced further here.

It would be supposed that more persons among the many editors serving the Vistas throughout the past 56 years would go into professional journalism. There is, however, a simple explanation. Never has it been possible to obtain a major in journalism at CSC. In fact, it was only in 1957 that the college began to offer a minor, or 16 hours in the field. The writer took the first minor in journalism in the history of the college. Editors, then, were primarily English students who happened to have enough interest in editing to handle the job.

The four who are now in journalism education and Miss Hudnell all took the greater part of their newspaper work at Oklahoma State University following their tenure on the Vista staff. Obviously, then, the administrators at Central State have never intended that the school should prepare future journalists. Only those who got a small exposure and were interested enough to seek further training in another school remained in the field.

Though editors have always been chosen for their ability and were partially paid by prestige, two staff members in a humorous mood put to verse what many editors have actually felt about the job:



"What have you done," St. Peter asked,  
 "That I should admit you here?"  
 "I ran the paper," the editor said,  
 "At my college for one long year."  
 St. Peter pityingly shook his head  
 And gravely touched the bell,  
 "Come in, poor thing, select a harp,  
 "You've had your share of Hell!"<sup>14</sup>

### Staff

Because there have been literally hundreds of staff members on the paper, there will be no attempt to list them or discuss their personal contributions. Rather, positions and functions of the staff will be included.

During early years, the skeleton staff included persons to write athletics, local news and alumni news. There were also associate editors and business managers. The only variation in the first dozen years was that sometimes more associates or assistants were listed. Of course, when a class would edit one issue, there was a staff list including the entire roll of that class.

In 1915, a society editor, art editor and humor editor were added. During Oakes' tenure, the masthead often listed the presidents of every organization on the campus as a staff. Sometimes he actually listed staff positions, such as managing editor or supervising editor. On the other hand, for many months he would have no names, the paper was only "edited by classes in journalism."

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<sup>14</sup>Ibid., May 25, 1938, p. 2.

Beginning in 1939 under the editorship of Louise Moberly, the staff began to get more credit for its work. A complete list would appear on the masthead at least by the time the second paper of the term was published. Positions varied with the wishes and needs of editors. However, until the present time, staffers continue to be listed by name and position in each paper.

### Sponsors

Sponsors of The Vista have had varying influence on the paper, judging from reports in the publication itself. However, the answer may very well be that this difference occurred because of the wishes of individual sponsors. For instance, Baskerville, the founder of the school paper, was not mentioned at all in early publications. It is only from a brief history printed many years later and from Oakes' book that we know of his role.

By 1909, another faculty member had become sponsor, although there is no way of knowing if others served that position between the years of 1903-09. Mell Nash, editor at the time, wrote of the staff's appreciation for the work of Professor Isaac H. Hughes. He wrote, "To Professor Hughes we owe much of whatever honor our success has merited, for it has been due to his ability and assistance that we are now able to take our places as retired editors of the prosperous publication of our old Alma Mater."<sup>15</sup>

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<sup>15</sup>Ibid., February, 1910, p. 183.

The contribution of F. C. Oakes has been mentioned previously as the person who held the reins for the longest period of time. He acted as faculty sponsor, editor and manager, or served on the committee of sponsors from 1916 to 1937. During the twenties, Grady Watkins began his work as sponsor that was to continue intermittently for the next 10 years. Various members of the English faculty usually worked with him, including Oakes. In 1931, Mr. Warner Hord was listed as instructor of journalism and printing and served in the position of sponsor for at least one year.<sup>16</sup>

As was pointed out earlier in this chapter, Miss Louise Moberly came in 1939 as editor, becoming sponsor the following year. When she left for service, Betty Jean Yates took over her job. In 1946, Mary Rouse became faculty advisor for one year.

For a short time, beginning in 1951, Ben Blackstock now head of the Oklahoma Press Association, sponsored The Vista. From an interview with Mr. Blackstock, the writer learned that his short tenure with the school was due to his lack of freedom in making many changes in the journalism department. He did not blame the college for his inability to establish new policies, but he said he decided to change to some bigger organization where he could exert stronger influence. Still a man of forceful personality, it is not difficult to see why

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<sup>16</sup>Ibid., February 25, 1931, p. 2.

he did not fit into the small journalism department at CSC.

Another strong personality entered the picture in 1953. Jim Wilson, a former Army colonel, became Director of Public Information. That same year, Glenn Butler came as Director of Publicity. Wilson, too, found the school too confining and left before the end of the term. He was succeeded by Butler who remains as head of journalism and sponsor of The Vista to this date.

#### Summary

It would be rewarding if the conclusion of this chapter could point with pride to the outstanding contributions to the world of journalism made by former editors and staff members of The Vista. As was mentioned earlier, however, such was not the case. Perhaps it is quite enough that these students served the school by their work and gained personal experience that helped them in later life.

Certainly, all of them contributed a great deal to the school by continuing the small publication that furnishes the communication both within the school and to the outside world. This alone, is enough to earn the gratitude of past, present, and future students and to make for them a place in the history of The Vista.

## CHAPTER VIII

### SERVICE TO THE ALUMNI

From its historic beginning in November, 1903, through 45 years, one of the stated purposes of The Vista was to furnish news of the school to the alumni and to help them keep in touch with each other.

The very first issue listed among the purposes of the publication, then a monthly literary magazine, the attempt to furnish "some organ that will keep the constantly increasing number of the alumni in touch with each other and with the present work of the school. . ."<sup>1</sup> Of the 25 pages in this first paper, two were given to alumni news under the simple heading, "Alumni."

Most of these first issues used short items about former students, mostly concerning positions, marriages and trips. Obituaries received more space and were often boxed in black. A special staff member was usually appointed to handle this news and called the alumni editor.

In April, 1911, Alumni news was joined with the exchange column and a sketch of two old ladies, each sitting in a rocking chair, gossiping, headed the column. These

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<sup>1</sup>The Vista, November, 1903, p. 18.

were still under one heading by February, 1912, but the sketch was of orange blossoms, possibly because so many marriages were reported there. In this issue, however, there were pictures and stories of eight alumni who had "made good." This very well may have been an advertising device to show how graduates of the school had prospered. The following year, news of the former students listed many, many new jobs.

During World War I, much attention was given to all former students who were in service. This, however, is dealt with in Chapter IX.

#### Alumni on Campus

News of alumni was not always confined to the regular column. Often regular news stories would be used with glowing praise. The following is an example:

##### LARRY DAILEY

Sport writer of Tulsa World, [sic] called at The Vista office Wednesday. He is now engaged in writing a history of the Oklahoma athletes who have gone to war. Larry is well and favorably known in Central where he was a student for some years, recorder of Central's athletic events.<sup>2</sup>

The many teachers throughout the state who attended the summer sessions at Central were often recognized while on campus. Pictures were made of all those teaching in a particular county, then it would be published along with names and schools where each was employed. Most of these people were considered alumni of the college, although many had

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<sup>2</sup>Ibid., March 22, 1918, p. 3.

completed only one or two years of work. In this way, however, Central hoped to make them more loyal alumni as well as to attract more teachers to the summer schools.<sup>3</sup>

Fred A. McCaulley became Alumni editor in the fall of 1918 and served in this capacity for many years.<sup>4</sup> There are several pieces of evidence that he made the first real attempts to record and keep in contact with all alumni of the school.

As some indication of how many alumni received this paper, a notation in April, 1919, said that "nearly 4000 Vistas are sent out weekly."<sup>5</sup> Some of these no doubt were going to schools and school administrators throughout Oklahoma. However, the major part of these were probably going to alumni.

First alumni banquet was reported held on Central's campus in November, 1922.<sup>6</sup> This forerunner of homecoming was served by the girls in the home economics department. In this same issue, four of the five who graduated with the first class in 1897 had been located and their names and addresses were published. This was the first printing of any such record.

#### Successful Alumni

Well known alumni, of course, have always received a

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<sup>3</sup>Ibid., June, 1918

<sup>4</sup>Ibid., September 6, 1918, p. 2.

<sup>5</sup>Ibid., April 25, 1919, p. 1.

<sup>6</sup>Ibid., December 1, 1922, p. 2.

great deal of publicity in The Vista. One of the most publicized of these was Mell Nash. As early as November, 1910, Nash was reported teaching at Granite high school.<sup>7</sup> By the summer of 1923, his rise in the field of education was phenomenal. He had become State Superintendent of Schools!<sup>8</sup> This promotion rated a front page picture and story with a headline that proclaimed him "One of Central's Biggest Men."

The "youngest elected state superintendent in the U. S.," M. A. Nash was only 30 when he began his new position. He was termed "one of the most thoroughly informed men to be found," yet "modest and unassuming." He was a "student of affairs, a gifted public speaker, and in every way just the type of man in whom you can have the utmost trust. . . ."<sup>9</sup>

Again in November, 1924, a speech by the "Honorable M. A. Nash" was reviewed on the front page.<sup>10</sup> A few months later he was commended for his attempts to see that "every one-room school in the state becomes as good a one-room school among the best one-room schools of the nation. . . ."<sup>11</sup>

Again in 1926 when Central was finally successful in acquiring a new auditorium, Dr. Nash was invited to speak

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<sup>7</sup>Ibid., November, 1910, p. 51.

<sup>8</sup>Ibid., July 25, 1923, p. 1.

<sup>9</sup>Ibid.

<sup>10</sup>Ibid., November 3, 1924, p. 1.

<sup>11</sup>Ibid., February 12, 1925, p. 1.



# THE VISTA

VOL. 22 NO. 1

THE VISTA, PUBLISHED WEEKLY

## A Matchless Trio



Governor M. E. Trapp



President John G. Mitchell



Superintendent M. A. Nash

### OUR GOVERNOR

When the Honorable M. E. Trapp became governor a little over a year ago, everybody about Central felt that he was destined to usher in the era of good feeling, not only in the economic affairs of the state but also especially in the development of the schools of the state. The schools of a state are the residuary of the conservative, thinking of the state; and when prejudiced forces are in the office of the state, the schools are unfortunately the first to suffer scientific deterioration. Happily, since Mr. Trapp became governor, those engaged in education in the state have come to feel that we may look forward to a vigorous, progressive growth of our schools in the direction of the best contemporary educational practice. Central shares this feeling.

Mr. Trapp stands for the most careful supervision of expenditures; that is, for real economy. Being a successful business man, he has come to practice the giving a dollar's worth of service for a dollar's worth as well as the requiring a dollar's worth of service for a dollar.

By such methods will true economy be reached. It is said of him that he works from early to late as a governor, putting in from ten to twelve hours a day rather than the standard eight hours expected on "government work."

Everybody feels—and some know—that it is most difficult for administrative officers to secure adequate service for the money. If every dollar appropriated were certain to be paid out only for necessary service, then there would be little complaint of extravagance.

And Governor Trapp seems bent on getting good service in the state. We hope that Governor Trapp is quite familiar with the amount of work attempted by each teacher in Central as compared with the work done by each teacher in other schools of the state. We shall be glad to trust his judgment as to the result.

Governor Trapp is quite well known in Edmond, where many citizens speak of him in home-fellowship as Ed. And those who know him describe him as a quiet, hard-working man.

The second semester is well under way and we have the largest regular enrollment to date that the institution has ever had in its history. The total enrollment now is 1200 students.

The students, Alumni and faculty of Central Teachers College appreciate the contributions you have made to the institution from time to time. They realize full well that your cooperation is a factor in raising the College to the standard of genuine recognition. None of us can do things alone. Our friends, and in particular, our interested friends, make possible a superior condition. As an illustration I wish to quote from a letter received from a former graduate now in Columbia University, New York: "I had no trouble whatever in getting all my work from Central State Teachers College recognized. I will receive my Master's Degree in History by the end of the Spring Term." It has only been a short time since we did not get this recognition from the leading colleges in the United States. This could not be accomplished easily unless unanimously prevailed very largely among us all. I call your attention to those things that you may know we appreciate that every little courtesy and very significance of co-operation that comes from you.

I hope that this semester will find us working together. I hope that our policies, that is our constructive policies, will be given thorough consideration by you, and that in a short time we may be able to offer students an opportunity to continue their education here above the Bachelor's Degree. This, in my judgment, is not a remote possibility, if we have one united front. Please make the Institution your institution by visiting with us, by conferring with us, and by advising with us from time to time. I know that the President and Faculty are more than anxious to render the service that will be a dominating factor in the state for good. This is our objective, and I am sure that you can commend all honest efforts along such a line.

Sincerely yours,  
John G. Mitchell,  
President.

A bigger and better Alumni Association should be in the mind of every Centralist.

### To the Friends of Central Oklahoma Teachers to Meet this Week

Announcements and Instructions As to Characteristic Gathering This Year

The Oklahoma Education Association will meet in Oklahoma City February 12, 13, and 14.

Accommodations for the teachers will be first-class, since the chamber of commerce of the city is looking after this part of the program.

Conditions seem favorable for a large gathering of teachers on this occasion. The Southwest Passenger Association of St. Louis has granted reduced fares, and the Fort Smith and Western road also is offering reduced prices for the meeting.

Certificates, giving teachers permission to purchase tickets at these reduced rates, will be mailed from the office of the O. E. A. January 19; tickets may be purchased Feb. 9-14, inclusive.

Members of the association and dependent members of their families are entitled to the reduced railroad fares. If any member is refused these rates he should contact the office of the O. E. A. at the Capitol building.

The entertainment feature of the meeting this time, which is afforded by courtesy of the Chamber of Commerce of Oklahoma City, will be given Thursday, Feb. 12, at 2:30 and at 8:00 p. m. in the Shrine Auditorium. At these hours the Impresario, a comic opera by Macart, will be the attraction.

Only those presenting O. E. A. cards at the door will be admitted. Admission tickets will not be sold at the door. Anyone having lost his membership card should write to the O. E. A. office at the Capitol building for a duplicate.

Departmental meetings will be at nine o'clock, Feb. 12; at 11 o'clock there will be a number of group programs; and general programs Friday night and Saturday morning.

A bigger and better Alumni Association should be in the mind of every Centralist.

### John G. Mitchell in Review

It is now nearly six years since Mr. John G. Mitchell came to Central as her fourth president, and he has now served the longest term with a single exception. When he came to Central in 1913, the way had just closed, and narrowness and uncertainty reigned in the school. The way had opened a better up to scholarship and discipline, as it had elsewhere, until there was a big problem for Mr. Mitchell to solve.

And the answer showed that Mr. Mitchell was the man to solve this problem. He was a man of great energy, initiative, and enthusiasm.

For the general development of teachers, Mr. Mitchell set out to make Central the greatest possible influence in the training of teachers for effective service in the state. The results after six years of effort are gratifying. The fall term enrollment has trebled since 1913. The number of students receiving Life Certificates in 1919 was 154. In 1924 the number was 354, or more than twice as many. During his six years as president of Central the total number receiving Life Diplomas has been 1200. In 1921, through the earnest efforts of Mr. Mitchell, Central became a full four-year college, and a member of the North Central Association of Colleges.

The result of this change has been impressive. In 1921 nine students received the bachelor's degree; in 1922, 13; in 1923, 49; and in 1924, 78. The promise this year is that nearly four hundred students will receive Life Certificates and more than a hundred will receive degrees.

This record of growth of which any administration might well be proud, and we are certain that Mr. Mitchell is handsomely proud of this achievement, even though he is too modest to admit it—and says that this marvelous record is due "in most part to the faculty."

President Mitchell's educational philosophy is simple. It consists in a proper emphasis on a good home, a good church and a good school. He urges the young people who are in school to show, ever increasingly, by their conduct that they have a

consciousness of a good home, a good church and a good school. He urges the young people who are in school to show, ever increasingly, by their conduct that they have a

### Honorable M. A. Nash

Principals of Central are prone to think of Mr. Nash as "my" principal. And we are anxious for Mr. Nash to have as much credit as a student. But in recent years Central people have had to forget to start their proprietaryship in Mr. Nash, for he has become a state figure, whom all the people of the state have come to regard as belonging equally to them. Central says Mr. Nash more than has, but here let him tell all the story that he has made his way into the hearts of all the people of the state.

Mr. Nash knows the schools of the state—both from having been educated in the schools of this state and from his having taught in the high schools and colleges of the state and from having been a superintendent of city schools in the state. He knows not only the weaknesses of the different members of the state's educational system, but has constructive plans for eliminating the elements of weakness.

First and foremost in Mr. Nash's mind, if we are to judge from speeches he makes before teachers, is the strengthening of the rural or one-room schools of the state. He says that he shall never be satisfied until he has seen that every one-room school in the state becomes as good a one-room school among the best one-room schools of the nation, as are our State Universities and Normal Colleges among such schools of the nation.

In this idea Mr. Nash is on firm, logical ground. The one-room school should be in fact because it has long been such in name—a thriving community enterprise and the social center of the neighborhood.

To work from reason to fact, Mr. Nash has evolved a system of ranking one-room schools. This system is such that the board of education in any district of the state can so arrange to see readily the defects of the local school, and the method of eliminating these defects. For Mr. Nash's theory is, that local enterprise and pride will make quick elimination of sensible defects, once those defects are recognized and understood.

Mr. Nash's theory is, that local enterprise and pride will make quick elimination of sensible defects, once those defects are recognized and understood.

M. A. Nash was always pointed to with pride when successful alumni were recognized in The Vista.

at the dedication. His speech was taken in shorthand by business students and printed in its entirety in the next issue of The Vista. Most of the front page and all of page four were used for the speech.<sup>12</sup>

Homecoming, 1935, was dedicated to the 25-year alumni, which included the well-known educator. A big page one story again lauded him for his wonderful work in education.<sup>13</sup> The following month he was inducted into the Oklahoma Hall of Fame and received due recognition in The Vista.<sup>14</sup>

Dr. Nash, of course, received many other mentions in other Vistas, these are only an example to show how alumni were in the news in places other than the regular columns. Although he is probably one of the most outstanding of Central's former students, many others of smaller accomplishments have often been in the news.

#### Financial Appeals

Through the years, appeals have often been made to alumni to assist their alma mater in financial matters. As a part of Central's campaign to get more buildings on campus in 1924, a list of candidates for the legislature was printed along with a statement of how each man felt about new buildings for the college. Alumni as well as students were asked to vote

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<sup>12</sup>Ibid., July 23, 1926, pp. 1 and 4.

<sup>13</sup>Ibid., October 25, 1935, p. 1.

<sup>14</sup>Ibid., November 27, 1935, p. 4.

for the ones favorable to expansion of the school. Again in December of that year President Mitchell asked them to cooperate in helping to get more buildings. In a front page letter, he pointed out that Central had only three buildings with no new ones for nine years. Alumni were again asked to spread the gospel about Central's needs.

#### Homecoming News

The first homecoming issue of The Vista was published in November, 1924.<sup>15</sup> A big welcome to the "Alums" was extended and a great many stories were printed about them. This was the first of these issues that were to become an annual custom from that date to the present, except for a few war years.

In the homecoming issue for 1932 the first colored paper ever to be used for The Vista appeared.<sup>16</sup> The paper was probably supposed to be bronze, one of Central's colors, but it was actually a very bright reddish-orange! Ink was the usual black. In this issue, pictures were used of the first football team and a list of the first Vista staff was printed. At this time, H. O. Shuff, first editor, was superintendent of schools at Stroud. Ed Klein, sports editor and later editor, was president of the Klein Oil Co. of Oklahoma City. Lorenda Hindes was teaching on the campus. Probably the most

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<sup>15</sup>Ibid., November 15, 1924.

<sup>16</sup>Ibid., October 29, 1932.

complete listing of alumni members ever printed appeared in this issue. All of the 3,289 graduates were listed by class year.<sup>17</sup> It was explained that some of this number were graduates under the two-year plan while others had completed the four years.

#### Alumni Column

Throughout most of its history, the regular alumni column was printed on page two; however, for a few years during the thirties it was moved to the front page. Appearing in the right hand column, it was given the name "A Rising Sun." No explanation was given for this title, but this it remained until the Japanese gave a bad connotation to a rising sun. Small bits of information were printed here, usually only a few lines. Bigger stories were still printed in other parts of the paper.

In the middle of the depression years, The Vista was changed from a weekly publication back to a monthly paper. In a box on the front page, this change was explained:

As an economy measure, the Vista has been changed from a weekly to a monthly publication. . . .Accordingly, the Vista becomes more of an alumni organ and less a campus newspaper than formerly, although campus activities will be included.<sup>18</sup>

In spite of this new stated purpose, however, there was little noticeable change in the publication except for the

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<sup>17</sup>Ibid., p. 3.

<sup>18</sup>Ibid., September 25, 1935, p. 1.

frequency of printing. Alumni news was still placed in the same column on the front page; the remainder of the paper was devoted to campus news.

Actually, the biggest change in alumni coverage came in 1937. For the first time in 22 years, student editors were listed on the masthead and the paper was again published weekly. Along with the many other changes, alumni news was moved inside to the editorial page, and much more space was given to it than ever before. Usually two full columns were used, and these were editorial columns, one and a half times as wide as front page columns. This extra space plus the weekly publication gave alumni news at least 10 times the coverage it had been getting.

In an explanatory story about these changes, The Vista was said to be mailed to "some 5000 alums" "thereby connecting former Centralites with the 'goings on' of their alma mater, and carrying a full column of terse, news-bearing items of alumni."<sup>19</sup>

True to their promise, the new editors gave better coverage to the graduates than had been seen in many years. On October 14 almost the entire issue was about alumni. A complete roster of three reunion classes were printed on page three with the regular two columns of news on page two. On the back page a blank was printed to be filled out and mailed by those who wanted to join the Alumni association. In

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<sup>19</sup>Ibid., September 2, 1937, p. 1.

November, 1937, alumni were encouraged to take advantage of the last opportunity for life membership in the association for only \$7.50. This membership included a lifetime subscription to The Vista.

This space was given to Alumni news until World War II. Here elections were held for association officers. Blanks were printed to be mailed and candidates were listed. Graduates of honor classes were listed and obituaries were run. Often parts of letters were printed that would be of interest to other "grads." In the fall of 1942, however, it became a casualty of the war, replaced by news of men in service.

Many, many stories of alumni were printed during the war years, of course. However, they were now listed as "Centralites at the Front" instead of just alumni. Accounts of these are included in Chapter IX.

Following the end of the war, alumni again were given a column, beginning September, 1946.<sup>20</sup> At this time The Vista was being sent to "525 members of the Central Alumni association—that is alumni who have paid membership dues in the organization, which covers a Vista subscription."<sup>21</sup>

There is no explanation here or in any other Vista for the cutting of the mailing list from 5000 in 1937 to this number. Probably the war with the consequent paper shortage was responsible. Possibly when Vistas were being mailed to

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<sup>20</sup>Ibid., September 19, 1946, p. 2.

<sup>21</sup>Ibid., October 17, 1946, p. 3.

the hundreds of servicemen, other alumni were dropped from the mailing list. Or, yet another cause could have been that only active members of the Alumni association were being sent papers in order to encourage more memberships. No real cause is known.

Finally, in 1948 the Central State Alumni association came into its own. An alumni Newsletter, a four-page, monthly publication, was begun that would be mailed on request. Only lifetime members of the association who had paid up subscriptions to The Vista before the Newsletter began still receive The Vista at this writing.

## CHAPTER IX

### WAR, RUMORS AND WAR

Traditionally, The Vista is a campus newspaper, devoted almost entirely to school and local happenings. Seldom has it ventured as far as state coverage, then only when the news directly affected the students or alumni.

However, twice this pattern has been dramatically broken. From the time the dark clouds of war began to thunder over Europe preceding both World Wars until the victory was won and the last boys were on their way home, even the casual reader of this campus newspaper must have been made aware of world happenings.

Little change could be noticed in news coverage; it remained local. The broadened scope was a result of follow-ups on lectures, reprints of letters, editorials, special issues for servicemen, cartoons and other indirect means. As each war progressed, more and more space was given to these promotions with an awareness of war even creeping into such things as fashion and society news.

#### World War I

It was in January, 1917, that The Vista first reflected a strong stand by the administration regarding the threat of



war.<sup>1</sup> A lecturer was scheduled to speak before CSC students as a part of their regular lecture series. A front page, lead story in this issue explained that the speaker would not appear at the specific request of President Grant Grumbine. The man had delivered a speech in Oklahoma City the night before which Grumbine evidently decided was unpatriotic. The headline read "Please Do Not Come." Writer of the news story said Grumbine "declined to listen to a heated attack on those Americans whom the people of the United States, under the constitution, have elected to guide our destinies in this GREAT HOUR." The college president was further quoted as saying now is the time to "lift the spirit of PATRIOTISM high and get ready to defend with dignity and maximum effectiveness those principles without which the enjoyment of the greater life within us could find no TRUE expression in America."<sup>2</sup>

Thus, a local incident was built into a patriotic stand by the head of the school and given top placement in the paper to serve as a guide to student readers. Although there is no way to prove that Mr. Grumbine used the attack strategy purposely in order to propagandize for the defense effort and to draw the students together in patriotic endeavor, the story must have had this effect.

This is the first noticeable use of capital letters within a story to make patriotic words stand out. In the next

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<sup>1</sup>The Vista, January 23, 1917

<sup>2</sup>Ibid.

several months, however, this device was used more and more when speaking of anything that had to do with the "WAR."

Between January and April 6 when war was officially declared, there was little printed about the impending world conflict. One long story appeared March 30 explaining "What the League to Enforce Peace Stands For."<sup>3</sup> As was the custom in those years, there was no by-line nor any indication that the article was locally written.

The Vista of April 7, 1917, one day after the beginning of World War I, again quoted President Grumbine from a school-wide assembly speech.

Wednesday the fourth of April, 1917, will be a day long remembered in Central State Normal School. This day marked the beginning of a great wave of patriotism that shall show to Oklahoma and the rest of the world that SCHOOL TEACHERS are not made of flabby stuff: that they are ready to offer ALL to service—to the higher SERVICE OF THEIR COUNTRY!<sup>4</sup>

The following week there was even more about war. Ironically, however, a banner headline and big reprints from the Daily Oklahoman—an unusual source for The Vista—were used on inside pages to explain how many nations were involved in the war and other pertinent facts. Page four was graced by pictures of four who had "joined the ranks." And in an editorial-like statement on page one, President Grumbine announced, "There's not a single unpatriotic soul in Central—Not one. . . ."<sup>5</sup>

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<sup>3</sup>Ibid., March 30, 1917, pp. 3-4.

<sup>4</sup>Ibid., April 7, 1917, p. 1.

<sup>5</sup>Ibid., April 13, 1917, p. 1.

By the next week, the entire paper had taken on a new look with a big United States flag flying over the name-plate, smaller Old Glories waved in the other three margins. A banner headline proclaimed "America and Central First."<sup>6</sup>

President Woodrow Wilson's message was brought before the students in The Vista of April 20, 1917. Four full columns on the front page are devoted to his message concerning "The entrance of our beloved country into the grim and terrible war for DEMOCRACY AND HUMAN RIGHTS. . . ."<sup>7</sup> In the little more than two weeks following the declaration of war, 10 students had "heeded their country's call." Pictures of men who joined the services were made by the campus photographer and printed in the Vistas, a practice that was to continue throughout the war. Each picture of a man in uniform had the Stars and Stripes dramatically draped across his chest for this notable occasion with the camera.

Almost every week poems, pictures, stories, letters and editorials showed how much the school was behind the "boys over there." And within three weeks after war began, Vistas were being mailed out to servicemen. At first it was an individual project by the students in the journalism classes, as they explained it:

Our boys. . . often they are in our thoughts and always in our hearts. . . these stalwart, manly fellows who have gone to join Uncle Sam.

. . . . .

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<sup>6</sup>Ibid., April 20, 1917.

<sup>7</sup>Ibid.

Many of these fine fellows were members of the Journalism Classes. So we are going to let them know we remember them. Last week several large, well-filled envelopes were posted. Each contained a Vista and three or four letters. . . . We shall continue to send them a package each week. . . .<sup>8</sup>

Through news stories, students were told, "If you can't get to the front get into these Red Cross classes and in this way 'do your bit.'"<sup>9</sup> They were also encouraged to keep up the school spirit in spite of the war, with President Grumbine urging "for every enlistment, let us put two additional ones in the classroom."<sup>10</sup> Sales of Liberty Bonds were promoted in many ways, including cartoons, editorials and stories.

An honor roll of "Centrals sic Boys in Service" along with their location was first printed in May<sup>11</sup> with 49 names. These were reprinted periodically, with new ones being added each time. Soldiers or their families were asked to send names and addresses so that the boys could be sent the paper free. Officers were asked for a "full form" photograph to be used in the publication. Students were asked to contribute dimes to pay for the cuts.<sup>12</sup>

Just as the war was beginning to be felt in all corners of the nation in all sorts of ways, so it was felt at Central State Normal. The Vista served as a mirror to reflect the

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<sup>8</sup>Ibid., April 27, 1917, p. 2.

<sup>9</sup>Ibid., p. 4.

<sup>10</sup>Ibid., May 11, 1917, p. 1.

<sup>11</sup>Ibid.

<sup>12</sup>Ibid., March 8, 1918, p. 2.

stress, the changes, the fears and the courage of those in school. In September, 1917, one reporter returning to school for the fall term wrote, "The most noticeable difference in CSN this year is the scarcity of men."<sup>13</sup> By February there were 109 men who had placed stars in Central's service flag.<sup>14</sup>

The first former student to die in service, Louis H. Isle, earned a big front page story. A full length picture completely surrounded by flags was used. An account of his death and the funeral that followed properly hailed the hero who put the first "golden star" in Central's service flag. An Edmond boy, Isle had enlisted in "aviation," but his health failed and "he died in transit home at Sedalia, Mo."<sup>15</sup>

This former football hero had in death become a national hero to the students and townspeople of Edmond. Even the funeral was described as befitting a hero. "What a crowd! stores were closed, the schools stopped, clubs and lodges were represented, teachers and preachers were there, everyone in Edmond crowded the church."<sup>16</sup> A poem, "Our Golden Star," showed the proud sadness caused by this first serviceman's death.

Later news stories of death in service received much less attention. None was reported killed in battle. For some, no cause was given; one died of the "flu."<sup>17</sup>

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<sup>13</sup>Ibid., September 21, 1917, p. 4.

<sup>14</sup>Ibid., February 8, 1918, p. 3.

<sup>15</sup>Ibid., March 5, 1918, p. 1.

<sup>16</sup>Ibid.

<sup>17</sup>Ibid., November 9, 1918, p. 3.

Many students were seeing action, however, as evidenced by letters printed. Raymond Woods described the liberation of Nantes, France in a letter printed in February, 1919.<sup>18</sup>

Military training for Central students began in the war-conscious school in the fall of 1918 in order that "young men who are in school between 18 and 20 will be left in school as long as possible until other classes of those who are not in school are exhausted"<sup>19</sup> A big page one story and picture of Lt. Volney Hamilton who was to head the training was used.<sup>20</sup> Barracks were installed on the top floor of Old North with a capacity of 140 men.<sup>21</sup> Much news of this unit of the Student Army Training Corps followed in almost every issue of the paper.

No drastic change could be noted in the paper at the war's end. SATC was still active and many boys were still in the process of getting home. The United States flags that had long decorated the paper were used more sparingly. Fewer pictures and letters from soldiers were used. Football gradually became the big news of the day.

#### The Years Between

Once the big war was over, The Vista turned to other

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<sup>18</sup>Ibid., February 14, 1919, p. 4.

<sup>19</sup>Ibid., September 6, 1918, p. 2.

<sup>20</sup>Ibid.

<sup>21</sup>Ibid., November 9, 1918, p. 1.

things: poetry, clubs, sports, and promotion of the school. Now that the world was safe for democracy, international affairs were ignored by the school paper. It was not until the depression years when the entire nation was suddenly brought up short that the campus paper again dealt with such serious matters.

Editorials in The Vistas of those years were stronger than at any other time in the history of the school. Pacifism was the key word as the nation reeled under the great financial strain and writers seemed unable to even think of again becoming embroiled in European problems. Beliefs that now seem naive in retrospect were propounded with ardor.

The Armistice Day issue in 1930 will serve as an example of their thinking. A banner over the name plate flanked by American flags proclaimed "November 11, 1918. . . .Dawn of a New Peace."<sup>22</sup>

Lengthy, unsigned editorials said the war did not make the world safe for democracy. The only possible route to a lasting peace lay in education, one said:

We believe that the greatest instrument for peace is the teachers of our public schools. Education alone can bring about world peace. It must not be the narrow nationalist education of the past painted and warped with prejudice and an acute sense of national pride but it must be an education embracing the composite viewpoint of all the peoples of the earth, a democracy of thought that recognizes the interdependence of all nations, the equality of rights and opportunities, and it must be clothed in a spirit of world patriotism that will cause

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<sup>22</sup>Ibid., November 12, 1930, pp. 1-2.

people to think and act in such a manner as to bring the most comfort to all the peoples of the earth. . . ."23

Three years later, another editorial, this one signed by Karl Bagwell, shows the growth of the pacifist philosophy.

While the nations charge blindly toward another holocaust of slaughter, it is high time for citizens, who are masters of their own minds, to shout from the very house tops their refusal to go to war for any cause. . . .

When next the flaming headlines of the press and the passionate oratory of the speaker's stand attempt to whip us, like unthinking animals into a frenzy of hatred for our fellow man, can we keep calm and realize that wars solve not our problems?

. . . . .  
 Young men of the British universities are leading the way in settling international controversies by pacific methods. The students of the west coast universities are organizing against war. The east is organizing. Students of the middle west, let us awaken before it is too late.<sup>24</sup>

Again in October, another editorial points out the futility of war and the growing resistance to such conflict by American students. The writer said students do not fear death itself, "but they realize war is a helpless cause for which to die."<sup>25</sup>

Some variation in opinions could be seen among writers of the editorials that year. A serious warning to beware Hitler and his "Nazi goose step," was sounded in another October, 1933, editorial.<sup>26</sup> A writer said:

. . . .there arises in the Vaterland a serious threat toward those democratic principles endeared in the hearts

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<sup>23</sup>Ibid.

<sup>24</sup>Ibid., September 25, 1933, p. 2.

<sup>25</sup>Ibid., October 2, 1933, p. 2.

<sup>26</sup>Ibid., October 23, 1933, p. 2.



of freedom loving people. That serious threat is the Nazi, instigator of racial hatred, the quencher of liberality, and upholder of the physical force method in forcing their doctrine upon those conscientiously opposing them. . . .<sup>27</sup>

Readers were also warned that it could happen here. "Today in our country, a branch of the Nazi is organizing rapidly."<sup>28</sup>

The Armistice Day issue of 1933 again called for students to form an "organized front against war." A peace "organization among the intellectuals and trade unions" in Republican Spain, the "6,000 young Swedish men" who banded together to refuse military service, pacifist attitudes in Japan and France were all cited as examples to be followed by Central students. This movement was termed "holding the faith with those who sleep in Flanders field."<sup>29</sup>

Later there seemed to be an attempt to promote peace by placing the blame for World War I on "munitions makers" and the "War Lords" who profited from the conflict. An editorial in December, 1934, demanded that the federal government put a stop to the export of war supplies at once, lest we go on record as condoning a European war. A note of derision was sounded as the writer said, "Let the nations of Europe go on acting foolishly, but let the United States stay out of the clown act."<sup>30</sup>

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<sup>27</sup> Ibid.

<sup>28</sup> Ibid.

<sup>29</sup> Ibid., November 6, 1933, p. 2.

<sup>30</sup> Ibid.

Again in the Christmas issue an editorial titled "Peace" struck out at those whom the writer believed were the instigators of war. He told teachers and future teachers that the solution was in the education of youth. "We must instill into their minds what a terrible catastrophe war is, how useless, how foolish, how horrible, and that it is only brought on to further the interest of some selfish group."<sup>31</sup>

There was no indication in the next few years whether the writer of such strong editorials graduated or left the school or whether the thinking of the times caused him to modify his writing. Nevertheless, whatever the cause, they stopped at the end of the 1934-35 school year. The only editorials with any substance concerned the depression.

By 1937 there were occasional news stories of students leaving for service with the armed services. Many follow-ups on lectures by well-known speakers began to appear, foretelling the danger to come. For instance, in November, 1938, Ruth Rohde was quoted as saying, "The world is at the crossroads; one way is dictatorships, one the soviet and the other democracy."<sup>32</sup> Upton Close lectured against the threat in Japanese expansion that fall. In the spring Vilhjalmur Stefansson, "world known scientist, explorer and writer" pointed out the need for air bases in the polar regions for protection against Japan.<sup>33</sup>

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<sup>31</sup>Ibid., December 24, 1934, p. 2.

<sup>32</sup>Ibid., November 10, 1938, p. 1.

<sup>33</sup>Ibid., March 2, 1939, p. 2.

Kirby Page, another "internationally known author and lecturer" discussed "how to keep America out of war."<sup>34</sup> On the same page an announcement was made of the coming of Dr. No-Yong Park who would speak with authority on Far Eastern relations. Also on page one, the debate question for the year was listed: "Resolved: That the United States should follow a policy of strict (economic and military) isolation toward all nations outside the Western Hemisphere engaged in armed, international, or civil conflict."<sup>35</sup>

A feature story about Margaret Tolsted, physical education instructor, titled "Grim Experiences in the European War Zone" described her narrow escape from Dresden, Germany, in August, 1939, as she attempted to return after a summer there studying dance.<sup>36</sup> A letter on wartime England sent to a teacher was reprinted, bringing the European war closer to home. The Vista was used to help promote money for Chinese university students in March.<sup>37</sup>

The only editorial that year dealing with war was unsigned, but it showed a weakening in the formerly staunch stand for pacifism. It pointed out that American college students "do not desire war and advocate almost any means of avoiding it, yet would take up arms if called." They were

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<sup>34</sup>Ibid., October, 1939, p. 1.

<sup>35</sup>Ibid.

<sup>36</sup>Ibid., September 21, 1939, p. 1.

<sup>37</sup>Ibid., March 21, 1940, p. 1.

warned, however, to examine "the purpose and truth of such a conflict, if it comes. . . ."38

In the fall of 1940, the approaching war was actually experienced by students for the first time with the beginning of the Selective Service Act. The act was explained in a news story, students were instructed when and where to register,<sup>39</sup> and a special registrar was appointed for "absentee male students subject to the Selective Service Act."

Cornelius Vanderbilt spoke on campus in October that year and was quoted as saying "We are not going toward war, War is coming to us!"<sup>40</sup> In spite of these warnings, however, an editorial in November, 1940, shows that the campus generally felt that ". . . immediate danger, though closer the past few months, still seems quite far away."<sup>41</sup>

Note was made of this slow realization of the approaching danger in an editorial on March 27, 1941:

National defense is head and heels above everything else, beginning with a patriotic note in the feminine fashion world and growing intense and serious in speeded up war-time industries. It daily gains momentum but it has not been until the past few weeks that its aspects have penetrated seriously to the college students here at Central. . . The start on the gridiron will be good stuffing for a uniform next fall.<sup>42</sup>

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<sup>38</sup>Ibid., February 29, 1940, p. 2.

<sup>39</sup>Ibid., September 12, 1940, p. 1.

<sup>40</sup>Ibid., October 31, p. 3.

<sup>41</sup>Ibid., November 14, 1940, p. 2.

<sup>42</sup>Ibid., March 27, 1941, p. 2.

Then, finally, came the complete swing from pacifism to the feeling that America must not ignore her responsibility any longer. In an editorial on November 13, 1941, just three weeks before the tragedy at Pearl Harbor, this change in temper was most apparent:

Americans generally are realizing the fact at last that the present world conflict every day is coming closer to us. . . . It would be the most terrible of mistakes for America to sit idly by, hoping that the vast human sacrifices of Britain, Russia and China would destroy Hitler at no cost to ourselves. . . .

America was born fighting. The American blood is red, not white. And present day Americans are rising to this new crisis, as their grandfathers and fathers rose in the past.<sup>43</sup>

## World War II

The first Vista to be published following the bombing of Pearl Harbor and the subsequent declaration of war was on the regular schedule and appeared December 11. A big news story across the bottom of page one shouted the news in a 36 point, six column headline. However, even this nation-shattering announcement followed the established policy of the paper in confining news to the campus. The headline read, "All-out' War Policy Advanced by Leaders on Central Campus." The lengthy, featurized story was written by Betty Jean Yates, editor, and quoted opinions of various campus personalities on the war declaration.

Probably trying to bring some order to the college after this shocking occurrence, President R. R. Robinson was quoted

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<sup>43</sup>Ibid., November 13, 1941, p. 2.

as telling the students that "excitement won't win a war, so be calm." Students were urged to concentrate on their school work. Miss Yates reported that "as the shock of the news somewhat subsided and the fury and excitement was abated, life at Central settled down to the almost normal trend."<sup>44</sup>

As evidenced by The Vista, life did go on much the same for a few months. In December the papers were full of Christmas plans, campus elections, debates and society news. Occasional editorials asked students to "tighten their belts," to stay in school, and to accept the new "war time" without complaint. By February the sale of defense stamps and bonds was being promoted to "help set the rising sun."<sup>45</sup> This service was to continue throughout the war. The sports page showed indecision over what to do about spring sports.

Rationing began with resulting cancellations of special events, track meets, band trips, and other events. Jokes, a regular feature, were no longer used in the more serious mood. Halloween pranks were called unpatriotic.<sup>46</sup> News of sports was almost non-existent. Thus, little by little, war was beginning to reach into the lives of almost every person and organization on campus.

On October 1, 1942, a regular front page column "Centralites at the Front" was begun and was to continue throughout

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<sup>44</sup>Ibid.

<sup>45</sup>Ibid., February 26, 1942, p. 1.

<sup>46</sup>Ibid., October 29, 1942, p. 1.

the war. It was made up of bits of news about servicemen. At first, little more than names and addresses were listed. Later, honors, promotions and deaths were reported there.

Several different groups of trainees were stationed on the campus of Central State during the war years. The first group of servicemen to come did not even rate a mention in The Vista for a time. There is a possibility that this absence of publicity was a result of security; however, in view of a later editorial, it was probably due to resentment from the school and town. This editorial attempted to mollify complaints against the few remaining men being moved out of their dormitory to make room for the servicemen:

The announcement has caused more than a little comment on the part of Central students and faculty and Edmond townspeople. It will cause a distinct change in the routine of college life. However, Centralites aren't the only ones called upon to make such sacrifices. . . . Yes, we had rather forgotten that our country was in war, but Central students should be proud that they have been called upon to help in the great cause of winning the war.<sup>47</sup>

Remembering the prejudice long held, especially by parents of young daughters, against professional soldiers, this objection was very probably a reflection of this fear rather than the inconvenience because of housing.

The first of seven special issues of The Vista to be published for servicemen came out on December 10, 1942, almost on the anniversary of the infamous Pearl Harbor. An editor's note on page one explained "With this issue of The

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<sup>47</sup>Ibid., December 3, 1942, p. 2.

Vista we pay tribute to those who through their service for the country are protecting our lives and rights. . . ." A total of 470 men and women were honored. Ten pictures of boys in service were used. Nine former Centralites were already listed as killed or missing in action. A big story gave special attention to a Lt. Marshall Anderson who was presented the DSC two days before being killed in air combat over the Phillipines. Five coeds were listed in the WAAC's. Eleven faculty names were among these in service.

With the coming of the more than 600 Army Air Corps men to the campus, attitudes must have changed somewhat. An editorial on December 31 said "we're glad that we can be of service to our country and you in lending you our dorms and classrooms." The next month, a welcome was extended to the Cler Okie, the official organ of the army school.<sup>48</sup>

By April, 1943, 600 former Centralites were listed in the various services; 14 had either been killed or were missing.<sup>49</sup> News of death was no longer big news, and later rated only a one or two inch story, sometimes on the inside pages.

The Vista, itself, began to feel the pinch of rationing. In the fall of 1943 the weekly publication was cut down to one every two weeks. An editorial in the first issue indicated the seriousness of the war situation, yet continued to hold it to the campus level and the "hardships" encountered

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<sup>48</sup>Ibid., January 21, 1943, p. 2.

<sup>49</sup>Ibid., April 1, 1943, p. 1.



there:

The month is September, 1943. America is in a war, a big war. A war that has changed our whole way of life, our personal lives and our college lives. . . . It's your responsibility, and mine, to help make this world safe enough so that Central State College will never have to do without things they might have had in any other year but 1943.<sup>50</sup>

Further proof that the servicemen on campus were being accepted came at Christmastime that year. A formal dinner and dance was given in honor of the Naval cadets and many Edmond townspeople invited the boys to holiday dinners in their homes. Families or friends who wished to visit the cadets for the holidays were invited to stay in Murdaugh, the girl's dormitory, for a "nominal fee."<sup>51</sup> Such an attitude was a far cry from the one first shown when the boys arrived.

Campus morale must have been improved by the fall of 1944 if the tone of The Vista was a gauge. Cheerful society stories, dances scheduled, an increase in the gossip columns, and other signs of gaiety began to appear. There are several possible reasons that might account for this change. It could have been a result of the natural inability of people to remain sad for long periods. Possibly victory seemed near. Or it could have been the personal life of the editor that caused the change. But all of these, of course, are pure speculation.

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<sup>50</sup>Ibid., September 30, 1943, p. 2.

<sup>51</sup>Ibid., December 23, 1943, p. 2.

The spring special service issue, the sixth and last one before the end of the war, reported 42 Centralites killed, 18 missing and 12 POW's.<sup>52</sup> Though the long war was not yet over, a few men were being discharged and began the trickle that was soon to become a flood of students returning to school following the war.

#### Aftermath

Just as the beginning of World War II was slow to show up in The Vista, so was the end of the war. With no paper printed during the summer of 1945, it was September 20 before the first paper was published after hostilities ceased. And even then not a single mention was made of the war's end. "Centralites at the Front" was still a front page column. Sale of bonds and stamps was still being promoted in cartoons.

It was not until October 4 in an editorial that this great accomplishment was noted.

September 12, 1945 began the first day of peace time work at Central State College since December 8, 1941. For 85 months Central has struggled through a period of ups and downs which has confronted every American college and university—small enrollment, heavy expenses, limited social life, few sports and musical organizations and a shortage of men students on the campus.

But now the war is over and from all four corners of the world our Johnny Doughboys are marching home to further their education. . ."<sup>53</sup>

Within a few months, the service column was replaced by features on veterans. Many war experiences were recounted

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<sup>52</sup>Ibid., April 5, 1945.

<sup>53</sup>Ibid., October 4, 1945, p. 2.

for Vista readers, veteran's organization news began to appear, and veteran's housing was being planned. Indeed, the paper seemed to abound with news about and for veterans.

In May, 1946, a big, six-page issue was printed and dedicated to all who had been in service or were then serving and was dedicated to the memory of those who lost their lives in service.

Credit was given to a committee headed by Miss L. Jeston Hampton, history professor, who kept the records of the men and women in service during the war years and made this information available to The Vista. A complete listing, requiring two and one half pages, was made of the 1183 who served, along with their rank and place of service. Stars indicated those killed.

#### Summary

Thus ends the Vista's coverage of war, rumors, and yet another war. Though the paper has since reflected the many crises facing the world following 1945, especially the Korean conflict, these references were primarily through editorials which were discussed in Chapter VI.

## CONCLUSION

It is impossible to find an ending for something as vital as a school newspaper. It is almost like trying to write the history of a jet plane that is glimpsed in mid-air—its history told by the vapor trail streaking across the blue sky. No indication is given of its promise to the future.

Now in 1959, The Vista is nearing its 56th birthday. Born a literary publication in 1903, it has survived the awkward adolescent years of change, the stormy period of now-quite-adulthood, and the maturing experience of World War II. However, in spite of the more conservative trend, it still retains much of the vigor of youth. Even now there is talk of its becoming a daily.

Many people have piloted The Vista. Some changed its course, others merely guided it along the same path. At times, students have held full control. During other periods, faculty sponsors and administrators have wielded strong influence.

Never static, The Vista has changed along with the campus. However, if distinct dates were to be marked as most important in its history, three stand out. First, of course, is the date of its birth in November, 1903. Next is the change that came in 1914-16 when it evolved into a true newspaper style. Though there were many developments in between,

the next milestone was in the fall of 1958 when the paper was published twice-weekly for the first time.

Contents of the paper have varied with the temper of the times and the guidance it received. Supposedly, it has always been a publication by and for the students of Central. And, with few exceptions, this has proved true. Some administrative personnel have made use of the school paper for short periods to advertise both the needs and opportunities of the school. Even these uses, however, were for the ultimate good of the student body. Indeed, most student editors have gladly cooperated in promoting the school.

Editorials have reflected student thinking through the years as nearly as any publication can mirror the philosophy of its time. News stories, features and columns have reported the happenings considered most important in their day.

The history of The Vista, then, provides more than just the history of a school newspaper. A study of past volumes tells a great deal about the school—the administration, the faculty, the students. It furnishes first hand knowledge of what they were thinking—what they held to be true, to be important, to be news. It is the school telling its own history through the pages of The Vista.

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VITA

Reba Neighbors Collins

Candidate for the Degree of  
Master of Arts

Thesis: HISTORY OF THE VISTA: NEWSPAPER OF CENTRAL STATE  
COLLEGE

Major Field: Journalism

Biographical:

**Personal Data:** Born in Shawnee, Oklahoma, August 26, 1925, daughter of R. L. and Susie Neighbors. Married, August 26, 1941, to Delmar L. Collins. Mother of three children, Rebecca, 17; Wanda, 15, and Dennis, 4.

**Education:** Attended Edmond High School; received the Bachelor of Arts in Education from Central State College in 1958; completed requirements for the Master of Science degree at Oklahoma State University in August, 1959.

**Professional Experience:** Employed as a department store buyer in Oklahoma City for six years before entering college at Central State in 1955. Served as feature editor, editor, and adviser on The Vista. Employed by the Oklahoman and Times as a "stringer" for three years. Published articles in the Oklahoma Teacher, the Sunday magazine of the Oklahoman and other publications at Central State for one year. Currently Director of Publicity and instructor of English and Journalism at CSC.