

Rapid success has attended M. E. Tobias not only in his chosen field as an advertising executive in St. Louis but also as a writer on advertising technique

An expert on advertising

It is the writer of advertising copy who dictates the standards of American life.

If the manufacturers of dress materials complain because the short skirt is cutting down their volume, the slick advertising men see to it that a public consciousness is built up for longer dresses.

If you need vitamin D, it is amazing what a little advertising will do for your product that brings this sun-power to the user.

So advertising is a characteristic of American life—perhaps, the most characteristic. It deals in trade marks, and we are all wearers of a standard trade mark.

Advertising is a field in which competition is keen. It is a field that demands alertness and imagination. Therefore, it is no small feat of M. E. Tobias, '26 journ., at the age of twenty-five, to be at the top of that remarkable group of knights of America—the advertising men.

Mr Tobias is the manager of the merchant's service bureau of Rice-Stix company of St. Louis, Missouri. He went there in August, 1927, a year after his graduation from the university.

He is a native Oklahoman, having been born in Lehigh. At the university, he was active in campus journalism and was for a time the editor of the Hear and Their column of the *Oklahoma Daily*. He was also president of his fraternity, Phi Beta Delta. Following graduation in 1926, he was offered the position of advertising manager of an Oklahoma paper in a town of 20,000 population, but due to poor health, he refused. He was convalescent for fifteen months and then accepted the Rice-Stix offer.

Shortly after going to St. Louis, Mr To-

bias entered the writing game. His first book, *Tools of Retail Advertising*, was published in 1928 by Harper and Brothers, who also published his second book, *Profitable Retail Merchandising*. These works, dealing with the advertising profession, are to be followed by a third contracted for by the same publishing house, on retail merchandising.

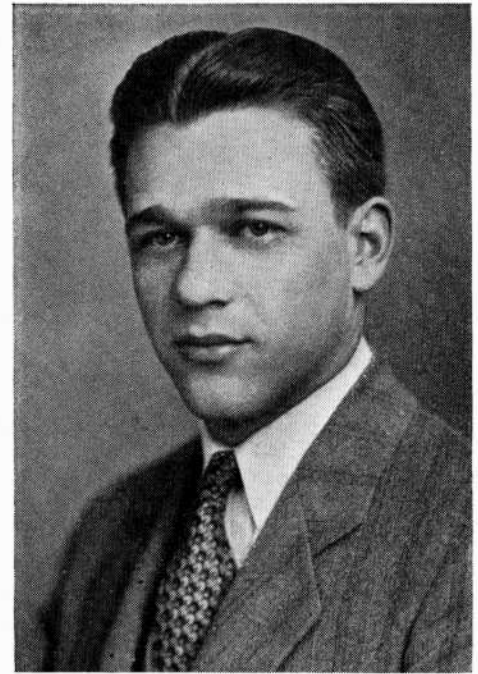
Advertising is not his only interest. Mr Tobias combines the editorial with the business side of the journalistic profession. He is at work now on a volume of short stories, a drama and a novel. Mr Tobias is married and has a son, Jerry, age fifteen months.

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Styles from Oklahoma

A shrewd Oklahoma professor and four Oklahoma members of the Kiowa Indian tribe, will very likely help set the style standards for women this coming year.

Word received from Prof. Walter S. Campbell, in Nice, France, on a Guggenheim fellowship, is that Parisian dress-makers are buying copies of *Kiowa Art* by Prof. Oscar B. Jacobson, head of the school of art of the university, and are studying them with a view to obtain motifs in designing women's clothing. Mr Jacobson wrote the introduction to the book, which was published in Nice, and selected representative work of the four Kiowa Indians who worked under him and Miss Edith Mahier of the school of art.



The Simpson (geologic) group

Simpson Group of Arbuckle and Wichita Mountains, Oklahoma. By Charles E. Decker of the department of geology (professor of paleontology). Reprinted for private circulation from *The Bulletin of the American Association of Petroleum Geologists*. With eleven graphic tables. Thirteen pages.

Doctor Decker, who is the national president of Sigma Gamma Epsilon, professional geologists fraternity, and nationally known paleontologist, has shown in this paper how the Simpson sandstones—among the most important oil horizons in the state of Oklahoma—were recognized as a group of formations rather than as a single formation. The paper was released to the A. A. P. G. by the Oklahoma Geological Survey, which was interested in the group not only for their oil possibilities but also for their reputed value as sources for asphalt and glass sand.

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Kiowa Art, containing reproductions in colors of the work of four Kiowa Indian artists trained at the school of art by Prof. Oscar B. Jacobson, head of the art school, who wrote the introduction to the book, has been sold to museums and public libraries in many countries, including Italy, Spain, France, Argentine, Egypt, Greece and others, according to C. Szwedzicki, of Nice, France. M. Szwedzicki is the publisher of the book and recently visited Mr Jacobson at Norman.