



*Wesley Nunn, '17ex, is the efficient chairman of the Chicago Advisory Council of the Alumni Association, and had charge of arrangements for welcoming Sooners to Chicago for the O. U.-Northwestern football game*

## Portrait of a Sooner

### No. 1 Alumnus at Chicago

**W**HEN you write a letter to Wesley I. Nunn, '17ex, you might as well start looking for a reply by return mail. If you mention anything important in the letter, watch the air mail. He's the kind of business man who takes things in his stride and gets things taken care of promptly.

His energy and thoroughness have served him well, from the time he and Willard H. Campbell established the *Oklahoma Daily* at the University in the Fall of 1916, through his rise as advertising man with the Marland Oil Company and Continental Oil Company, and since 1936 as advertising manager for the Standard Oil Company of Indiana, at Chicago.

The qualities that have made him a success in his chosen field have also made him a very capable chairman of the Chicago Advisory Council of the University of Oklahoma Association. Under his direction, the Chicago alumni staged their best dinner meeting in history last winter, and have made preparations for an elaborate pre-game football rally for Sooner fans at the College Inn the night before the Sooner-Northwestern game October 7.

Mr. Nunn left the University in May, 1917, to enter officers training camp. He served in the World War as an infantry officer, then as a machine gun officer, then as an aviator, at various camps in the United States.

After serving in the army, he was con-

nected for three years with the Southwestern Advertising Company at Oklahoma City.

Then he joined the staff of the Marland Oil Company at Ponca City as assistant to the director of marketing and advertising manager. After two years of this he became manager of the retail marketing department, and later manager of the wholesale and export sales.

For one year he was an automobile dealer in Ponca City, and then was campaign manager for Frank Buttram's race for governor of Oklahoma.

Following this, for six years he was with the Continental Oil Company as advertising manager. And in July, 1936, he went to Chicago to become advertising manager for Standard Oil of Indiana, a high ranking position in the field of advertising.

**W**HEN Mr. Nunn left Oklahoma, the *Tulsa Tribune* published this tribute to his work:

"Almost since there has been merchandising of gasoline and motor oil through modern advertising methods, 'Wes' Nunn has been a factor and a leader in the profession.

"During his association with the Continental Oil, and its predecessor, the Marland Oil Company, that company vaulted into a commanding position in public opinion through a series of attention-compelling service and advertising features, notable among which have been

the development of an extensive travel aid assistance, and germ-processed oil.

"Nunn was one of the pioneers in the habit of work that has made great successes of several leaders in American advertising. He has always been able to get first-hand public reaction to his company's products. To do this he donned overalls and serviced scores of cars in Continental stations all over the country. Working side by side with the regular station attendants, filling tanks with gasoline, changing oil and lubricating the chassis of the car, he has been able to talk with customers about Continental service and find their likes and dislikes, as well as the type of advertising that interests them most."

**M**R. Nunn came to the University of Oklahoma from Shawnee High School. His principal activities as a student were football and student publications. He served as sports editor and later acting business manager of the *University Oklahoman*, the predecessor of the *Oklahoma Daily*.

In the Fall of 1916, he and Willard H. Campbell, the editor, decided to make the student publication a daily newspaper. They changed the name to *Oklahoma Daily*, and published it five days a week.

The University of Oklahoma, which then had less than 2,000 students, was said to be the smallest university or college in the country to have a daily student newspaper.

He was also sports editor of the *Sooner Yearbook*, and associate editor of the *University of Oklahoma Magazine* one year.

His preoccupation with journalistic endeavors should not be mistaken for any ivory tower tendency. He was a charter member of Ruf Necks, the pep order whose pride in its masculine virility has at times brought it into conflict with the academic dignity of the institution.

The *Sooner Yearbook* for 1917 lists his activities as follows: Kappa Sigma social fraternity, Sigma Delta Chi journalistic fraternity, Junior Burlesque, business manager of *Oklahoma Daily*, *Sooner Yearbook* staff, class president '15, class football, Grub Street Club, and Quo Vadis.

Since leaving the University he has continued his interest in the institution and has served as member of the Athletic Council, member of the executive board of the University of Oklahoma Association, and has been chairman of the association's Advisory Council in Chicago for two years.

Football is still a major hobby with him—along with golf. His home is in Evanston and he enjoys golf at the Evanston Golf Club. During the football season he sees a Big Ten game nearly every Saturday and a professional football game on Sunday.