

sistant in the newsroom of the *United States News*, weekly magazine published in Washington, D. C. Miss Floyd was formerly employed as reporter by the *Altus Times-Democrat*.

Betty German, '44journ, Porter, is head of the publicity-promotion department of the Mercantile National Bank at Dallas, Texas. Editor of the 1944 *Sooner Yearbook*, she handles all publicity and advertising for the bank.

BUCKLEY-KNAUF: Miss Juanita Carolyn Buckley and James A. Knauf, '44eng, both of Beggs, were married December 2 at Stillwater. Mrs. Knauf has been employed by the Army Engineers in Tulsa for the last two years. Mr. Knauf was training in the Naval Radar School at Stillwater, where the couple will live.

RAYL-PATE: Miss Nathalie Rayl, '44bus, Okmulgee, and Pvt. James Durwood Pate, '41-'44, Ardmore, were married November 28 at Raleigh, North Carolina. Mrs. Pate was formerly employed by the Carter Oil Company. Private Pate, a member of Delta Chi fraternity, was taking civil engineering training in the University of North Carolina, Chapel Hill, where the couple have established a home.

REICHSTADT-LAMB: Mrs. Beth Howley Reichstadt, '44ma, Omaha, Nebraska, and Lt. D. G. (Dub) Lamb, '39-'43, Ardmore, were married on December 9 at Maxwell Field, Alabama. Mrs. Lamb, a member of Pi Beta Phi sorority, was formerly an assistant in the office of the counselor of women at the University. Lieutenant Lamb, a member of Phi Gamma Delta fraternity, was on duty at Maxwell Field with the Army Air Forces. The couple are living near there in Montgomery.

HUCKINS-McCORMICK: Miss Mary Louise Huckins, '44ba, Muskogee, and Lt. Joseph R. McCormick, Oklahoma City, were married on November 22 in Muskogee. Mrs. McCormick is a member of Gamma Phi Beta sorority. Lieutenant McCormick, a former student of Oklahoma City University, recently received his commission in the Field Artillery at Fort Sill and was assigned to duty there. He and Mrs. McCormick have established a home in Lawton.

Mrs. Blanche Gay Hill, '44m.ed, who formerly taught school at McLoud, is teaching this year in Bartlesville.

JACK-BRUTON: Announcement was made of the marriage of Miss Jerry Jack, '41-'44, Sulphur, and Lt. Joe D. Bruton, '40-'43, McLean, Texas, July 29 in Sulphur. Lieutenant Bruton was stationed temporarily at Fort Sill. The couple were living in Lawton.

LIVELY-KEENER: Miss Mary Katherine Lively, '42-'44, Ardmore, and Ensign Miles Herbert Lloyd Keener, '43eng, formerly of Norman, were married August 27 in Ardmore. Mrs. Keener attended William Woods College at Fulton, Missouri, as well as the University. She is a member of Chi Omega sorority. Ensign Keener, a member of Delta Tau Delta fraternity, was president of St. Pat's Council, editor of *The Shamrock* engineering magazine, and a member of numerous engineering and other campus organizations. He was stationed at New Orleans, Louisiana, before his recent transfer to the west coast. Last year he received the O. U. Dads Association award presented to an outstanding male student.

Sara Pritchett, '44ba, Ada, has been employed by American Airlines, Incorporated, as a hostess. She spent last summer at Great Neck, Long Island, New York, training for the position. Miss Pritchett is a member of Chi Omega sorority.

SIMMONS-PAINTER: Miss Billie Louise Simmons, '42-'44, Okmulgee, and Pvt. John E. Painter, '41-'43, Afton, were married last summer in Okmulgee. Mrs. Painter is a member of Alpha Chi Omega sorority. Private Painter, a member of Sigma Nu fraternity, was stationed at Camp Maxey, Texas.

# Oklahoma Books

DIARY AND LETTERS OF JOSIAH GREGG, EXCURSIONS IN MEXICO AND CALIFORNIA: 1847-1850. Edited by Maurice Garland Fulton, with an Introduction by Paul Horgan, Norman, The University of Oklahoma Press, 1944. \$3.50.

One of the great historical manuscript "finds" of our day at last is placed between covers with the publication of the second volume of the Gregg papers. The first volume was published by the University of Oklahoma Press in 1941.

A century ago when the tide of empire was sweeping our frontiers westward to the Pacific, Josiah Gregg, a trader-scientist beset with the restlessness of his generation, wrote his masterly account of trade over the old Santa Fe trail under the title of *Commerce of the Prairies*. But his contribution to history did not end in 1844 with the publication of this book. For a companion volume which he hoped to publish within the next decade, he kept careful detailed notes on his adventures with the American forces during the Mexican War, of his observations of the Battle of Buena Vista, and of his stay in Mexico afterwards. His pen scribbled busily as he crossed the Isthmus and followed the Forty-niners up the coast with the gold rush to California.

Gregg's diaries end with his arrival in San Francisco in August, 1849. It is fortunate for today's history students that Gregg was as careful about his personal effects as he was about the accuracy of data he recorded in his notebooks. When he went inland on his last adventure, he left his diaries in the hands of a friend. He did not return but died of starvation and exhaustion early in 1850 after his exploring party had discovered Humboldt Bay. His effects were forwarded, according to his instructions, to his brother.

The story of Mr. Fulton's discovery and eventual publication of the diaries is a fitting prelude to the superb task of editing so evident in the finished volume. Every marginal note on the diary pages was included and faithfully annotated. The last chapter of Gregg's life is pieced together from old letters, newspaper clippings and obituaries, as carefully documented as though Gregg had done the job himself.

Paul Horgan's introduction, "Josiah Gregg Himself," is a gem.—FAYETTE COPELAND.

► William H. Butterfield, energetic head of the Department of Business Communications in the University's College of Business Administration, is fast becoming a nationally recognized authority on the effective use of direct mail for business and public relations purposes.

His latest book in this field, *Credit Letters That Win Friends*, (\$1.75), was published last month by the University of Oklahoma Press. It is the eighth book on letters which Mr. Butterfield has had published since 1938. The others are *The Business Letter in Modern Form*, *Practical Business Letter Problems*, *Goodwill Letters That Build Business*, *Successful Collection Letters*, *Practical Problems in Business Correspondence*, *Twelve Ways to Write Better Letters*, and *How To Use Letters in College Public Relations*.

In his new book, Mr. Butterfield lists as cardinal points to be kept in mind in writing credit letters: Time yours for opportunity; make them brief; be cordial, not gushy; use your own vocabulary, avoid irrelevant ideas;

don't be facetious; be personal; use the right salutation; be genuine; and don't make a form letter a form letter.

The book includes carefully selected examples of good and bad credit letters, based on the experience of 56 leading American credit men. As in his other books, the author managed to find some entertaining samples to brighten the more prosaic mine run of credit letters.

He tells about a confirmed bachelor who received a store's monthly statement addressed to him as *Mrs.* The bachelor wrote a verse concluding with:

The life's not spent, I'm quite content  
To live minus love and kisses.  
So abide with me, I'm respectfully,  
A man without a *Mrs.*

The store's credit man, not a person to pass up such a challenge, replied in kind with a verse concluding with:

We're glad that you are quite content  
About the love and kisses.  
We can supply *most* all your needs,  
But we can't provide the "Missus."

Mr. Butterfield has a collection of more than 7,000 specimens of direct mail pieces, including portfolios of prize-winning exhibits submitted by nationally famous business firms in competitions. The collection is believed to be one of the four best of its kind in the entire United States.

The Sooner expert on letters has found that the business and public relations experts who dream up form letters to influence people take a lot of pride in their brainwork, and are happy to send samples to experts who appreciate their skill. By keeping in touch with such persons, Mr. Butterfield has built up numerous contacts and now receives new samples for his collection almost every day.

The specimens are classified by type of business for which they are prepared, and by general classification of subject matter, so that students or other interested persons looking for ideas can easily find good examples in the field in which they are interested.—ROSCOE CATE.

► A revised and enlarged edition of *Around Tahlequah Council Fires*, by Dr. T. I. Ballenger, '39ph.d, professor of history at Northeastern State College in Tahlequah, has been published by the Cherokee Publishing Company in Oklahoma City. The book is recognized as one of the best sources of information on early Cherokee history, legend and custom.

► F. O. Matthiessen, writing in the January 6 issue of *The Nation* on the new University of Oklahoma Press book, *The Western Journals of Washington Irving*, edited and annotated by John Francis McDermott, commented, "Its chief interest to readers of American literature is that it furnishes a comparison with its author's *Tour of the Prairies*, which he worked up from these notes. It is revealing to watch Irving, the inveterate lover of the picturesque, transform his French guide and buffalo hunter into the comic servant of European tradition, into a pale imitation of Gil Blas. As a result of being so saturated in literary allusions, Irving missed the chief opportunities afforded by this experience for fresh and lively creation of actual frontier types. Mr. McDermott makes this point tellingly, and urges that greater authenticity attaches to Irving's journal than to his finished book."