While 1937 is considered the "founding year" of the SMU Press—it was on June 1, 1937, that Bishop John M. Moore, Chairman of the Board of Trustees, first announced the establishment of the Press, and on November 22 that the first book was published (Samuel Wood Geiser's *Naturalists of the Frontier*, in an edition of 755 copies)—the publishing activities of SMU, and the roots of the Press itself, reach considerably farther back. From the time the quarterly *Texas Review* was moved from the University of Texas to SMU and renamed the *Southwest Review* in 1924, a dedicated handful of forward-looking professors, themselves serving without pay and sometimes short of funds to pay the printer, fostered publications that would have reflected credit on an institution a hundred years the senior of SMU.

The name that comes most readily and most emphatically to mind is that of John H. McGinnis, who was, in effect, editor-in-chief of the *Southwest Review* from 1927 to 1943 (though he never accepted such a title). Mr. McGinnis was undoubtedly the prime mover in the activity leading to establishment of a university press at SMU, a key date in this endeavor being April 6, 1935, when the faculty Committee on Publications, on motion of Dean of the Graduate School Ellis W. Shuler, resolved to address a petition to the Board of Trustees "for the establishment of a Publications Fund," Dr. Geiser's *Naturalists of the Frontier* being endorsed at this same meeting as the first publication project. On January 26, 1936, the Committee on Publications (C. S. Potts, Chairman) submitted to SMU President C. C. Selecman and through him to the Board of Trustees "certain recommendations looking to the establishment of a university press" through co-ordination of various publishing activities carried on at SMU. The Board of Trustees approved the recommendations in prin-
ciple and referred them back to the Committee on Publications to work out the details, including financing. In the spring of 1937 a donation of $1,000 was secured from the Schoellkopf family of Dallas to subsidize publication of the initial volume, and Henry Nash Smith was appointed chairman of a committee to see the work through the press—other members being George Bond and Jerry Bywaters. These three gentlemen might then be considered the original working staff of the SMU Press, with John McGinnis also of course very actively in the picture, and with all members of the faculty Committee on Publications pitching in in one way or another (for example, Dean Potts carried on much of the business correspondence with bookstores to sell the books).

Another very active member of the committee was Herbert Gambrell, who had been managing editor of the *Southwest Review* as far back as 1924. Continuity has always been a cardinal principle of publishing activities at SMU, and it is significant that Herbert Gambrell and Samuel Wood Geiser are still active members of the Board of Publications in 1964; since 1939 Dr. Gambrell has served continuously as chairman, Dr. Geiser as secretary. Both John McGinnis and C. S. Potts retained membership on the Board until the time of their deaths (in 1960 and 1963, respectively).

Establishment of a press at SMU in 1937 was a rather audacious move. There was no money in sight to pay even for secretarial services, let alone to employ a full-time staff; and the thousand dollars in hand was sufficient of course to pay for only one book. After printers and binders had been paid for their work on *Naturalists of the Frontier*, no additional activity could be contemplated until the Schoellkopf Fund had been replenished through sales. John McGinnis, however, did find a way to keep things going through astute use of money regularly available in the university budget for publication of the *Southwest Review*. In 1939 appeared the Press's second book, J. Frank Dobie's *John C. Duval: First Texas Man of Letters*, essentially a bound reprint of pages which had appeared earlier in the magazine—thus saving typesetting costs for the book. A third book, *Three Southwest Plays*, appearing early in 1942, was the result of a similar stratagem; like the Dobie, however, it bore the imprint of the *Southwest Review* itself rather than of the University Press.

The SMU Press during its first five years could not boast a single
full-time paid employee. Henry Nash Smith was recommended for the post of Director of the Press by the Committee on Publications March 21, 1940, remuneration for his duties to consist of reduction of teaching load. Mr. Smith soon went on to other fields, however; and it was actually John McGinnis who was Director of the Press in fact though not in name throughout this period. In later years Mr. McGinnis did accept the title of Senior Editor of the Press, serving in this position from 1947 until his retirement in 1954.

The first regular paid employee of the Press was Allen Maxwell, who began work on a part-time basis January 1, 1939, after having done some chores for the *Southwest Review* previously, while a graduate student, on a volunteer basis. In addition to his work on the *Southwest Review* (of which he became Managing Editor in 1941), and on the Dobie and drama books, Maxwell did work on the *Texas Geographic* magazine, on *Abstracts of Masters' Theses*, and on Arnold Foundation publications. At the time he was called into war service in March, 1942, he was engaged in preliminary work on the *History of Mexican Literature*. He returned to SMU January 1, 1946, as full-time Director of the Press and Editor of the *Southwest Review*. In 1963 he turned the magazine's editorial chair over to Bridwell Librarian Decherd Turner—continuing, however, in the role of publisher.

In March, 1941, Mrs. Elizabeth M. Stover joined the Press as part-time secretary, with additional duties in connection with handling circulation of the *Southwest Review* and the *Texas Geographic* magazine. In 1942 she became Assistant to the Director on a full-time basis, which post she held until 1949, when she was made Sales and Production Manager. On the *Southwest Review* staff she served successively as Assistant Editor 1943-50, Sales Manager 1950-58, and Business Manager 1958-61. She retired January 1, 1961. Present Business Manager of the Press and of the *Southwest Review*, responsible for production and sales, is William D. Wittliff, who joined the staff in 1963.

The first full-time Director of the SMU Press was Donald Day, who held that post from 1942 to 1945; he was also Editor of the *Southwest Review* 1943-45. A successful insurance executive turned folklore specialist, Mr. Day came up from Austin on recommendation of J. Frank Dobie, and it was during his term of office that the
Press initiated a co-operative publishing and distributing arrangement with the Texas Folklore Society which remains today one of its most important activities. This arrangement lapsed temporarily with Mr. Day's departure from the Press in the fall of 1945, but was renewed on a much broader base in 1947.

It was also during Donald Day's administration that a basic change was made in the supervisory body of the Press: The faculty Committee on Publications was dissolved and on June 30, 1944 was replaced by a Board of Publications whose members were appointed by President Umphrey Lee and included, in addition to faculty personnel, representatives of the Board of Trustees.

Mrs. Margaret L. Hartley came to the Press in September, 1947, as editorial assistant. Becoming Managing Editor in 1949, she served as such until 1961, when she was made Editor of the Press. Like Director-Editor Maxwell, Mrs. Hartley for many years did double duty on the *Southwest Review*, as Assistant Editor 1947-61, as Managing Editor 1961-63. The fourth and final full-time member of the Press staff is Mrs. Brenda Mansfield, Secretary since June 4, 1962.

*Friends of Thunder: Folktales of the Oklahoma Cherokees* by Jack F. and Anna G. Kilpatrick, published May 18, 1964, is the one-hundredth cloth-bound book published by the SMU Press. As an academic department would cite the names of outstanding former students, the Press might spotlight volumes considered tops for one reason or another. The first volume issued by the Press will always stand as one of the best, and is one of the few titles deemed worthy of reissue in a revised edition (in 1948). Besides *Naturalists of the Frontier*, many other titles have had a definite "regional" significance, right on down to *Friends of Thunder*. Pre-eminent in this category is, of course, the entire Texas Folklore Society series, now in its thirty-second volume; thirteen of these have borne the SMU Press imprint, as have four works in the Range Life series, also issued in collaboration with the Texas Folklore Society. A study of economic change in Texas between 1875 and 1901, *The Road to Spindletop* by SMU Economics Professor John S. Spratt, won the Texas Institute of Letters $1,000 award for the best Texas book of 1955. The Institute's best book design award for 1956 went to another Texana item, *Early Texas Homes*, by Dorothy K. Bracken and Maurine W. Redway.
It has always been the concern of the Press to assure attractive physical appearance for its products. The master printer of El Paso, Carl Hertzog, has handled several production jobs for the Press, in addition to two numbers of the Range Life series: most notably *The Journey of Fray Marcos de Niza* by Cleve Hallenbeck, a 1949 demonstration of "period" design which won a place in the American Institute of Graphic Arts "Fifty Books" show and also received the Texas Institute of Letters design award. Hertzog also designed *The Case of John C. Watrous* by Walace Hawkins (1950) and *The Typical Texan* by Joseph Leach (1952). *The Typical Texan* was another Institute of Letters book design winner.

The most characteristic, and most steadily successful, example of the regional emphasis of the Press is J. Frank Dobie's *Guide to Life and Literature of the Southwest*, issued in a greatly enlarged edition in 1952 after having been distributed by the Press since 1943 in a small edition borrowed from the University of Texas. Dobie was also represented on the list of the Press for two or three years (until the edition sold out) by *The Mexico I Like* (1942), a reprinting of his well-known *Tongues of the Monte*—which later was reissued under the original title by Dobie's commercial publishers, Little, Brown of Boston.

A book of range life reminiscences, published independently of Texas Folklore Society sponsorship, was *The West That Was: From Texas to Montana* by John Leakey as told to Nellie Snyder Yost (1958). With the entire edition sold out four years after publication, *The West That Was* is already a sought-after item in the Western Americana field. Texas is also the topic, if in more formal fashion, of a quartet of essays by W. St. John Garwood, Harry H. Ransom, Allan Shivers, and E. B. Germany originated at a Philosophical Society of Texas annual meeting and edited by Herbert Gambrell under the title *Texas Today and Tomorrow* (1961).

The field of literary criticism and literary history has been an important one for the Press. The earliest effort in this direction was Dobie's *John C. Duval*, with Gusta Nance and Florene J. Dunstan coming along a bit later with their translation of Carlos González Peña's monumental *History of Mexican Literature*, which was published with the assistance of a governmental subvention. Especially successful has been *The Novel of Violence in America* by W. M.

The most thoroughly investigated author on SMU Press literary criticism lists is undoubtedly Mark Twain. In addition to the collection of critical essays, the Press has published *Mark Twain's Burlesque Patterns* by Franklin R. Rogers (1960) and *Mark Twain's Humor: The Image of a World* by Pascal Covici, Jr. (1962), as well as a volume of humorous pieces of Twain's own authorship, *The Letters of Quintus Curtius Snodgrass* edited by Ernest E. Leisy (1946).

Symbolizing (with his *Log of a Cowboy*) life on the range in as seminal a fashion as Mark Twain's work symbolizes life on the Mississippi was Western writer Andy Adams. Wilson Hudson's literary-critical biography, *Andy Adams: His Life and Writings* (1964), rounds up all the facts about Adams and adds some astute interpretations.

Bridging the Atlantic was an important study of Henry James, often quoted and excerpted in anthologies since its publication in 1958: *The Image of Europe in Henry James* by Christof Wegelin. The two-hundredth anniversary of Goethe's birth was commemorated in a collection of nine papers, *Southwest Goethe Festival* edited by Gilbert J. Jordan, while an eighteenth-century literary movement was surveyed definitively by John A. Cook in *Neo-Classic Drama in Spain* (1959).

Primarily an exercise in literary criticism but extending beyond the usual boundaries of that category was *Literature and Religion: A Study in Conflict* by Charles I. Glicksberg (1960).

The Press has published notably in the field of religion, with some ten titles—not collections of sermons or "inspirational" materials, but scholarly works relating religion to culture both past and con-
temporary. It was especially fitting that the first title from the Press in this category, William Warren Sweet's *American Culture and Religion*, should have been published as a special commemorative volume for the dedication of Perkins School of Theology on February 8, 1951. *Medicine for a Sick World* by Rabbi David Lefkowitz was a demonstration of the interfaith amity which has characterized the history of SMU from the beginning. This was a 1952 publication. In 1955 came Charles A. Johnson's *The Frontier Camp Meeting: Religion's Harvest Time*, one of three books published by the Press on three consecutive days in honor of the inauguration of President Willis M. Tate. *A Stubborn Faith* (1957) was a collection of papers on Old Testament and related subjects presented to honor the world-famed biblical scholar William Andrew Irwin, then recently retired from the Perkins School of Theology faculty. In 1958 came three outstanding titles, Charles S. Braden's *Christian Science Today* (published in Britain in 1959 by George Allen & Unwin), Umphrey Lee's *Our Fathers and Us: The Heritage of the Methodists*, and *Christianity and Communism: An Inquiry into Relationships* edited by Merrimon Cuninggim and published under auspices of the Board of Social and Economic Relations of the Methodist Church and Perkins School of Theology. Perkins professor John Deschner explained *Wesley's Christology* in 1960, while in 1963 Charles Braden followed his investigation of Christian Science with a history of the New Thought Movement, *Spirits in Rebellion*, and Paul F. Boller, Jr. studied a neglected aspect of Washington's thought in *George Washington and Religion*.

Another field of major activity for the Press has been international law and jurisprudence. *Communism versus International Law* by Ann Van Wynen Thomas, a 1953 title, has been reprinted under United States Information Agency sponsorship in six editions for overseas distribution, a total of close to 100,000 copies, including translations into Hindi, Arabic, Japanese, and Portuguese. *Tyranny on Trial: The Evidence at Nuremberg* by Whitney R. Harris (1954) has had world-wide distribution and continues in demand (a new edition was printed in 1958). A companion, "other side," volume was *Nuremberg: German Views of the War Trials* edited by Wilbourn E. Benton and Georg Grimm (1955); this was reprinted in Spanish translation (Mexico City) in 1960. The definitive work in its field
is the massive study of Non-Intervention: The Law and Its Import in the Americas by Ann Van Wynen Thomas and A. J. Thomas, Jr., published in 1956 as a Law Institute of the Americas Study. By the same authors, and also a Law Institute of the Americas Study, is an even more important examination of the philosophy and function of The Organization of American States (1963). Initiated in 1954 was a series of Studies in Jurisprudence under editorship of Arthur L. Harding, collecting the papers delivered at annual conferences on Law in Society held as part of Lawyers' Week at SMU. Eight numbers in this series have appeared to date, most recent being The Rule of Law (1961).

Closely connected with the program of the Press for a number of years was the work of the Arnold Foundation in Government. Before the war this connection was primarily useful in providing material for publication in the Southwest Review; the Press also handled editing and production on certain proceedings of Institutes on International Affairs sponsored by the Arnold Foundation. Under a new program initiated in 1950, the Press published for the Arnold Foundation a New Series of book-length monographs, of which the seventh and final one was Edgar Quinet: A Study in French Patriotism by Richard Howard Powers (1957).

Another series issued by the Press which attained four numbers was the American Resort Series, of which the most recent number (1952) is The Black Hills: Mid-Continent Resort by Albert N. Williams.


"Creative" or imaginative writing is copiously exampled in the pages of the Southwest Review, of course. A sampling from these pages was published by the Press in book form in 1945 under the title Son-of-a-Gun Stew, as selected and edited by Elizabeth M. Stover.
This volume was the "souvenir book" of the memorable Southwest Book Fair held on the campus of SMU in the fall of 1945, under direction of Willis M. Tate. *Son-of-a-Gun Stew* was reprinted in a low-priced Grosset & Dunlap edition in 1947. Other "creative literature" published by the Press has included *Three Southwest Plays* (1942) and two books of verse, *Man Now* by William Burford (1954) and *Person in the World* by Edith Henrich (1955).

The Press initiated in 1947 a series of Southern Methodist University Studies, the first two numbers being paper-bound reprints of material first published in the scientific journal *Field and Laboratory*—as were also numbers 6 and 7 of the series, published in 1951 and 1952. Also issued in this series, however, were two longer works made available in cloth-bound editions: *Integration of the Humanities and the Social Sciences: A Symposium* (1948) and *Southwest Goethe Festival*, referred to earlier. Another paper-bound series, but in larger format and specifically limited in its subject matter, was the Fondren Science Series, begun in 1949. Among the five numbers issued through 1955, one was a very substantial work also made available in cloth-bound edition: *The Woodbine and Adjacent Strata of the Waco Area of Central Texas: A Symposium*, edited by Frank E. Lozo (1951). Another publication in the field of science was Samuel Wood Geiser's *Horticulture and Horticulturists in Early Texas* (1945), related to his longer study of *Naturalists of the Frontier*. The field of art has been represented by two items, both in the field of the lithograph: *Twelve from Texas* (1952), a portfolio selected from the work of the state's print-makers by Jerry Bywaters, and an original lithograph published exclusively by SMU Press, Thomas Hart Benton's *West Texas* (1952). *Early Texas Homes* (1956) might also be classed in the field of art or architecture.


Five volumes, all in the field of international economics, have been issued under sponsorship of the Jno. E. Owens Memorial Foundation of Dallas. One of these, *Economic Development and International*
Trade edited by Paul D. Zook (1959), has been translated into Spanish, Hindi, and Arabic for reprints under the USIA program; another, The Free World and Free Trade by former President Harry S. Truman (1963), received a special citation for excellence of design and production from the Texas Institute of Letters.


The timeliness of another Press title had its elements of painfullness. The Decision-Makers: The Power Structure of Dallas by Carol Estes Thometz (1963) began its career as a master’s thesis in sociology at SMU, but by early 1964 it was being discussed in interpretive articles in the New York Times, the Nation, the National Review, the National Observer, and Fortune, among many other publications; and it had entered the country’s consciousness to the extent that people everywhere were talking and writing familiarly and knowledgeably of “the power structure of Dallas.” Its author was being interviewed on television in the United States and Canada, and was conducting seminars in community studies for Ph.D. candidates at Brandeis University. The tragedy of November 22, 1963, however, merely focused national attention on what was intrinsically a good book, and a best-seller in Dallas before the end of October, 1963.

One of Texas’ best-known folklorists—Mody C. Boatright, secretary and editor of the Texas Folklore Society for two decades—wrote a book for the SMU Press on the state’s best-known product: Folklore of the Oil Industry (1963). And, appropriately for a publisher with consistent emphasis on regional and folklore materials, Number 100 on the Press list is Friends of Thunder: Folktales of the Oklahoma Cherokees rendered from the original tongue by Jack F. and Anna G. Kilpatrick, themselves Cherokees.

The “pace of publication” maintained by the Press is revealing, sometimes painfully so. Lack of funds held production the first five years to a trio of titles. Of the dozen volumes issued in the war years
1942-45, eight were in the general field of folklore and range life, the strong suit of Director Donald Day. The years 1946-48 were a period of reorganization and rebuilding. Such major emphasis at this time, too, was being placed on the periodical publishing program that the book program was retarded, and only three hard-bound volumes came off the presses in those three years. Having reaffirmed a policy enunciated as early as 1939 regarding the desirability of centralizing all publishing activities on the campus within the Press organization, the Press found itself becoming a sort of service organization for various schools and departments—devoting a considerable proportion of the time of two employees, for example, to handling circulation records for the journal newly established by the Law School. In addition to Southwest Review and Field and Laboratory, the Press was also publishing the Texas Geographie magazine, the botanical journal Wrightia, and Flora of Texas which was being issued serially, and Abstracts of Masters’ Theses; some services were also supplied when the Perkins School of Theology Journal was founded.

By 1949 it was obvious that a choice had to be made, and the Press determined to concentrate its energies on building a book program. The Texas Geographie magazine and Wrightia were discontinued. Abstracts of Masters’ Theses reverted to the Graduate School, and the law journal became the responsibility of the Law School. At a somewhat later date, publication of additional fascicles of Flora of Texas became the sole responsibility of the Texas Research Foundation at Renner.

Beginning in 1949, then, it was possible to plan and execute a consistent schedule of book publication; in that year the Press issued four new books, and at least that many have been published in every year since, with a peak annual production of eight volumes being reached in 1954 and 1955. The total output for the ten-year period 1949-58 was fifty-seven titles, with twenty-seven additional titles rolling off the presses in the five-and-a-half years since.

The SMU Press has been a member of the national professional and “accrediting” organization, the Association of American University Presses, since 1945. Allen Maxwell served as Vice President of the AAUP in 1955; he has also been an officer of the Texas Folklore Society since 1951, presently holding the post of Associate Editor.

In 1951, with the publication of William Warren Sweet’s American
Culture and Religion, the Press changed its name from University Press in Dallas to Southern Methodist University Press. The original name had been chosen by John McGinnis to express his thought that there should be nothing in the program of the Press to make it specifically southern—that is, severely restricted to region—or peculiarly Methodist—that is, sectarian; and he rather suspected that the university itself might some day change its name to the University of Dallas. It was Dean of the Graduate School Ellis W. Shuler who suggested that by 1951 the name “Southern Methodist University” was securely fixed and that the Press of this university should bear the name of the institution in order to emphasize its status as the university’s publishing division. Revival of the Catholic University of Dallas would have made this change of name almost mandatory more recently; and it is to be noted that the publishing program at SMU is university in character, not sectarian (only two titles, Dr. Lee’s Our Fathers and Us and Dr. Deschner’s Wesley’s Christology, have been issued on specifically Methodist topics), and certainly without a “southern” orientation.

But the Press does have an orientation: toward excellence in thought, and toward freedom in expression. The realization that this excellence and this freedom are also at the heart of the program and the plans of the entire University is a source of continual gratification and reassurance.

A CHRONOLOGICAL CHECK LIST
1937-1964

1937 1. Naturalists of the Frontier by Samuel Wood Geiser, with a Foreword by Herbert Spencer Jennings. Frontispiece. Published on the Schoellkopf Fund. (OP; but see No. 16)

1939 2. John C. Duval, First Texas Man of Letters: His Life and Some of His Unpublished Writings by J. Frank Dobie, with Sketches by Tom Lea. Southwest Review imprint. (OP)


4. The Mexico I Like by J. Frank Dobie. Republication, with new Introduction and new title, of Tongues of the Monte, 1935. (OP)
5. *Guide to Life and Literature of the Southwest, with a Few Observations* by J. Frank Dobie. Illustrated. Special printing by University of Texas Press. (OP; but see No. 33)


11. *From Hell to Breakfast* edited by Mody C. Boatright and Donald Day. Texas Folklore Society Publications, XIX; with Texas Folklore Society. (OP)


* Items starred were also issued in paperback.
   24. The Case of John C. Watrous, United States Judge for Texas: A Political Story of High Crimes and Misdemeanors by Walace Hawkins. Illustrated.

   28. The Healer of Los Olmos and Other Mexican Lore edited by Wilson M. Hudson. Illustrations by José Cisneros. Texas Folklore Society Publications, XXIV; with Texas Folklore Society. (OP)

   32. The Typical Texan: Biography of an American Myth by Joseph Leach. Illustrated.
   33. Guide to Life and Literature of the Southwest: Revised and Enlarged in Both Knowledge and Wisdom by J. Frank Dobie. Illustrated. (See No. 5)

   35. The Art of Making Choices by Ian McGreal.
   36. Communism versus International Law: Today's Clash of Ideals by Ann Van Wyen Thomas, with Foreword by Robert G. Storey. Published with the assistance of a grant from the Arnold Foundation. (OP)

1954 41. America's Vital Stake in International Trade by John S. Coleman,

* Items starred were also issued in paperback.


51. *The Road to Spindletop: Economic Change in Texas, 1875-1901* by John S. Spratt, with Drawings by Ed Bearden.


55. *Mark Twain: Selected Criticism* edited with an Introduction by Arthur L. Scott.


59. *A Stubborn Faith: Papers on Old Testament and Related Subjects*

* Items starred were also issued in paperback.
Presented to Honor William Andrew Irwin edited by Edward C. Hobbs.


61. Early Texas Homes by Dorothy Kendall Bracken and Maurine Whorton Redway, Illustrated. (OP)

1957 62. The Image of Man in America by Don M. Wolfe. Published with the assistance of a grant from the Ford Foundation under its program for the support of publication in the humanities and social sciences. (OP)


66. The Novel of Violence in America by W. M. Frohock. Second edition, revised and enlarged. (See No. 22.)


69. Christianity and Communism: An Inquiry into Relationships edited by Merrimon Cuninggim. Published with the assistance of grants from the Board of Social and Economic Relations of the Methodist Church and from Perkins School of Theology. (OP)


72. The West That Was: From Texas to Montana by John M. Leakey as told to Nellie Snyder Yost. (OP)

73. The Image of Europe in Henry James by Christof Wegelin. Published with the assistance of a grant from the Ford Foundation under its program for the support of publication in the humanities and social sciences.

1959 74. Economic Development and International Trade: A Perspective
THE FIRST ONE HUNDRED BOOKS


1960 78. *Wesley's Christology: An Interpretation* by John Deschner. Published with the assistance of a grant from Perkins School of Theology.

79. *Literature and Religion: A Study in Conflict* by Charles I. Glicksberg. Published with the assistance of a grant from the Ford Foundation under its program for the support of publication in the humanities and social sciences.

80. *Mark Twain's Burlesque Patterns: As Seen in the Novels and Narratives, 1853-85* by Franklin R. Rogers. Published with the assistance of a grant from the Ford Foundation under its program for the support of publication in the humanities and social sciences.


84. *Strangers to This Ground: Cultural Diversity in Contemporary American Writing* by W. M. Frohock.


88. *Mark Twain's Humor: The Image of a World* by Pascal Covici, Jr.


93. *Spirits in Rebellion: The Rise and Development of New Thought* by Charles S. Braden. Published with the assistance of a grant from the Ford Foundation under its program for the support of publication in the humanities and social sciences.

94. *The Decision-Makers: The Power Structure of Dallas* by Carol Estes Thometz. Also published as Volume XXXII Numbers 1 and 2 (October, 1963) of *Journal of the Graduate Research Center.*


96. *Folklore of the Oil Industry* by Mody C. Boatright, with illustrations by William D. Wittliff.

97. *Race: The History of an Idea in America* by Thomas F. Gossett. Published with the assistance of a grant from the Ford Foundation under its program for the support of publication in the humanities and social sciences.


* Items starred were also issued in paperback.