

Wesley Nunn Visits Soonerland

Wesley I. Nunn, '17, advertising manager of the Standard Oil Company of Indiana, returned to the University campus for the first time in ten years to address an all-journalism school meeting on December 11. About 400 persons heard the address.

"The Man Who Built a Better Mousetrap," a 14-minute soundslide color-film produced by the company to illustrate principles of advertising, was shown by Nunn. He later presented the film to the School of Journalism.

As examples of the effectiveness of advertising, he mentioned war loan drives in which sales more than tripled after organized advertising was begun.

He cited the reduction in cost to the subscriber as a result of advertising. Production expenses for one copy of a certain metropolitan paper are about \$40 a year, he said, while the subscribers pay only \$13.

By creating increased demand, advertising over the years has reduced the price of merchandise to the consumer, raised wages and brought better profits, Nunn summarized.

Dr. Fayette Copeland, '19ba, director of the School of Journalism, introduced Nunn as one of the first members of the *Oklahoma Daily* staff.

Pendleton Heads K.C. Alum Club

The Kansas City Area Alumni Club was revived officially the night of December 9 when alumni within a 75-mile radius of that city met at the President Hotel in Kansas City, Missouri.

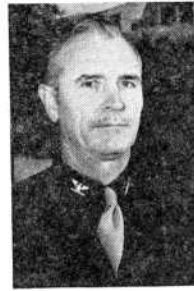
Meeting with the group of approximately 50 former Sooners were Ted M. Beard, '21ba, executive secretary-manager of the O. U. Association, and Roscoe Cate, '26ba, financial vice-president of O.U.

Highlighting the evening was the election of Richard Pendleton, '26law, as president of the club. Other new officers are Francis Henry, '34eng, vice-president, and Mary Frances Jameson, '47ba, secretary-treasurer.

The election followed a talk by Cate on "Building Progress at O.U." Color moving pictures of the University were shown by Beard who later spoke on "University Alumni Activities." A feature of the program was a talk by Stratton D. Brooks, former O.U. president, who now lives in Kansas City, Missouri.

Colonel Collier Becomes Deputy Commander of Army Station

Col. J. V. Collier, '34ba, who for five years was a military science instructor at O.U. and later a Japanese prisoner of war, has been promoted to deputy post commander of Fort Sam Houston, Texas. He took over his new duties January 10.



COL. J. V. COLLIER

Colonel Collier, who has completed 29 years of active service with the Army, entered the Army in 1918 and achieved his colonelcy in March, 1942, just before being taken prisoner by the Japs on April 9 with the surrender of Bataan. He was a captain when sent overseas in May of 1940. When the Japanese attacked Pearl Harbor more than a year later, Collier was assistant to the assistant chief of staff in General MacArthur's headquarters.

The 49-year-old colonel is a native Oklahoman, having been born at Midland. He was graduated from Chickasha High School in 1916.

The field artillery expert was a first lieutenant while at the University from 1930 to 1935 as instructor and assistant professor of military science and tactics.

A prisoner of war for more than three years, Colonel Collier had lost 45 pounds and was suffering from amoebic dysentery when released by the Russians on August 20, 1945, from the Chiang Chi Tun, Manchuria, prison camp.

The Colonel, whose hobbies include nearly all sports as well as woodworking, wears seven overseas bars, the Victory Medal for World Wars I and II, the Philippine Defense Ribbon, the Asiatic-Pacific Campaign Ribbon, the Silver Star Medal, the Legion of Merit with one oak leaf cluster, the Bronze Star Medal with two clusters and the Purple Heart.

Colonel Collier still is closely connected with the University. His son, James, is a business student at O.U. James is married and is an Army veteran.

Colonel and Mrs. Collier have two other sons, Theodore, 19, who is in the Army in Japan, and F. Thomas, 15, who lives at home in Fort Sam Houston.

BOOKS

A Helpful Book for Women

JOBS FOR WOMEN OVER 35—by *Julietta K. Arthur*, '20ba. Prentice-Hall, Inc., New York. \$3.50.

Mrs. Arthur's book is really a blessing to "women over 35" who find it necessary to work, and is delightful reading, too. Good advice and how to use this advice to the best advantage is given for many fields of employment.

At the beginning of each chapter is a Blue Monday Fable—a story of some woman, over 35, who suddenly found it necessary to earn her own living, oftentimes support her children, and made a success of her work.

Domestic service is listed as the largest single employment category of women in this country. Working in a home or in a hotel as housekeeper is suggested for those who like household work and can do it efficiently.

Insurance is another good field for older women, the author points out. In fact, women under 35 are excluded in most firms. The prospects in this business are very encouraging. Many firms feel that mature women with graying or even snow white hair are an asset, inspiring confidence in prospective buyers.

Mrs. Arthur mentions several sources of help for one planning to go into business for herself. Booklets on "Establishing and Operating an Apparel Store" or a restaurant, book store, gift shop, and other businesses that are most interesting to women are listed, and information is given telling how and where to obtain them.

Among the jobs discussed are real estate, farming, salesmanship, white collar jobs, work in a factory, nursing, cosmetology. The book has an 11-page appendix of sources of help on occupations.

Julietta Arthur was graduated from the University of Oklahoma in 1920 with a B.A. degree. While in college she was a member of Phi Beta Kappa. She was married in 1924, but her husband died five years later. Mrs. Arthur has been editor, publicity director and writer for such magazines as *Women's Wear*, *Forbes*, *Nation's Business*, *Look* and *Coronet*.—*Thellys Gill Hess*, '47bus.

Glenn Bradley Takes Over Press Management as Carrel Resigns

Glenn Bradley, '39-'43, has been appointed to the sales management of the University of Oklahoma Press. He joined the Press staff January 5 and assumed the sales post February 1, when L. J. Carrel, who has held the position since 1938, went to Harvard University Press in a similar capacity.

Bradley has worked on the copy desk of *The Daily Oklahoman*, in Oklahoma City, and on *The Norman Transcript*. From 1943 to 1945 he was in the U. S. Army and saw action as an artillery lieutenant attached to the American Third Army, in Europe.

As sales manager of the University of Oklahoma Press, Bradley will have charge of sales promotional activity of the University's publishing arm, which since 1929 has issued nearly 200 books and is also the publisher of *Books Abroad*, the international literary quarterly.

Glenn Bradley was born in Ada, attended Norman High School and was enrolled in the University from 1939 to 1943. He lives in Norman with his wife and 14 month old daughter, Janet.

In addition to his regular newspaper work, Bradley has done special reporting for the United Press and International News service.

The Matzene collection, donated to the University of Oklahoma by R. Gordon Matzene, contains more than 250 articles of Chinese art.



When Larry Cotton, '33 concert tenor, returned to the University in December to appear on the *Celebrity Series*, he dropped into the Union to shake hands with a few friends. Posing with him in front of the Union are, left to right—Alice Wightman, New York City, Cotton's accompanist; Gene Kendall, '32ba, '34ma, Norman; Mary Cotton, Cotton's wife; Cleo Fitzgerald, law freshman and manager of series; Sudie Grantham, junior in fine arts, assistant manager of series; Larry Cotton; Barbara Beard, captain of usherettes for the series, and Ted Beard, '21ba, executive secretary-manager of the Alumni Association.