
Oklahoma Books

NEWEST biography from the University of Oklahoma Press is *Kendall of the Picayune*, the story of restless, imaginative George Wilkins Kendall, who was an editor, war correspondent, traveler, adventurer, and founder of sheep raising in Texas. Kendall founded the famous *New Orleans Picayune* in 1837, just as the Gulf southwest was beginning a period of exciting development, and his alert and lively work as editor, and later as war correspondent in the conflict with Mexico made himself and his newspaper widely known. *Picayune* articles and news reports on southwestern affairs were reprinted throughout the country as the most authoritative information on developments in that sector.

Kendall himself was a man of charming personality, tremendous enthusiasms and driving energy, and his life was a full and rich one although not without its tragedies and frustrations.

Fayette Copeland, '19ba, journalism professor now counselor of men at the University, is author of *Kendall of the Picayune*. Kendall's oldest daughter, still living, was so interested in Copeland's plans for writing the biography that she turned over to him a large collection of private family papers, including Kendall's prolific output of personal letters. Using this original material, Copeland produced a lively and readable biography that is full of colorful detail.

► Piece by piece, the University Press is quilting together a fabric that eventually will give a full and comprehensive picture of early days in the development of the southwest. Another "patch," and a valuable one, has been added with the publication of *Short Grass and Longhorns*, by Laura V. Hamner, of Amarillo.

This book is devoted to the development of cattle ranching in the Texas Panhandle, which is right in the heart of the short grass country. Miss Hamner writes of things she knows and loves—cattle, horses, the details of early day ranch life, the picturesque tales of the Panhandle pioneers, and the men and women who built the huge stretch of free grass that was the Panhandle of the seventies, into a cattle empire.

It is essentially the story of the Panhandle, but it is the story of one era of the West and it gives a good account of the cattle country in general.

Miss Hamner's collection of incidents and humorous stories sprinkled generously through the book make it lively reading.

► Many books have been written on how to write letters, but *Twelve Ways to Write Better Letters*, by William H. Butterfield,



FAYETTE COPELAND, '19BA

'35ma, published by the University of Oklahoma Press, has been widely praised by reviewers as making a new and valuable contribution to this field.

Mr. Butterfield, who is a member of the University business administration faculty, practices what he preaches in the book by making it concise, complete, and very interesting to read. He uses an informal style, often brightened with touches of humor, but at the same time gives specific suggestions for solving letter-writing problems.

Explaining that surveys show only one business letter in five has been written carefully enough to accomplish its purpose, Mr. Butterfield makes 12 suggestions: get the little things right, be yourself, be courteous, write simply, make every word count, get off to a flying start, cover your subject, spotlight the reader, smooth the rough edges, be enthusiastic, personalize your message, and know when and how to stop.

Numerous examples of business letters—both good and bad—are cited to illustrate the suggestions made in the book. Almost anyone who writes or dictates business letters will find this small volume stimulating and helpful.

► George Milburn, '31, author of a number of short stories about Oklahoma, will have a volume, *Black Jack Country*, in the Duell, Sloan and Pearce series, "American Folkways." Some of his books of short stories are *Oklahoma Town*, *No More Trumpets*, and *Catalogue*.

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Hal Muldrow, Jr.

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