

Future Plans for 1937

Travel

Considering using the following travel lines and services:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Mack Line      | <input type="checkbox"/> Carleton Tours | <input type="checkbox"/> Pinnacle Inn      |
| <input type="checkbox"/> Canadian Line  | <input type="checkbox"/> James Boring   | <input type="checkbox"/> Mayflower Hotels  |
| <input type="checkbox"/> Freighters     | <input type="checkbox"/> Univ. Travel   | <input type="checkbox"/> Pleasant I. Lodge |
| <input type="checkbox"/> Pac. Ry.       | <input type="checkbox"/> Farley Agency  | <input type="checkbox"/> Hotel Seymour     |
| <input type="checkbox"/> N. W. Ry.      | <input type="checkbox"/> John G. Hall   | <input type="checkbox"/> Can. Properties   |
| <input type="checkbox"/> Coast Ry.      | <input type="checkbox"/> Rudolph Bureau |  |
| <input type="checkbox"/> Cruisers Tours | <input type="checkbox"/> Temple Tours   |  |

Am. Considering Using  
 American Airlines  Pan American

From \_\_\_\_\_  
 To \_\_\_\_\_

**B** SLIT HERE **B**

- |                                      |                                       |  |
|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Europe      | <input type="checkbox"/> Powers \$159 | <b>"Around America Tours"</b>              |
| <input type="checkbox"/> Sweden      | <input type="checkbox"/> West Indies  | <input type="checkbox"/> California        |
| <input type="checkbox"/> Switzerland | <input type="checkbox"/> Florida      | <input type="checkbox"/> Pacific Northwest |
| <input type="checkbox"/> Africa      | <input type="checkbox"/> New England  | <input type="checkbox"/> National Parks    |
| <input type="checkbox"/> Asia        | <input type="checkbox"/> Mexico       | <input type="checkbox"/> Yosemite          |
| <input type="checkbox"/> Australia   | <input type="checkbox"/> Oregon       | <input type="checkbox"/> Transcontinental  |

**CORE IN THE QUIZ WAS**

FOLD BACK

**BUSINESS REPLY ENVELOPE**  
 No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

GRADUATE GROUP, Inc.

30 Rockefeller Plaza

New York, N. Y.

FIRST CLASS  
 PERMIT No. 11299  
 Sec. 510 (P.L. & R.)  
 New York, N. Y.

FOLD BACK

Private or Professional Schools

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Boys             | <input type="checkbox"/> Northwood       | <input type="checkbox"/> Professional      |
| <input type="checkbox"/> Brook            | <input type="checkbox"/> Roxbury         | <input type="checkbox"/> Amer. Academy     |
| <input type="checkbox"/> Mills & Marshall | <input type="checkbox"/> Williston       | <input type="checkbox"/> of Dramatic Arts  |
| <input type="checkbox"/> George           | <input type="checkbox"/> Girls           | <input type="checkbox"/> Acting, Directing |
| <input type="checkbox"/> Bron             | <input type="checkbox"/> St. Anne's      | <input type="checkbox"/> Teachers' Summer  |
| <input type="checkbox"/> Ford             | <input type="checkbox"/> St. Catherine's | <input type="checkbox"/> Course            |
|   | <input type="checkbox"/> Wheeler         | <input type="checkbox"/> Katharine Gibbs   |

Last Year I Bought

MOBILE	DEALER	\$
	DEALER	\$
	AGENT	\$
ANCE	DEALER	\$
ERATOR	DEALER	\$
RITER	DEALER	\$
TO	VIA	\$
SCHOOL		\$

MAIL: Tear out carefully along dotted lines. Slit B in top with knife or sharp pencil.

(A) Please Fill Out Other Side of This Coupon (Copyright 1937 Pat. Applied for)

Fold back top section. Fold back bottom section. Insert tab A in slit B. Mail without postage.

*Public Relations* by Louis Lefko. Dorrance and Company, Philadelphia. \$2.00.

When this reviewer was a Tulsa newspaperman, Louie Lefko was fearlessly exposing various frauds designed to get the unsuspecting public's money. It was amazing how many schemes were afoot in those days of easy money, easy to get and easy to lose, to rob the public. Most of the schemes were hard to expose but the head of the Better Business Bureau sooner or later got to the heart of the fraud.

Now Mr. Lefko has turned to the novel. And a good novel it is, of a public relations man of a big utility company, amassing a fortune on quick tips of new utility issues, protecting his company against legislative scrutiny, and trying to win the girl he loves, only to lose her when his conscience has become insensitive to the finer instincts in the lust for money.

Tom Brent turns from the newspaper with its many contacts to become contact man for a utility holding company. His big job is to prevent the state legislature from "cracking down" on his company. Standing in his way is Jack Henry, a legislator with senatorial aspirations, a man apparently incorruptible. Brent discovers that he has one weakness, beautiful women. It proves relatively easy, by employing a beautiful girl, Lorraine Morton, to trap Henry. But that success proves Brent's failure. Hollywood calls her. There the public relations man finds that Henry, loser in the legislature, is winner in love, simply because Brent's sense of values has been blunted by easy money.

The novel is a frank attack on the practice of some large corporations, especially utilities, maintaining not only expensive public relations men but lobbies designed to prevent successful regulation on the part of the public. It is a stimulating, vigorous and courageous novel.—J. A. B.

# The early days with Dr. Boyd

BY ROBERT B. KEENAN, '15

THE recent passing of Dr. David Ross Boyd reminds us of the early days of Oklahoma University.

I visited him frequently at his home in Glendale during his last years. Until the end, his mind was clear and active. His heart was always with the University. He was interested in every detail of its development. He loved to recount his early experiences with Territorial legislatures and educators of his day.

His was not an easy task. He had to do a lot of things without money. He had to plan the foundations of a great institution of learning which would meet the requirements of a great metropolitan state, to be built in the future. Only a few pioneers could visualize the enormous development that would come with the advent of statehood—he was one of them. He had to build a plant that could be expanded to meet the enormous demand that must come with the development of big cities in this new state. Of course he was interested in the realization of a vision that he had years ago. This was his life's work. As he looked back on those years of constant struggle he rejoiced that the job was done as well as it was.

Those of us who were on the campus during the first year of statehood remember how crude things were. One of the three buildings (the Administration

building) was destroyed by fire about Christmas time. The old Science building had been condemned by the architects. There was no money to rebuild it, so it was braced in any manner to make it stand. The old Carnegie library was the only building on the campus.

After the fire, wooden shacks were built to house classes temporarily. When the wintry winds began to blow, it was an advantage to attend class early and grab a seat near the radiator. I had the misfortune to attend classes there until the new Administration building was completed, then I went over to the law school which was then holding forth in the basement of the Carnegie Library building. After a heavy rain we had to wade in.

When the new law building was completed I finished. I am not regretting this plight. Notwithstanding these discomforts we all had the same brand of learning you are getting today. Professors, who have become outstanding in their respective lines were there then. They were an ambitious, hard-working lot, who knew how to meet these obstacles. They turned out alumni that must soon take over the reins of government. With the years, Oklahoma has provided new and beautiful buildings, and expanded facilities until it has a great university.