

The Public Likes Soonerland's Talent

TWO or three times every day, in Bartlesville or Sulphur or Hobart or Idabel or other points in the state, Oklahoma citizens gather to enjoy talent provided by the University of Oklahoma.

One of the least known but most far-reaching services of the University is that of providing programs—either educational or entertaining—for public gatherings, club meetings, civic groups and other bodies anywhere in Oklahoma.

That the service is appreciated is shown by the fact that more than three hundred bookings of programs by University staff members or musical groups were handled in the last four months by the University Lecture and Entertainment Bureau. The average was about eighty a month, or nearly three programs a day.

Newspaper clippings describing a glee club concert as "the most outstanding musical event of the year in—" are frequent testimony to the eagerness of Oklahoma citizens to hear good programs, capably presented.

The Men's Glee club, the Women's Choral club, the WNAD orchestra, the O. U. quartet, the Sooner quartet, the Fine Arts Trio, the String Quartet, the O.U. Band and several vocal and instrumental

soloists are warmly praised wherever they go—and they go many places.

Herbert Scott, '26as, '26ma, who heads the bureau, received many complimentary letters such as a recent one from H. E. Wrinkle, '22as, '31ms, superintendent of schools at Bartlesville.

"Bartlesville has recently enjoyed the Men's Glee club and interesting lectures by two faculty members from the University," Mr. Wrinkle wrote. "All of these programs were highly satisfactory and we want you to know that we appreciate this service very much.

"With the growing interest in the public forum idea and in cultural programs, the University lecture and extension service becomes increasingly important. It is only natural that the communities of the state should look to the state university for help in furnishing educational and cultural programs. This service is tremendously worthwhile and I hope that it may be continued and enlarged."

The range of subjects upon which authoritative lectures by faculty members can be obtained through the bureau is almost unlimited.

Does your civic club want to know the latest economic trends? Dean A. B. Adams is a nationally recognized authority in this field. Do you have a group of young people wanting inspiration, knowledge of social hygiene or a stimulating discussion of Brooking Institute reports on economic questions? H. M. Armstrong answers these questions and many others.

Do you want the latest information on the Spanish situation, or details on how to landscape your yard with native Oklahoma shrubbery, or interesting facts about Shakespeare, Mexico, Ceylon, Hungaria, or trends in educational methods or air conditioning?

These are topics picked at random from actual bookings of the last few months.

Rose Witcher, dean of girls at El Reno High school recently wrote: "I wish to thank you for our speakers, Mr. Armstrong and Mr. Comfort, whom you sent to us for our recent Canadian County Teachers meeting. We have had many favorable comments on their addresses. Personally, I enjoyed hearing them more than any speakers to whom I have listened for some time. We surely appreciate the service extended to us."

The Marlow Rotary club, after an ad-

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Dr. A. B. Adams
Economics



H. M. Armstrong
Information



E. N. Comfort
Religion



Frances Pendleton
Home Making



Helen Gregory
Modern Dance



Howard Jensen
Landscaping



Wilda Griffin
Music



Milton Dieterich
Music



On the left is Herbert Scott, director of the University Lecture and Entertainment Bureau. Above are shown a few of the approximately 150 University lecturers and performers available for Oklahoma audiences.

SOONER TALENT

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dress by Dr. Oliver Benson, instructor in government, sent word that "We enjoyed Dr. Benson's talk very much. He was certainly informed on the subject and members of the club asked him questions until long after our usual closing time. He was complimented highly for his excellent delivery and his knowledge of the subject. Thanks very much for sending him."

Sam Schwieger, '31as, now managing editor of the Perry Daily Journal, wrote a letter which sums up the value of the Lecture and Entertainment Bureau.

"Programs which have been offered in Perry through this service have been received in Perry with more enthusiasm than any we have presented," he wrote. "Because of the fact that it is often necessary in a city like ours to prepare programs for civic club meetings and other gatherings in short notice, the University service is of special value to us.

"It is also a means of direct contact between students and talent in the University with the citizens of a community that never are able to visit the campus or become acquainted with its students and instructors. It has served to create a favorable impression of the University among the leading business men and women of our city.

"A program given here recently at a Lions club zone meeting by the Sooner Ladies Quartet and Stewart Harral as speaker was one of the most popular ever given at such a meeting. Others have been equally valuable."

The presentation of campus talent often forms a real inspiration. "The program (by fine arts students) was not only entertaining, but we feel that the contact our students made with you and your University students will be a lasting benefit to them and perhaps will inspire some of them to reach greater heights in education," wrote L. E. Paine, '21as, superintendent at Jones.

"Decidedly pleasing and well presented—we think that your organization is doing an excellent thing for the University and the schools of the state in providing such talent," wrote Paul C. Norvell, Bartlesville principal.

P. Kay Scruggs, Pawhuska principal, reported "The recent visit of the University of Oklahoma glee club to Pawhuska High school produced more favorable comment from students and townspeople than any other entertainment of the year."

Other warm letters of appreciation for University talent presented over the state have been received recently from Helen Hanson, '28as, at Yukon; E. J. Story at Elk City; G. W. Johnson, music director at Shattuck High school; S. J. Bryant, '21 as, '29ms, Pawnee superintendent, Mrs.

John M. Mideke, Oklahoma City, and many others.

The bureau issues a bulletin giving details of faculty and student talent available, including about 125 lectures from the faculty and about that many from the student body, as well as a great variety of musical talent.

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Joe Bird Is Personnel Director, Babson Institute

DR. JOSEPH W. BIRD, '27 M. A., former University Y. M. C. A. secretary assumed the position of director of the personnel division of Babson Institute, Babson Park, Mass., at the beginning of the present school year.

The personnel division was recently organized by the institute to supplant the personal efficiency division which had been existent since the establishment of the institute in 1919.

The *Babson Institute Alumni Bulletin* explains that in recent years business and industry have given much attention to the problems of obtaining better qualified personnel, and the reorganization was effected to make the institute's work in this field conform to present-day needs.

Dr. Bird is a native of Oklahoma. He received an A.B. degree from Phillips university, Enid, in 1923, and received his M.A. degree from the University of Oklahoma in 1927.

He continued his graduate studies at Columbia and New York universities, majoring in college and personnel administration, culminating in his Ph.D.

Since 1933 he has been with the College of the City of New York and New York university. In 1933 he was selected by the New York City police academy to organize courses on personnel problems. His summer work for seven years was done for the Standard Chautauqua system.

Dr. Bird has published a monograph on job analysis and now has a manuscript on "Problems on Juvenile Delinquency for Teachers" ready for publication. His dissertation for his Ph.D. degree was on the subject "Functions of Faculties in Determining Policies in State Universities in the United States."

The Babson alumni bulletin, in announcing Dr. Bird's appointment, included this paragraph:

"Dr. Bird has a fine personality and a great amount of energy. He has the record of being a good organizer. Those who have been privileged to work with him speak and write in terms of the highest commendation of his leadership ability, and the quiet and effective way he gets things done . . . Babson Institute is most fortunate in obtaining the services of Dr. Bird."

The bulletin explains that personnel work has attained a position of great importance in recent years, both in business and industry and also in leading colleges and universities.

"In business and industry the term 'personnel' as usually understood refers primarily to the selection, supervision and welfare of those on the payroll and particularly those engaged in the production or distribution of goods," the bulletin states.

"In educational institutions the term has a somewhat broader meaning and is primarily concerned with those training processes and means by which the faculty and the institution seek to bring out all the latent potentialities in the student so that he may become a more efficient worker in whatever occupation he may be engaged.

"The personnel division as set up will be responsible for four major functions; namely, formal instruction, guidance and counseling, record keeping, and research. The instruction offered under the direction of the division consists of Human Relations in Business, Economic and Social Trends, Personal Hygiene and Public Health, Public Speaking, and Work and Study Methods.

"Individual conferences will be arranged on problems of personality adjustment for those students who may need special guidance of this nature. A forum on personal conduct optional to all students, will be conducted throughout the year.

"The guidance and counseling function will be directed towards assisting student analysis of his occupational interests, aptitudes and abilities, and the choice of a vocation best fitted to the student's qualification. The division will be concerned with social, recreational, health, moral and spiritual activities as well as with placement for graduates and alumni."

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YES, THE HAIRCUT SEEMS FAMILIAR

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accept the R.K.O. contract he won for his performance opposite La Hepburn.

I honestly didn't know with whom all he had been associating during the past few years behind footlights, so I asked. To mention a few, which include some already mentioned are: Eva Le Gallienne, Dennis King, Sam Jaffee, Ina Claire, Os-good Perkins, Lucille LeVerne, Joseph Callea, Herbert Marshall, Katherine Hepburn, Donald Meeck, Gladys George and so on. He has, as the saying goes, "been among 'em," and is still making his way.

This, I suppose, is the story. I know I'm much too close to the forest to see the trees. But maybe he'll forgive me if he's charitable. If he isn't, he'll swing on me from the ground with his eyes closed. He always swings with his eyes closed.